



Policy on working with the Business Community

1. Introduction

The Urology Foundation (TUF) is the UK's only charity representing all urological diseases including prostate, bladder and kidney cancers and other non-malignant conditions. We are committed to improving outcomes, quality of life and saving lives through investment in ground-breaking research, training in technical skills and innovative technologies and practices, education and awareness. Working with researchers, urologists, nurses and allied health care professionals, influencers and decision makers, patients and their families and those with an interest in urological diseases, we are improving the nation's urology care.

TUF relies on donations, sponsorship, grants, donations in-kind and other forms of funding from a wide range of companies to meet its aims and objectives and as part of its strategic growth. This policy provides clear guidance on how TUF works with the business community in the best interests of the charity and people affected by or interested in urological diseases. It enables all parties to work together collaboratively by setting out clear principles and guidelines on which decisions about partnerships and funding opportunities are based.

2. Context

TUF believes it is important to maintain cooperative relationships with a wide range of companies.

2.1 TUF's strategic direction, activities and content of the information provided to people affected by or interested in urological diseases is not influenced in any way by the acceptance of funds or alternative forms of funding.

2.2 TUF will not embark on, or continue with, any sponsorship arrangement or collaborative venture which might damage its reputation and will withdraw from any initiative that risks jeopardising this independent stance.

3 Principles for partnership

The guidelines that follow are based on the following core principles:

- Integrity and openness
- Transparency
- Equality in partnership
- Maintenance of independence
- Mutual benefit for all parties

4. Relationships between TUF and the business community

4.1 The relationship between TUF and individual companies can and should be based on equal partnership.

4.2 Each party should recognise that successful partnerships are those where both partners benefit, and each should seek to understand the internal culture of, and external pressures on, the other.

4.3 TUF will not enter into a relationship designed to give obvious competitive advantage to any company, and where possible we favour the use of funding consortia based on two or more companies working collectively. However, TUF will enter into strategic partnerships with individual companies if these match our corporate objectives.

4.4 TUF accepts financial support from companies and groups of companies on the following conditions:

- There are strong grounds for believing it will result in benefit to people affected by or interested in urological diseases.

- The Chief Executive is satisfied that no adverse publicity will result from accepting such support.
- There is no attempt on the part of the company or companies to influence TUF's policies or actions either explicitly or implicitly.

4.5 TUF will be open, transparent and honest in response to any public or media enquiry concerning the charity's relationship with a company. TUF will make public all partnerships with the business community through our website.

5. Guidelines for working together

5.1 TUF is very careful to ensure that full independence is maintained by all involved and that the outcomes from the jointly supported work is also independent and unbiased, thus advice or information offered to the general public, health professionals or published in journals is not influenced in any way.

5.2 TUF will not permit a company to influence the content of its publications and information. We will retain full editorial control and maintain copyright over all publications and printed materials.

5.3 TUF must be consulted wherever and whenever its name is used for any communication, both internal and external. Approval must be sought for any copy produced which refers to the charity initiative supported by a company.

5.4 TUF's logo must not be used without written approval, and where used strict guidelines must be followed.

5.5 Press releases or other statements must not be issued which refer to TUF without the charity's prior written approval.

5.6 When working on a joint initiative it is helpful if a single point of contact is identified within the company concerned to liaise with a named contact at TUF.

5.7 TUF is pleased to work with PR, advertising and marketing agencies employed by companies once a joint project is in progress. However, during the planning stage of such a project, TUF requires a representative from the company to be present as well as from the employed agency.

5.8 Written agreements will be produced for each joint initiative between TUF and a company in line with the any legal requirements. The agreement will state what has been agreed, including funding in relation to every significant activity or ongoing relationship. This should include any process of reporting back to the company, or any other obligations expected of the charity's employees.

5.9 In accordance with the principles of the Data Protection Act 1998, and the General Data Protection Regulation, which came into force on the 25th May 2018 the charity will not, under any circumstances, disclose any confidential information regarding its service users or supporters to companies or third party organisations working on behalf of a company.

5.10 A company's support will be acknowledged appropriately following discussions with the company concerned.

6. Product endorsement

6.1 Acknowledgement of a company's support is not endorsement of the company or its products and the charity will not put itself in a position where it might be perceived to be endorsing or promoting a particular product or company.

7. Termination.

7.1 TUF reserves the right to terminate any partnership, sponsorship arrangement or collaborative venture where the agreements have been transgressed or which might damage its reputation.

8. Exemptions

8.1 TUF does not accept funding from companies whose main business is tobacco, armaments, thermal coal or tar sands, surface mining, alcohol, pornography or cosmetic products that are tested on animals.

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