CORPORATE PARTNERSHIPS POLICY TT-13

Version Control

Version	Date	Approved By	Description	Review Date
1.0	February 2023	Management Committee	Approved	February 2025

Background

This policy outlines the circumstances under which Little Things for Tiny Tots ('the charity') determines which corporate partnerships it will enter into.

Context

The charity is aware that running a not for profit charity can be particularly challenging and that corporate partnerships can assist in forming relationships that helps it achieve its charitable goals, as well as produce tangible benefits for the wider community.

A corporate partnership can go beyond an exchange of value, and can see both partners create new value.

Corporate partners can also benefit from the exposure, low-cost marketing and the goodwill that is generated from an arrangement with a not for profit charity.

Definitions

A **corporate partnership** is where a charity forms a relationship with a business, company or group. It usually involves a charity receiving funds, goods or services in exchange for something the corporate partner sees as beneficial.

Relevant Legislation	Not applicable
Related Policies/Other Key Documents	ACNC Guidelines : Responsible People comply with Governance Standard 5 The delegations schedule Partnerships / Sponsorship Proposal Template

Scope

This policy applies to the Management Committee and all staff and volunteers who have designated roles pertaining to partnerships.

Policy

To minimise risk, the charity will need to ensure a 'good fit' with any business or company it partners with and be able to demonstrate how the partnership will complement the charity's long-term strategy. With this in mind, it is the charity's policy that:

- corporate partnerships will only be made when the business or company can be seen to be in support of the charity's vision and values; and
- the resulting partnership is aligned with, and contributes towards achieving, the charity's Strategic Plan.

The charity must *only form a corporate partnership* when:

- there are positive outcomes (financial or otherwise) for the charity;
- the business or company' public image, products or services are consistent with the vision and values of the charity and/or the community groups serviced by the charity;
- the partnership will assist in building and fostering relationships with key stakeholders; and
- the charity, in meeting the partnership agreement, provides a good fit with current program and project needs.

The charity must *not form a corporate partnership with businesses or companies* that:

- are involved with, or aligned to, companies whose main business is the sale/promotion of alcohol, tobacco, gaming or adult content,and companies involved in offensive or inappropriate activity; or where the partner arrangements can be construed as politically aligned;
- may be perceived to be aligned with activities or ideals that cause or promote harm, or are deliberately inflammatory or derisive, with particular consideration given to minority, at-risk or disadvantaged demographics that the charity serves; or
- requires the charity to seek additional funding for the business of company on behalf of a third party; or
- requires disclosure of the names or addresses held by the charity to the business or company as a benefit of the partnership unless the individual recipient's or volunteer's consent is sought and agreed upon.

Entering into a corporate partnership must also not generate any undue pressure on recipients or volunteers to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.

Corporate partners:

- must be transparent with their business plans, objectives and strategies
- have a willingness and capability to cross-promote mutual charitable objectives
- be open to sharing best practice learnings

Related Procedures

As each corporate partnership can be unique in structure and scope, the charity will ensure that all corporate partnerships are built on:

- a solid planning process
- clear expectations of the responsibilities of both parties
- mutual respect
- equitable distribution of work
- a willingness to engage in promotional activities

Prior to the charity formally embarking on a corporate partnership, a written partnership agreement could include amongst others:

- the partnership's aims
- the roles and responsibilities of partners
- the benefits each partner hopes to receive
- the benefits the partnership aims to produce in the wider community
- key deliverables
- direct and indirect outcomes/impacts/benefits:
- potential expenses
- potential funding sources
- potential material risks
- any steps partners will take when reviewing, evaluating or even winding up the partnership

Reviewing Partnerships

The charity and its corporate partner should commit to regular reviews of the partnership which ensure it is in good health, running smoothly and achieving its aims.

Periodic reviews should examine:

- if the partnership is achieving what it set out to, and any changes that might be required to improve its efforts;
- any issues or concerns which may affect one or more of the groups' abilities to contribute to the partnership; and
- any new opportunities which might help your partnership make a greater impact, or increase its effectiveness.

Ending Partnerships

The charity will end a partnership if:

- it has achieved the goals it set out to achieve;
- the stated partnership aims no longer fit with the structure of the partnership; or
- the partnership was established with a specifically defined time limit in mind.

If needed, an exit strategy should be implemented when concluding the partnership.