

POLICY AND PROCEDURE

Sponsored Vehicle

Category:



**SoLO
Life
Opportunities**

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Charity No. 1102297
England Company No.
5025939

Introduction

SoLO is funded through a variety of different sources such as corporate sponsorship, our own fundraising activities, donations, and grants from trust funds and organisations. A potential avenue of funding for SoLO is the provision of sponsored vehicles by corporate sponsors. This document outlines the policy and procedure to be followed in any such arrangement.

Policy Statement

This policy applies to all staff, volunteers and Trustees of SoLO and explains the procedure to be used when seeking to obtain the services of a sponsored vehicle from an external provider for use within SoLO. It applies to the relationship that should exist between SoLO and any organisation providing a sponsored vehicle. It also applies to the maintenance, use, and control of any sponsored vehicles available to SoLO. This document should be read in conjunction with SoLO's Policy and Procedure in relation to Transport and Travel.

It is important that any arrangement for provision of a sponsored vehicle should be in the best interests of SoLO; it should add benefit to service delivery or value for money; it should be financially viable and worthwhile; and it should enhance the reputation of SoLO as a charity and the sponsor as a charity donor.

To ensure that these requirements are properly addressed, all arrangements for obtaining and operating sponsored vehicles will be overseen by the Chief Executive (who can delegate tasks as appropriate) and reported to the Board of Trustees at least annually and at other times when appropriate.

Procedures

First steps with Sponsorship Agreements

A potential sponsorship arrangement may emerge as a result of an approach from a member or staff, volunteer or Trustee at SoLO to an external organisation, or by way of an approach to SoLO from outside.

There may be several reasons why an organisation wishes to provide sponsorship including altruism, generosity, and to take advantage of tax incentives. The onus on establishing whether any tax incentives may apply lies with the sponsor and not with SoLO, and the sponsor should be invited to make appropriate checks.

Her Majesties' Revenue and Customs provide guidance when a limited company gives to charity at the following website:

<https://www.gov.uk/tax-limited-company-gives-to-charity/sponsoring-a-charity>

Formalising Sponsorship arrangements

Before SoLO enters into any arrangement for provision of a sponsored vehicle the Chief Executive will establish that the arrangement:

- is in the best interests of SoLO;
- adds benefit to service delivery or value for money;
- is financially viable and worthwhile;
- enhances the reputation of SoLO as a charity

If the Chief Executive is satisfied that it is appropriate to proceed, a contract or statement of intent should be drawn up between SoLO and the Sponsor to state and clarify:

Description of vehicle

Value of vehicle

Duration of sponsorship

Action to be taken at completion of sponsorship (return to Sponsor or retain by SoLO?)

Ownership of the vehicle (by SoLO or Sponsor?)

Arrangements for insurance of the vehicle (by SoLO or Sponsor?)

Arrangements for servicing and maintenance of the vehicle (by SoLO or Sponsor?)

Arrangements for paying vehicle excise duty (by SoLO or Sponsor?)

Arrangements for provision of logos and acknowledgements on vehicle (by SoLO or Sponsor?)

Arrangements for overnight parking

Arrangements for inspecting the vehicle (by SoLO or Sponsor?)

Arrangements for fair wear and tear

Limitations on use of vehicle (including purpose, mileage, drivers and passengers)

Limitations on drivers (age or type of licence)

Any other relevant factors.

Use of Sponsored Vehicles

Sponsored vehicles are provided by sponsors on the expectation that they contribute towards the aims and objectives of the charity. The primary aim of SoLO is to support service users and SoLO's Policy and Procedure in relation to Transport and Travel will inform this aspect. A secondary aim of Solo is good use of resources, and so sponsored vehicles can be used to transport staff members when it is cost effective to do so.

Sponsored vehicles that have been made available to SoLO are **not** available to SoLO staff or volunteers or Trustees for social, domestic or pleasure purposes. Any uncertainty about correct use of a sponsored vehicle will be resolved by the Chief Executive.

SoLO will make appropriate arrangements to fund fuel for the vehicle from core budgets and will inform staff how to pay or claim for fuel supplied. Specific overnight parking locations will be identified for each vehicle, and any variation must be authorised by the Chief Executive.

Each vehicle will have a driver log book to record times, dates and journeys completed by named drivers, fuel used and issues arising. This measure allows SoLO to comply with any potential obligations under road traffic legislation.

Relationships with Sponsors

It is to be anticipated that sponsors will wish to engage in a range of publicity and marketing opportunities and there is mutual benefit for SoLO in being engaged in such activities. Indeed, SoLO would wish to express its appreciation and thanks for any sponsorship provided. Representatives of the sponsor may welcome participating in activities such as a reception or press conference to announce the donation. SoLO's Marketing and Communication Plan will assist with any such activities, but given the importance of appreciating the support of sponsors, the Chief Executive should be consulted before any publicity and marketing activities take place with a sponsor, particularly if service users may be involved.

Additionally, ongoing feedback should be provided to the sponsor to show the benefit arising from their donation.

Linked with:

Policy and Procedure in relation to Transport and Travel

Marketing and Communication Plan