

Sponsorship Policy

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1 Policy information

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Drafted by	Governance & Assurance Manager
Contributors	Leadership Team, Community Investment Team and Head of Finance
Responsible Director	Chief Finance Officer
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Approval body	Leadership Team

2 Policy Statement

As a community-based organisation, we receive requests from charitable bodies and community organisations for sponsorship and funding opportunities. As a charitable organisation, we need to make sure we consider requests in line with our values and make the best use of our finances.

Funds available will be held in a community fund and managed by the community investment team.

3 Policy aims

The aims of this policy are to:

- Adopt a consistent and professional approach towards sponsorship and donations.
- Ensure that our position and reputation are adequately protected in sponsorship and advertising agreements.
- Be consistent with the requirements of our probity framework.
- Ensure any sponsorships or donations are consistent with our objectives.

4 Sponsorship & Donations

Sponsorship is defined as financial or other support for an individual, group or event that enables them to further their objectives. A donation can be defined as money or goods which can support an organisation to deliver its objectives.

For the purpose of this policy, sponsorship and donation will be considered as 'support'.

The purpose of our support is to positively promote the work and activities of SLH and to assist the applicant in successfully achieving their aims and objectives.

We will consider support of an event or provision that complies with one or more of the criteria set out below. The event or provision:

- is linked to our business objectives.
- is linked to a joint initiative or partnership arrangement in which we are involved.
- provides a benefit to a community where we also have an interest or involvement which may include:
 - providing opportunities for customers to upskill and reach their employment capacity.
 - improving the health and wellbeing of SLH customers and the wider community.
 - encouraging cleaner, greener neighbourhoods.
 - improving financial wellbeing of SLH customers and the wider community.
 - reducing anti-social behaviour in Speke and/or Garston.
 - supporting equality, diversity and inclusion in our neighbourhoods.
- raises our public profile.

A condition of sponsorship will always be an obligation on the recipient to report back to us on the results of the support.

4.1 Provision of Support

Priority will usually be given to an event or provision and/or an organisation which is within our neighbourhoods. However, there may be occasions where an event or provision that is non-local will be considered appropriate for sponsorship.

Support will not be used to fund the following:

- Commercial groups.
- Organisations where individual members will benefit financially from the sponsorship.
- Staff salaries and ongoing costs of established projects.
- Services for individual benefit such as private counselling, professional legal advice, personal therapy, personal education courses or tuition.
- Purchase of alcohol or gambling activities.
- Activities of a religious or political nature.
- Activities that have already taken place.
- Projects that fall within statutory sector responsibility.
- Profit distributing companies.

We will not normally sponsor an event or provision where resources are available through mainstream or statutory funding. Requests for large scale funding or from statutory bodies will normally be outside the scope of this policy. We will consider such sponsorship where its involvement will “unlock” larger sums of funding, but such occasions will be the subject to board approval.

Organisations will be able to apply for sponsorship more than once in the same financial year provided they are for different projects. Each individual project will only be able to submit one application per year.

Due diligence will be carried out prior to financial support being made to ensure there are no reputational impacts for us in awarding such support. Due diligence checks will be completed regardless of if we have worked with the organisation before.

Where it is identified that an organisation does not align with our values, we will have the right to withdraw agreement for sponsorship or funding.

We may have in place a community fund for which we use for support community projects in Speke and Garston. Where a fund is in place it will be open to any organisation that delivers activities that benefit our customers and the wider community.

5 Publicity and advertising

Where we have provided support to individuals, organisations and events, they will be required to acknowledge our support in appropriate publicity material and will be required to allow us to publish details of any financial support given in news releases, publications and other publicity materials.

Where our sponsorship is of a larger event or conference, the sponsorship will be conditional on the use of our “corporate identity” guidelines, and approval of content.

6 Customer Standards & Performance Monitoring

All community fund requests below £1,000 shall be considered and approved by the community investment team. Any requests above £1,000 will need to be approved by the leadership team and the customer services committee.

An annual report detailing the community fund expenditure is reviewed by the customer services committee.

Sponsorship agreements must be referred to those involved in delivering governance for review prior to signing. It is recommended that all potential sponsors are referred to this policy.

Before agreeing to any sponsorship opportunity, all financial costs must be identified including the sponsorship equivalent value of any sponsorship in kind.

The Governance team will maintain a sponsorship log which will be reported to leadership team annually.

7 Policy Review Considerations

This policy has been reviewed in line with our policy review toolkit ensuring relevant actions under this toolkit, including risk assessment and value for money, have been completed.

8 Equality Analysis

An equality analysis has been completed and any necessary recommendations included within this revised policy.

9 Statutory and Legislative Framework

- Regulatory Framework for Social Housing in England
- NHF Code of Governance 2020
- NHF Code of Conduct for members 2026
- Company Directors’ Disqualification Act 1986

10 Links with other policies & documents

- Probity Framework
- Gifts and Hospitality Policy
- SLH's Rules of Association
- Speak Up Policy
- Anti Fraud, Bribery, Theft and Corruption Policy
- Code of Conduct
- SLH's Financial Regulations