

**Universities Federation for Animal Welfare Policy Statement relating to
Donations, Sponsorship, Membership subscriptions and agreements relating to
these**

This Policy Statement addresses matters relating to donations to and sponsorship of UFAW, to related sponsorship and other fund raising agreements, and membership subscriptions. It does not relate to contracts that UFAW may enter into to provide specific services (eg consultancies).

The Universities Federation for Animal Welfare, which is a charity registered in England (No. 207996) and a Company Limited by Guarantee (No. 579991), is independent of any trade, political or other affiliation.

1. UFAW's objectives, set out in Clause 3 of the Memorandum of Association (as altered by special resolutions passed on the 2nd day of April 1958 and the 24th day of October 1995), are:

(a) To prevent cruelty and promote humane behaviour towards all animals whether domestic or wild, in the United Kingdom or abroad, so as to reduce or eliminate pain, fear, suffering, distress or lasting harm inflicted upon them by humans, and in pursuance of this aim to enlist the energies of members of universities, professional men and women and all others who work with, are responsible for, or care about animals.

(b) To encourage and promote, through the process of education, good management and husbandry practices whereby the needs of animals are properly understood and met, and, in advancement thereof, to contribute to the store of scientific knowledge by funding and engaging in animal welfare research and by publishing the results thereof.

2. In pursuit of these objects, the Federation receives voluntary donations, legacies, gifts and membership subscriptions, and enters into commercial agreements with corporate and other organisations for the purpose of raising the charity's profile and/or raising funds.

3. The Federation's independence, image and reputation are important and valuable and due care is necessary to ensure that these are protected and that the pursuit of its animal welfare objects is not compromised.

4. The Federation will accept voluntary donations, gifts and membership subscriptions, and enter into commercial agreements, without discrimination as to the source of the donation, gift or subscription or the nature or business of the commercial partner provided that such acceptance or agreement is deemed not to negatively impact the independence, image or reputation of the Federation, its animal welfare objects or its pursuit of those objects. The Federation retains the right to speak out on any matters even when these may be in opposition to the position of a donor.

5. Donations, gifts and subscriptions will be reviewed by senior management at the time of receipt and referred to the Association's governing Council if these:

(a) are deemed to have or be likely to have such negative impact, or

(b) are £25,000 or more in value

Should the Council determine that a donation, gift or subscription has or is likely to have negative impact, it will be respectfully declined or terminated.

6. Agreements relating to sponsorship or other marketing/fund-raising activities (joint promotions etc)

In addition to the above considerations:

6.1 Where deemed to be necessary by UFAW, sponsorship and related marketing/fund-raising agreements will be covered by a written agreement with provision for:

- (a) monitoring and review as appropriate
- (b) termination of the agreement (for reasons including, but not limited to, determination by the Federation that continuation would negatively impact the Federation's independence, image or reputation).

6.2 All sponsorship and related marketing/fund-raising agreements that involve actual or likely financial transaction(s) totalling £25,000 or more, or that involve public use by the commercial partner of the Federation's name or logo will be referred to the Federation's Council or a designated panel thereof for ratification, and may also be referred for legal advice.

6.3 Where a sponsorship or related marketing/fund-raising agreement involves public use by the commercial partner of the Federation's name or logo, the written agreement will specify conditions of such use and how the name or logo is to be used. For example, to avoid perceived endorsement of the commercial partner or its product/service by UFAW (unless endorsement is part of the commercial agreement) the logo will be accompanied by text indicating the commercial partner's support of the Federation, or other text as appropriate.

6.4 Sponsorship and related marketing/fund-raising agreements will be entered into, and continued, only if (but not limited to):

- (a) there is reasonable expectation that the commercial partner will be willing and able to meet all its financial and other obligations under the agreement
- (b) the commercial partner is in good standing financially and otherwise
- (c) the anticipated benefit to the Federation is commensurate with its obligations under the agreement and potential risks
- (d) the business of the commercial partner is not deemed to be in conflict with that of the Federation or with its animal welfare objects as described in the Memorandum of Association (see 1)
- (e) the commercial partnership and its covering agreement comply with relevant law and regulations
- (f) the charity retains the right to speak out on any matters even when these may be in opposition to the position of a donor.