



The Baby Café Charitable Trust

Policy P3: Ethical Policy

Policy number	P3
Policy name	Ethical Policy
Applicable to	Trustees, volunteers, freelance staff, registered Baby Café drop-in centres
Date agreed	May 2006, reviewed and approved May 2007
Date for review	July 2009

1. Background

This policy lays out the position of The Baby Café Charitable Trust regarding permitted sources of funding and relationships with other organisations.

It also provides guidance for Baby Café drop-in centres who are receiving funding on the basis of charity status.

2. General

The Baby Café name is a key asset of the Baby Café Charitable Trust, with its value linked to the confidence that people have in the charity – confidence that is built on reputation, brand image, high standards and achievements.

The Baby Café Charitable Trust has a duty to safeguard this asset, as well as using it to work to the best overall advantage of the charity.

3. Funding, donations, advertising and joint ventures

includes licensing agreements, joint promotional agreements and sponsorship agreements (including conferences, publicity events, training workshops).

The following criteria will be used to judge the acceptability, in principle, of any proposed joint venture, funding source, donations (goods, money or services) and advertising.

- The interests of our beneficiaries are of primary concern.
- Will fit with the charity's fundraising and other policies, strategies, values and objectives.
- The charity's best interests, overall, will be served by seeking, and/or accepting approaches from potential commercial/ funding partners.



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- There will be no undue strain placed on the charity's resources.
- All parties involved will comply with the 1981 WHO *International Code of Marketing of Breastmilk Substitutes* and all subsequent WHA resolutions.
- One product or service will not be promoted over and above another.
- Products/services related to infant feeding will support, protect and promote breastfeeding and the breastfeeding relationship.
- The charity will endeavour to avoid any appearance of conflict of interest, as perceived by employees, donors and supporters, the wider public, institutional funders, other charities working in the same field, and other bodies that the charity may hope to influence.
- The charity is not obliged to enter into an agreement, or accept funding/donations, which the trustees do not feel is in the charity's best interests overall.

4. Prohibited products

Funding, donations, advertising and joint ventures will not be accepted from producers or manufacturers of:

- Non-human milk for babies or any drink or food for babies under 6 months.
- Baby bottles and teats.
- Dummies (pacifiers, soothers).
- Any product which The Baby Café Charitable Trust trustees deem to be undermining of breastfeeding.

5. Endorsement

The Baby Café Charitable Trust will not endorse any one product or service over and above another.

Acceptance of funding, donations, advertisements or services does not constitute Baby Café Charitable Trust endorsement.



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6. Guidance for Baby Café drop-in centres

Each Baby Café drop-in centre is expected to be a fully funded, mainstream service for breastfeeding mothers. The Baby Café Charitable Trust accepts that funding will be obtained from a variety of sources and the following guidelines are to assist Baby Café staff as they seek to finance their local Baby Café drop-in centre, while at the same time protecting mothers and the Baby Café name and reputation.

- 1981 WHO *International Code of Marketing of Breastmilk Substitutes* and all subsequent WHA resolutions will be supported at all times.
- Personnel from companies and organisations will not be permitted access to clients attending a Baby Café drop-in centre.
- Local Baby Café drop-in centres must nominate one appropriately trained member of staff to liaise with representatives from commercial organisations, whose activities are in accordance with this policy, and to communicate information to the rest of the Baby Café drop-in staff team.
- A range of literature and/or products can be made available for mothers to make informed choices.
- All literature, products and services on offer will protect, promote and support breastfeeding.
- Contributions towards drop-in centre running costs, e.g. hall hire, peer supporters, mobile phones; and donations, e.g. of food, equipment, resources can be accepted in accordance with the policy.
- Baby Café drop-in centres seeking funding on the basis of charity status will:
 1. Inform the charity head office.
 2. Allow time for charity to complete supporting paperwork.
 3. Apply to, and accept funding, only in accordance with this policy.
 4. Set up a Baby Café bank account using local name.
 5. Keep accurate financial records.
 6. Return statement of accounts to charity, in accordance with the most current charity law.
- The Baby Café Charitable Trust trustees have the authority to withdraw Baby Café status from any Baby Café drop-in which is in breach of the policy.