

Responsible Fundraising Policy War Child Alliance (below referred to as “War Child”)

Why this Responsible Fundraising Policy?

War Child welcomes and seeks alliances with donors, supporters and commercial partners¹ that help the organisation fulfil its mission. War Child’s alliance with its donors, supporters and commercial partners takes many forms; long term (global) partnerships, partners in a coalition, co-implementers of our work, providers of fundraising support, in-kind contributions, grants and/or donations sponsorships in cash. However, it is vital that we maintain our independence and do not allow any external partnership to bring the reputation of War Child into disrepute. It is also vital that we do not allow any external partnership to put the children we work with at risk.

War Child recognizes the potential conflict between partnerships and fulfilling the organisation’s programmes. Before entering into a relationship with a partner, we therefore want to make sure that our partners subscribe our vision, values and principles. War Child has vetting procedures in place aligned with fundraising regulators in its country/region².

To whom applicable?

This document is applicable to all organisations and individuals supporting War Child; like long term global partnerships, partners in a coalition, providers of fundraising support (including selling products for War Child), in-kind contributions, grants, and/or donations in cash.

Partnership criteria

War Child uses exclusion criteria. The **exclusion criteria** are absolute conditions. War Child will not accept financial support or gifts in kind from organisations or individuals:

- That make or sell armaments
- That violate or exploit child rights
- that are sanctioned or black-listed
- That seek to benefit from the perpetuation of conflict
- That are known to be associated with criminal sources
- That would help further a donor’s personal or business objectives which conflict with those of War Child
- That use production processes that are linked to child labour or any or any other form of production that puts children at risk
- That cause negative publicity that will significantly impact on War Child’s reputation.

In addition to the exclusion criteria War Child looks at (potential) donors, supporters and commercial partners closely to determine if a partnership matches the public’s perception of War Child’s brand, cause and activities. We consider the advantages to children in conflict of accepting donations against any possible risk of a violation of our principles and values and to our ability to continue to serve children in conflict in the longer term. This is part of the vetting procedure per country. This means there may be other industries, organisations and situations where serious issues will need to be considered, such as;

The gaming industry:

War Child has a history of working closely with the entertainment industries. This includes proactively engaging with game studios and game players to raise money and awareness of the cause. However,

¹ Excluding procurement partnerships

² The criteria and lists used for donor vetting are specified in anti-fraud/corruption/terrorism policies and/or guidelines, which may change from time to time to adhere to relevant internal and external regulations

we do have a number of exclusions when it comes to partnering on to of War Child's established exclusion policy which include:

- We do not accept support from games that glorify violence directed at children
- We do not accept support from games where the player benefits from directing violence towards civilians
- We do not accept support from violent games unless significant steps are taken to pacify them as seen in our Armistice campaign³ or explain to their audience the real-life impact of war.
- We won't accept support from games that encourage players to break International Humanitarian Law.
- We won't accept support from games that have been built for military training purposes.
- We won't accept support from streamers / influencers or videogame personalities that could be considered controversial that could be damaging to the War Child brand.

Tobacco

War Child is not in favour of partnering with the tobacco industry.

The alcohol industry:

War Child partners with alcohol brands only at fundraising events. Any funds raised from these will not be restricted to a specific programme for children affected by conflict. We will withhold from any co-branding, except for assets linked to that specific event, i.e. visible logo on assets at the event and product placement.

Political sensitivity

War Child will critically assess grants and donations from (institutional) donors and organisations that are (politically) involved in an armed conflict. These partnerships will be assessed at the level of the grant/ donation. Risks may include reputational risks or security risks in country for our staff, partners and programme participants.

Transparency

War Child will undertake to communicate this policy to all its stakeholders through our website and above mentioned agreement.

Duration

This Policy is valid till 31 December 2024.

³ <https://www.warchildarmistice.org/>