



Ethical Alignment

Summary Bullets:

- Carefully select a partner that aligns with the charity's values to enhance visibility and stay true to charitable goals.
- Begin with open communication to assess fit and alignment of values early on.

Actions for Success:

- *Conduct in-depth due diligence to assess alignment and reduce reputational risk.*
- *Be transparent about ethical, sourcing, and sustainability considerations to avoid future conflicts.*



Reputation Management

Summary Bullets:

- Partnerships can elevate a charity's reach but must be managed to avoid reputational risks.
- Choose corporate partners with shared values in complementary sectors to expand visibility.
- Define mutual goals & expectations to prevent misunderstandings.

Actions for Success:

- *Outline clear goals and performance indicators (KPIs) from the start.*
- *Establish exit strategies for reputational risks or if the partnership does not meet objectives.*

Making Charity Corporate Partnerships Work

Key steps for effective and legally sound partnerships between charities and their corporate partners.

Summary Bullets:

- Protect brand assets, including trademarks and logos, from misuse; establish clear IP ownership and approval processes.
- Adhere to advertising and data security regulations, making the partnership transparent to consumers.
- Address ownership of content, IP rights, and compliance with data security laws from the beginning.

Actions for Success:

- *Engage legal teams to draft robust contracts covering IP, data, and marketing, and include quality control measures if co-branded products are developed.*

Summary Bullets:

- Consistent and transparent communication ensures both parties stay aligned.
- Define regular check-in points and re-evaluate goals as needed to ensure continued success.
- Clear agreements on contributions, revenue sharing, and exit protocols are essential.

Actions for Success:

- *Set mutual objectives and KPIs to monitor progress effectively.*
- *Regularly revisit and adjust goals to remain aligned throughout the partnership.*



Legal and Regulatory Safeguards



Effective Communication & Performance Monitoring



Scan the QR code for the full article