

DONATION AND SPONSORSHIP ACCEPTANCE POLICY

for

Cure Myotonic Dystrophy UK Charity (CDM)

Also known by 'CureDM'

CureDM is a Charitable Incorporated Organisation (CIO)
Registered CIO number 1191217

CureDM registered address is:
Riverside View, Station Rd, Whitton, DN15 9LR
curedm@outlook.com

Aims of the Charity

To preserve and protect good health among, and relieve the needs of, people living with Myotonic Dystrophy, their families, and carers, in particular but not exclusively by:

- Providing information, help and support to such people and their families and carers.
- Making financial donations to support organisations and individuals carrying out research into Myotonic Dystrophy, the useful results of which will be published for public benefit; and
- Raising awareness of Myotonic Dystrophy within the general public, medical and scientific communities.

Purpose of the policy

This policy sets out the principles and approach we take to considering all donations, grants, and sponsorship acceptance. It has been devised to ensure clarity and openness to all our stakeholders.

The Charity Trustees must act in the best interests of the Charity when deciding to accept or refuse a donation or sponsorship. 'Sponsorship' means payment by an organisation or individual received to support an activity, project, event, or asset. This could be in cash or in kind.

Working with other organisations

CureDM is a charity where all income received, to allow us to further our aims, is raised from fundraisers, donations, sponsorship, and grants. As the Charity grows, we need to raise an increasing amount to expand our work. CureDM believes that the Charity aims can be more effectively achieved by working collaboratively and in partnership with a wide range of other organisations in the public, voluntary and private sectors.

CureDM believes it is vitally important to maintain and develop co-operative relationships with other organisations, including those that develop, manufacture and market medicines and other treatments.

Commitment to address ethical issues and conflict of interest (COI)

CureDM actively supports opportunities for working together with external organisations to achieve shared objectives. However, it is essential that the Charity establishes a strict, clear and transparent policy for collaboration and partnership to ensure that CureDM remains independent and autonomous and that there can be no actual or perceived improper influence on its work.

CureDM will always ensure any initiatives/sponsorship does not compromise the independent status of the Charity, and any activities of organisations we work with are consistent with our organisational values.

CureDM Trustees will consider and identify conflicts of interest in relation to donation and sponsorship in accordance with the Policy on Conflicts of Interests.

Acceptance of donations or sponsorship

CureDM is committed to the Charity aims and seeks support from a wide range of individuals and organisations to assist in achieving them. The Charity recognises that other organisations have different aims and objectives and will have their own particular marketing agendas.

- The Charity will consider all potential donations and sponsorships individually.
- Accepting sponsorship or donations from a company does not imply that CureDM endorses or approves any views, products, or policies of the individual or company.
- No partner organisation should infer that acknowledgement of its support by Cure DM represents endorsement of its policies, actions or products.
- Any quotes, use of logo, or press releases which refer to CureDM cannot be issued without its prior written approval.
- No company can expect to acquire an exclusive relationship with the Charity.
- CureDM will not enter into relationships that are designed to give one organisation a competitive or strategic advantage over another.

CureDM is dedicated to bringing accurate and useful information and support to its stakeholders, this will in no way be influenced by sponsorship or donations received.

Working with the private sector gives us opportunity to extend our support and meet our charitable aims. With every new partnership we always put our mission and our values first.

- All sponsorship must be approved by the Board of Trustees.
- The Charity will only accept corporate funding (or other forms of support) when a detailed written agreement on the specific support offered has been accepted by both parties.
- If the Trustees ultimately decide to refuse a donation or sponsorship, a careful record of the decision, and the reason for it, will be documented.
- CureDM reserves the right to withdraw from any partnership or collaboration if it is not being implemented according to the agreement or develops in a way that contradicts the Charity's policies and principles.

Identifying areas of potential concern

CureDM will not accept support that could compromise the Charity or undermine its effectiveness in achieving its aims.

Partnerships with companies whose commercial objectives would conflict with the Charity's aims and values, or which could promote inaccurate or misleading messages about the commitment to those aims and values, would not be appropriate.

Partnerships with companies involved in any of the following activities will be avoided:

- Any conflict with the CureDM aims.
- Any which could harm the charity - directly or indirectly.
- Any which might damage the public's perception of the charity.
- Any which the Charity Trustees consider to be distasteful or offensive.

Cure DM welcomes comments, criticism, and suggestions as to how its aims can be met and improved.

Legal Framework

CureDM subscribes to and pays the Fundraising Regulator's levy, and agrees to abide by its code of practice which is detailed here:

<https://www.fundraisingregulator.org.uk/code-of-fundraising-practice/code-of-fundraising-practice/>

CureDM abides by the Fundraising Regulator's key principles and behaviours of a fundraising organisation: to be legal, open, honest and respectful.

CureDM is committed to carrying out business fairly, honestly, and openly, adhering to The Bribery Act (2010).

<https://www.legislation.gov.uk/ukpga/2010/23/contents>

The Charity complies with relevant UK laws and regulations, including Data Protection, Tax and Gift Aid legislation, and Charity Commission guidance.

Transparency

CureDM is committed to openness and transparency in all its dealings with other organisations (subject to any necessary legal or other constraints, e.g. relating to commercial confidentiality).

All donations, sponsorship or grants will be recorded in the annual report and published accounts.

CureDM will communicate its commitment to this policy by reviewing it annually and displaying it on the Charity website.

