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# The Breastfeeding Network

## Funding Policy

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Lead  
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Funding & Commissioning Coordinator

To find your nearest Breastfeeding Supporter call the **Supporterline 0300 100 0210**

*Calls to 0300 numbers cost no more than calls to UK numbers starting 01 and 02 and will be part of any inclusive minutes that apply to your provider and call package*

The Breastfeeding Network is a Company Limited by Guarantee Registered in Scotland Company No. 330639  
Registered office Alexander Sloan, Chartered Accountants, 38 Cadogan Street, Glasgow, G2 7HF  
The Breastfeeding Network is a Registered Scottish Charity No SC027007



## **BREASTFEEDING NETWORK FUNDING POLICY**

### **1.1 Introduction**

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This policy is to be used only in conjunction with the Breastfeeding Network **Guidance Document** and **Code of Conduct**. It is not intended to replace either document.

### **Background**

It was recognised by the founding members of the Breastfeeding Network that there was a clear need for an organisation, who would work independently from the companies who profit from the feeding choices parents make. The Breastfeeding Network was founded in September 1997 and registered in Scotland as a charity to provide independent support and information about breastfeeding to mothers and all those involved in their care throughout the UK and this was built in to the Memorandum & Articles of Association (BfN's governing document).<sup>1</sup>

The Directors of the BfN are responsible for the financial aspects of the Charity. They continually strive to maintain this independence. As we grow bigger as an organisation this becomes more challenging. They also need to provide the Company Auditors with an accurate picture of finances.

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<sup>1</sup> Clause V. From Memorandum & Articles of Association - The Company shall not accept (whether subject to any special trust or not) any loan, subscription, covenant, grant, legacy, endowment, donation or contribution from, and the Company shall not enter into any financial arrangement by way of sponsorship or otherwise and whether or not contractual with any body (within the meaning of Clause III hereof) engaged in the business or function in the United Kingdom or elsewhere, and whether directly or indirectly, in (i) the manufacture and/or distribution of breast milk substitutes, feeding bottles, teats or dummies and/or (ii) the wholesaling or retailing of breast milk substitutes, feeding bottles, teats or dummies marketed under names, labels or logos exclusive to the manufacturer, wholesaler or retailer thereof, and for the purposes of this Clause V a "breast milk substitute" means any food being marketed or otherwise represented as a partial or total replacement for breast milk, whether or not suitable for that purpose.

### **What are your responsibilities?**

All BfN Registered Volunteers sign a **Code of Conduct**, stating their agreement to work in accordance with it and within the realms of the **BfN Guidance Document**. Our practice should be in line with the WHO / UNICEF Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly Resolutions.

### **Fundraising – what is it and how can I help?**

Fundraising can be local or National and involves activities to raise funds for the BfN.

For example holding a raffle, street collection, jumble or other local sales, coffee mornings, sponsored activities (marathons) or Just Giving and other web based donations. It can also be wider and include seeking larger sums of money from the NHS or Local Council to run a project or training course. This is likely to come under grants, contracts and commissioning.

Individuals can raise funds to help the BfN continue the work we do to help support more women and their families.

We are keen for new volunteers to join our fundraising Yahoo! Group. Please contact our Funding and Commissioning Coordinator, Kate Meads, for help with ideas or visit our webpage:-

[www.breastfeedingnetwork.org.uk/fundraising](http://www.breastfeedingnetwork.org.uk/fundraising)

### **How does this policy affect you?**

If you are thinking about any of the above then this policy affects you. For example you may be planning a raffle and need gifts to use as raffle prizes. The Guidance Document will need to be considered to make sure there are no conflicts of interest. Companies covered by the scope of the WHO Code and Resolutions should not be asked to provide raffle prizes or other contributions – such as tea and coffee for your breastfeeding group.

There are other ways you may be affected such as being offered a funded place at a conference or being paid as a speaker.

If you're not sure – ask!

### **What is sponsorship?**

Sponsorship is a business relationship between those who provide funds, gifts, resources and/or services and those who receive them. It could be a one off donation (such as raffle prizes) for a single event or activity; it could fund an individual to go to a conference or could be for the organisation as a whole. In return for the sponsorship investment the sponsor gains a deeper association with the organisation receiving funds. This gains them credibility in their market, which puts them at a commercial advantage.

### **What is commissioning?**

Commissioning is a commercial transaction between the provider and the organisation receiving funds or power to act. For example BfN may be commissioned to provide breastfeeding related services or goods and would take charge of the project, receiving funds for doing so. There are legal obligations and recovery of losses if there is a failure to deliver.

### **What is the difference between Grants and Contracts?**

A grant is money which is given to undertake beneficial activity. There are not usually legal obligations to deliver and payments may be issued in advance. A contract is an agreement to provide goods and services for payment and is legally binding, with recovery of losses, where necessary.

### **Selling BfN services**

The code of conduct highlights that support and information should be offered free of charge to parents. There may be instances where local areas buy in our services and this is different than charging an individual mother. Beneficiaries of BfN services should not be charged. Any services being sold need to be handled in conjunction with the Funding and Commissioning Coordinator.

### **Points to remember (see funding flow chart below)**

- Before seeking any funding or applying for grants from ANY source, including those whom you deem to be 'safe', you should discuss this first with your Supervisor, seek

agreement with our Funding and Commissioning Coordinator, Kate Meads and refer to the funding flow chart, below.

- Check with your Supervisor before seeking sponsorship, asking for material gifts, such as raffle prizes or holding fundraising parties which are linked to companies.
- All funding (money) needs to be handled centrally by our Finance Director.
- You can apply for local funding even though we are a national organisation. We do not have local branches of BfN but money raised locally can be ring-fenced for local use. Please contact the Funding and Commissioning Coordinator to set up ring-fenced account. Once it is set up funds will be split so that 80% of the funds will be kept in the ring-fenced account. The remaining 20% will go to the central funds to help with the financial management of your account - accountancy fees etc and the general running costs of the charity.
- You cannot set up another organisation, in your BfN role, so that you can apply for local funds (see Code-of-Conduct).
- Core costs for the central admin need to be built in to any bid. Being part of a national organisation has benefits for local areas in terms of wider recognition and credibility. The central admin team needs to cover overheads e.g. for staff wages, Open College Network accreditation, insurance cover and policy development. This keeps you and the organisation safe.
- Contact our Funding and Commissioning Coordinator, Kate Meads , to finalise costs.
- All contracts must be signed by directors.

### **Checklist for funding / sponsorship / gifts**

1. Are you happy the funding source is within the scope of the BfN Guidance Document and in line with the WHO / UNICEF Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly Resolutions?
2. Is this a bid for more than £500? If so the BfN Directors and our BfN Funding / Commissioning Coordinator, Kate Meads, need to be informed. Please contact your Supervisor or with your Supervisor's agreement get in touch with Kate by email [funding-commissioning@breastfeedingnetwork.org.uk](mailto:funding-commissioning@breastfeedingnetwork.org.uk) she is **here to help you** and will let the directors know.

3. Is this bid realistic?
4. Are you confident that you can deliver the expectations?
5. Have you spoken to your supervisor?
6. Have you included in your core costs built in to the bid?
7. Who will keep a track of the budget – incoming / outgoing funds?
8. How are your funders making you accountable (increasing breastfeeding rates – practical) or written report – research? What action will be taken for failure to deliver?
9. How will you feed back at the end of the project?
10. When is the deadline for the bid?
11. Are you clear about when this project ends? Does it have a finish date or a goal?
12. Make sure you keep a second copy of everything you fill in.

### **Finally**

Please do not be disheartened if you are not successful in your attempts to get funding. Don't take it personally as the field can be extremely competitive. The Funding and Commissioning Coordinator can help you de-brief and help you with what might have gone wrong.

If you are unsure or would like more information about any aspect of this 'Funding Policy' please contact Kate Meads our Funding and Commissioning Coordinator [funding-commissioning@breastfeedingnetwork.org.uk](mailto:funding-commissioning@breastfeedingnetwork.org.uk) or telephone our admin line on 0844 412 0995.

# Funding Flow Chart

