



Mission, Aims and Objectives

Hive's mission is to use creativity to connect, engage and develop individual potential.

Our charitable objectives are:

- the advancement of education for the public by the provision of vocational and other training courses; and
- the provision of facilities for recreation and leisure time activities for people who have need of them by reasons of age, infirmity or disablement, poverty or social and economic circumstances with a view to improving the conditions in life of such persons.

We do this through:

- Creative Engagement
- Creative Development
- Creative Cohesion
- Creative Wellbeing
- Creative Regeneration
- Creative Sustainability

These are explored in more detail in our Mission, Aims and Objectives, and Ethos statement.

Key principles and rationale

To help ensure sufficient funding for its ongoing work, Hive aims to nurture a broad base of different funding sources. This policy aims ensure clarity and openness to all our stakeholders in our expectations and offer around partnership, sponsorship, donations, support in kind and fundraising.

We have a responsibility to our members and other stakeholders to be good stewards of our resources and to consider the ethical implications and associated risks of working with or accepting funding from any organisation or individual.

We actively seek opportunities to work together with external organisations to achieve shared objectives. However it is vital that we maintain the independence of our decision making, and that partnerships are mutually beneficial and in sympathy with our aims, objectives and ethos.

Hive therefore seeks, so far as is practicable, to undertake initiatives that do not compromise the independent status of Hive, and to ensure that the activities of organisations we work with are consistent with our organisational values.

Hive recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene our aims and objectives.

We will also ensure where possible that any charitable Trusts or Foundations we seek funding from are ethical givers, recognising that registration with the Charity Commission does not in itself ensure this. We will not accept funds from a charitable Trust or Foundation if they require us to promote a company or organisation whose activities run contrary to our aims and objectives.



Avoidance criteria

Hive will not accept funding from, or partner with, companies or individuals directly involved in activities that contradict our mission and objectives.

Hive will comply with all relevant legislation, including Charity Commission guidance, money laundering rules and the Bribery Act. Therefore we will not accept any donation which:

- was known to be associated with criminal sources or illegal activity
- would further a donor's personal objectives, where those conflict with Hive's
- would harm support for Hive and so risk a reduction in the resources available for our work or the potential to obtain those resources
- would adversely impact our reputation
- would be inconsistent with UK law or Government policy.

Acceptance criteria

When considering whether to accept a donation or partner with an organisation, Hive has a duty to demonstrate to the Charity Commission that they have acted in the best interests of the charity, and that association with the donor or partner does not compromise our ethical position, harm our reputation or jeopardise other funding.

We will therefore accept financial support from, and work in partnership with, companies and individuals where:

- there are strong grounds for believing that it will help our beneficiaries
- we are satisfied that no adverse publicity will result from accepting such support
- there is no attempt to explicitly or implicitly influence our policy or actions
- work does not compromise our independent status.

Cause-related marketing, affinity marketing and product endorsements

Hive does not endorse or approve external products, services or companies. A statement to this effect will be included alongside any branding or promotion associated with products.

Hive does not give access to its databases or beneficiaries to any external organisation.

In order to ensure that any promotion reflects our values, Hive will vet organisations before accepting sponsorship, and any marketing or sponsorship must be approved by the Trustees.

Potential funders will be screened through the Corporate Critic Database (or other external research sources) to provide an independent assessment of funders before a decision is made

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

Transparency

We will maintain accountability and open and honest relationships with all of our partners by regularly monitoring and evaluating our work.

A full list of corporate sponsors will be maintained on our website.



Purchasing

Hive will not knowingly purchase goods or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties, including (but not limited to):

- child labour
- failure to pay employees a living wage (and preferably the real living wage)
- excessive working hours
- evidence of unreasonable or discriminatory treatment of staff or volunteers.

We expect suppliers to accept responsibility for labour and environmental conditions under which products are made and services are provided and to make written statement of intent regarding the company's policy.