



Sponsorship Policy Commitment

Sponsorship Policy

Sponsorship

A sponsorship is a long term financial pledge to support people in need. Sponsorships satisfy the desire of the sponsor to know that donations are being used, where possible, in carefully targeted situations. Sponsors are also informed about the specific use of the donations. Sponsorship assists charities as they can rely on a constant flow of financial support for ongoing projects which usually take several years to complete. The advantage of this is it saves charities having to do costly promotion for each emerging need.

Two Types of Sponsorship recognised by the Ehrenkodex

Project Sponsorship and individual Sponsorship. Every Individual Sponsorship is also a Project Sponsorship.

Project Sponsorship

Project Sponsorship includes sponsorship for countries, strategies and collective sponsorship. With these kinds of sponsorship all the financial gifts are invested into projects benefiting a whole group of people. This type of sponsorship makes it possible for the support of a certain project to be very specific.

Individual Sponsorship

An individual sponsorship makes it possible for a sponsor to establish a personal relationship with a specific recipient, i.e. a child, a mother and child, etc. Although, in this case, the financial gifts go to an individual person they always benefit the whole group or community, to which this person belongs, i.e. an orphanage, a school, a hospital, a church, a village. Therefore individual sponsorship is also project sponsorship.

All charities which subscribe to the Ehrenkodex do not promote sponsorship where any type of support for an individual is not integrated into a project. The only difference between a project sponsorship and an individual sponsorship is that the latter establishes an added personal relationship with an individual person – mostly a child – or a family. The personal relationship helps the sponsor to follow the progress of the project through the eyes of the person(s) linked to him/her.

Commitment

All charities which adhere to the Ehrenkodex and which promote sponsorship make a commitment to submit in writing to the Board Ehrenkodex their agreement to the following minimum standards:

1. Commitment to project integration

Each sponsorship must be integrated into a project which promotes sustainability and independence. The financial gifts of the sponsors cover a large part of the ongoing costs of the projects which in turn will benefit the individually linked persons, i.e. children, students, patients. The donation process will be clearly explained to the donors. Any dependence between donor and recipient must be avoided or at least kept to a time limit. The charity will decide who part of a project becomes, i.e. the children of a certain village participate in a school's programme, the children of an orphanage, etc. The project does not discriminate between persons who are being sponsored and those who are not.

2. Commitment to respect and uphold human dignity

No-one should ever be coerced into a sponsorship programme. Everybody included in a project has a right to independence and to information regarding the project. If personal data or pictures of sponsored individuals are being used they will be informed about the use of any such information. Use of personal data and pictures must be conducted in a respectful manner. Information that portrays excessive suffering is not acceptable.

3. Commitment to child protection

The rights and welfare of children and juveniles and the protection of those rights are valued very highly. In regard to child sponsorship the charity follows the «child protection policy». This policy is kept by the Board Ehrenkodex and protects children from potential abuse. Special care will be taken to prevent the sponsor from having any unsuitable influence on the development of the child or the family concerned. A visit with the sponsored child by the sponsor is only possible in the company of a member of the project concerned. This would avoid potentially abusive situations.

4. Commitment to data protection

In the case of individual sponsorship neither the sponsor nor the sponsored child will normally be given any personal information about the other party, i.e. address, email, phone number. This way any abuse of the relationship will be avoided, such as the needy party asking for extra money or the sponsor wanting to influence or control the life of the recipient beyond the proper channels. Any personal data belonging to the sponsors and sponsored child/family are saved and processed under the Swiss Data Protection Act.

5. Commitment to transparency

Promotion and information regarding donations must be transparent; they must contain very clear explanations as to how the donated funds will be used and who will benefit from them and in what way. In the case of individual sponsorship the sponsors will be informed about the fact that their sponsorship is integrated into a programme. The sponsor will receive regular updates (at least once a year) informing him/her about the use of the donations and the progress of the project. Great care will be taken not to raise the expectations of the sponsors or the sponsored party too much.

6. Commencement

The above policy will be valid from 1 January 2008. Subscribers to the Ehrenkodex who are involved with sponsorship and who already fulfil all the criteria of above commitments may subscribe to them immediately. Any subscriber is entitled to add the following statement to any of their publications «Has subscribed to the Ehrenkodex policy regarding sponsorship.»



EHRENKODEX SPONSORSHIP

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Subscription

Subscription to Ehrenkodex

Represented by: Name of Charity

Last Name First Name

Position

Commits to keep the following minimum standards:

- Commitment to Project Integration**
Date _____ Signature _____
- Commitment to respect and uphold human dignity**
Date _____ Signature _____
- Commitment to child protection**
 - Child Protection Regulations are annexedDate _____ Signature _____
- Commitment to data protection**
Date _____ Signature _____
- Commitment to transparency**
Date _____ Signature _____

Countersignature

Director Ehrenkodex: Marc Jost

Place and Date _____ Signature _____

January 2015

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