

Corporate supporter scheme policy statement



For the purpose of this document, corporate support will be considered as membership subscriptions, funding or in-kind support received from for-profit organisations. Somerset Wildlife Trust (SWT) exists to protect Somerset's wildlife and wild places. It promotes its ethos to its members and beyond with the aim to inspire one and all about the natural environment.

The Trust has the support of many businesses, large and small, from various sectors. These businesses are known as 'Corporate supporters', who all recognise that the natural environment is important to Somerset and their business, and that supporting the Trust makes business sense.

Local context

Somerset is a largely rural county with where agriculture is the dominant land use with relatively few large businesses. It has some substantial business sectors including; Food and Drink, Aerospace/Advanced Engineering, Creative Industries, Leisure and Tourism and Business Services (financial and legal) servicing the local economy.

Overall policy statement

SWT's policy is to enter into business or corporate engagements which contribute to the attainment of our mission and to strengthen our position to attain this mission. Our policy is to work with companies best placed to help SWT achieve its strategy and business plan. We will seek to work with businesses where there is a strong fit with the Trust's values and brand. The Trust also believes that a sustainable environment can only be achieved through education, and that all corporate supporters can play a vital role in promoting greater environmental awareness and understanding amongst both employees and customers.

It is important for the Trust to set out clearly the basis upon which it may either invite or accept organisations to become a Corporate supporter. The following criteria are relevant with respect to developing individual Corporate supporter relationships:

- The Trust welcomes Corporate supporters who share the same values as the Trust, and the need to have a healthy environment with a full range of wildlife, not only for its own sake, but to ensure that the world is a fit and safe place to pass on to the next generation.
- The Trust welcomes Corporate supporters who have themselves considered their impact on the natural environment and have set these beliefs out clearly. Many businesses may have already formulated an environmental strategy for their company, but this is not a pre-requisite. If this is not the case, the Trust encourages companies to do so, as appropriate.

Decision making

SWT use a set of principles to decide with whom, when and how SWT should work with. These principles are applied to all potential engagements in order to scrutinise the strategic fit with SWT's priorities and key objectives, in order that all SWT's engagements deliver the maximum level of positive impact on wildlife and contribute to the attainment of SWT's mission. Decision-making is carried out on a case-by-case basis and all significant relationships are vetted by the Trust's Council of Trustees. Consultation with conservation staff will also be carried out to identify potential conflicts with the Trust's strategy or charitable objects.



Decision making principles

Priority:	Does the engagement contribute significantly to the achievement of one of the Trust's strategic objectives or main programmes of work?
Partner:	Is it the right partner, with whom SWT can achieve most in this area?
Due diligence:	What are the environmental impacts of the company and/or its products?
Perception:	How will the engagement be perceived? Do the strengths and opportunities outweigh the weaknesses and threats?
Capacity:	Do SWT and the partner have sufficient and appropriate capacity to deliver?
Communication:	What are the communications objectives and/or opportunities?
Funding:	What are the funding implications and/or opportunities?
Scope for development:	How might the engagement build on lessons learnt previously and what opportunities are there to help SWT achieve its strategy and business plan?
Impact:	Will the engagement make a significant difference?

Conditions of support

- The Corporate supporter must abide by the guidelines for use of the Trust's logo.
- The Trust will not accept organisations or industries where an association might undermine the Trust's reputation or credibility and/or damage its relationship with a significant number of its supporters.
- The Trust reserves the right to refuse the support of, or association with, any specific company or organisation and may cancel an established association if it becomes apparent that there are conflicts of interest with its objectives. In such a case, the Trust reserves the right to end the support of a Corporate Supporter by refunding a proportion of the support paid for the current year.

A potential supporter is informed that

- An association with the Trust through the Corporate Supporter scheme does not imply in any way the endorsement of any idea, service, activity, position or product of a Corporate Supporter.
- By accepting the proffered donation or subscription, the Trust will not be compromised in any way and will be free to take any standpoint on issues affecting the company's activities.
- The proposed association does not translate into an endorsement of their products nor their activities.
- The supporter must confirm that it complies to and with the spirit of all current key legislation affecting wildlife, and the environment.
- The Council of the Trust reserves the right to refuse membership or any association with a company or organisation and may curtail an established association and may refund any sponsorship or subscription money.

To conclude

The Trust believes that we need to have a healthy environment with a full range of wildlife not only for its own sake but to ensure that the world is a fit and safe place to pass on to the next generation. If your company endorses this stance and accepts the foregoing policy we look forward to building a strong and productive partnership.