

Ethical policy

Commitment to address ethical issues.

We actively seek opportunities to work together with external 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 The Royal Berks Charity into disrepute.

The Royal Berks Charity therefore seeks, so far as is practical and within the constraints of UK law initiatives that do not compromise the independent status of The Royal Berks Charity, to ensure that the activities of organisations we work with are consistent with our organisational values.

This policy ensures clarity and openness to all our stakeholders, and is designed to address sponsorship, “cause” related marketing and purchasing. We welcome feedback as to how these goals can be met.

Avoidance criteria

Partnerships with companies involved with any of the following activities will be avoided:

- Tobacco manufacture
- Nuclear weapons systems manufacture
- Companies generating revenue from the sale of pornography

Cause related marketing, affinity marketing and product endorsement

- The Royal Berks Charity does not endorse or approve products or companies. A statement to this effect will be included alongside any branding or promotion associated with products.
- The Royal Berks Charity will not promote any products knowingly linked to childhood cancer unless published research is proven to have benefits.
- Only The Royal Berks Charity will have direct access to our database
- In order to ensure that all of our cause related promotion reflects our charities values any endorsement of products must come to the senior management meeting for approval.

Purchasing

The Royal Berks Charity seeks to purchase goods and services that are produced and delivered under conditions that do not involve the abuse or exploitation of any persons. Such as:

- Child labour shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practised

The Royal Berks Charity expects 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.