

BCT guidelines and procedures on advertising

Introduction and background

In order to fund activities to provide parents with the best information and support, the BCT generates income from commercial companies, other organisations and private individuals. These guidelines focus on receiving advertising funds.

Principles

The principles underpinning the guidelines are:

a. The integrity and reputation of Brussels Childbirth Trust

The policy should protect the integrity and reputation of the BCT as a not-for-profit organisation defined by its constitution.

The BCT will refuse any advertisement that is being regarded as incompatible with its objectives as detailed in its constitution.

b. Independence

The BCT never endorses the products or services of commercial companies or other organisations. This means that the BCT does not say that it “recommends product or service x” or it “endorses product or service x” verbally or in writing.

The BCT never allows the interests of an advertising company to dictate the content of BCT material.

The BCT reserves the right to veto any text provided by an advertiser that is covered by the scope of this policy.

Criteria

The bases for the Brussels Childbirth Trust's policy on accepting or rejecting funding via advertisement are:

a. Compliance with the law and good practice

Fundraising is subject to a range of laws and regulations, and every reasonable effort must be made to comply with them.

b. Not accepting money from an advertiser whose objects are inimical (opposed) to those of the BCT or detrimental to BCT.

c. Excluded from advertising is:

Alcohol
Tobacco products
Firearms/weapons
Gambling/lottery
Political ads

d. Excluded formats of advertising are:

Inserts - Inserting company material e.g. brochures, flyers, vouchers, into BCT publications or the BCT magazine.
Surveys in any form
Ads that have forms within them to collect personally identifiable information
Emails in any form (distributed via the Group Leaders or directly to the membership)
Advertising on official BCT social media platforms

Advertising in BCT magazine

Display advertisement (display ads)

Any form of presentation which is made in connection with a trade, business, craft or profession in order to promote the supply or transfer of goods or services, immovable property, rights or obligations.

Advertising on BCT website

Display advertisement (display ads)

Coming in 2022.

Decision making and approval procedures

a. Low risk / low level association

Decisions on acceptance of advertising can be taken by the Communications coordinator or by the Display ads coordinator, providing that this policy allows acceptance.

If the named person or the President cannot make a decision based on the policy, then the decision will be referred to the Board.

If prospectively or retrospectively any member of the BCT is unhappy with any decision to take or not take particular advertising, they should refer this to the Communications coordinator who should bring the case to the attention of the Board who will then make the decision on the issue.

b. Sensitive areas / higher risk

The BCT accepts that ethical issues are not absolute, and that decisions about acceptance or rejection of money must be in line with the organisation's objects. All fundraising carries with it an element of risk. Public opinion on specific ethical and moral issues is changeable.

In cases where a relationship with a company is being considered which could be seen as 'sensitive' and where there is therefore greater risk involved, the decision on whether to proceed should be referred to the Board.

Disclaimer

General disclaimer on advertisement

The appearance of an advertisement in our publications or website does not imply endorsement of the company or its products/services by the BCT, nor does it constitute a recommendation. The BCT cannot be held liable for loss, damage of any kind or injury arising out of goods or services sold through any advertisement in our print or online publications.

These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change at the discretion of the BCT at any time.