



Belong To LGBTQ+ Youth Ireland

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Revision History

Revision	Date of Release	Purpose
Initial Draft	October 2015	Initial Release
v 2.0	September 2021	Policy Review
v 3.1	October 2023	Policy Review
v 3.2	December 2023	Policy Update

Introduction

To help guarantee the availability of ongoing funds to pay for its work, Belong To Youth Services (operating as 'Belong To LGBTQ+ Youth Ireland') aims to maintain a broad base of different sources of funding.

This policy has been drawn up to govern the activities of Belong To LGBTQ+ Youth Ireland and its associated projects such that they remain in line with these overall aims. It is designed as a checking tool to ensure that the needs of the organisation are balanced against its principles.

Belong To is a dynamic organisation always seeking to push out the boundaries of its activities. As such any policy must be sensitive to the changing nature of what Belong To does.

This policy is a set of principles that can be used to evaluate the correct course of action within a certain situation. As time goes on a body of precedents will grow up around each principle. In this way the policy will remain reflective of the needs of Belong To and all who are involved with it. It is the role of the Fundraising Committee to periodically evaluate Belong To's activities and check if they are in line with all existing policies and report to the Board as appropriate.

How the policy works

Below are several areas that have been identified as having a possible ethical angle that needs to be considered. Under each heading an explanation of Belong To's position has been provided in terms of overall principles.

Fundraising Practices

The Board is committed to ensuring that fundraising activities are carried out in an ethical manner and in compliance with the *Statement of Guiding Principles for Fundraising* of which the organisation is a signatory.

To that end it is critical for public trust, and the organisations future fundraising income that the organisations fundraising activities are carried out appropriately, namely, openly, honestly, transparently, and with integrity, this section of the policy documents the standards expected by staff, volunteers, board members, interns, and third-party agents while fundraising for or on behalf of Belong To.

The foundational principal will be a simple one:

We will only use techniques that we would be happy to have used on ourselves when fundraising.

In meeting this principle, the organisation will adhere to the following standards:

- Fundraising activities carried out by Belong To will comply with all relevant laws.
- Any communications to the public made in the course of carrying out a fundraising activity shall be truthful and non-deceptive.
- All monies raised will be used to advance the organisations aims in an appropriate manner.
- Donors and prospective donors have the right to be informed whether those seeking donations are volunteers, employees of the organisation or hired third party agents.
- Each appeal shall carry a statement that the donor's donation may be used to support all areas of work undertaken by the organisation and may not specifically be used to fund the area highlighted in the appeal.
- All personal information collected by Belong To is confidential and will be gathered, stored, and used in compliance with the relevant laws, GDPR guidelines and the organisations [privacy policy](#).
- Nobody directly or indirectly employed by or volunteering with Belong To shall accept commissions, bonuses or payments for fundraising activities on behalf of the organisation that fall outside the normal terms and conditions of employment which shall provide for an annual salary only.
- Fundraising activities will not be undertaken where they may be detrimental to the good name, reputation or community standing of Belong To.
- The organisation will not sell, rent, or otherwise share its donor list. Data may only be passed to third parties when necessary for administration or when required by law.

Acceptance and Refusal of Donations

Context

Belong To actively seeks opportunities to work together with organisations and individuals to achieve shared objectives. However, it is vital that Belong To maintains its independence and does not allow any external partnership to bring the name of Belong To into disrepute, or hinders our ability to achieve our charitable purpose.

The organisation therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

- There are strong grounds for believing that it will result in a benefit to the attainment of our charitable purpose
- The Director of Development, CEO, and Board are satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of the partner, company, or individual to influence the organisations policy or actions either explicitly or implicitly
- That initiatives do not compromise the independent status of the organisation.

Avoidance Criteria

Belong To does not accept any funding from companies directly involved in activities that run contrary to our overall aims or our charitable purpose. These include organisations and companies who block or work against the LGBTQ+ community, and more generally companies who block or work against social justice or youth empowerment.

It is impossible to produce an exhaustive list of the areas that Belong To would consider contrary to our aims.

As a starting point, organisations, or companies directly involved in or supportive of any of the areas below may be seen as working against our values and ethics:

- anti-LGBTQ+ rights;
- conversion therapy;
- exploitative practices e.g. financial, working conditions or housing;
- genetic engineering;
- homo/bi/transphobia;
- human rights abuses;
- participating in discriminatory behaviour;
- racism;
- tobacco.

Acceptance Criteria

When deciding whether to accept any particular donation, the Director of Development, CEO, and Board have a duty to demonstrate to the Charities Regulator that they have acted in the best interest of the charity and its charitable purpose, and that association with any particular donor does not compromise the organisations ethical position, harm its reputation, or put future funding at risk. The

organisation complies with all relevant legislation, including anti-money laundering, the bribery act, and Charities Regulator Guidance.

The organisation would therefore not accept any of the following where the donation:

- was known to be associated with criminal sources/ illegal activity, or there is credible evidence to suggest a criminal or illegal source;
- would help further a donor's personal objectives or give rise to a private benefit, which conflict with those of the organisation; would lead to a possible decline in support for Belong To, and so risk a fall in the resources available to fund its work or damages its longer-term fundraising prospects;
- would otherwise impact adversely on the organisation's reputation;
- consists of goods, property, or services which the organisation cannot lawfully use, convert, sell, or exchange in direct support of its charitable aims;
- is dependent on the fulfilment of unacceptable conditions applied by the donor to the gift;

Who can Belong To be in partnership with?

In this context partnership means any work that Belong To does whereby the responsibility for the result of that work is jointly owned between Belong To and another group.

Belong To will not work in partnership with any organisation, either company, statutory, voluntary, or community-based whose purpose is contrary to our aims and charitable purpose.

Belong To will aim to be in partnership with organisations that are working towards the same or similar aims and are using a similar approach. It will also aim to work with organisations, which may not have considered such issues, but who are willing to listen and possibly change their practices through dialogue with Belong To. However, this does not apply to organisations that work directly against what we are trying to do.

Belong To will always seek to avoid any partnership or sponsorship arrangement which might lead to a real/ or perceived inappropriate third-party influence on the decisions or independence of the organisation.

Further Points

Belong To has a long history of receiving funding from statutory bodies. We accept this funding because it is intended to promote work that contributes to our aims and because it is necessary for Belong To to function. We do recognise; however, those statutory bodies are not necessarily ethical just by virtue of being statutory bodies. The Board acknowledges that it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene the aims of the organisation. In recognition of this, we always try to promote good practice by

sharing our methods and asking for inclusive and ethical policies from the bodies we are involved with.

The organisation can seek to raise funds from charitable trusts and foundations, but we recognise that, simply because these have been registered with the Charities Regulator does not mean they are ethical givers. Occasionally trusts are set up with the express purpose of making an otherwise unethical company seem more ethical and responsible through positive advertising: the greenwash effect. We therefore do not accept money from any charitable trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to our aims.

The organisation recognises that LGBTQ+ young people are at an increased risk of harm from drugs and alcohol because of anti-LGBTQ+ stigma. As a result, the organisation will only accept monies from alcohol companies in the following transactional circumstances:

- supports a Belong To event (e.g. buys a table at the Rainbow Ball);
- sponsors a drinks reception at a Belong To event;
- receives a Belong To staff workshop, or;
- hosts a Belong To speaking event.

The alcohol company supporting a Belong To event, sponsoring a drinks reception at a Belong To event, receiving a workshop or hosting a speaking event cannot showcase this as a partnership with Belong To. The alcohol company cannot showcase its support for Belong To publicly, nor will Belong To publicise this support from an alcohol company outside of a private event (e.g. social media).

The alcohol company understands that any support they offer is on the basis of it being once-off, and does not indicate an ongoing partnership or sponsorship with Belong To.

We will share this policy with alcohol companies before accepting monies and ask them for their agreement before proceeding with any gift.

The list of areas provided in this policy is in no way exhaustive and many more questions will arise during Belong To's development than can be covered within this policy. To try to develop a policy that did cover all such areas would be an endless process and result in an unwieldy policy. The above statements of principle are meant as a working guide to assist in making decisions about these unforeseen situations.

In general, it is the case that Belong To would wish to avoid supporting or working with any organisation that was working against our overall aims. The only exception to this might be an organisation that Belong To considered to be making a genuine effort to re-adjust its operations in line with our values.

Corporate Sponsorship

The purpose of this section is to enable the staff and management within Belong To to make clear and consistent decisions regarding the formation of partnerships with the corporate sector.

The fundraising strategy for Belong To makes reference to the formation of partnerships with the corporate sector. All our relationships with the corporate sector will need to be guided by our commitment to ensuring that all LGBTQ+ young people are healthy, safe, and equal in the diversity of their identities and experiences.

Opportunities for corporate partnerships are being created by the;

- the widening role of the private sector in civil society;
- growth in mutually beneficial alliances between the corporate and voluntary sectors;
- increasing potential to secure corporate support for our work;
- ability of companies to promote our services to a wider audience.

Irrespective of the delegation of decision making, the ultimate responsibility with respect to corporate partnerships and all activities arising from them rests with the Board of Directors.

The formation of corporate partnerships is an important element of the fundraising strategy of Belong To. A corporate partnership is defined as a public, active, and on-going association with a business, which has been solicited either by Belong To or the business has been established for the mutual benefit of Belong To and the company.

Partnerships with corporate partners may encompass a range of activities such as;

- cause-related marketing;
- employee fundraising;
- promotion of the Belong To brand on or with its products;
- joint or sponsored events;
- research projects;
- sponsorships of aspects of Belong To's services;
- sponsorship of Belong To's publications;
- Gifts-in-kind, such as equipment, services, vehicles, and the use of premises

All sponsorship relationships/ partnerships must have a significant financial commitment from the sponsor to help offset the costs associated with the activity and deliver for our beneficiaries.

In all cases, partnerships or sponsorship which involve naming rights must be approved at Board level.

Once agreed, any inclusion of Belong To's logo / name must be approved by the Director of Development.

Cause-related marketing, affinity marketing, and product/ service endorsement

- The organisation does not endorse or approve the products or services of any company/ organisation. A statement to this effect will be included alongside any branding or promotion associated with products.
- Only Belong To will have direct access to its database and beneficiaries.
- The organisation's cause-related promotion will always reflect the organisation's values.

Partnership assessment

Before forming a partnership with a company an assessment will be made by the fundraising department of the potential benefits and risks attached to the association. This assessment will take account of the following:

- The financial stability of the company;
- The reputation of the company, especially with regard to LGBTQ+ issues;
- The acceptance and avoidance criteria of this policy

In cases where the results of an assessment indicate that it is unclear whether a partnership with the company in question will be pursued the decision will be taken by the Director of Development in consultation with the CEO, who may refer the matter to the Fundraising Working Group or the Board as deemed necessary.

Partnership/ sponsorship agreement

A sponsorship agreement setting out the terms and conditions of the partnership/ sponsorship should be agreed where the partnership/ sponsorship is of material value to the organisation.

Transparency

Belong To will undertake to communicate this policy to all its stakeholders.

Appendix

Sponsorship contracts/ letter of agreement

Sponsorship contracts and letters of agreement involving Belong To LGBTQ+ Youth Ireland must include the following clauses:

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
2. **Terms of Agreement:** The dates for commencement and conclusion of sponsorship alliances must be included in the contract.
3. **Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on the Approval of the Use of the Belong To's Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: *“Neither party, in any situation, whether within or outside the parameters of the sponsorship shall be deemed to be the spokesperson for, or the representative, of the other party.”*
5. **Exclusivity:** Belong To may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: *“Belong To LGBTQ+ Youth Ireland agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement.”*
6. **Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
7. **Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Contract:** The contract should stipulate what shall occur in the case of a breach of contract; for example: *“Prior to imitating formal notification of breach of contract, the parties will undertake all appropriate*

and reasonable efforts to resolve the matter. Should these efforts not prove successful, either party may notify the other of breach of contract in writing, sent by mail or courier, return receipt requested. Such notification will request a written response by a specific date. Non-compliance will constitute cause for dissolution of the contract.”

9. **Intellectual Property:** The contract should outline the intellectual property agreement as part of the partnership.
10. **Right to Discontinue the Sponsored Program or Event:** The contract shall ensure Belong To reserves the right to cancel the sponsorship should circumstances dictate; for example: *“When circumstances beyond the control of Belong To LGBTQ+ Youth Ireland force the cancellation or substitution of a sponsored event or project, Belong To reserves the right to cancel without finding itself financially liable or in breach of contract.”*

A sponsorship agreement template is saved to the shared document repository.