

THE PUMPING MARVELLOUS FOUNDATION

COMPANY NUMBER: 08370761

CHARITY NUMBER: 1151848

MEMORANDUM OF UNDERSTANDING IN RESPECT OF THE RELATIONSHIP BETWEEN THE PUMPING MARVELLOUS FOUNDATION AND EXTERNAL PARTNERS

Background

The Pumping Marvellous Foundation (“the Foundation”) is a charitable company limited by guarantee registered in England and Wales. It was founded by a heart failure patient whose experiences whilst rehabilitating have shaped the Foundation’s goals and principles of a patient-centric charity focused on improved patient outcomes.

To enable delivery of its aims the Foundation seeks strategic partnerships which may or may not entail funding.

The Trustees and Executive Team believe it is important and appropriate to ensure that the Foundation has a clearly understood way of working, built on ethical standards, sustainability and ethical sourcing.

It is important to note that we expect all partners to receive and sign a copy of this Memorandum of Understanding.

This Memorandum of Understanding is not exhaustive and is not intended to be and is not legally binding (except only as specified below).

In all of its dealing with external partners, the Foundation looks to ensure the following:

1. Principles

- That the Foundation and its partners act with integrity.
- That the Trustees and Executive Team act to further the Foundation’s charitable objects, and ensure the Foundation’s independence and reputation is not compromised.
- That the Foundation and its partners be open and transparent.

2. Morality

The Foundation will not partner with or accept any fiscal or non-fiscal support from any external source –

- Whose activities and practices are, in the opinion of the Trustees of the Foundation, unlawful or unethical.
- Whose activities are, in the opinion of the Trustees of the Foundation, harmful to health and well-being, or in other ways harmful to the public good
- Who do not comply with the code of conduct set out by their respective industry codes of practice and governance especially those dealing with non-profit organisations and charities.
- That will not disclose its source of funding to the Foundation as well as details as to any other organisations to which support of any kind is given.

3. Consistency with the Foundation's charitable objects, independence and reputation

- The Foundation's actions are determined by the needs of its beneficiaries, heart failure sufferers and their families. The Foundation is an inclusive charity that takes every effort to involve its beneficiaries in its strategic and day to day activities. The Foundation will only undertake activities that are in keeping with its beneficiaries' needs.
- The Foundation will endeavour to seek as broad a funding and support base as possible to try to avoid reliance on one source.
- The Foundation will not endorse, promote, lobby or favour any product or brand provided by an external partner. We will work alongside external partners if the call to action aligns itself with the Foundation's objects and is in the opinion of the Trustees of the Foundation, of benefit.
- The Foundation retains the right to control the content of all materials produced in its name. We accept that contributions from partners and / or external experts will be provided however all editorial content is at the discretion of the Foundation.
- The Foundation logo and brand are copyrighted and are for its sole use unless third party use is formally agreed. Brand guidelines are available.

4. Transparency

- The Foundation will disclose all sources of income and support in its annual report and accounts and make these visible on its website.
- The Foundation will consider carefully any request to display corporate logos either on or off line.
- The Foundation will be open and transparent about its policy, ways of working and strategic aims at all times.

5. Actions in respect of funding / support

Where an external partner is providing fiscal or non-fiscal funding or support, the following provisions shall apply:

- The Trustees of the Foundation will approve the acceptance of fiscal or non-fiscal funding or support from external partners notified to the Board of Trustees by the Chief Executive of the Foundation.
- A potential partner providing fiscal or non-fiscal funding or support shall be made aware of and provided with a copy of this Memorandum of Understanding and asked to acknowledge its contents by signing it and returning it to the Foundation.
- The Chief Executive of the Foundation will arrange completion of a due diligence exercise which, without prejudice to the generality of the foregoing, may cover: the nature, activities and reputation of a proposed partner; the reason for the funding or support relationship proposed; the activities proposed along with the size of the proposed contribution; and any risks to the Foundation.
- Where the proposed level of funding from a single funding exercise exceeds 25 per cent of the Foundation's forecasted income in any one financial year, the Board of Trustees must formally approve the proposal, on advice from the Chief Executive, before it can proceed.
- The Foundation needs to remain a viable organisation and will seek to recover all its costs. Its preferred method of funding is unrestricted core funding. If the funding is associated with project

