



The policy of the Trustees on commercial activities undertaken by others involving use of the name of the IJF in promotional activities

The Injured Jockeys Fund is a charity that relies on donations and appreciate all the invaluable support we get. However, the IJF receives many applications from companies offering joint ventures which may help the IJF's finances. These involve, for instance, the use of the IJF's name in approaching racing personalities with a request for them to waive their fees, or with proposals that a fixed sum from the sale price of a book will go to the IJF.

In such cases the Trustees have to protect people who are approached, whether as contributors or buyers, as there is a chance they may already be supporters of the IJF. They may make voluntary contributions, buy the IJF's Christmas card, calendar, or diaries, attend functions in aid of the IJF or take advertising space in brochures, etc. These people may justifiably claim that, as an existing supporter of the IJF, they should not be required to make involuntary donations.

One of the difficulties in the IJF's name being linked in a commercial enterprise is that the financial benefits which may accrue to the IJF have to be considered against exposure of the IJF's name. Indeed, the Charity Commissioner issued the following guidance: ***"A charity's name is precious. It is the means by which a charity is known and by which its reputation will be judged. We therefore strongly recommend that trustees be careful how they allow it to be used, especially by a commercial participator during a promotional venture"***.

The IJF itself undertakes a major commercial operation annually by producing Christmas cards, calendars, diaries, and other gift items. Its supporters understand that, when they buy any of these items, all profits go directly to the IJF. In buying any other product with which its name is associated, the public can never be sure how much will actually go to the IJF. If it is borne in mind that the annual profits from our Christmas trading season are in the region of £300,000 the Trustees reluctance to involve the IJF's name in a commercial venture, where the eventual return for the IJF is an unknown factor, is understandable.

In conclusion permission is not normally given to organisations to announce that a part of the price of their product will be sent to the IJF, nor to state in connection with any commercial enterprise or fundraising activity that there is any formal, or informal, arrangement between them and the IJF as to a share of the profits.

The Trustees retain in their discretion the right to vary or waive their general policy in occasional suitable cases which they feel are entirely transparent and complimentary to the ethos of the IJF.