

Accountability and Communications Policy

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1. Policy Statement

The Foundation of Light (FOL), led by its Board, operates with accountability, transparency and communicates effectively to promote its services and achievements, build its profile in the community, and influence positive change.

2. Policy Aim

To deliver genuine and open two-way communication internally and externally that celebrates successes and demonstrates willingness to learn from mistakes, helping to build trust and confidence in the charity.

3. Scope

The policy (and accompanying manual) applies to all employees, Board Members, partners, and volunteers of the Foundation. It also applies to Foundation partners, and consultants working on behalf of the Foundation.

5. Policy Principles

Procedures

The FOL has a written Communications and PR procedure that demonstrates its commitment to the principles of accountability and transparency including the FOL's outcomes and impact; overall responsibility for managing communications and PR; communications and PR aspects of crisis management; authorisation and approval of public statements issued by the FOL; the digital presence including the use of social media and how/why these tools are used.

Lead and Expertise

The FOL has a designated lead for Communications and PR reporting to the Chief Commercial and Fundraising Officer. Responsibilities include managing the department score card.

Communications Plan

The FOL has an internal and external communications plan covering 12 months. The implementation of the plan is monitored by the designated lead, and via the Executive Team, reported to the Board annually.

Annual Reporting

The FOL produces an annual report which includes information about its services, outputs, outcomes and impact and provides transparency about the FOL's governance, management and operations. The FOL produces a summary version of the report to publicise and showcase the FOL's work, achievements and impact to both internal and external stakeholders that is available on the website.

Inclusive Communication Principles

It is important that the Foundation is as inclusive to as many people as possible considering its varied audiences. This includes:

- Informing in a way people can understand
- Considering the audience
- Using inclusive language and images
- Making accessible, attractive and transparent

Digital Presence

The FOL has its own website and uses other forms of digital presence (including social media). It reviews its digital strategy annually.

Collaboration with the Club

The FOL collaborates with the Club on internal and external communications. This includes reputation and brand protection, maximising positive PR opportunities and crisis management, which is recorded in the FOL's agreement with the Club.

External Communication

The FOL publishes external communications about its services, outputs, outcomes and impact that tells the FOL story, recognises donor contributions and are relevant to targeted audiences. It uses the support of Trustees, Committee Members and Ambassadors to support this.

Internal Communication

The FOL issues internal communications to its staff and volunteers including key messages about the FOL's vision, mission and values, priorities from and progress against the Strategic Plan and the Operational Plan, outcomes and impact of the FOL's activities and learning and good practice.

Equality, Diversity and Inclusion

We will ensure that equality is embedded in all our activities, policies and decisions and will work with our partners to share good practice.

6. Policy Ratification and Review

The Policy will be reviewed every three years.