



## Partnership & Sponsorship Policy

### Context

Partnerships with external organisations and agencies offer opportunities and risks. This document clarifies the approach that the National Association of Link Workers (NALW) take to working in partnership with other organisations.

For the purposes of this policy the word 'partnership' is taken to include;

- Sponsorship of NALW activities, which could be for specific activities or for general purposes. Sponsorship could be financial or in kind, such as provision of facilities for an event
- Financial support for NALW, which could be for specific activities or for general purposes.
- Application for Corporate partnership of NALW

This policy outlines the guiding principles NALW will use when assessing whether to proceed with potential partnership negotiations. It also outlines the policy and procedures NALW will use when assessing prospective and existing partnerships.

### Principles for Considering Partnerships

- NALW is open to working with and accepting support from other organisations from all sectors.
- Partnerships must offer the opportunity to support and further NALW's mission and purpose and share and abide by our core values.
- NALW and any partners always remain independent organisations.
- NALW, in general, doesn't endorse policies or documents that have been developed without our participation. However, we are flexible and, in rare cases, will make an exception. Please see the NALW [Endorsement Policy](#) for further information.
- [Course accreditation or endorsement must follow our policy](#)
- Any partnership or sponsorship that is for a longer term must meet requirements for the partnership category
- Use by partners of NALW's name, logo or branding may not occur without prior permission and all copy relating to NALW must be pre-approved.
- NALW will not enter into partnership with companies whose principal product, or suite of products, or services contradict or undermine efforts to demedicalise social issues, reduce inequalities, promote equitable access and improve community health.
- NALW reserve the right not to work with any organisation they so choose. This applies even when the above principles are met.

- To deliver our social mission and vision, our approach will be guided by our 5 values. We expect partners to sign up to our values.
  - Social Innovation - We are committed to meeting the needs of link workers now and in the future.
  - Co-Production - We listen to what matters to link workers and co-produce solutions
  - Inclusiveness - We respect people, value diversity and inclusion and are committed to equality.
  - Collaboration - We are committed to a culture of openness and collaboration to maximise social impact.
  - Professional Integrity - We strive to preserve the professional integrity and quality of the link worker profession.

## **Governance**

NALW will carry out a risk (including reputational risk) and opportunity assessment to ensure partners support and further NALW's mission and purpose and share and abide by our core values, code of conduct and policies

Decisions on potential partnerships will be made by the NALW after a review and discussion.

NALW will draw up either an 'Agreement' or a scope of work with organisations. For approved partners, the partnership agreement will contain the details of the partnership and the responsibilities of both sides.

The 'Agreement' will specify the aims, the length, the details of the partnership and each partner's obligations. NALW will maintain oversight of the partnership and carry out regular progress checks and reviews. Partnerships will cease at the end of their specified term.