

Forest of Hearts Ethical Policy

Aim of the charity

The aim of the charity is to promote accessible and sustainable forest gardens for enjoyment, education and edible crops.

1. COMMITMENT TO ADDRESS ETHICAL ISSUES

We actively seek opportunities to work together with external organisations to achieve shared objectives. However it is vital that we maintain our independence and do not allow external partnerships to bring the name of *The Forest of Hearts* into disrepute.

The Forest of Hearts therefore seeks, so far as is practical and within the constraints of UK law;

- initiatives that do not compromise the independent status of *The Forest of Hearts*
- to ensure that the activities of organisations we work with are consistent with our organisational values

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship and cause related marketing. We welcome comments, criticism and suggestions as to how these goals can be met.

2. AVOIDANCE CRITERIA

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

- *tobacco manufacture*
- *nuclear weapons systems manufacture*

3. CAUSE RELATED MARKETING, AFFINITY MARKETING AND PRODUCT ENDORSEMENTS

- *The Forest of Hearts does not endorse or approve products or companies, and a statement to this effect will be included alongside any branding or promotion associated with products.*
- *The Forest of Hearts will not promote any products unless published research has shown direct benefit to our beneficiaries*
- *Only The Forest of Hearts and its subsidiaries will have direct access to our databases.*

4. ENGAGEMENT

- *The Forest of Hearts believes that benefits to both partners can be enhanced if the charity partner has an input into policy issues at the commercial organisation. To this end, for substantial partnerships of more than 12 months duration, we will seek to establish a formal process for consultation.*

5. PROCESS

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- *The Forest of Hearts* will not accept more than 20% of total income per annum from one corporate partner, nor more than 20% of total income per annum from commercial organisations, so as not to compromise our integrity. This does not include money raised via employee and customer fundraising as part of any corporate partnership arrangements.

All cause related marketing and sponsorship with a value of more than [£5,000] must be approved by the *Senior Management Team* and the *Board of Trustees*.

Potential funders will be screened through to provide an independent assessment of funders before a decision is made.

- Contracts with partners must permit *The Forest of Hearts* to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

6. TRANSPARENCY

A full list of corporate sponsors giving over £5,000 will be maintained on our website.

The Forest of Hearts will communicate its commitment to this policy to the organisation's stakeholders. ***A copy of this policy will be displayed on our website.***

Monitoring of Ethical Policy

This policy is reviewed on an annual basis. This policy was adopted at the Meeting of FOREST OF HEARTS' Directors held on 12th October 2022 and will be reviewed in 2024.