

Brake's ethical partnership policy



Apr19, due for review Apr2021

1. Information

Brake
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Aims of Charity:

Brake is a road safety charity working with communities and organisations globally to stop the tragedy of road deaths and injuries, make streets and communities safer for everyone, and to support people bereaved and seriously injured on roads. We run offices in the UK and in New Zealand and run global projects.

Brake's vision is as follows:

Everyone moves in a safe and healthy way, as part of our normal day. Safe and healthy mobility is everyone's human right wherever we are; in cities, towns, villages or moving between places.

On short journeys, it is normal, safe and healthy to travel in active ways, such as walking and cycling.

On longer journeys, it is normal, safe and healthy to use transport we share with others and get to this transport actively, by walking or cycling.

Vehicles serve our needs and don't get in our way or poison the air we breathe. A death or serious injury on roads is a rare and unusual event.

2. 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 Brake into disrepute. Brake therefore seeks:

- partnerships that do not compromise the independent status of Brake
- to ensure that the activities of organisations we work with are consistent with our organisational values
- to prioritise respect for road crash victims above everything and within all our partnerships

This policy has been devised to ensure clarity and openness to all our stakeholders.

3. Criteria

Partnerships will be avoided where:

- organisations are involved in the production of alcohol
- organisations are known to take a risky or negligent approach to road risk management
- organisations do not respect road crash victims
- organisations who are involved in illegal activity or understand investigation

Partnerships will actively be sought that complement Brake's Vision, this includes but is not limited to:

- companies that provide support for road crash victims
- companies that are committed to providing safe and sustainable transport
- companies that are committed to investing in the development of connected and autonomous vehicles
- companies that are committed to best practice in road risk management

4. Process

Brake will not accept more than 10% of its total income per annum from one institution, nor more than 75% of its total income per annum from commercial organisations, so as not to compromise our integrity.

This does not include money raised via employee and customer fundraising as part of any corporate partnership arrangements.

All partnerships with a value of more than £30,000 must be approved by the Fundraising and Development Director. A process of due diligence must be followed before approval is given.

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

5. Transparency

A full list of corporate sponsors giving over £6,500 will be maintained on our website.

Brake will communicate its commitment to this policy to the organisation's stakeholders. A copy of this policy will be displayed on our website.