

Policy on the Appointment of Patrons

1. Purpose of the policy

- 1.1 To enable staff and volunteers to know the processes, values and criteria that the Board adopts in the appointment of patrons to the organisation.
- 1.2 To provide transparency and consistency in the way that the Board operates in appointing patrons.

2. Terms used in this policy

PATRON A patron is a public figure who is willing to become a figurehead for a particular charity or cause. This is usually an ongoing relationship and the patron and organisation build up a working relationship. Their purpose is to lend their credibility and high profile support to the organisation. This should be of help with fundraising, campaigning and public relations.

3. Principles

- 3.1 The Board want to commence a process of inviting and appointing potential patrons of GMFA to
 - 3.1.1 represent GMFA's mission, vision and values whenever possible and
 - 3.1.2 help to raise GMFA's profile and income by encouraging others to lend their support.
- 3.2 Patrons will be selected with regard to their potential appeal to GMFA's target audiences; their ability and willingness to actively support GMFA; and their relationship to GMFA, our target audiences and the work we do.

4. Process for appointment of patrons

- 4.1 The appointment of patrons should be a managed process.
- 4.2 Nominations will be sought from volunteers, staff members and Board members for potential patrons.
- 4.3 Nominations should include brief reasons why a potential patron has been nominated, and include any previous known contact with GMFA, and whether the person is personally known by any GMFA volunteer or staff member. Nominators will be asked NOT to contact any nominated person at this stage of the process.
- 4.4 Nominations will be discussed by the Board. The Board will then decide whether to make invitations to any nominated potential patrons.
- 4.5 Invitations to potential patrons will include a short written summary of the work GMFA does, the activities GMFA carries out and what GMFA expects from a patron.
- 4.6 Patrons will be formally appointed after mutual agreement by the potential patron and GMFA, at the following Board meeting.
- 4.7 Patron relationships can be withdrawn by either the patron or GMFA, following a one month notice period, to allow for any changes in publicity materials etc.

5. Dissemination of this policy

- 5.1 This policy will go to all staff and volunteers.

6. Review of this policy

- 6.1 The policy will be reviewed every four years.
- 6.2 This policy was passed on 25/04/07