

## ADVERTISING POLICY FOR CROHN'S & COLITIS UK LOCAL NETWORKS

*Networks may wish to support the cost of their newsletters and events by including some advertising for which they receive a payment - either a fixed charge or donation. This is permissible provided the following policy and guidelines are observed.*

### Overall Policy

Crohn's & Colitis UK Networks should not recommend any specific product or service to members and should not encourage members to use a service or buy a product out of loyalty to Crohn's & Colitis UK. Crohn's & Colitis UK Networks should acknowledge donations and support for their activities but should do so in a way that does not constitute advertising.

The following refers to any activity carried out by a Local Network including, but not limited to, newsletters, awareness events, social media, member emails and fundraisers.

### Guidelines

**When a Network accepts payment for advertising a business or service, the following must apply:**

- Crohn's & Colitis UK should only receive a payment in respect of the advertisement, not an income stream based on members' purchases.
- the finance volunteers must keep a separate record of income from this source and report this in the Annual Financial Return for the Network. *(This is because it affects Crohn's & Colitis UK's total taxable turnover - see below.)*

**If the advertisement is featured in a local Network newsletter:**

- it should be clear from the design that these are advertisements and not Crohn's & Colitis UK newsletter copy
- they should not dominate the Crohn's & Colitis UK copy
- the Standard Disclaimer must be included (see below)

**If the advertiser is acknowledged at a fundraiser or other public event:**

- it must be made clear that a financial transaction has taken place

### **If the advertisement is part of a social media post:**

- the post must be more than solely the advert
- it should not be worded as a personal recommendation of a business or service, unless the payment is gift in kind only

### **What advertisements are not acceptable?**

- Individuals or companies selling products that they claim may improve the symptoms of or cure Inflammatory Bowel Disease or other illnesses
- Individuals or companies selling services that they claim may improve the symptoms of or cure Inflammatory Bowel Disease or other illnesses
- Individuals or companies selling products or services that they suggest are an alternative to conventional medical treatment of Inflammatory Bowel Disease or other illnesses
- Individuals or companies offering professional services who are not members of a nationally-recognised regulatory body

If in doubt about the suitability of a advertiser, please err on the side of caution and not accept the advertisement. If any difficulty arises in respect of applying this policy, you may also contact the [Volunteering Team](#) to discuss the issue.

### **Standard Disclaimer**

Crohn's & Colitis UK is grateful to advertisers for their support of the Crohn's and Colitis UK's activities, but readers should be aware that Crohn's & Colitis UK does not recommend and cannot accept any responsibility for products and services advertised in this newsletter. The appearance of an advertisement should not be seen as an implied recommendation or endorsement by Crohn's & Colitis UK.

### **Advertisement Income - Note for Finance volunteers and co-ordinated treasurers**

At present Crohn's & Colitis UK does not have to charge VAT on advertising. This is because our turnover on all the items such as advertising and merchandise sales within the charity remains below the level at which we would be forced to register for VAT (currently £53,000 pa). Each year we must count all income that is potentially taxable nationally and within our Networks to show that we remain below the registration threshold.

Therefore it is essential that finance volunteers record the income from newsletter advertising during the year and show this separately within the annual Network Financial Return.

We cannot circumvent this by calling the income a donation - what matters is whether the intention was to advertise for a commercial benefit. It does not matter whether the charge for the advertisement was a fixed rate or a voluntary contribution.

## **Acknowledging donations from companies**

Sometimes a company may give a donation that you wish to acknowledge in your newsletter. This is a different situation to advertising and does not count as taxable income provided the company's name is printed in ordinary typeface and does not feature any logos or branding specific to them. The text should simply express thanks for the donation received from the company and, if you wish, explain the purpose. The acknowledgement can be highlighted in a box or by position on a page but should not exceed 1/12<sup>th</sup> of the page.

Reviewed: September 2019

Next review: September 2021