

The Sick Children's Trust – 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 Sick Children's Trust into disrepute.

The Sick Children's Trust therefore seeks, so far as is practical and within the constraints of UK law:

- Initiatives that do not compromise the independent status of The Sick Children's Trust
- To ensure that the activities of organisations we work with are consistent with our organisational values

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address sponsorship, "cause" related marketing and purchasing. We welcome comments, criticism and suggestions 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 Sick Children's Trust does not endorse or approve products or companies. A statement to this effect will be included alongside any branding or promotion associated with products

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.

The Sick Children's trust will never be given or sold to any third party in whole or part, nor will a third party be given access to it.

Purchasing

The Sick Children's Trust seeks to purchase goods and services which are produced

and delivered under conditions that do not involve the abuse or exploitation of any persons:

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

The Sick Children's Trust 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.