



PARTNERSHIP, SPONSORSHIP AND FUNDRAISING POLICY

Introduction

Auspire has high standards of professionalism, transparency and moral values. This adds a valuable proposition to corporate partners, sponsors and community fundraisers. It allows us to develop partnerships in professional, sustainable and ethical ways and with this in mind, will assist us in maintaining long term appeal to potential partners.

Auspire welcomes offers of creative partnership, sponsorship and fundraising arrangements that may include monetary, non-monetary, and other forms of support for its activities, however aligning our brand with other brands exposes us to potential risks. This policy outlines risk, ethical, and practical issues to be considered when seeking or accepting partnership, sponsorship or funding where there is a substantial transfer or joining of resources.

Purpose

The purpose of this policy is to govern the acceptance of who we partner with and to provide guidance and justification on the acceptance of fundraising activities and receiving of funding/donations.


Selecting partners, sponsors or fundraising activities

This policy seeks to establish a sound risk assessment and management process as well as provide a mechanism to facilitate appropriate decisions over whether to enter into a partnership, sponsorship or fundraising arrangement, and when Auspire should withdraw from such relationships.

The policy supports the establishment of partnership, sponsorship and fundraising arrangements that will improve Auspire's ability to meet its strategic purpose and goals while managing any associated risks. When forming third party corporate partnership and sponsorship relationships, appropriate due diligence must always be carried out, regardless of the size of the organisation or of the proposed alignment.

Organisations, communities and individuals who are engaged to fundraise on our behalf must also be assessed based on the below criteria by the Chief Executive Officer before they can proceed with the event or activity.

The following guidelines help direct our decisions around our partnerships and safeguard the integrity of our brand.






Organisations / Individuals we will not partner with:


To protect the integrity of Auspire as well as to comply with privacy and fundraising legislation, it is mandatory that donations are not received from, and partnerships or collaborations are not formed with organisations or individuals that:

- Are involved in the production of tobacco and related products
- Are involved in or associated directly with firearms companies
- Are involved in or associated directly with adult/sex related services
- Are involved in or associated directly with illegal gambling or betting agencies
- Are involved in or associated directly with any anti-social or socially unacceptable behaviour
- Are not willing to sign a Memorandum of Understanding (MOU) or legal contract if requested by Auspire
- Are not willing to conduct fundraising activities in accordance with legal requirements of the relevant [WA fundraising related legislation](#).
- Are involved in or associated directly with the manufacture of products that involve forced/exploitative labour
- Are involved in or associated directly with any activity that will bring Auspire's reputation into disrepute
- Do not agree to abide by the Auspire Brand Guidelines
- Do not comply with requirements for the ethical and humane treatment of animals as required by the Animal Welfare Act (1999)
- Have specific religious/cultural affiliations who request the funds be used in support of only those people who support their beliefs
- Companies or individuals whose values and objectives are inconsistent with Auspire's values and objectives

Where an organisation fits in to one of the above categories, the CEO will advise the organisation that Auspire is unable to partner with them and refer them to this policy. The CEO will update the board on such decisions at the next board meeting.

Organisations/events Auspire has the discretion to partner with, following due diligence, on a case-by-case basis

- Organisations that want to promote their services, brand or products to the Auspire database through our communication channels (e.g. Facebook, eNews, EDMs).
 - Organisations that want to carry out activities that will involve capturing data about individuals associated with Auspire for their own database or commercial benefit.
- 

- 
- Organisations that want to carry out campaigns that include the sale of products with the proceeds directed as a donation to Auspire.
 - Organisations that have previously received substantial negative media coverage.
 - Organisations that have a known criminal history or criminal links to illegal activities.
 - Organisations that engaged in activities or operations that have a significant negative impact on the environment or those who act irresponsibly in their treatment of the environment.
 - Organisations that wish to hold an event that has substantial risk of permanent injury or death e.g. base jumping, cliff jumping, extreme motorsport etc.

Where an organisation fits in to one of the above discretionary categories, the CEO will seek majority support from the board before pursuing contractual arrangements. This may be by circular resolution where time is of the essence, in which case a detailed briefing note will be provided to directors at the time of the request.

Risk Management in a Corporate Partnership

Auspire should not only consider the risks it may encounter, but how it will address them. Some obvious risks for consideration are:

- that Auspire chooses the wrong type of partnership, or does not have the resources to properly service a partnership
- that Auspire chooses the wrong partner to work with
- that potential conflicts of interest aren't disclosed or managed responsibly
- that Auspire's reputation is damaged if something goes wrong with the partnership or if the partner displays inconsistent values in another area of its operations
- that the ownership or overall management of the corporate partner changes – for example, through a takeover – resulting in Auspire partnering with an organisation no longer aligned to its values
- that Auspire's core work is adversely affected because of the partnership

Risks will be identified and addressed through a proper risk assessment process. This will be completed by management before establishing a partnership.

Unauthorised events and activities

In the event that Auspire is unaware of the fundraising activity of any group, individual or corporate, we will accept the proceeds ONLY if the activity is in line with the criteria outlined above. We will request that the fundraiser seek prior authority for future initiatives.

