



Bliss Ethical Policy

Overview

Bliss' purpose is to ensure that every baby born premature or sick has the best possible chance of survival and of reaching their full potential.

We recognise that in order to successfully deliver our purpose we need to work in partnership with third parties.

This policy outlines the ethical standards which govern our decision making and sets out practical considerations which help steer our decision making when considering a partnership with a third party.

Bliss' senior management team and board of trustees is responsible for governing Bliss' Ethical Policy. The Ethical Policy will be reviewed every two years.

Ethical Standards

A risk management approach is applied to our decision making based on our Ethical Standards which are:

Ethical Standard 1: Bliss will not enter into a relationship with a potential supporter whose work or activities negatively impacts on Bliss' ability to achieve our purpose.

Ethical Standard 2: Bliss will not enter into any relationship with a third party organisation that poses a risk to Bliss' reputation which could lead to loss of support and credibility.

Practical considerations will form an integral part of the decision making process when considering new relationships with third parties. These considerations will also be applied should the activities of a third party we are currently working with change. These include:

1. The impact upon Bliss' ability to achieve our purpose
2. Our reputation amongst Bliss service users, supporters and the general public
3. Our credibility with key stakeholders including Bliss staff, families, policy makers and health professionals
4. Our ability to work more closely with other voluntary organisations and groups

The Bliss ethical standards are applied to all third party relationships. In particular:

Fundraising and Marketing

Donations will only be refused if acceptance would result in damage to reputation and a net loss to Bliss i.e. if the donor's work or activities negatively impact upon the lives of premature and sick babies, or if other supporters or potential supporters are likely to withdraw their support from Bliss if Bliss accepts the donation.

On occasions Bliss receives funds anonymously. However, reasonable steps need to be taken to ensure that all donations comply with Bliss's Ethical Policy. In order to comply with guidance issued by the Charity Commission of England and Wales the source of any donations of £25,000 or more from a single donor must be verified.

Where supporters seek a public association with Bliss we will enter into a partnership in line with our ethical standards and the practical considerations applied when appraising public association.

Procurement and Investment

The ethical standards and practical consideration are applied to Bliss' investment decisions and in the procurement of goods and services for our work.

Due Diligence

Ahead of entering into a partnership with a third party we will ensure that effective due diligence is carried out, this will include an ethical check using recognised ethical research sources such as EIRIS and Ethical Consumer alongside desk based research conducted within Bliss.

Application of the Ethical Policy

The Ethical Policy governs our decision making when considering a partnership with a third party. Where concerns are identified with a potential partnership with a third party these issues will be raised with the senior management team, who will then meet to reach a conclusion on whether or not to proceed with the partnership. In situations where a decision cannot be reached by senior managers, the decision will be elevated to the Board of Trustees for final adjudication.

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