

## **POLICY: ETHICAL FUNDRAISING AND INVESTMENT POLICY**

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### **INTRODUCTION**

KLF as A national Federation, based in the Kenya, must secure funding support if it is to maximise the capacity of KLF and its Member branches to deliver drowning prevention, water safety and lifesaving services and advocacy throughout the Country.

Where possible, KLF may also seek to invest funds to provide long term financial support for the achievement of the above.

This Ethical Fundraising and Investment Policy reflect the desire to ensure that KLF maximizes potential income without creating conflict or disharmony across its Member Branches and without risking the integrity of the charity.

### **SCOPE**

This policy covers the KLF National Headquarters, KLF Events, KLF project and initiatives and may provide guidance to KLF Member Branches.

### **AIM**

The aim of this policy is to provide a framework for KLF to secure and service sponsorship and donations.

### **PRINCIPLES**

1. KLF is charged with the responsibility with securing sponsorship and funding to maintain KLF Headquarters, support KLF development initiatives and support National events
2. KLF will ensure that any sponsorship, grants or donations sought are not on conflict or competition with its Member Branches
3. KLF will ensure that any sponsorship, grants or donations sought are sought from organisations which meet our ethical standards for fundraising and investment
4. KLF will ensure that any funds invested by the organisation are invested in organisations which meet our ethical standards for fundraising and investment
5. KLF will not accept funds from or invest funds in:
  - Organisations that use child labour
  - Organisations involved in illegal arms production
  - Organisations that are involved with the production of tobacco
  - Organisations that have environmentally unsound practices
6. KLF will consider the acceptance of funds from organisations associated with alcohol products, as long as it is promoted with a responsible service of alcohol message.

### **PROCEDURES**

#### **General Factors**

Sponsorship and donations are commercially sensitive activities for both the sponsor/donor and the receiving entity. This is particularly so in the initial phases of developing a relationship and then the ensuing negotiations. It is essential that confidentiality is preserved for as long as possible to ensure that each party can establish the relationship and reach agreement free from external interference.

## **Procedural Phases.**

KLF will liaise with the Board and Member Branches to determine which programmes, products and services are viable for sponsorship and donations.

For ease of defining procedures for this policy, the process of soliciting, negotiating and Servicing sponsorships and donations is divided into three phases:

- a. Phase One- Solicitation and Marketing*
- b. Phase Two – Active Negotiation*
- c. Phase Three – Agreement*

## **Phase One - Solicitation and Marketing.**

KLF will be active in the marketplace on a day to day basis. This activity will require communication by KLF to its member Branches through the normal business processes. These are preliminary activities only and as much flexibility as possible is essential. KLF may make approaches or potential sponsors and donors may be introduced through third parties, networking, or by a Member Branch. During this phase, KLF will keep Member Branches Executive Directors and/or Presidents briefed if negotiations look promising to avoid potential conflict.

## **Phase Two – Active Negotiation.**

This is the phase where the sponsorship/donation is discussed in detail between the parties. Once written proposals are received from potential sponsors or donors, or responses to KLF proposals are received, the KLF Management Committee, through the Business Development Committee should endorse the next steps in the negotiation. These matters would be for example, the term of the agreement, the sponsorship properties offered, the pricing of the properties offered and servicing by KLF.

## **Phase Three – The Agreement.**

The agreement can be a simple exchange of letters or a formal contract. The process would be:

- a. Final proposal to be approved by the KLF Management Committee through the Business Development Committee and agreed by Member Branches where there may be a partnership and/or to avoid any potential conflict,
- b. Agreement executed by the CEO in accordance with the above conditions.

APPROVED BY KLF G.A 2012

REVIEWED ON MAY 2015

BY JOB KANIA

PRESIDENT

KENYA LIFESAVING FEDERATION