

# Fellowship of Animal Behaviour Clinicians



## Ethical Sponsorship Policy

The mission statement of FAB Clinicians is as follows:

- To promote evidence based behavioural support for animals and their carers, to the highest scientific standards, in an empathetic and compassionate manner.
- To forge strong links between animal carers, behaviourists and veterinary professionals.
- To support the development of independently accredited practitioners in the field of clinical animal behaviour through mentoring, continuing professional development and supportive fellowship.

### **Commitment to address ethical issues**

We actively seek opportunities to work together with community stakeholders, external individuals and 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 FAB Clinicians into disrepute.

FAB Clinicians therefore seeks, so far as is practical and within the constraints of UK law:

- initiatives that do not compromise the independent accreditation and running of FAB Clinicians;
- to ensure that the activities of organisations we work with are consistent with our organisational values.

FAB Clinicians is not used in a manner that would express or imply FAB Clinicians endorsement of the organisation or its policies.

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship and cause-related marketing. 'Sponsorship' means payment by a private sector organisation – or individual –, in return for public association with an activity, project, event or asset. This could be in cash or in kind.

For our policy on donations, donor rights and gifts in kind, see the FAB Clinicians Controls on Income Policy (see below).

We welcome comments, criticism and suggestions as to how these goals can be met.

## **Avoidance criteria**

Partnerships will be avoided with individuals, organisations or companies who's activities contravene our Animal Welfare and Sustainability Policies, or those involved in any of the following activities:

- tobacco manufacture;
- nuclear or indiscriminate weapons systems manufacture;
- pornography;
- gambling or provision of payday loans.

## **Areas of potential concern**

FAB Clinicians will not accept support that could compromise who we are and what we do - or undermine our effectiveness in achieving our goals.

Partnerships with companies whose commercial objectives would conflict with our goals and values, or which could promote inaccurate or misleading messages about our commitment to those goals and values would not be appropriate.. Other circumstances where there will be legitimate concern include Companies (but not exclusively):

- with a poor reputation for equal opportunities and diversity,
- with irresponsible marketing practices;
- whose activities that fail to uphold basic human rights or basic labour rights;
- or those that advocate discrimination and incitement to hatred.

## **Cause-related marketing, affinity marketing and product endorsements**

FAB Clinicians 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. FAB Clinicians promotes products that have been demonstrated to show a direct benefit to our community and the animals we care for as evidenced through peer reviewed published research. FAB Clinicians does not endorse or approve products that do not meet the above criteria and does not endorse or approve companies. Only FAB Clinicians and its members will have direct access to our databases.

## **Engagement**

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

## **Process**

FAB Clinicians will not accept more than 5% 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 membership, volunteer, and employee 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 Board of Directors.

Potential funders may be screened through the EIRIS Foundation to provide an independent assessment of funders before a decision is made.

Contracts with partners must permit FAB Clinicians to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

### **Transparency**

A full list of corporate sponsors giving over £5000 will be maintained on our website. FAB Clinicians will communicate its commitment to this policy to the organisation's stakeholders.

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## Controls on Income Policy

The aim of this policy is to ensure that FAB Clinicians receives the full amount of income due to us at the right time, including membership subscriptions.

### Due diligence policy on accepting funds

FAB Clinicians must exercise due diligence prior to accepting significant donations and ensure that any funds accepted:

- fulfil our mission
- are not in conflict with our values
- do not present a risk to our reputation or independence.

To inform decisions, FAB Clinicians will evaluate the profile of the funder or donor, taking into consideration the original sources of their funding, the purpose of the funds and whether any conditions attached are reasonable, ethical and achievable.

## Pricing, invoicing and debt control

### Pricing

| Type of Activity                                   | Pricing Policy   |
|--|--|
| Fundraising activities                             | FAB Clinicians will only undertake activities with target profit margin of 10 % unless approved by the Board of Directors. |
| Charitable activities – beneficiaries/users paying | Fees charged should not exclude groups/individuals most in need of our support.  |
| Charitable activities – funders paying             | Fees charged should be calculated on the basis of full cost recovery, unless approved by the Board of Directors.           |

### Invoicing and debt control

In order that FAB Clinicians' Board of Directors is aware of what income is due, all delegates and members who are responsible for contracts, grants, or other activities that generate income should inform the Treasurer of the details promptly. All invoices will then be issued by the Treasurer.

If payers are late settling invoices, the Treasurer will contact them after 14 days to request payment.

If no payment is received after 14 days, and no reasonable explanation has been given, with the approval of the Board services will be withdrawn until the debt has been cleared.

## **Grants**

### **Applications**

New opportunities for grant funding may be identified by any member of staff. The Board of Directors will determine whether an application is to be made, with reference to the annual plan.

All applications must be approved by the Board of Directors and the Finance Committee must approve the financial elements.

### **Management**

Project staff are responsible for ensuring that reports are submitted to grant funders in accordance with grant conditions.

### **Legacies**

The Treasurer will keep records of any legacies notified to the Company, and will follow up on a quarterly basis to review progress on collection of outstanding legacies.