

## WORKING WITH OUR CORPORATE PARTNERS – COMMUNICATIONS FREQUENTLY ASKED QUESTIONS

Our mission is to inspire and support the next generation to overcome barriers and achieve their full career potential by connecting young people directly with employers, careers and opportunities in the construction and built environment sector. The fantastic support we receive from our industry partners – both financial and in-kind – is the backbone of Construction Youth Trust (CYT). We are so grateful to the hundreds of corporate partners who make our work possible.

We know many of our corporate partners will want to talk about their involvement with CYT and share their experience of supporting our programmes, and we welcome this.

However, it is important we work within the scope of our stated purpose as a registered charity and don't fall foul of HMRC restrictions around charity trading and VAT. To clarify how this affects our work with our corporate partners we have developed the following Communications FAQs.

### Communications Frequently Asked Questions (FAQs)

#### Publicising our work together

Your support of Construction Youth Trust is important to us and we want to celebrate and share the success of our partnership with industry as much as we can! We hope these questions are helpful.

*Can corporate partners talk about your support of, or involvement with, CYT in your corporate marketing, publicity or social media?*

The short answer is yes please, so long as your communication relates directly to the CYT activity your company has supported or is involved in (e.g. volunteering, grant/donation made, fundraising event in aid of CYT) and does not cause harm to the reputation of the charity.

*How might CYT publicise your corporate support or involvement in CYT activities?*

CYT may name-check individual partners in our news items about current activities e.g. on social media, in our newsletter or website, or in a project-based case study. This kind of communication will be based on purely factual information and will be linked to a specific project, event or activities.

CYT will not normally name individual corporate partners in our general, more permanent marketing and publicity e.g. annual reports, website home pages, signature case studies.

Please let us know if you would prefer your organisation not to be highlighted in our marketing.

*How might CYT engage with your corporate social media?*

CYT can only engage with a corporate partner's social media if the post is directly related to CYT's work and/or is aligned with our charitable mission. For instance, we might retweet a partner's post about a CYT activity (so long as it adheres to the guidance in these FAQs and supports the Charity's key messages) or 'like' a partner's post highlighting something relevant to our mission e.g. comment on youth unemployment figures.

## **Logos and other assets**

*Can corporate partners use CYT assets, such as CYT logo, in their marketing, website, publicity or social media?*

The answer is not straightforward as it depends on the context. HMRC may consider a charity allowing a corporate partner to use charity assets, such as their logo, as creating a taxable supply. However, it would be permissible to use the CYT logo (or other CYT asset) if it is clearly contained within support for a CYT charitable activity (e.g. fundraising in aid of CYT; involvement in an activity).

Here are some examples of when it would be permissible to use CYT logo and other assets:

- To promote or support a specific charitable activity or event organised by CYT
- To promote or support an event organised, with our agreement, to support CYT
- To raise awareness of the charitable work of CYT and enlist the support of volunteers, other companies or your wider networks to benefit the work of CYT e.g. a call to action
- To fundraise in aid of CYT (where donors receive no significant benefit in return), although it would be not be permissible to use the CYT logo or other assets for the following:
  - Purely to build your credentials or sales as a business with no clear linkage to any permissible activities listed above
  - To promote or sell your business, products or services (or anyone else's)
  - As a standalone in your promotional material, website or packaging with no clear linkage to any permissible activities as listed above

If you want to use the CYT logo for another purpose, not listed here as permissible, please talk to us beforehand. You are very welcome to contact [hello@constructionyouth.org.uk](mailto:hello@constructionyouth.org.uk) to discuss further.

*Can corporate partners use photos of your work with CYT in your corporate marketing, publicity, website or social media?*

Yes, so long as the use is clearly contained within support for a CYT charitable activity, as outlined in the permissible uses above. CYT images, such as photos from our sessions, would also be considered CYT assets, and would therefore be covered by all the same guidance as that for the CYT logo.

Please note there are also additional GDPR/consent issues relating to images/photos where the identity of an individual is distinguishable, especially when children and young people are involved. Please do not take or share your own photos at CYT sessions, and only use any images supplied to you by CYT for the purposes which will be clearly stated by us at the time they are shared with you.

*Can CYT display corporate logos on our charity website?*

Yes, assuming the partner is a significant supporter of our work. It is CYT policy to list the names and logos of all our significant funding partners as an acknowledgement of their financial support.

As background to this policy, HMRC allow charities to acknowledge support, provided the acknowledgement is gratuitous (i.e. there is no contractual obligation to acknowledge) and does not equate to a "large and prominent display". The CYT Trustees will display the names and logos of significant corporate funding partners on our website, alongside those of other funders in a manner consistent with HMRC guidance. Please contact us if you would like to find out more about our policy in this regard.

## **Supporting our work financially**

*Can corporate partners support CYT financially?*

Yes, please! As a charity, our work totally relies on the generous support of our corporate, grant-making and wider partners.

You can donate through our bank account:

Account Name: Construction Industry Trust for Youth

Account Number: 02903350    Sort Code: 30-95-74

Or through our JustGiving page

<https://www.justgiving.com/constructionindustrytrust>

If you are donating to our work, please reference with your surname, organisation name and event if applicable. It would be great if you can also send an email to [hello@constructionyouth.org.uk](mailto:hello@constructionyouth.org.uk) letting us know the amount and date of the payment, so we can ensure your generosity is properly acknowledged and processed.

*Can corporate partners raise money in aid of CYT?*

Yes, please!

If you would like to raise money in aid of CYT, please contact us at [hello@constructionyouth.org.uk](mailto:hello@constructionyouth.org.uk) as it is important we have a formal agreement in place before you raise funds in aid of CYT.

Please read this agreement carefully as proceeding with a fundraising activity in aid of CYT will be deemed as your acceptance of our terms and conditions.

*Can corporate partners raise money for CYT by contributing a percentage of sales or profits as a donation (e.g. £1 for every book sold will be donated to CYT)?*

A corporate partner who fundraises for a charity through its sales or profits are called "Commercial Participators". If you would like to do this, please contact us at [hello@constructionyouth.org.uk](mailto:hello@constructionyouth.org.uk) in advance to discuss further, as HMRC guidance around charities allowing a commercial business to do this needs careful consideration.

There must always be a Commercial Participation Agreement in place and, to avoid tax issues, CYT cannot supply anything in return for the contribution it receives, such as:

- use of the CYT logo
- use of the charity's mailing list
- endorsement of a business' products or services
- links to a business' sales website from the charity's website

## **Reporting on the impact of your involvement**

*Can CYT provide reports on the outputs, outcomes and impact of activities supported by partners?*

Yes. For partners who offer significant funding to support specific projects or activities, we will normally agree in advance what monitoring and reporting is required to evidence the impact of your funding and what you have helped CYT achieve. This might include specific information that can be used to calculate social value or ROI. HMRC are clear that this kind of 'good housekeeping' does not constitute a taxable supply, including for our corporate funders.

Depending on resources and as appropriate, we may be able to make reports and data produced for funders available to significant in-kind partners.

*Can CYT provide a testimonial/quote about corporate involvement for a partner's own marketing?*

Yes, resources permitting, we may be able to offer testimonials/quotes for our significant partners, setting out a purely factual account of your involvement and support. We cannot, however, provide anything that could be construed as recommending or promoting your company's business, products or services.

## **Please note:**

This guidance is intended for corporate partners. Some of the HMRC guidance differentiates between commercial partners and non-profit making bodies such as government agencies, charitable foundations and other charity partners and, therefore, some of the restrictions outlined above may not apply in these circumstances. Please contact us if you require further information.