

## How We Work with Companies

Diabetes UK is pleased to work in partnership with companies and other funding partners where such partnerships support our mission. We rely on donations from our partners who fund our work across the UK, and are thankful to all partners who support our work.

Whilst working with corporate partners presents valuable opportunities to grow income and raise awareness, partnership working can also present some level of risk. The following principles govern our partnership working and help us to manage this risk. We will:

- ensure all our partnerships are based on the principles of integrity and openness
- always work on achieving our charitable purposes for the public benefit
- not compromise our independence
- act in accordance with Data Protection legislation
- properly manage and resolve any conflicts of interest and protect our public image and reputation at all times

These principles reflect [guidance published in March 2019 by the Charity Commission](#).

Additionally, when partnering with a company, we will:

- have a legal contract detailing the terms of the partnership
- ensure all companies are subject to due diligence checks and approval processes to ensure that no unjustifiable risks are being taken
- review partnerships annually to ensure partnerships continue to be mutually beneficial and that Key Performance Indicators are being met

### Partnerships with pharmaceutical companies

We are proud of the partnerships that we have with pharmaceutical companies, which are established in line with all ABPI codes of practice. Additionally, Diabetes UK will ensure that our partnerships with pharmaceutical companies:

- do not generate a substantial proportion of our fundraising and voluntary income relative to the total income for any financial year. Additional to this we generate contractual income via event sponsorship, for our conferences. In 2019, sponsorship for these conferences amounted to £895,005.<sup>18</sup>
- do not cover sponsorship of staff attending parliamentary party conferences
- do not fund specific activities which might be seen as product endorsement
- are available in our annual report where we talk in detail about the types of partnership we have with pharmaceutical companies and the important work that they fund