DIABETES UK
CARE. CONNECT. CAMPAIGN.

Policy Statement

Working with Companies

November 2015

Diabetes UK is pleased to work in partnership with companies, trusts and major donor's where such partnerships support our goal to care, connect and campaign on behalf of all people affected by and at risk of diabetes.

Whilst working with partners presents valuable fundraising and awareness-raising opportunities, partnership working also presents some level of risk. The Working with Funding Partners Policy sets the principles by which Diabetes UK will enter into partnerships and ensures that all partnerships are consistent with our organisational aims.

Principles for working with major funding partnerships

1) All partnerships will be based on the principles of integrity and openness and will bring benefit to Diabetes UK through funding or through supporting Diabetes UK to achieve its mission.

2) All commercial partnerships including employee fundraising relationships with national companies will be subject to a risk assessment (Appendix 1) to ensure that no unjustifiable financial or reputational risk is taken by Diabetes UK. All partnerships with producers and retailers of food and drink products will be subject to a full risk assessment and approval by the relevant Executive Team members.

3) Any partnership entered into will not compromise the independent status of Diabetes UK. When working with partners with a commercial interest in diabetes we will, where linked to political or campaigning activities, seek to work with a minimum of two partners in order to maintain independence and impartiality.

4) Diabetes UK welcomes opportunities to raise funds and awareness through cause related marketing and sponsorship. However Diabetes UK will not directly endorse any third party, its products or services.

5) No commercial partnership will be entered into with a company whose product or service is considered to be detrimental to people living with or at risk of diabetes, or any product or service with unsupported claims of positive benefits to those with or at risk of diabetes. All partnerships with products and services with specific links to diabetes will require approval by the Director of Health Intelligence and Professional Liaison.

6) Smoking can increase your resistance to insulin and affect your control over your blood glucose level as well as further increasing risk of CVD. Diabetes UK will not accept funding from the tobacco industry including corporate donations, sponsorship and company matched funding for employee payroll giving and employee fundraising activity. Diabetes UK will also not accept funds from charitable trusts deriving significant income from the tobacco industry or major donors who have accumulated significant wealth through the tobacco industry.

7) All commercial partnerships will have a legal contract detailing the terms of the partnership including details of the partnership activity, payment terms, logo usage and approvals procedures.

8) All commercial partnerships will be reviewed annually (appendix 2) to ensure partnerships continue to be mutually beneficial and that partnership KPI's are being met.

9) *SME commercial partnerships requesting the use of Diabetes UK's name and logo will be required to pay a minimum annual partnership fee of £10,000 plus VAT.

10) *Medium to large commercial partnerships requesting the use of Diabetes UK's name and logo will be required to pay a minimum annual partnership fee of £25,000 plus VAT.

11) Diabetes UK will not enter into commercial partnerships with sole traders or with companies operating for less than three years.

*All license agreements are subject to full commercial audits to include expected commercial ROI. Audit outcomes could affect logo charges.

Pharmaceutical Industry

Diabetes UK welcomes positive and transparent relationships with pharmaceutical companies and companies developing and supplying diabetes specific equipment. In addition to the above principles, the following 3 principles govern our relationships with this industry.

1) Partnerships will not compromise Diabetes UK's independent status and will comply with ABPI or BiVDA guidelines when applicable.

2) Diabetes UK will not accept support for activities which lie outside our objectives. Where possible we favour the use of a funding consortia based on two or more pharmaceutical companies working together. However, we will enter into strategic partnerships with individual companies if it is deemed to be in the best interest of those with or at risk of diabetes.

3) There may be occasions where we will campaign for equitable access to a treatment. Under no circumstances will we accept funding from pharmaceutical companies to support campaigning activity for access to specific treatments.

However, inevitably, there may be times when we will campaign for the availability of a treatment produced and promoted by a pharmaceutical company from which we have received funding in the past.

Diabetes UK generates revenue through advertising from print and online publications. All advertisers are subject to the above principles.