

## FSRH Corporate Sponsorship & Partnerships Policy

### 1. Introduction

The Faculty of Sexual and Reproductive healthcare (FSRH) is a professional membership body and a registered charity (Charity Number: 1019969). As such all our sponsorships, partnerships and fundraising activities must enhance, and not detract from, our image, reputation and charitable objectives.

FSRH will actively seek opportunities to work together with external organisations to achieve its objectives of promoting SRH and women's health and supporting the delivery, creation and standard setting of excellent training in SRH in line with FSRH's charitable objects which are:

- to advance medical knowledge in sexual and reproductive healthcare
- to advance the educational and training of registered healthcare practitioners
- to promote and maintain high standards of professional practice in the field of sexual and reproductive healthcare.

### 2. Scope and purpose of this policy

The scope of the policy relates to all funding received from corporate (for profit) companies and bodies.

The purpose of this document is to clearly define the terms under which FSRH will consider accepting funding from the above, in a clear and transparent way in line with our Charitable Objectives.

This policy has been devised to ensure clarity and transparency to all our members, stakeholders, partners and members of the public. It is designed to address sponsorship, core funding, cause-related marketing, donations from fundraising activities, donor rights and gifts-in-kind.

### 3. Ethical principles

The following principles provide a framework for sponsors, partners and fundraisers to refer to when considering opportunities to work together:

1. FSRH will ensure that the activities of organisations we work with are consistent with our organisational objectives.
2. FSRH reserves the right to be judicious about its partnerships. This includes reserving the right to decline industry partnerships, relationships or match-funding bids with organisations that are not aligned with FSRH's values and charitable objects. FSRH expects industry partners to be forthcoming about new relationships that may undermine or conflict with our activities. FSRH may also refuse any sponsor that they deem is in conflict of interest with our objectives or on subjective grounds of nature, taste, content or positioning. Where a joint meeting is being organised, the FSRH reserves the right to ask the partner to adhere to this set of guidelines for sponsorship.
3. FSRH will ensure that our activities are not influenced by any commercial interests of our sponsors. The terms of any partnership, fundraising or commercial sponsorship package will be clearly defined in writing between the two organisations before agreement is reached. Sponsorship and adverts in print or in digital may include specific wording on/near the advert to ensure transparency on the relationship of the sponsor and FSRH.

4. FSRH will avoid relationships with companies involved with<sup>1</sup>:
  - a) tobacco production, distribution or marketing, including vaping products.
  - b) alcohol production, distribution or marketing
  - c) pornography production, distribution or marketing
  - d) gambling, distribution or marketing
  - e) arms manufacturing, distribution or marketing

#### **4. Branding and reputational issues**

1. In all funding/support relationships FSRH will retain control of title, educational and/or specific content in respect of any FSRH activity and the level and form of advertising or acknowledgement.
2. Any use of the FSRH brand or logo in any context by an external organisation is in the control of, and subject to authorisation or refusal by FSRH.
3. Each potential sponsorship arrangement will be considered on its individual merits and the following set of questions will always be raised:
  - 1) Would this association be a good strategic fit with our image and reputation?
  - 2) Does the sponsorship suit our overall strategy?
  - 3) Will this sponsorship help us realise our objectives?
4. FSRH will not share its database of member details with any external sponsor.
5. FSRH offers an endorsement process for external providers of sexual health training, courses or programmes of study. The regulations, process and quality assurance of this scheme will be managed by FSRH and the subsequent award or use of FSRH's logo or name in association with any external event, programme or course of study will be in accordance with the rules of this scheme.

#### **5. Process and governance**

The FSRH is able to proactively contact potential sponsors and corporate supporters and it can also respond to opportunities.

Contracts with partners must permit FSRH to withdraw from any partnership where new developments mean that areas of this sponsorship policy are breached.

Sponsorship is considered a business arrangement and therefore all aspects must be clear and explicit to all parties involved. Arrangements shall be confirmed in writing and partners are required to endorse and abide by this policy.

All large sponsorship and collaboration opportunities must be approved by the Director of Finance & Operations, the CEO and the Treasurer, as per the scheme of delegation overleaf.

All sponsorship received by the Faculty must be fully and transparently recorded in the accounts and annual reports. FSRH will also maintain details of contacts at relevant organisations, contracts, financial details of any agreed relationship for reference at any point in line with GDPR and aforementioned law, regulations and policies.

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<sup>1</sup> But excludes major retail outlets which derive less than 10% of profits from the sale of such items

## 6. Scheme of delegation and process for agreement

The following scheme of delegation will apply in the use of this policy:

- ▶ Up to £25,000                      CEO
- ▶ £25,000 – £50,000              CEO and Treasurer
- ▶ £50,000+                          Full Board of Trustees

The CEO will seek advice and agreement from the Chair of the Finance and Investments Committee regarding new sources of income.

Any objection to a proposed sponsorship agreement should be raised in the first instance via the Director of Finance & Operations, and if necessary the Chief Executive. If the matter cannot be resolved satisfactorily then escalation is to the Treasurer for consideration by the Trustees.

## 7. Types of sponsorship and corporate companies

### a) Meetings, conferences and educational activities

FSRH will consider approaches from the following types of external companies and organisations:

- ▶ Pharmaceutical Companies,
- ▶ Healthcare product/service providers,
- ▶ Suppliers of sexual and reproductive healthcare courses
- ▶ Companies that are interested in delivering lifestyle (insurance etc.) products to our audiences
- ▶ Other medical colleges/charities

FSRH reserves the right to respond on an individual basis under the principles listed under our ethical principles, as outlined above.

FSRH reserves the right to add appropriate wording to any printed advertisement or digital communication to show the relationship of the sponsor/funder/partner and FSRH in a clear and transparent way. The terms of the agreement will be clearly laid out between the two parties before the commencement of any advertising activity.

### b) Pharmaceutical company sponsorship for projects

If sponsorship of a project is received from a pharmaceutical company, the FSRH will ensure that the company guarantees compliance with the ABPI Code of Practice for the Pharmaceutical Industry (2019)<sup>2</sup>. FSRH reserves the right to refuse or withdraw from participation if the company is found not to be compliant with the ABPI Code of Practice.

### c) Manufacturers and advertisers

Manufacturers and advertisers are expected to conform to the British Code of Advertising Practice. Advertisement will only be accepted on condition that the advertiser warrants that advertisements supplied do not contravene the Trade Descriptions Act 1968, the Sex Discrimination Act 1978 and the Race Relations Act 1968. FSRH reserves the right to refuse or withdraw from participation if the manufacturer or advertiser is found not to be compliant with the British Code of Advertising Practice.

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<sup>2</sup> <http://www.pmcpa.org.uk/thecode/Documents/ABPI%20Code%20of%20Practice%202019.pdf>

#### **d) Education material**

Educational material can include a logo or a notice that it has been supported by a company so long as it falls within this policy.

#### **e) Multiple sponsors**

FSRH will seek to avoid sponsorship of events, projects and materials from a single corporate source.

### **8. Monitoring and review**

The FSRH Finance and Investment Committee will have responsibility for monitoring compliance with this policy.

This policy will be reviewed every three years by the FSRH Board of Trustees, or sooner if the need arises.

**Last updated: June 2019**

## Appendix 1 - Types of commercial opportunities available

FSRH's advertising, marketing and promotional offer to corporate organisations could include a mix or a package of different elements of advertising which could include some of the following items.

- Sponsored symposium sessions at FSRH conferences or events
- Advertising in conference materials including the printed/digital programme, emails to our members, website content
- Exhibition space at FSRH events
- Media partnerships
- Advertising in our FSRH e-newsletter (with a clearly stated caveat message to be defined)
- FSRH's BMJ SRH journal (online and printed)
- Events banner and/or listing on the FSRH website (with a clearly stated caveat message to be defined)
- Webinars
- Videos
- e-learning courses
- Social media posts (with a clearly stated caveat to be defined)
- Apps
- Endorsement and accreditation of external courses (with clearly stated bounds of kitemark or accreditation, use of FSRH's logo may be possible).
- An annual Lecture
- Contribution towards core funding
- Funding for specific projects

More information on the specific packages available will be available (once developed) on the FSRH website.

Policy last revised: 10 July 2019