
Landmark Information Group Limited

Charitable Matched Fundraising / Club Sponsorship Policy

Version 1.0

Effective from date of issue

Change Record

Date	Author	Version	Reason
03.01.14	K Gregory	Draft	
02.10.14	K Gregory	1.1	Amendment to wording

1. Objective

To promote and support the volunteering and fundraising efforts of Landmark's employees.

Landmark's fundraising and donation policy is aimed at serving and strengthening the wider community and creating a better quality of life for their beneficiaries through the efforts of Landmark employees.

The program supports charities and other non-profit organisations and any donations are not made for commercial, name recognition or brand purposes and should not be in exchange for any Landmark product or service.

The policy also aims to promote and support employees' involvement in sport and leisure in the local community, helping to promote work-life balance & good health for our employees.

2. Scope

This policy is open to all employees after successful completion of the probationary period and ceases to be applicable when the employee leaves Landmark's employment.

The club sponsorship scheme exists primarily to support community organisations and their events within the sporting/leisure arena promoting an active lifestyle and where there is a significant opportunity to change behaviours, environments and improve health.

3. Selection Criteria & Restrictions

3.1 Sponsored Events

- a) All recipients of a Landmark donation must be designated or registered as a charity or non-profit organisation as recognised by:
 - i. Charity Commission for England & Wales
 - ii. Office of Scottish Charities Regulator
- b) Some charities exempt from registering with the above, i.e. Churches, or excepted (ie Boy Scout/Girl Guide charities and some armed forces charities) will also be considered.
- c) Any employee can request a fund-raising matching donation from Landmark by completing the application form prior to their event.
- d) A limit of £1000 is available for each employee annually and can comprise of one or more donation requests, but cannot be exceeded.
- e) Where a number of Landmark employees are entering an event resulting in multiple donation requests, a single donation covering the one event will be considered up to a maximum of £1000. Under these circumstances, the donation will not contribute towards the individual's £1000 donation limit.
- f) Charitable donations cannot be paid to an individual and where possible will be donated via the employee's 'justgiving' webpage or similar.

- g) For a matching fund-raising donation to be approved, the employee must partake in the event, ie. the sponsored run, trek, challenge etc personally and cannot be a third party involved. The employee can be the organiser of the event, but must also participate to obtain the donation.

3.2 Sponsorship Requests

- a) Any employee can request sponsorship for a charitable or community enhancing project or team/organisation in which they are actively involved in.
- b) Only one application for sponsorship can be made at any given time.
- c) Sponsorship can take the form of purchase and supply of awards/cups; provision of sports kit e.g. shirts or other items eg water bottles; advertising within promotional material e.g. event programmes.
- d) Sponsorship may also be provided to organisations which primarily focus on the development of those in the community which otherwise would not have access to such facilities and assistance.
- e) Any approved request for sponsorship will be deducted from the employee's annual allocation of £1000 towards charity donations.
- f) Full details must be provided of:
 - a. the organisation/club
 - b. The nature of the club, their goals and objectives
 - c. the type of sponsorship requested
 - d. the exposure Landmark will receive and to what audiences
 - e. Whether a one off sponsorship or the duration of sponsorship period
 - f. the amount involved

4. Matched Fundraising & Club Sponsorship Requests Approvals

- a) All requests to match employee fundraising activities and/or club sponsorship should be forwarded to Kate Gregory for processing.
- b) No request is guaranteed and will depend on budgets available. Preference will also be given to charities supporting communities and good causes primarily in the UK.
- c) The policy in its current format can and may be withdrawn and/or reviewed at any time.
- d) If you have received a personal sponsorship payment and then leave Landmark's employment or cease to be part of the activity/team/organisation within a reasonable time period thereafter, Landmark may request a refund of all or part of the payment received.

Attachments:

- 1. Charity Fundraising Application form
- 2. Charity fundraising follow up form

3. Club Sponsorship application form

CHARITY FUNDING APPLICATION FORM***Employee Information***

Name _____ Dept _____

MATCHING FUND RAISING

Event _____ Date _____

How much money do you hope to raise? £ _____

Please provide a brief description of what is involved with your activity

Why have you chosen this event and this particular Charity?

Charity Information

Chosen Charity _____ Registered No: _____

Registered Address _____

 Please tick here if you are happy for Landmark to use this information for internal promotional purposes

SIGNED: _____ (employee)

Office Use Only:

Date Matched Funding request received: _____

APPROVED / DECLINED? _____ Date _____

Date Follow Up form to be sent: _____

CLUB SPONSORSHIP APPLICATION FORM

Employee Information

Name _____ Department _____

Club Information

Club Name _____

Please give a short description of the type/Nature of club and their primarily focus/goals

In what capacity do you participate in the club's activities? _____

Sponsorship Information

Amount _____

Term of Sponsorship (one off/1 year period, etc) _____

What exposure does Landmark receive from this sponsorship? What audiences and where will Landmark's brand be seen

Please attach any additional information which you believe will help to support your request for sponsorship.

SIGNED: _____ (employee)

Office Use Only:

Sponsorship request received: _____ (date)

Approval Granted: _____ (date)

Landmark's donation amount confirmed: £ _____

Payment request passed to Accounts _____ (date)

SIGNED: _____