

## **Live Art Development Agency Ethical Funding Policy**

**Approved by the Live Art Development Agency's Board of Directors  
August 26 2014**

### ***Introduction***

The Live Art Development Agency's (LADA) Ethical Funding Policy is designed as a checking tool to ensure that the needs of the organisation are balanced against its principles, and to protect the organisation from financial, reputational or other harm. The Policy broadly defines a set of principles that can be used to evaluate how to respond to funding opportunities. As time goes by, a body of precedents may grow up around each principle.

This Policy has been challenging to develop, reflecting the difficulties involved in identifying the sources and uses of finance, and recognising that LADA works with a broad range of partners within a complex economic ecosystem. These challenges and complexities have also informed the decision to focus on broad definitions in this Policy.

LADA will periodically evaluate its activities and check they are in line with the Policy, and it is every staff member's responsibility to observe and implement it on a continuous basis. These periodic reviews may necessitate the Policy being updated, with revisions approved by LADA's Board of Directors.

### ***Funding***

LADA will not knowingly apply to, or accept funding from, companies, organisations or individuals whose primary work includes direct involvement in activities that run contrary to our overall aims. These include companies, organisations or individuals who, to the best of our knowledge or understanding, directly block or actively work against social justice; whose activities we believe directly harm the environment; or who directly block or work against community empowerment. In such circumstances, and when appropriate, LADA will share this Policy with the relevant companies, organisations or individuals.

It is challenging to identify all of the activities that LADA would consider to be contrary to our aims. However, companies, organisations or individuals who are directly involved in the following areas would usually be seen as working against our aims:

- animal testing;
- the fur trade;
- fossil fuels or petrochemicals which damage the environment;
- human rights abuses;
- manufacture of hazardous products or chemicals;
- military contracts;
- ozone depleting chemical production;
- tobacco.

LADA acknowledges that this list includes broad definitions, and issues of direct and indirect ownership and/or control can be complex to identify and understand. In addition, we recognise that individual donors' participation in any of these activities, as distinct from companies or organisations, may be challenging to research, identify and assess. LADA will therefore use its best efforts to appropriately assess each situation it faces on a case-by-case basis, and work to the best of the available knowledge and our understanding.

LADA is likely to receive funding from statutory bodies or charitable trusts. We accept this funding because it is intended to promote work that contributes to our aims and because it is necessary for LADA's operations. We do recognise, however, that those statutory bodies are not necessarily ethical just by virtue of being statutory bodies. In recognition of this, we attempt to promote good practice by disseminating our methods and where appropriate we will ask for ethical policies from the bodies we are involved with.

We recognise that occasionally trusts are set up with the express purpose of making an otherwise unethical company seem more ethical and responsible through positive advertising: the greenwash effect. Under such circumstances, the guiding principle of this policy prevails: in general, LADA would not knowingly accept money from a charitable trust whose activities run contrary to our aims, or whose controlling, holding or founding company's activities run contrary to our aims. An exception to this might be a trust that LADA considered to be making a genuine effort to re-adjust its operations in line with the principles outlined in this Policy.

LADA recognises that it would be time consuming and potentially counter-productive to assess every donation it receives against the terms of this Policy, whether from individuals or organisations. LADA has concluded that donations above £1,000 from a single individual or organisation in any one year should be subject to the scrutiny outlined in this Policy, including donations which are credited anonymously.

LADA will actively pursue funding and support from organisations that make a positive social, cultural or environmental impact.

### ***Partnerships/Associations***

LADA aims to be in partnership or association with individuals and organisations that are working towards the same or similar aims. It also aims to work with individuals and organisations who may have not considered the issues raised in this document, but who are willing to listen and possibly change their practices through dialogue with LADA.

LADA will not work in partnership or association with any individual or organisation, either company, statutory, voluntary or community-based, whose primary activities are directly contrary to our aims. In this context, partnership and association means any work that LADA does whereby the responsibility for the end result of that work is jointly owned between LADA and another individual or group.

LADA recognizes that its Partners and Associates (including arts and higher education organisations, and individual artists) may receive funding from organisations or individuals whose activities run contrary to our aims. In such circumstances, LADA will share this Policy with its Partner/Associate and strive to ensure that the partnership or association is not directly related to, or publicly associated with, the Partner's funded activities. LADA will not directly or indirectly publicize, credit or endorse the funder. In addition, and where appropriate, LADA may also use such opportunities to raise and discuss the issue internally with its Partner/Associate.

### **Implementing this Policy**

LADA's Co-Directors will use their best efforts to effectively implement this Policy as they direct and coordinate LADA's activities. In exceptional circumstances, any issues of concern, confusion or contention may be referred to LADA's Board of Directors.

The list of areas above is in no way exhaustive and it is clear that more questions may arise in the course of LADA's development than have been covered within this Policy. The above statements of principle are meant as a working guide to assist in making decisions about these unforeseen situations.

### **Notes**

LADA's Ethical Funding Policy was informed by The Kindling Trust and by the excellent work of PLATFORM London:

<http://www.kindling.org.uk/ethical-fund-raising-policy>

<http://platformlondon.org/>

LADA commissioned Jane Trowell of Platform to write a Study Room Guide on these issues: *Take the money and run? Some positions on ethics, business sponsorship and making art.*

This Policy is intended to complement and be understood in relation to the "How We Work" statement on LADA's website; <http://www.thisisliveart.co.uk/about/how-we-work/>

During 2013-15, LADA's ethical fundraising initiatives have been supported by Arts Council England's Catalyst Fund, and took place in partnership with Artsadmin and Home Live Art.