



Cause Related Marketing Policy

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| Drafted By | Jessica Macpherson | Reviewed By | Jessica Macpherson |
| Version | 2 | Approved By | Board |
| Category | Organisational Performance | Approved Date | 21 Oct 2020 |
| Type | Brand & Reputation | Review Date | 21 Oct 2022 |

Purpose

This policy outlines the considerations of partnerships between the organisation and businesses to raise funds and awareness through the promotion and sale of goods and services.

Scope

This policy applies to all personnel and any consultants or contractors the organisation may engage.

It is the responsibility of personnel, consultants and contractors to have a full understanding of the standards and behaviours outlined in this document.

Definitions

The organisation, St Kilda Mums, we, us, our - St Kilda Mums Inc., also trading as Eureka Mums and Geelong Mums

Personnel - staff and volunteers of the organisation, whether paid or not.

Third party - a business conducting commercial activity wishing to partner with the organisation.

Cause related marketing - is a mutually beneficial partnership between a business and a charitable organisation that has the dual goals of enhancing the business's performance and reputation while contributing to the important work of the charitable cause.

Policy

1. Considerations

Cause related marketing involves people and companies aligning their business and the direct sale of their products or services to raise funds for the organisation.

Cause related marketing allows businesses to uniquely position their products in the market to achieve product differentiation and increased sales by exposing themselves to a new audience (the organisation's supporters) and demonstrating to existing and new clients that they are a community-minded, ethical business that 'gives back'.

Examples of cause related marketing may include:

- Online shops that provide their customers with the opportunity to donate to the charity at the point of payment.
- Businesses that elect to pay a percentage of profit every time they make a certain transaction or 'deal' - for example, selling a car or an insurance policy.

- Co-branding of product – e.g. a range of nappies branded with “we support St Kilda Mums”.

2. Cause Related Marketing Activities

The cause related fundraising activity can be approved, in accordance with this policy, by:

- The Partnerships Manager
- Geelong Mums General Manager
- Head of Fundraising and Communications

Any deviation from the above policy requires CEO prior written approval.

2.1. Requisites

2.1.1. Minimum Guarantee

The organisation will not enter into a cause related marketing agreement without a minimum upfront donation of \$1000 from the third party, irrespective of the success of their business activity.

2.1.2. Agreement

The third party and the organisation will be required to sign a written agreement outlining both parties' obligations before any cause related marketing activity can commence.

2.1.3. Promotional Opportunity

The organisation may publicly acknowledge and thank its corporate partners as appropriate, but it is not obliged to sell, distribute or advertise the partners' products or services.

2.1.4. Privacy

The organisation will not agree to sell, loan or distribute its database to third parties.

2.1.5. Tax Deductibility and Receipts

It is not possible for the organisation to issue receipts for cause related marketing activity on the basis that the third party is receiving a benefit in return for funds raised; namely, promotional opportunity.

If the third party would like to make a direct donation to the organisation they should be directed to make an online donation.

2.1.6. Use of Name and Logos

The third party is not permitted to use the organisation's name, logo or other part of the organisation's intellectual property on (including, but not limited to) any communications or material produced for the cause related marketing activity or fundraising activity without the express written authority of the organisation.

However, the third party is permitted to state that the organisation is the beneficiary of the cause related marketing activity or fundraising activity (i.e. “Proudly supporting St Kilda Mums” or “Proceeds go to Geelong Mums”).

The third party cannot use the name or logo to in any way to imply that the organisation is responsible for the activity (e.g. “The St Kilda Mums Bracelet” or “Eureka Mums Insurance Policy”).

2.1.7. Liability

The third party is solely responsible for the conduct of the cause related marketing activity.

This includes financial management, human resources, marketing, promotion, public safety, food safety, sponsorship, insurance and procurement along with the operational logistics required to manage the activity.

The third party will release the organisation to the fullest extent permissible under law from any and all claims and demands of any kind associated with the cause related marketing activity and indemnify the organisation against all claims, liabilities, costs and expenses that may arise in connection with any damage, loss or injury occurring to any person that is in any way connected to the cause related marketing activity or fundraising activity.

2.1.8. Return of Funds

The third party is obliged to track, disclose and return funds in accordance with the terms set out in the agreement.

2.1.9. Prohibited fundraising sources

The organisation reserves the right not to accept a donation and/or work with any third party whose values and/or proceeds are raised from an industry or group which does not align with our core values.

Examples may include, but are not limited to:

- sports betting – e.g. horse racing, greyhound racing and boxing matches
- ‘pokie’ machines
- adult entertainment
- environmentally damaging or wasteful products e.g. silicone awareness bands

Reference Documents

The following documents are to be used in conjunction with this policy:

- a. Communications and Social Media Policy
- b. Complaint Handling Policy
- c. Media Policy
- d. Sustainability Policy

Review

This policy will be reviewed and updated every two years or sooner if required.

It will be approved by the Board and readily accessible by all staff via the People & Policy App on Salesforce.

This policy will be published on the organisation’s website.

Any questions in relation to the policy, please contact the CEO.