

Funding Guidelines



To preserve the integrity of the UNICEF UK Baby Friendly Initiative (BFI), there are certain areas from which funds should not be sought. This document will act as a guide for fundraisers but any funder should be approved by the management committee.

- 1. BFI will not accept funding from companies or organisations which routinely engage in activities which undermine breastfeeding or promote bottle feeding. All accepted funders will be requested not to use any images which present breastfeeding in a negative light or which promote bottle feeding. They will be warned that such activities could lead to a cessation to any agreement.**

We should ensure that we are fully aware of the company's activities, as well as those of its subsidiaries, so that we can determine whether any of its activities could undermine breastfeeding.

- 2. BFI will not accept funding from any company which manufactures breastmilk substitutes in any country of the world. Breastmilk substitutes are infant formula, follow-on milk, baby teas and juices, feeding bottles, teats & dummies, other food and drink for babies under the age of 6 months.**

- 3. BFI will not accept funding from any company which violates the International Code of Marketing of Breastmilk Substitutes or relevant national legislation.**

- 4. BFI will accept funding from manufacturers of breast pumps, providing that they are not disqualified under guidelines 1-3 above.**

- 5. BFI will not accept funding from other companies whose activities routinely undermine good health, or whose activities are not compatible with the aims of UNICEF or the BFI.**

Including companies involved in tobacco, alcohol, armaments.

- 6. BFI will not accept funding from food companies which market any foods in a manner which suggests that they may be used to feed babies under the age of 6 months.**

- 7. BFI will make every effort to ensure that it is aware of any seemingly unrelated ethical criticisms of a potential corporate sponsor.**

Because we don't want to find out that we are coming under fire from another area of the NGO community. While we wouldn't necessarily rule out funding from a company which is being criticised for something unrelated, it makes sense for us to have discussed the issues involved in advance.

- 8. BFI materials may mention the name of an acceptable corporate sponsor which is not disqualified under the above guidelines.**

Brand names of products not related to infant feeding can exceptionally be mentioned but efforts should be made to avoid this in favour of a corporate logo or similar. Any brand name which is used should not be linked to infant feeding and should be carefully checked to ensure that there are no possible dangers or side effects arising from use of the product. The Baby Friendly Initiative can be mentioned on the packs of acceptable sponsors, but this must be at a considerable price to the manufacturer. (Criteria for endorsing products and companies will be drawn up.)