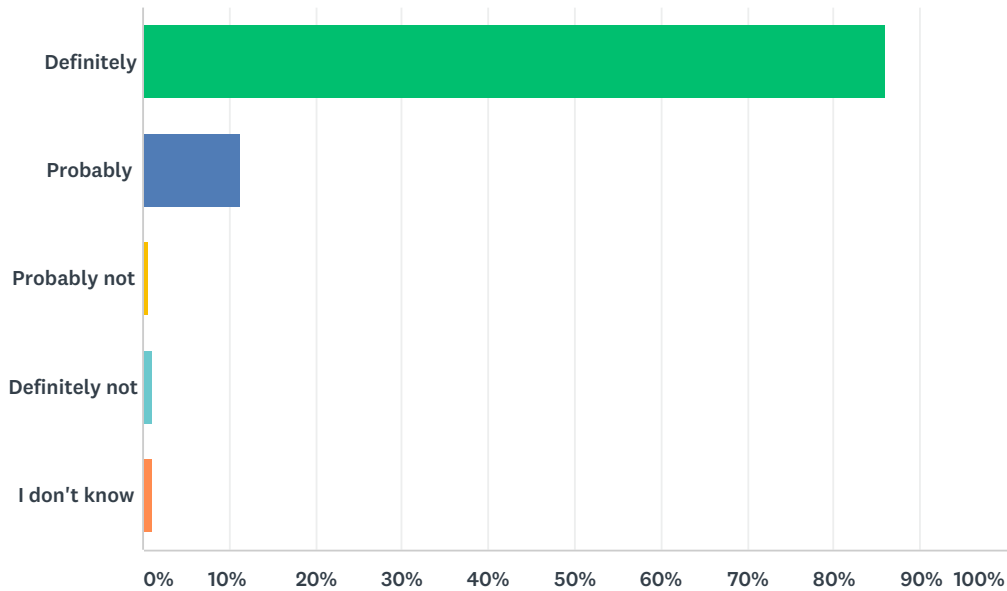


## Q1 Do you believe arts and cultural organisations should take into consideration the activities of potential sponsors and/or major donors when accepting support?

Answered: 582 Skipped: 7



ANSWER CHOICES	RESPONSES	
Definitely	85.91%	500
Probably	11.34%	66
Probably not	0.69%	4
Definitely not	1.03%	6
I don't know	1.03%	6
<b>TOTAL</b>		<b>582</b>

#	PLEASE EXPLAIN WHY YOU HOLD THIS VIEW.	DATE
1	It's important for the very basic principle of conflict of interests.	4/9/2018 4:56 PM
2	Because choosing to accept sponsorship from irresponsible donors effectively legitimises said activity	4/9/2018 4:04 PM
3	Sponsorship is a transaction (& a valid one); by accepting, you are buying into something of the sponsor's identity just as they are buying into something of yours. You need to know what you are buying into, and at least accept that others will have a view on that. Ideally, so should you.	4/9/2018 2:33 PM
4	Art has to uphold and underpin the rights of humanity when governments and corporations don't. It is imperative we take to moral high ground and stand against anyone who tries to crush or oppress an individuals rights or the growth of society creatively.	4/9/2018 1:51 PM
5	Clearly the source of the money should always be considered - the key question is that ethical bar which is then set.	4/9/2018 12:57 PM
6	You would be complicit in supporting their corporate smokescreens	4/9/2018 12:50 PM
7	All sponsors need to be assessed for potential reputational risk to the main organisation, and in case of any minor potential risk, mitigation strategies need to be design and in place.	4/9/2018 12:16 PM
8	We need to be aware of potential sponsors activities in order to make an ethical decision either way.	4/9/2018 10:52 AM

## Ethics in arts sponsorship

9	A sponsorship deal is inherently transactional - by accepting funding from a company or donor you are, at the least, legitimising their business activity. In many cases, if logos are displayed or partnerships promoted within the cultural organisation, a sponsorship deal becomes a form of advertising in which the sponsor acquires PR benefits. The cultural institution must then be conscious of how, through sponsorship deals, it provides a platform for the furthering of the sponsor's business and will, to some extent, become complicit in it. More practically, multiple sector-wide bodies - from the Museums Association to the Charities Commission - expect that due diligence processes on prospective sponsors and donors are undertaken and inform decision-making. Often, there is the perception that processes around this aspect of fundraising are more flexible but, in reality, what is expected as standard practice is specifically laid out.	4/9/2018 10:46 AM
10	Organisations should be mindful of the sources of income for sponsorship and donor support. There will clearly be cases of overtly suspect sponsors and donors to be avoided. However, the reality is that somewhere in the financial chain there will likely be businesses practices that do not meet reasonable ethical standards. My rationale is that taking potentially suspect funding and putting it to good use is a worthwhile cause.	4/9/2018 10:33 AM
11	I chose art and creativity to shine a light on issues like corporate feudalism, capitalism no matter the human cost, and to promote a better understanding of my/ our place in the structure of society. The arts organisations at the top have a duty to represent the ideals of the artists they hope to support. If we receive monies from organisations that are bad: arms dealers, oil companies etc then we are essentially artwashing for the bad guys. Making it look like we accept or want their support when in fact we are entirely against this kind of company.	4/9/2018 10:07 AM
12	Anything which can influence others opinion should be carefully considered about its affiliation with certain groups or subjects matter art is often judged by those very preferences and opinions	4/8/2018 9:47 PM
13	Taking sponsorship has a way of binding to organization with the sponsor. Therefore, one should be careful that the ethical values, economical objects and artistic perspectives match.	4/8/2018 9:06 PM
14	By associating with arts activities company are buying legitimacy	4/8/2018 8:06 PM
15	Firstly one company decides to support art because of the sharing value; If so, based on the shared value, it's natural to organized events closely connected to the sponsoring company.	4/8/2018 12:42 PM
16	Art is all about integrity, so the values of a sponsor should align with the values of the organisation being sponsored!	4/7/2018 11:04 PM
17	Organizations should know who is supporting them and make sure that their donors' activities are not wholly inconsistent with the mission of the organization.	4/7/2018 5:27 PM
18	Art should not be used to offset socially/morally unacceptable actions by sponsoring companies	4/7/2018 12:28 PM
19	Arts and culture, generally, promote a world view that is not beholden to capitalism (certainly artists/actors etc are rarely in it for the money), and also they often promote a consideration of health and wellbeing; therefore to accept support from sources which do not represent these same values is to engage in hypocrisy and diminish or nullify their - important - messages.	4/7/2018 10:37 AM
20	Because it can bring the work you want to profile into disrepute. Because it can undermine your engagement with your varied audiences. Because it can compromise your teams personal beliefs and lower morale. Because art has a voice and can positively influence and shape our world .	4/7/2018 8:45 AM
21	If everyone everywhere turns a blind eye to ethics simply because of money then companies continue to get away with terrible things. It is a collective responsibility to regulate the actions of those in positions of power.	4/6/2018 8:04 PM
22	If the sponsorship would damage the reputation of the organisation - and therefore its business - then it is important. The individual views of fundraisers, however, should not be paramount.	4/6/2018 7:27 PM
23	There have to be some checks. Otherwise reputational damage could outweigh the benefits.	4/6/2018 5:59 PM
24	Simple, most arts and cultural organisations are charities so trustees have to ensure the organisation take this into account as part of their role. However all offers of money should be looked at to ensure they fit with the organisation aims, audiences etc.	4/6/2018 5:45 PM
25	For me the ethics which inform how I live and work are fundamentally important. If funding comes from unethical sources then those ethics are compromised and contradict the essence of my work.	4/6/2018 4:34 PM
26	Yes to ensure that they create a platform for awareness about the sponsor and if necessary protest about the activities of that sponsor.	4/6/2018 4:16 PM
27	Because all art is Political and the way it is presented in public is as significant as the content of the art work and inseparable from it.	4/6/2018 3:54 PM

## Ethics in arts sponsorship

28	Why promote and help to sustain unscrupulous wealth-creators? There are many answers to this question.	4/6/2018 12:30 PM
29	I am going to relate my comments to an event which took the internet and media into a very uncomfortable human rights place where an Oil company employed and uniformed its work force to bully and intimidate any objection to missuse of land and rights of the indiginous population called Stand with Standing Rock. Artists need to be able to talk freely and to show record and represent the world around them. When any organisation decides to provide funds for the arts will an artist who recives the fund then go and piss all over that same organisation to declare it unlawful and oppresive. Will the funders tend to manipulate the critieara within the funding application, yes they will Would an artist then produce a fair unbiased non objectional piece of art or will it be bland boring or safe. Would an application from a political based artist who supports greenpeace recive the funding from BP No the application would go down like a penquin covered in crude oil.	4/6/2018 11:12 AM
30	As publicly funded orgs we have to consider our audiences' potential views/opinions/reactions and the potential reaction of other investors and stakeholders	4/6/2018 10:46 AM
31	Arts and cultural organisations produce work which is admired and enjoyed by audiences and by association sponsors and donors can benefit from the positive impressions made by artists. Sponsors and donors may seek to challenge negative public perceptions about their companies by funding arts and cultural organisations. The agenda of the sponsor or donor is therefore achieved through payment to the arts organisation which effectively carries out a re-branding exercise on their behalf. Branded sponsorship is not an altruistic approach to arts and cultural funding but has commercial or political benefit to the sponsor, if the sponsor or donor conducts damaging activities for society or the environment then arts organisations are at risk of complicity and effectively dressing unethical activity as acceptable in the public eye.	4/6/2018 10:23 AM
32	Because the activities that the sponsor/donor may undertake may conflict with the arts orgs ethos.	4/6/2018 10:10 AM
33	As a human being I would not want to be associated with the activities of certain organisations, and therefore why should arts organisations be any different? In fact, they should be more scrupulous than an individual as they are for the public good, they have a public reputation to uphold, and the fact that money is involved makes accepting sponsorship more than just association but giving public legitimacy to the activities that have yielded that money in the first place.	4/6/2018 10:02 AM
34	Arts and cultural organisations need to be clear, to themselves and their external stakeholders, about their value proposition. When they understand their vision, mission and values they are in a much better position to make decisions about who to form relationships with, funders, suppliers and patrons etc. There will always be naysayers but if an organisation is clear about why it makes decisions then it can defend them against criticism.	4/6/2018 9:59 AM
35	Everything comes out in the end. And money talks the loudest.	4/5/2018 11:08 PM
36	For me art is a way of changing the world towards that ideal place the artist dreams of. If we give up our convictions for some money, for the sake of art, ... why choose art in the first place?	4/5/2018 10:46 PM
37	No, it's only PR after all.	4/5/2018 10:43 PM
38	He who pays the piper ultimately calls the tine. Arts organisations values are at risk if they accept money (and influence) from sources whose actions are antisocial	4/5/2018 10:15 PM
39	Ethics aside, the risk to an organization's reputation incurred by a relationship with an inappropriate sponsor is great and difficult to remediate.	4/5/2018 10:06 PM
40	If arts organizations are to take the "high ground" they like individuals who invest ethically those organizations have to be prepared to take the occasional financial hit.	4/5/2018 9:50 PM
41	Many arts organisations take a strong political or ethical stance and it would therefore be hypocritical for a theatre company making a play about public health and accepting sponsorship from a tobacco company (obvious). However, it is highly rare for a company to approach an arts organisation to offer sponsorship/donations - it's almost always the other way around) and so most arts organisation would only approach companies that they feel would be appropriate.	4/5/2018 7:52 PM
42	Because the arts exist to improve and enhance people's lives, and should not be used to 'greenwash' or 'peace wash' (if such a phrase exists) the work of fossil fuel companies or arms manufacturers. Tobacco sponsorship was ended and it is time that oil sponsorship was also phased out. In most cases the sponsors involved get far more benefit from the advertising than the small amounts they donate to the arts.	4/5/2018 4:57 PM
43	I think it's important for any organization to consider the activities of potential sponsors and/or major donors before accepting support.	4/5/2018 4:29 PM

## Ethics in arts sponsorship

44	Whilst few situations are straightforward - consideration should always be given to arrangements, in terms of organisational policies and beliefs, stakeholder views and publicity issues.	4/5/2018 4:02 PM
45	Because some sponsors and donors promotes health hazards to human being hence promoting bad image to the general public	4/5/2018 3:31 PM
46	Companies that do harm and get away with it should be exposed. Art organisations should use their power and public profile to question the criminal, capitalist society. Art and culture opens up peoples minds and encourages the questioning of society; sponsorship from corporations that have other interests such as shareholders can lead to censorship of artwork and influence which artists are shown in institutions. It can also lead to the tokenising of activism and youth art projects which already don't get enough publicity in large institutions.	4/5/2018 3:08 PM
47	I believe that arts and cultural organisations should absolutely be aware of, aligned to or at the very least at terms with the mission, aims and outputs of any organisation they partner with; corporate, individual or otherwise. I believe that organisations should exercise due diligence based on their own ethical agenda and risk register. In so doing, they may determine that it is possible to accept support, but that the way this is acknowledged does not unduly distort the nature of the relationship. On this basis I do think that there is no 'one size fits all' approach, but that as a sector the process of due diligence should become enshrined within all partnership working, particularly with corporate sponsors and major donors. As a subjective exercise the decision should be recorded and made at the appropriate level - moving up to Board in high profile cases, where large sums are offered.	4/5/2018 2:52 PM
48	Unfortunately we do not all share the same values or ethics. They differ dependent on your life experience, your politics, your sense of social justice. What is acceptable to me may not be acceptable to others.	4/5/2018 2:40 PM
49	A good reputation takes time to build, but it can be tarnished very quickly.	4/5/2018 2:38 PM
50	There is no point working with organisations whose values do not align with yours.	4/5/2018 2:28 PM
51	Sponsorship can and should be mutually beneficial, in ethically and culturally responsible organisations, Being responsible means being aware of respective activities, as this can deter or alienate some more closely selective audiences. Although it may not be possible to know exact details it is still an important responsibility to attempt to remain knowledgable about sponsors actions/activities. This may mean termination of funding but hopefully attract wider audiences.	4/5/2018 2:26 PM
52	To build a strong sense of ownership and audience buy-in, an organisation's core purpose and aims and objectives should be mirrored in their funding. Whilst there is increased competition for public funding, and a need to diversify funding opportunities, there has to be an open and transparent ethical approach.	4/5/2018 2:22 PM
53	perception	4/5/2018 2:04 PM
54	Arts and cultural organisations should be aware of the activities that potential sponsors are responsible for or involved in. Association with particular brands could draw bad attention to the organisation and it can be assumed the organisation shares the same values with the sponsors. For monitoring and evaluating purposes, if a sponsor has requested a certain evaluation criteria, these could be to find out information that the organisation will not approve of.	4/5/2018 1:52 PM
55	It could potentially label or tarnish your art project.	4/5/2018 1:30 PM
56	Arts organisations need to show leadership in a world lacking in integrity.	4/5/2018 1:15 PM
57	Organisations need to be aware in case the money has been obtained by illegal means i.e. Money Laundering Child Labour Slavery etc	4/5/2018 1:11 PM
58	Ideally they would and should, but pragmatically as funding is so limited - perhaps we have to take what we can get	4/5/2018 1:05 PM
59	Arts and cultural organisations have to rid themselves of their wilful naivety that they will not be affected by the negative publicity and perceptions of the people/organisations they partner with. The money given through corporate sponsorship is a drop in the ocean to the companies who give it but they do it in the cynical view that this will make amends for whatever misdemeanours they have carried out in whichever sector they operate in and I wish the arts sector would stop being pawns in this. We live in a time that is extremely challenging economically, politically, environmentally; the arts are supposed to shine a light on this and also offer hope/inspiration/discussion around these areas - this is far more difficult to do when endorsed by the very people/organisations that have created these challenges in the first place.	4/5/2018 1:01 PM
60	Its it important that the values of sponsors and arts orgs align.	4/5/2018 12:52 PM

## Ethics in arts sponsorship

61	It's not enough to claim corporate social responsibility. If corporate activities contradict statements then artists and those who support cultural activities in any format should refuse to accept support from such a source.	4/5/2018 12:52 PM
62	As an arts fundraiser, I personally grapple with the ethics of accepting donations from certain sources. However, anecdotally, I find my peers are happy to overlook such issues in the belief they are 'Robin Hood' figures taking from the rich to give to worthy causes. It would be inappropriate for an alcohol, gambling or tobacco company to be supporting work with children and young people, or families.	4/5/2018 12:49 PM
63	A sponsors positioning, business aims and output of activities including ethical practices and beliefs should be integral to forming a genuine partnership with any arts and cultural institution. This ensures it meets a mutual beneficial objective and in turn a longer term strategic association can be properly leveraged.	4/5/2018 12:47 PM
64	Their ethos should be in line with each other, even if they're in completely different markets.	4/5/2018 12:34 PM
65	My concern here is that this might lead simply to a left wing virtue signalling world view of who is deemed "acceptable" and who is deemed "unacceptable" from a fundraising perspective. Thus, the question really becomes, who are these "Anointed Ones" that will make such determinations? They tend to be, certainly at present, members of a highly chattering class, full of their own entitlement that think the rest of the world needs to be "regulated" or more condescendingly, "educated" to their own so called "enlightened" perspective of the world. We don't need to be lectured by the AC Graylings of this world. I've ticked "probably" because the value judgements of such decision making is relative to the work a charity does. So, a lung cancer charity might not take money from a tobacco company, but might do so from an oil company. An environment company might have the opposite view. So, it's each to their own, which is the way it should be.	4/5/2018 12:31 PM
66	working in an arts organisation that works with vulnerable communities i would be against any sponsorship that contributes to chaotic lifestyles - including tobacco compnaies adn anything against pubic health principles	4/5/2018 12:26 PM
67	Money always comes with an agenda, even, sometimes, when it explicitly say it does not.	4/5/2018 12:24 PM
68	If your organisation holds strong ethical viewpoints or is formed on the basis of adressing social needs/inequalities (e.g. community arts focusing on drug rehabilitation) then accepting donations or sponsorship from certain companies (e.g. a pharmecutical company) could be at odds with your mission/values. This could then impact on your public perception or damage your reputation etc.	4/5/2018 12:10 PM
69	You wouldn't want endorse a product that was potentially in conflict with your aims and target audience	4/5/2018 11:56 AM
70	It's a moral responsibility upon any of us to think about where funding is coming from. For an arts organization to ignore this would be to potentially be complicit in human rights or environmental abuse.	4/5/2018 11:48 AM
71	The vast majority of arts and cultural organisations (especially those that are charities) cite mission purposes that include some element of a desire to affect positive social change. As such, it would be unethical to accept money from an organisation or individual whose activities were in contravention of that purpose.	4/5/2018 11:44 AM
72	Corporate brands often use arts sponsorship as 'whitewash' simply to improve their reputation.	4/5/2018 11:41 AM
73	In essence I think they should take them into account but the question as to where the line is drawn rises. I don't think we should be complicit with companies using funding to create a clean PR view though.	4/5/2018 11:39 AM
74	I feel that it depends how much is reflected back onto the sponsor	4/5/2018 11:38 AM
75	In an ideal world you would yes, but as funding becomes tighter and more competitive there may unfortunately become times where acceptance of support becomes necessary.	4/5/2018 11:37 AM
76	There is a lot of bad money in the world. Most big money is bad money - no one has ever truly made their fortunes from just benefitting others. Even many of the shiny looking trusts & foundations funds have come from oil, guns and tobacco. So people have to be aware of this, accept this, and then make a decision about what is relevant to them and their values.	4/5/2018 11:35 AM
77	It's very two faced, and not very well thought out, ... where do you stop, do you start by asking the patrons where they work and who pays there wages. I bet you all buy items made in China, Pakistan....or the other places in the world where government oppression is apparent. Always expecting money from the government, and other public funds is a cop out for the arts, and it's about time they lived in the real world, instead of saying that they are making a statement. It's so very patronising to the public to say one thing and do another. Very two faced.	4/5/2018 11:35 AM

## Ethics in arts sponsorship

78	That's not to say they shouldn't take it, they just need to be aware of it and not be shy to address it. I.E we're sponsored by BP, but here's an exhibition on climate change.	4/5/2018 11:33 AM
79	We have to make sure values align to some extent, otherwise we are being hypocritical.	4/5/2018 11:32 AM
80	Because it can be a risk to the organisation if a sponsor or major donor is involved with illegal activity, money-laundering or human rights abuses. I am, however, of the belief that if a sponsor/supporter isn't involved in these things, and their support doesn't clash with the vision/mission of the organisation, then we should welcome support from anyone. For example, I used to work for a military related arts organisation, and we had major support from arms manufacturers and oil and gas, and that made sense given the vision and mission of the organisation.	4/5/2018 11:21 AM
81	I think it's important that organisations make sure that their sponsor's activities and morals align with their own. Just from a self protection perspective if the sponsor's actions are immoral or illegal that can reflect badly on the arts organisation when they are uncovered by the media.	4/5/2018 11:17 AM
82	This pertains to human rights at the end of the day; exploitation of human slave labour, extreme global warming issues. All are contributing to a highly problematic future for the future generations. We should stop supporting them now; taking their money is a form of supporting their economy.	4/5/2018 11:09 AM
83	Legally speaking, arts organisations need to comply with the proceeds of crime act. Beyond this, as organisations which are embedded in the world, we need to be mindful that the actions of those we are associated with can affect us, and that we can affect positive change by the standards we set. This extends beyond sponsorship/donation to include procurement and how we treat freelances and artists.	4/5/2018 11:09 AM
84	The public seems to get into up roar when the media makes discoveries. And those discoveries are not relayed to us in full detail. A short while later it passes. Also the activities should be viewed at the particular country. For eg outrage in paying workers in India a low salary was made out by the media as the organisations abusing and taking advantage of those workers whereas in reality but for the organisations providing work , those people would not be working and supporting their families. What is an outrage is British charities taking advantage of people they are trying to help . That activity was different as it was money from British people given for charitable reasons. So its not as simple as the question seeks. Our Artists need support .	4/5/2018 11:08 AM
85	Further, companies sponsor the arts in order to improve their exposure and social standing. It's a form of advertising. Arts organisations should not be associating with companies involved with repression here or abroad. Such association gives legitimacy where it is not deserved. We should be asking ourselves searching questions about where sponsorship money has come from and how it has been made. To fail to do this, will ultimately compromise our artistic integrity and independence.	4/5/2018 11:04 AM
86	To prepare for possible repercussions when accepting the donations	4/5/2018 11:02 AM
87	A sponsorship or donor agreement is a partnership, which reflects on both parties and represents their values and ethos.	4/5/2018 11:01 AM
88	We have our own reputations to protect, and ethics policies of our own as well. I don't think that the question is "if" we should but how.	4/5/2018 11:01 AM
89	We cannot provide an acceptable face to unacceptable activities	4/5/2018 11:00 AM
90	It makes sense for anyone accepting funds to consider where this money is coming from.	4/5/2018 10:49 AM
91	Implicit in accepting money from an organisation is support of that organisation.	4/5/2018 10:48 AM
92	If we don't it compromises the integrity of our mission	4/5/2018 10:42 AM
93	There needs to be ethical alignment between the activities and intentions of the arts organisation and the sponsor. Not necessary that they are motivated by the exact same things BUT an arts project that seeks to support refugees from war-ravaged countries may wish to think twice before accepting sponsorship from arms companies!	4/5/2018 10:39 AM
94	The reputation of the arts organisation should be aligned with good practice, non-discriminatory practice, and good ethics.	4/5/2018 10:39 AM
95	I am in the arts to tell stories that entertain, educate, promote discussion, bring joy, and good health. So our sponsors must reflect this as good partners.	4/5/2018 10:38 AM
96	Sponsors and their businesses/organisations may have an adverse effect on the interest of groups or individuals.	4/5/2018 10:35 AM
97	Yes I think they should take them into consideration, as some organisations could be impacted by audience perceptions if they take oil money for example. I think the impact depends on who the audience is i.e. tourists/locals, ticketed/non-tickets, free attractions.	4/5/2018 10:32 AM

## Ethics in arts sponsorship

98	They should absolutely know the activities of sponsors and donors, otherwise you can't make a moral and ethical decision as to whether to accept the money. It's their responsibility to know/find out.	4/5/2018 10:30 AM
99	It's important that the organisation does not compromise its own integrity by taking money from a source that might be contradictory to the values of that organisation.	4/5/2018 10:26 AM
100	Because it would be morally unethical to accept money from any companies which exploited people or contributed to harming people or the planet in any way.	4/5/2018 10:20 AM
101	Sponsors reflect values of organisation sponsored. Some sponsors will 'turn other potential sponsors off' as well as potential buyers/engagers with the business concerned.	4/5/2018 10:14 AM
102	Ignorance is no excuse	4/5/2018 10:14 AM
103	It's tricky as the bulk of my work has been lottery funded which is money spent by poor people on low level gambling. But I think there are gradations of harm and 'dirty money' so a much more rigorous approach is needed	4/5/2018 10:14 AM
104	This is a personal view I think you should take responsibility for your actions, accepting sponsorship from an arms company or similar implies that you support or at the least accept the actions of that industry.	4/5/2018 10:11 AM
105	To avoid aligning the work with dubious ethical and moral activities, and conversely, to raise the profile of sponsors with good practice by associating them with excellent arts and culture.	4/5/2018 10:09 AM
106	Some checks should be made, but it's unlikely that you don't already know who is giving you the money and not checking at all would be stupid.	4/5/2018 10:05 AM
107	As an organisation we believe that we should adhere to our own principles and ethos. Therefore funding, in any form, from someone or an organisation that does harm, whose politics are questionable or who promotes merchandise that would be the antithesis of or would skew the perception of what we do is something we would need to discuss and probably discard.	4/5/2018 10:00 AM
108	It's important to understand who the funding comes from and establish any motive.	4/5/2018 9:48 AM
109	The way money fosters relationships between things has always been problematic_ a very ancient practice to propagate this system and to oppose it.	4/5/2018 9:41 AM
110	I think arts and cultural organisations should be aware of the activities of their sponsors/donors as by accepting money they are aligning themselves favourably to a certain degree with that sponsor/donor.	4/4/2018 5:50 PM
111	The activities of the sponsor affect the reputation of the arts company. Further, accepting sponsorship from a company gives that company good publicity, which some companies can use to 'counterbalance' their business activities which may be damaging to the planet, to workers and to human rights in their country of operation. Sponsoring the arts can help businesses to 'buy' a 'social license' to continue with their damaging activities. Instead of greenwash (e.g. an oil company sponsoring an environmental conference to play up its investment in renewables and distract from its fossil fuel activities) this can be called 'artwash'.	4/4/2018 5:01 PM
112	Every effort should be made to find funding sources that are ethical. What is the point of putting on an exhibition or show if to do so means, at best, turning a blind eye to unethical corporate behaviour and, at worst, actively benefitting from it? It turns the art into a form of prostitution.	4/4/2018 11:39 AM
113	If you want your brand to be about supporting communities, improving access to culture, improving wellbeing it is not the best idea to associate with a company whose brand has the opposite associations. It is important that audiences and other sponsors have trust in your brand and understand that you will be true to it throughout all your dealings.	4/4/2018 10:01 AM
114	I think is self evident	4/3/2018 11:03 PM
115	Theatre and the arts is about storytelling. It is also about speaking truth to power. For this it needs to be autonomous from powerful institutions who may hold sway on what stories are being told. Struggles are intersectional; with polluting companies abetting climate change, a cause of global migration.	4/3/2018 5:04 PM
116	I think it must be considered and robustly debated, but not that there should be a predisposition to rejecting donations. For example. I think there is much to discuss where a fund relies on the profits of a previous generation.	4/3/2018 5:03 PM
117	The ethics and values of those we accept money from or enter into partnerships with, is important. To an extent they are a reflection of our own ethics and values.	4/3/2018 11:29 AM
118	Because art needs money and this is a compliment between artists and businessmen It will provide us with a platform of creativity and opportunities for young artists who need opportunities and support	4/3/2018 11:14 AM

## Ethics in arts sponsorship

119	Who you choose to fund your work, then becomes an ambassador for your work and vice versa. If you individually, or publicly want to be ethical, in my opinion that includes who privately funds you.	4/3/2018 10:43 AM
120	Art & Culture is also about values. If the values of sponsors are opposed to the values the art & culture organisations propagate than sponsoring from those sponsors is incompatible	4/3/2018 8:24 AM
121	The decision-making process related to identifying and accepting or refusing sponsors depends on the ethical vision of the arts organisation in question. My belief is that the arts should mean and stand for something positive - hence partnerships built should and could reflect such a position. On the other hand, if an arts organisation does not prioritize the ethical dimension, then it would not need to reflect on such issues.	4/3/2018 8:06 AM
122	It's a brand management thread as well as retention of autonomy.	4/3/2018 4:54 AM
123	Ethical considerations - it matters how the money has been made from the sponsor plus the brand of a sponsor also needs to align	4/2/2018 8:46 PM
124	Arts organization have a role on reflecting about the kind of society that we want to be, and that should trespass all its ecosystem, not only the works of art itself.	4/2/2018 5:41 PM
125	Reputation Potential alienation of audiences/other stakeholders Ethics	4/2/2018 1:53 PM
126	It is an issue of due diligence. Better check before accepting the money than after when it is too late. Bad PR always possible.	4/1/2018 7:08 PM
127	Many arts organisations offer activities for children and should consider whether the sponsor's activities conflict with this eg tobacco. Also most smaller arts organisations can't afford the PR management needed of a sponsor's support raises issues.	4/1/2018 5:06 PM
128	Accepting sponsorship from unethical companies helps to position them as normal and acceptable within our society. Some companies activities are, whilst legal, may be considered immoral and art shouldn't be unconsciously be used to provide veneer of legitimacy. Artists need to be pushing the boundaries, taking a stand, and contributing to debates about the kind of world we want to live in.	4/1/2018 10:45 AM
129	There can't be any space made in our vanishing cultural life for abusers of human rights and the environment.	4/1/2018 8:17 AM
130	Part of the value exchange in any sponsorship is alignment of brands. The sponsoring organization receives some of your brands values through the alignment. Ethical issues aside if a budget airline were to sponsor a premium Arts company that would be poor alignment and reflect the wrong values for the Arts brand. Similarly a community arts company accepting a sponsorship from a company causing harm in its community would be a negative exchange.	3/31/2018 11:37 PM
131	Because it's a two way relationship and so needs to work for both partners. All business decisions are political and need to be considered in relation to ethics.	3/31/2018 6:17 PM
132	By making donations, huge globalising companies are able to convince themselves and others around them that they are a force of good. By accepting the funding one is enabling this narrative to continue.	3/31/2018 1:49 PM
133	This is the tip of the iceberg. Private fundraising not in house is being heavily abused. Some are not even registered companies.	3/31/2018 12:51 PM
134	culture is about leading the way, changing hearts and minds, and moving us on in the way we do and understand and think of things: it ultimately, slowly and gently evolves us and so changes the politics and teh state of play in teh world: it can't be beholden to unethical pressures - that muzzles and mutes it's imapct.	3/31/2018 10:11 AM
135	Because it is clear that if you are not to some extent aligned in terms of values and activities with your sponsor or funder, you may experience difficulties and the relationship will effect other relationships with supporters and funders.	3/30/2018 6:33 PM
136	It is a reflection on the organization who they partner with, and that includes sponsors and donors. Some may be inappropriate. For instance, given recent issues, an organization with educational or youth programs could be hurt by accepting contributions from a gun related or tobacco business.	3/29/2018 6:21 PM
137	We all hold a social responsibility in this life and it makes the world a better place if we do not act hypocritically in the workplace.	3/29/2018 5:19 PM
138	The behaviours, values, philosophies and actions of potential sponsors and/or major donors will have a direct impact on the brand value and reputation of the organisation accepting their support. Any transfer of funds is a partnership - it is therefore important that whatever your funder is doing, good or bad, fits with your aims as an organisation. It's about damage limitation.	3/29/2018 4:49 PM



## Ethics in arts sponsorship

139	I think the answer is self-evident. We have to adhere to some standards	3/29/2018 4:18 PM
140	Naturally, any fundraiser worth their salt should be focusing on supporters whose interests align with the work requiring their support. Should they take into consideration the activities based on ethical considerations is a different question.	3/29/2018 3:48 PM
141	Because they are buying access to your name, your reputation and your audience	3/29/2018 2:51 PM
142	It's a slap in the face of ordinary people who contribute a small amount of money every month to support a cause when that cause can then turn down millions of pounds because they don't agree with the donor's views.	3/29/2018 1:16 PM
143	Don't just accept money for money's sake. Make sure you follow the values behind the company getting their money.	3/29/2018 10:25 AM
144	care should be taken with whom we align our views	3/29/2018 10:25 AM
145	They are taking money from them and so associating themselves with them.	3/29/2018 10:25 AM
146	I don't believe corporations should have the right to buy their way out of social responsibility and culpability for their actions.	3/29/2018 10:25 AM
147	Despite the vast demand for funding in the arts, accepting corporate sponsorship from a potential sponsor who's work and/or ethics base oppose the work of the artistic organisation I believe is fundamentally wrong. Corporate sponsorship by a company whose work contradicts the work of the artistic organisation puts limits on the type of work that can be produced by the artist. For example, if a theatre is funded by an oil company, does that then mean that no piece of work critiquing the fossil fuel industry or pollution can be produced at that theatre?	3/29/2018 10:25 AM
148	Vastly opposing vision/missions - negatively perceived	3/29/2018 10:24 AM
149	I feel uncomfortable about corporations improving their public image by sponsoring arts	3/29/2018 10:24 AM
150	You might be accepting money from an organisation that is in opposition to your core values.	3/29/2018 10:24 AM
151	It has to fit with business plan objectives	3/29/2018 10:24 AM
152	If a sponsor is, for example, abusing human rights or the environment then these things may look the organisation look bad through association.	3/29/2018 10:24 AM
153	Can impact on the organisation's image and public perception of their values	3/29/2018 10:23 AM
154	Could be supporting the whitewash of frightful abuse otherwise	3/28/2018 10:27 PM
155	It is impossible to take money without any thought. Do do so is, quite simply, uncaring and unethical.	3/28/2018 7:37 PM
156	I would like to think that artists are a moral voice for society.	3/28/2018 6:26 PM
157	I absolutely believe that the ethical perspective of a sponsor's activities should be taken into account but that this should be balanced by a realistic perspective of where the money will be spent, who will benefit etc etc	3/28/2018 4:00 PM
158	Not just the activities of the sponsoring organisation but also their behaviours	3/28/2018 3:57 PM
159	Because the arts doesn't exist in a vacuum. We all share this world together.	3/28/2018 2:49 PM
160	The sponsor is looking for advertising not to work as a sleeping partner. They want their product or service associated with culture and heritage. Of course the activities of the sponsor/ donor should be taken into consideration	3/28/2018 2:23 PM
161	The issue is that a small organisation doesn't necessarily have time and resource to conduct extensive research into the ethics of a potential sponsor or donor. However the potential PR damage from association with an unethical organisation should be considered	3/28/2018 1:51 PM
162	I believe there is always a caveat that might return to "bite back" -- sponsorship /donations may well have the potential to disrupt the ethics of an organisation whose funding sponsor- ( gift-donation ) might at some point be tainted by corruption, scandal and the behaviour of the sponsors activities wherever they are located. This leads to a sudden death for a charitable organisation who suddenly find they have to refuse funding -- financial disaster if one does not fully drill down into the business acumen as a preliminary to any donations / sponsorship arrangements.	3/28/2018 12:45 PM
163	Would be hypocritical not to.	3/28/2018 12:30 PM
164	Sponsors are partners so there should be an aligned ethos that connects to the sponsored company/artist/project.	3/28/2018 12:17 PM

## Ethics in arts sponsorship

165	Because the linking of an arts organisation with a company sponsor whose activities are questionable could damage the arts organisation's reputation and be taken of an endorsement of the company products and ways of operating.	3/28/2018 12:06 PM
166	The arts needs to engage in the world around it, and this means understanding how it is financed and supported. If an artist is celebrating creativity, energy and hopefulness then it seems absurd that it be financially tied to organisations that make their profits from destructive, environmentally-unfriendly and deathly products.	3/28/2018 11:44 AM
167	Whilst art can be political there is a responsibility for arts practitioners and organisations to acknowledge the wider political and economic context of potential sponsors and donors that may conflict and nullify the aims and objectives of the art practitioners and organisations.	3/28/2018 10:43 AM
168	Because brand rehabilitation through philanthropy/sponsorship works for the company and does do some good but doesn't get to the core of the problem, which is the unethical behaviour the company is trying to atone for in the first place. If it was accompanied by changing their ways I'm more relaxed about it but this is pretty much never the case. Additionally, the prestige that a company like BP can get from sponsoring something like the Tate gives the wrong impression about what we value culturally, that profit is something worthy of exultation and on par with our greatest publicly-supported cultural achievements.	3/28/2018 10:32 AM
169	I think that we owe it to all our stakeholders to ensure that our values are not undermined by the activities of our sponsors and donors.	3/28/2018 9:40 AM
170	When philanthropic donations work, is when the donor doesn't expect anything in return but the knowledge that the arts development and work will go ahead. Certain companies sometimes seek to 'clean up their act' by being associated with high arts projects or worthy local community groups.	3/28/2018 9:08 AM
171	The Arts need to be ethical.	3/28/2018 8:56 AM
172	The arts need to take into account that sponsorship is often regarded as a sign of approval. Questionable organizations and corporations should not be allowed to "whitewash" their appearance by putting themselves in a position of cooperation with the arts.	3/28/2018 4:35 AM
173	Money from destructive industries is greenwashed into CSR when they sponsor culture and the art is thus polluted	3/28/2018 3:25 AM
174	You can be tainted by a potential sponsor's bad business practices, poor ethics, harmful products.	3/27/2018 9:55 PM
175	e.g. if the donor or sponsor is doing black business or it is just from "stolen" money, it wont be ethical to use this finances for arts and culture activities.	3/27/2018 7:19 PM
176	PR and ethics!	3/27/2018 6:36 PM
177	Whilst arts/cultural organisations should go into sponsorship contracts or accept major donations after due consideration; the same should apply to all forms of fundraising or investment income.	3/27/2018 6:20 PM
178	Sponsorships and donations are vital for cultural organisations, and so should be ethics.	3/27/2018 5:30 PM
179	For several reasons: 1) Because as cultural organisations we have either stated or implicit values - often to do with promoting and preserving arts and culture - and if we choose to promote companies who are not acting in line with those values (eg by actively threatening cultures around the world through polluting extractive projects and climate change) then we are undermining those values and not being true to ourselves or our mission. 2) Because self-censorship is a real thing. There are numerous examples of artists and curators changing their output - sometimes in subtle ways - in order to not offend a sponsor. The bigger the negative impact of the sponsor on the world, the more serious this issue becomes - the arts need to be speaking up about issues such as climate change and global conflict, now more than ever. 3) To avoid reputational risk and maintain credibility as an independent voice on global issues (see the scandal surrounding Shell's sponsorship of the climate change exhibition at the Science Museum). 4) For reasons of morale and personal ethics amongst staff and artists. Ultimately, our institutions are made up of human beings who live in the world and can see what is happening with regard to climate change, war and pollution. It can be deeply unsettling and demoralising to see your employer providing PR for some of the corporations most responsible for the mess the world is in. Finally 5) - to be blunt - there's no art on a dead planet. Any short-term financial gain the arts might get from helping to prop up the reputations of fossil fuel companies today, is hugely outweighed by the damage these companies are doing to our shared future.	3/27/2018 5:13 PM
180	Because its immoral to accept support from organisations who are un ethical and their approach and support is just for their own financial gain through this kind of publicity.	3/27/2018 3:51 PM

## Ethics in arts sponsorship

181	Reflecting upon the integrity of society is one of the responsibilities of cultural organizations. This is not an action to pass judgement rather it is to inform the viewing public of the choices.	3/27/2018 3:05 PM
182	We have a moral duty to as NGOs. There is potential reputational damage that will affect how supporters, audiences and other funders view the organisation.	3/27/2018 2:20 PM
183	Where the money for a project comes from significantly impacts the project itself. If a project is lottery funded, the public know that public money has been used and can feel ownership over the end product. Negative connotations connected to funders are just as strong for audiences. If your principles, or those of your project or organisation, do not align with those of your funder, you should not be working together.	3/27/2018 2:09 PM
184	Arts and cultural organizations are imbricated in larger social and political contexts; sponsorships or partnerships forge connections that reflect on the organization accepting them and so it makes sense that the values of both should align.	3/27/2018 2:06 PM
185	We're organisations that embody values - our sponsors and partnerships should link in with those values	3/27/2018 1:52 PM
186	As a society, we've decided that tobacco advertising is not acceptable. I don't hear any CEOs chafing about this: it's clearly a good thing. Clearly, to some degree we already take into consideration the activities of potential sponsors. The question is therefore not whether this should be a consideration, but where the line should be drawn. The recent furore around BAE Systems sponsorship of the Great Exhibition of the North just goes to show what happens when organisations don't take into account the ethics of their donors. Sometimes, they will be told loudly and clearly that this is over the line and they will be shamed into wriggling out of the arrangement. This is happening with increasing frequency with sponsorship from a range of shady organisations, and that frequency will grow. It's the responsibility of arts organisations to stop following the wind on this, and get ahead of it.	3/27/2018 1:41 PM
187	If arts are to affect positive change they have to take account of the context in which they are working and that means not taking money from those who uphold the status quo, which causes poverty, poor health outcomes and a two tier society. Otherwise, we become an agent ourselves for bringing credibility to those organisations which seek to gloss up their own images through their association with 'good causes'. A bomb with a work of art painted on it, it still a bomb.	3/27/2018 1:33 PM
188	Accepting money from unethical sponsors makes organisations complicit.	3/27/2018 11:44 AM
189	The quality of the sponsor reflects on the brand of the event, and vice versa.	3/27/2018 11:37 AM
190	It is worth considering as accepting money and funding from companies whose products and activities may cause harm to others and the environment is a two way street - they are "buying" your image and ethics for PR purposes. It dilutes the intentions of arts organisations and makes them complicit in buying an ethical image for a third party.	3/27/2018 11:22 AM
191	Sponsors should not be in direct conflict with the organisation's mission or values. Reputational damage to the organisation is also a key consideration.	3/27/2018 11:03 AM
192	For the pragmatic reason that a poor reputation of the sponsor may backfire onto the arts organisation	3/27/2018 11:00 AM
193	Any moral / ethical conflicts should disallow any sponsorship either financially or 'in kind' will taint the standing of any arts organisation.	3/27/2018 10:39 AM
194	As charities we are reliant on the support of all our users/visitors, advocates, ambassadors and donors to deliver our core programmes and activities. To maintain their trust and continued support, it is vital that sponsorship income and donations are compatible with organisations' mission and strategic ambitions, and that we operate with the highest level of probity. Our supporters would expect nothing less. The higher education sector learned a lot from LSE's bitter experience following the fallout from the Gadaffi gift some ten years ago, with most universities preparing gift acceptance policies to help boards and senior executive staff to make clear and consistent decisions regarding the acceptance or refusal of donations. Arts and cultural organisations would do well to consider their stances on gift acceptance, particularly in this era of increasing pressure to secure financial support. Aside from providing clarity for directors and fundraisers, a clear ethical position can be positively helpful in building supporter loyalty.	3/27/2018 10:26 AM
195	Unless the donor gives anonymously to ignore a money trail isn't useful, the data and information can inform future decisions and reinforce accountability.	3/27/2018 10:11 AM
196	The reputational damage caused by an association with certain companies/donors could be detrimental to the charity and outweigh the benefits of the income from the sponsorship/donation.	3/27/2018 10:00 AM

## Ethics in arts sponsorship

197	The creative and performing arts are public-facing businesses. We make the work we make because we have something to say about the world; to undermine that message, whatever it may be, with a choice of sponsor is to undermine and problematise the relationship between the art (and its maker) and the public. This is not to call for a blanket ban on all commercial sponsorship, but the source of income should always be scrutinised and arts organisations should always consider whether a particular source of income aligns with the organisation's values. In an extreme case, you may otherwise find yourself with a fat stack of income and no audience, which is not why any of us got into this game.	3/27/2018 9:54 AM
198	Every organisation should have a company ethos as it gives clearly defined parameters to work within and it is important to not work with organisations that you see as damaging to the work of your organisation. Though it is important to address each potential sponsor/donor as they come.	3/27/2018 9:54 AM
199	We should not allow the arts and culture to become a fig leaf for organisations and industries that are engaged in unethical practices. It allows them to wash their money and their actions, like Nobel setting up his prizes! I would also include companies like Arcadia, Carillion, the big accountants and the like, who evade/avoid tax and do not treat their employees fairly or well. But then our national organisations have out-sourced their staff to these companies, so who's got any ethics these days? (eg of National Gallery staff who were out-sourced to Carillion and now don't know if they have jobs, reported in the Guardian.)	3/27/2018 9:16 AM
200	Funding a project is a form of good will support. A decision to fund a project should be made as a result of an interest in that project. Transparency is of utmost importance as a reflection of moral obligation.	3/27/2018 9:12 AM
201	I run a small arts organisation with ethics at its core. It would be hypocritical to accept money from sources I consider immoral or amoral.	3/27/2018 9:11 AM
202	The arts should not be seen as supporting arms, slavery, exploitation or environmental destruction.	3/27/2018 9:09 AM
203	In the past I would have said 'definitely not' but nowadays it's so difficult to find out who really owns a company. It might be a chocolate company in the UK which at the end of the chain of ownership is owned by a company that owns nuclear power plants or factory farms in China. I also think the money is better spent on the arts than on other things. Maybe by taking it you are saving it from being spent on something terrible.	3/27/2018 9:05 AM
204	Ethics must be at the forefront of all business decisions, including partnerships. That's just good business. Ultimately, if you choose an unethical partner, your customers will likely feel their trust and faith in you has been damaged, and you can't get that back once it's lost. It affects the bottom line.	3/27/2018 8:36 AM
205	They may come from illegal or unethical sources	3/27/2018 8:06 AM
206	There are reputations issues around accepting (or, indeed, offering) sponsorship or a major donation. It works both ways.	3/27/2018 7:36 AM
207	Our sponsorships should align to the right projects and those supporting us should not use as a leverage to justify exploitation on a commercial level.	3/27/2018 3:44 AM
208	Sponsorship works the best when the two parties share the same value and goal. Therefore if the sponsors are expecting different things than the arts organisation, there is a chance that it might not sustain.	3/27/2018 3:31 AM
209	Any sponsorship coming from companies that pay "sin tax" may give a wrong impression and lead misunderstandings of children, who are sensitive to any legal substances. So, depending on the projects, organizations should consider whether it would accept the financial support from those companies.	3/27/2018 3:23 AM
210	The reputation of an arts organisation - which may be hard won over many years - can be severely, even irreparably damaged by association with a third party involved in activity that may be seen as controversial or even socially unacceptable. In some instances, this may simply be about innovation - being ahead of the mainstream (eg, prisoner rehabilitation, or the controversy around stem cell research in the US), but could be activity that is coming increasingly into public view due to the advent of social media / greater access to information. When longstanding previously 'hidden' activity is brought to more mainstream attention, that can generate furor - and the associated arts organisation can be serious collateral damage by association. Arts organisations choosing to associate with sponsors may need in-depth risk assessment - including reputational damage to their stated mission and values - when engaging with external sponsors, and support in dealing with the fallout from intense media scrutiny as the result of a major event or crisis related to their sponsor, over which they have no control - either the sponsor's decisions, messaging, or public reactions.	3/26/2018 11:49 PM

## Ethics in arts sponsorship

211	The personal views of individuals in the organisation should not be a part of the decision - unless it's an ethically-based company e.g. SUMA Wholefoods. However, the reputation of the organisation should be protected. If accepting the money would result in the loss of audience / participants and cause reputational damage then it should be refused.	3/26/2018 11:01 PM
212	Sponsor and donors are partners in delivering your work. You need to be sure that all of your partners are working towards the same goal, rather than having conflicting aims holding each other back.	3/26/2018 10:34 PM
213	I think all corporates should be held to account for their activities, whether its gender balance or CSR. However, it is surely easier to influence if you build a working partnership than if you do not choose to engage?	3/26/2018 10:25 PM
214	The arts have a powerful potential to influence how people feel about associated brands. The arts expand minds, improve health and bring positive benefits to participants and audiences. This is not compatible with polluting, damaging brands like arms or tobacco companies I believe that The Macdonald's our time stage at the millennium dome, which hosted countless young performers, rubber stamped the brand for many young people and contributed to the obesity crisis ( being very simplistic here)	3/26/2018 10:00 PM
215	Depends on the level of gift and what they are expecting in return	3/26/2018 9:40 PM
216	It is obvious that sponsorship must be a partnership, where both sides know how they both benefit from - and avoid harm from - the partnership. If in doubt: enter into dialogue, if necessary be prepared to step away. Choosing the wrong arts partner can cost money on the stock market.	3/26/2018 9:28 PM
217	because it is vital to take into consideration the wider web of what motivates the funding and how that will alter the context and reading of the artistic work.	3/26/2018 9:11 PM
218	It would be wrong and hypocritical to be associated with an organisation that doesn't respect the same values of the organisation for equality and diversity.	3/26/2018 8:53 PM
219	Accepting sponsorship is endorsement of a brand. Why would you endorse a business whose activities are shameful or don't align with those of your organisation? That will have an impact on your brand. Similarly with a donor. Others will judge your organisation and its values based on how you align with others who share those values.	3/26/2018 8:43 PM
220	How you finance your activity is a direct reflection of an organisation's values and who the organisation aligns with.	3/26/2018 8:13 PM
221	It's not acceptable to benefit off the backs of other people.	3/26/2018 8:07 PM
222	art and culture should only be about benefiting the audience, participants, artists, knowledge and ideas - not covering up the wrong doings of businesses.	3/26/2018 7:54 PM
223	Arts and cultural organisations must not give credence or respectability by association to companies and individuals with specious activities.	3/26/2018 7:39 PM
224	To avoid hypocrisy and respect the values of the organisation and the intelligence of the audience	3/26/2018 7:12 PM
225	Some companies use sponsorship of cultural cause to boost their reputation and to avoid paying tax. I would feel very differently about art that promotes peace, is about environmental or humanistic issues when it is funded by companies involved in arms, chemical weapons, careless production of fuel promotion of dangerous pesticides ecy. Art should not be hypocritical.	3/26/2018 6:44 PM
226	Arts and Cultural organisations have an ethical duty to staff, trustees, beneficiaries and the wider community when accepting funding. Human rights abuses, exploitation of people and planet, should not be ignored; the arts are not a vehicle for multinational arts washing; cleansing their brand with high profile 'good works'.	3/26/2018 6:42 PM
227	Ethically and morally its wrong	3/26/2018 6:34 PM
228	Theatre makes the world a better place, accepting money from unethical sources, i.e. companies who profit from human suffering taints the good theatre does.	3/26/2018 6:31 PM
229	we all need to take responsibility, big corporations have to be accountable ,like the rest of us.	3/26/2018 6:25 PM
230	A major objective of Arts Organisations is to raise the awareness of people to the benefits of thinking for themselves. Messages therefore need to be as balanced as possible and accepting donations from organisations who are involved in nefarious activities gives out the wrong message to people whom one would want to educate and better themselves by involving them in the Arts.	3/26/2018 6:25 PM

## Ethics in arts sponsorship

231	While appreciating the rights of any organisation to make their own decisions, I believe decisions should at least be informed and conscious, and having taken these factors into consideration.	3/26/2018 6:17 PM
232	Our environment is critically important to the health and well being of us all. Arts organizations should not accept monies from companies that would put us all in harms way.	3/26/2018 6:06 PM
233	If you believe that arts and culture has some sort of purpose (whatever you believe it is) then providing PR and promotion opportunities to organisations opposed to the purpose is nonsensical. That is assuming they want some profile. Anonymous money is just money, so no objections to that.	3/26/2018 6:04 PM
234	There are always consequences to making relationships. Some come with a cost that may be unsustainable, others with a perception that, though untrue will still affect your future. No money comes without strings. An audience member buys a ticket and expects a show. A collector buys an artwork. Grants come with strings and conditions and sponsorship is no different.	3/26/2018 6:00 PM
235	Arts and cultural organisations (and their staff) will have their own morals and ethics with regards to the work they do, and I'd venture most go in with eyes open to any relationships with funders and sponsors. However, the ability for smaller organisations to do due diligence in the face of challenging financial positions can be restricted, and things can be missed - or decisions may be made whereby the evils of others are outweighed by the benefits their money can bring.	3/26/2018 5:47 PM
236	The activities of sponsors/donors which provide the context behind giving to Art is relevant to Arts and Cultural Organisations only in so far as it changes the artwork itself. In most cases we only see art at best because of a consensus. Money empowers the focus of an artist on certain things. If that money distorts how an art work communicates, then the intentions of the Sponsor/donor is part of the artwork; as clearly as any other element.	3/26/2018 5:47 PM
237	We live in an age where anything remotely "politically incorrect" quickly fuels absolute outrage and given the way social media works and tends to blow things out of proportion, one has to be very careful about selecting sponsors... one red mark and everyone gets left with egg on their face due to the negative publicity.	3/26/2018 5:44 PM
238	Arts organisations are expected to maintain the highest standards and it puts their reputation at risk if they are accepting funds from less than exemplary sources.	3/26/2018 5:42 PM
239	Arts and cultural organisations are part of society and therefore they are reflective of society's values. While the idea of a society having a consensus of what these are is contentious, there are some basic values that we subscribe to. Discerning the kind of sponsors one should accept donations from is as important as creating work that engages with society's values.	3/26/2018 5:41 PM
240	Because the source of funding could be in direct conflict with the ethics of the organisation.	3/26/2018 5:35 PM
241	Arts and cultural organisations are dedicated to a higher good in many different ways, including service to the truth if they are involved in research, the enlightenment and care of the community, "refreshing" the spirit, and stimulating people's minds. How can this sit with money received from sources where wrong-doing (even when it is not illegal) is taking place. It induces cynicism in the public, which nullifies wholly or in part the objectives of the organisation.	3/26/2018 5:23 PM
242	When you associate your brand with another brand, you will inevitably be linked with their ethics and business practices. You have to understand and accept how an organisation makes its money before you can take it.	3/26/2018 5:21 PM
243	Important that activities are congruent with your organisations values and reputation but also you need to be careful not to be swayed by current media or popular social media campaigns over facts	3/26/2018 5:11 PM
244	One of the roles of art in our society is to discuss and explore issues, to act as an agent for social change. When arts organisations accept funding from donors with poor ethics they are supporting the status quo so nothing will change. When one organisation creates work which campaigns against, for example fossil fuels and their environmental impact, and another accepts funding from an oil company the arts sector turns against itself. I believe all charities including arts and cultural organisations should work to a basic level of ethics which supports human equality, non-violence and reducing climate change.	3/26/2018 5:03 PM
245	Sponsorship is not neutral. Companies, and even individual donors, typically have reasons to fund culture that are to do with boosting their reputation, seeding projects with outcomes such as feeding a talent pipeline into their industry, normalising their product or seeking a social licence to operate. They should consider, not just the activities of those sponsors, but what the sponsor wants to achieve.	3/26/2018 5:03 PM

## Ethics in arts sponsorship

246	Most arts and cultural organisations have charitable aims and values that are concerned with social justice, learning and citizenship. It is always important to consider how the values and objectives of our organisations might be compromised by or conflict with the values, behaviours and activity of sponsors and donors, either by association with these funders - naming rights, branding etc. and through benefiting directly from investments and profit which is unethical, exploitative and contradicts the charitable and social purposes of our organisations.	3/26/2018 4:57 PM
247	Common sense especially if things end up requiring legal advice. Awareness is vital and shows artists are actively engaged in the world around them, a world which is rich and fascinating but also contradictory and morally complex.	3/26/2018 4:55 PM
248	Yes. If anything, organizations should be aware of the activities of potential sponsors so that they make an education decision about accepting the gifts, and if they accept them, be able to have an open and honest conversation about the organization's opinion and role in accepting the gift. The organization's primary purpose is their mission, and if the organization truly decides that their mission is comprised by accepting the gift, then they can choose to decline to accept it.	3/26/2018 4:47 PM
249	The sponsor's reputation is an extension of the sponsoring event or artist. "Dime con quien andas y te dire quien eres." Translates to "Tell me who your friends are and I'll tell you who you are".	3/26/2018 4:37 PM
250	Arts is not a form of money laundry for companies and business men who want to do some fake CSR to wash the guilt off the damage they are doing to society and planet.	3/26/2018 4:33 PM
251	Organisations are responsible to the artists, audiences and individual donors they work for and with. Any acceptance of money needs to be considered in relation to the source, and any issues which may be in direct conflict with your charity's mission and vision should be seriously scrutinized by the board.	3/26/2018 4:28 PM
252	So as to avoid complicity in any unethical oppressive policies or actions	3/26/2018 4:26 PM
253	Arts organisations should never put themselves in the thrall of companies with dubious moral dealings, it immediately tarnishes the image of the organisation and throws into question their ability to create provocative political pieces around the issues in question.	3/26/2018 4:25 PM
254	Arts organisations which are publicly funded have a duty to look at the ethical side of sponsorship. Particularly for young peoples arts, association with companies which are involved with alcohol and tobacco, for example, would not be suitable. Arts organisations are also required to adhere to a certain standard in relation to environmental policy and practice, equalities and diversity and safeguarding, and therefore should make sure any sponsor follows similar standards.	3/26/2018 4:24 PM
255	Sometimes, the organisation that is sponsoring the event will colour how people perceive the content of the event itself. For example, if an exhibition is sponsored by the Green Party, then the art would be viewed by the observer through that political lens. Therefore it is very important to consider what the message of the sponsor is. In all situations, the brand of the sponsor will colour the brand of the arts/culture organisation, so the arts org needs to give due consideration to this association. I think it should be less about "Is our audience ok with this?" and more about "Are we ok with this?". If arts organisations are values-led, then the right decision about the latter will ensure their audience stays with them.	3/26/2018 4:22 PM
256	I recently accepted a grant from ██████████ for a project and they made my life miserable as they had a very specific agenda that I was not aware of at the time I accepted the money. I was hosting a conversation about the role of "personal stories" in the news. After they approved the grant, they sent me a list of questions the told me I had to ask the other panel members. I did do and one of the panel members complained about the questions, feeling that as a white person I was controlling the narrative and so thereby racist. It's been a huge nightmare for less than \$1,900. US	3/26/2018 4:21 PM
257	Absolute transparency from all involved is essential. Only then can everybody make the right decisions.	3/26/2018 4:16 PM
258	Art challenges and can change people's points of view. What is important is the sponsors should be allowing the artists freedom in their work not seeking to muzzle them in any way. It is up to individual artists to decide where they stand rather than a blanket decision.	3/26/2018 4:16 PM
259	Funding is about more than money and should not derive from activity that could undermine charitable aims, even indirectly.	3/26/2018 4:12 PM
260	I don't want to be prompting a company or organisation I think is harmful.	3/26/2018 4:10 PM
261	Sponsors are best when aligned with a product or a service, and the opposite is also true, so sponsors and receiving organisations should be clear on their objectives.	3/26/2018 4:09 PM

## Ethics in arts sponsorship

262	Art encourages deep thinking and discourse. Accepting funding from destructive corporations fundamentally undermines creative expression, honesty and communication.	3/26/2018 4:07 PM
263	Because they make profit out of the arts. They invest contingent on particular conditions. Controversial content will not be sponsored. Actions by private companies may discredit the arts.	3/26/2018 3:59 PM
264	It is the moment you can measure your own ethical position in relationship to your sponsors. It goes both ways.	3/26/2018 3:58 PM
265	We should not engage in artwashing nor be pressured to by other funders expecting us to find match funding.	3/26/2018 3:57 PM
266	Although the Arts increasingly struggle for funding it is essential that sponsors do not use the Arts to 'wash' their reputations or histories. My theatre Co takes a position against neo-liberalism so it is very important that our funding sources are not in any way linked to exploitative or unethical corporations.	3/26/2018 3:57 PM
267	in order to create change and uphold our values , we must be honest with ourselves about what we support and therefore enable.	3/26/2018 3:56 PM
268	There is, quite rightly, great interest and active scrutiny from either stakeholders, visitors and funders as to how organisations are funded, and to support those organisations that have carried out robust due diligence on donors	3/26/2018 3:52 PM
269	The majority of our attendees are young people. We want to set an example to them and through our practice demonstrate sound ethics and beliefs.	3/26/2018 3:51 PM
270	Every organisation had a mission/ purpose/ vision if the sponsorship contradicts any of these in any way they shouldn't be involved.	3/26/2018 3:51 PM
271	Good governance implies arts organisations must consider carefully who they partner with.	3/26/2018 3:51 PM
272	2 reasons: (1) legal - any arts organisation has a legal responsibility to ensure that it is not participating knowingly or unknowingly in money-laundering; and (2) reputational - it may be wrong for an arts organisation to take money from a sponsor whose business practices or ethics it abhors. However, some arts organisations are a bit too fastidious about the organisations from whom they will take money. The main issue is what is the sponsor expecting in return, and does it involve the arts organisation in compromising its own ethics? New money into the arts is a good thing. Art-washing by corporates seeking to soften an otherwise poor image is more problematic.	3/26/2018 3:49 PM
273	Because in the arts reputation is everything	3/26/2018 3:47 PM
274	If the support contradicts the mission of the arts organisation, then they should consider refusing the support. For example, an arts organisation that promotes healthy eating is unwise to accept or approach fast food chains for any kind of support.	3/26/2018 3:46 PM
275	Chance to ascertain the motives behind the sponsorship;be it sugar-coating a pill or the personal whim of the Chair of the company.	3/26/2018 3:44 PM
276	Joined up thinking please. There's too little of it about and we don't like what we see as a result, don't want to be a part of it and wish that this view was held across the sector. (Every sector). But people work in the arts from many backgrounds and persuasions - many of whom won't share this view. There is no absolute reason why 'the arts' shouldn't have many approaches. That each of us free to disagree with; lobby against etc It's the difficult conversations that matter at the moment. How do we speak across the things that divide us and work our way towards some sustainable, kinder society.	3/26/2018 3:44 PM
277	Publically subsidized Arts and cultural organisations have a civic responsibility to behave ethically in all areas of activity, including fundraising.	3/26/2018 3:43 PM
278	To ensure the continued support of your audiences/visitors/members, a sponsors values would echo your own. Failing that they should at least be a reputable and morally minded company.	3/26/2018 3:43 PM
279	As an artist I feel a sense of responsibility for the content of my work as well as the conditions under which the work is produced (e.g. environmental friendly). Therefore I feel my work would be compromised by taking money from companies whose values I disagree with. I also feel that my political views as an artist would appear inauthentic and double-standard by accepting money from a company whose ethos differs greatly from my own.	3/26/2018 3:40 PM
280	I think we need to be aware of whether a potential funder or donor has views, policies or actions that are in opposition to those that we uphold, otherwise we risk diluting our own messages and, perhaps more importantly, damaging our reputation.	3/26/2018 3:38 PM



## Ethics in arts sponsorship

281	Arts organisations who are constituted as charities and have mission statements and charitable objectives should be considerate of stakeholders, including audiences and beneficiaries, when accepting sponsorship or donations	3/26/2018 3:37 PM
282	Where the money for that support comes from should always be weighed against the value of the support, and an informed decision made whether we choose to take the money or not.	3/26/2018 3:36 PM
283	If its an ongoing partnership then it's success depends on trust and shared values.	3/26/2018 3:34 PM
284	It becomes part of their identity and therefore they should be aware of any activities that may potentially be considered unethical.	3/26/2018 3:32 PM
285	Because I do not want to work for an organisation that does not intrinsically hold the same values and moral obligations as myself. I believe this to be especially important in the arts. It is at the heart of what we do	3/26/2018 3:27 PM
286	The reputation of an arts organisation is one of its key assets. Any activity - real or perceived - which could damage that reputation must therefore be considered carefully.	3/26/2018 3:27 PM
287	It is vital to ensure that the mission of the organisation is not compromised through the acceptance of money that may counter the organisation's mission. Damage to an organisation's image and brand can be far worse than not having the money in the first place!	3/26/2018 3:25 PM
288	There should be a line -legal & moral	3/26/2018 3:21 PM
289	Once you accept their money, their actions become your actions and their values become values you tacitly endorse. Arts organisations should only partner with brands whose actions and values align with their own.	3/26/2018 3:20 PM
290	Sponsors and major donors rarely "give" for nothing in return. What companies in particular are looking for is a "feel good" factor regarding their donations. Arts and cultural orgs need to be aware that they are contributing to a sponsor company's PR.	3/26/2018 3:13 PM
291	money is money and money is usually made with less than honorable intentions it is just a product, no company is totally "clean" charity donations are for public reputation, tax avoidance, etc and not out of the goodness of their hearts	3/26/2018 3:10 PM
292	We need to rid the world of corporations that are harming the environment and harming people and animals. Human rights abuses are unacceptable. We need to care about others.	3/26/2018 3:09 PM
293	You need to know what your sponsors do as if they present a risk or unsavoury it will impact upon your organisation	3/26/2018 3:09 PM
294	Because there's a huge impact in the public's perception of who companies and who institutions will support this particular arts organization.	3/26/2018 3:09 PM
295	Partnerships certainly have an impact, whether positive or negative, on reputation. If an organisation's ethical principles are at odds with a sponsor or donor, then the idea of ethics becomes a farce.	3/26/2018 3:07 PM
296	The organisational values should not be compromised by the activities of any supporter or sponsor.	3/26/2018 3:06 PM
297	I don't want to be funded by organisations that cause suffering to others	3/26/2018 3:05 PM
298	Because the arts should act ethically in the world.	3/26/2018 3:04 PM
299	Because organisations benefit from association with arts and cultural orgs, generally far over and above the financial outlay. This means that the arts orgs are often actually giving free PR to those organisations. If the sponsor organisation is doing things that are contrary to the position of the arts organisation (i.e. it's values, commitments and what should be the message it stands for), then it is failing those values and commitment: and should be dropped.	3/26/2018 3:04 PM
300	Because sponsors and donors are also stakeholders and partners, you need to ensure you're on the same page & that there's no downside impact on brand value & that integrity is preserved, in the charitable sector our integrity is our 'capital'	3/26/2018 2:55 PM
301	Sponsorship is a two way deal. By associating themselves with a sponsor, respectable, high-profile organisations are lending respectability and profile to that sponsor. Arts organisations should think twice before helping to promote an unethical company and – and if they decide to accept sponsorship – highlight potential ethical concerns about their sponsors to artists whose names will also be associated with the sponsor by virtue of their connection with that organisation.	3/26/2018 2:53 PM
302	I think donors should only approach prospective sponsors whose ethics and values conform to or correspond with their own. If they are approached by sponsors wishing to be associated with their activity then they should conduct due diligence to establish that the approach is from a source that they are comfortable to be associated with.	3/26/2018 2:50 PM

## Ethics in arts sponsorship

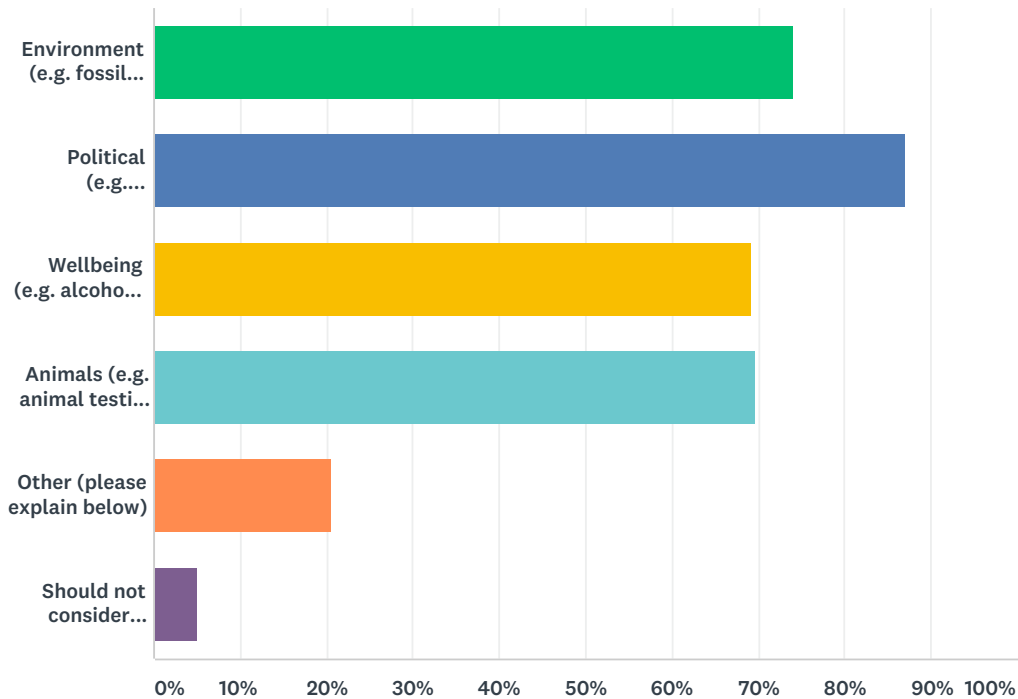
303	Organisations needs to understand who the money is coming from so that they can defend funding decisions that they make.	3/26/2018 2:49 PM
304	Ethics are a core part of any organisation's business	3/26/2018 2:48 PM
305	I, personally have strongly held views and would want to be fully aware from where money comes. I would not accept money that was 'laundered' for exmple. Why would I accept money from companies that exploit children or fuel war?	3/26/2018 2:48 PM
306	An essential part of sponsorship, not just in arts and cultural organisations but for all organisations asking for or accepting donations. For the arts and culture in particular, a negative or controversial sponsorship connection carries risks of contaminating the organisation's output. Higher standards of thoughtfulness and responsibility are expected.	3/26/2018 2:47 PM
307	We do have a responsibility as organisations to ensure that the money that we use for our work is not derived from activities that may be illegal, harmful or contradict our principles and aims,	3/26/2018 2:42 PM
308	All people involved in the Arts should take account of background of sponsors	3/26/2018 2:40 PM
309	Pressure from Arts Community likely to make this necessary - ought to be on Arts Manager's to do list.	3/26/2018 2:38 PM
310	amongst other aspects, the arts are about exploring the nature of truth and falsehood - and the 'wrong' kind of sponsor can taint this, as well as leading to suspicion of compromised expression.	3/26/2018 2:37 PM
311	Simply because the charitable/ethical mission statements of 99% of most arts organisations will not align themselves with the scourge of profit-making at any cost, but this becomes problematic when accepting sponsorship from any private source, from the local supermarket to a philanthropic individual to a large foundation with an investment portfolio. The issue becomes greyer if an arts org receive funding from a political organisation. The issue becomes even greyer because you might think that a major national funder is corrupt or unethical. Do you accept funding from them?	3/26/2018 2:36 PM
312	Arts Organisations are trading in social and cultural capital which is often touted as being for the good of humanity and benign at the minimum. Association with sponsors who have problematic environmental, social, political capital undermine the Artistic message and make Artists and Organisations seemingly or actually hypocritical by association.	3/26/2018 2:31 PM
313	Corporatism should not be allowed to run rampant through every aspect of our lives!	3/26/2018 2:30 PM
314	They should not conflict with the values of the organisation.	3/26/2018 2:29 PM
315	If we are really serious about making change at a systemic and transformative level, we have to think about how our work interacts with the wider world and what we want our art to enable/support	3/26/2018 2:27 PM
316	If you are putting an organisation's branding on your work then you are helping market it, and giving it positive associations with your work. So it's activities need to be in line - or at least not obviously conflicting - with your values. If the company is directly responsible for deaths and suffering, like arms, tobacco and oil, it is totally unethical to endorse it in this way.	3/26/2018 2:22 PM
317	Sponsorship and donations from unethical organisations can be harmful to the perception of the recieving organisation and can be extremely detrimental.	3/26/2018 2:20 PM
318	The very foundation of art is to affect change and give a voice to those who are often silenced - to ensure that we continue to deliver this we have to maintain a distance from those organisations who undermine this ethos.	3/26/2018 2:17 PM
319	clear brand perception implications for arts organisations which could impact on their values, mission and audience/ attender perceptions of them as arts organisations	3/26/2018 2:16 PM
320	I think it is essential to carry out due diligence and be aware of the potential issues that may arise. It is also though, important to consider these in the context of community and diversity - maybe BAE's employees could have been incredible audience development opportunity for example, - outside the middle class liberal bubble. It should also be considered in terms of what the sponsor is actually asking as part of the package. I have never encountered a commercial sponsor who sought to influence programming, policy or presentation, and I doubt very much that arts sponsorship has ever successfully whitewashed a 'bad' company's reputation.	3/26/2018 2:11 PM
321	1. Organisations must confirm that those activities are legal. 2. Organisations must confirm that those activities do not influence *or appear to* influence the artistic integrity of the organisation	3/26/2018 2:10 PM
322	Because why wouldn't you? The reputation risk and ethical implications of misaligning values and charitable purposes are too great.	3/26/2018 2:08 PM
323	Because the arts aren't value free. Who funds our work reflects the values that we hold. So our financial and funding structure is part of the overall artwork and its impacts, not divisible from it.	3/26/2018 2:01 PM

## Ethics in arts sponsorship

324	Sponsors give money because it supports their own aims - sometimes that aim may be about "borrowing" a more positive reputation or sanitising their own activity.	3/26/2018 2:01 PM
325	When looking to develop sustainable arts organisations, is it right to accept money from companies that promote unsustainability?	3/26/2018 2:01 PM
326	Depending on the type of arts activity and its recipients/audiences/participants., some kinds of sponsorship are inappropriate eg children's shows and companies providing arts for /with children should not be involved with drugs/tobacco/alcohol .	3/26/2018 2:00 PM
327	Sponsors' activities should be in line with the organisation's principles, ethical and moral values, and with what they expect their target audience would expect.	3/26/2018 2:00 PM
328	Most importantly because the arts should consider the impact their potential sponsors may be having on people's lives (eg tobacco companies), just as the arts themselves do, but also in practical terms, because a public backlash against certain sponsors (eg BP) can and probably will damage an arts organisation receiving the sponsorship. Sponsorship is a two-way process: an arts organisation may benefit from a sponsor's possible belief in CSR and their wish to help the arts, but the sponsor is much more likely to be making a commercial decision as to how much positive publicity, and the value of coverage, they will receive from their support.	3/26/2018 1:59 PM
329	Because they portray themselves as organisations that ask difficult questions, that are inclusive and that can challenge the world views. They should at least think, ask questions and be able to explain their choice.	3/26/2018 1:55 PM
330	To not do so would potentially compromise the art, and its audience	3/26/2018 1:54 PM
331	All funders should be checked for their appropriateness. If they make money from arms sales and therefore trade in torture and death, is it really appropriate for them to be sponsoring the arts?	3/26/2018 1:54 PM
332	Whether they choose to accept the money or not, organisations should be informed about where their money is coming from. You can't make informed decisions about potential reputational risk or ethical constraints when you don't know the truth. In terms of accepting money from unethical sources, I believe it's about weighing the risk and ethical impact on the organisation against the value that the sponsors and donors are providing - is it worth the money? And how might it pollute your brand or trust amongst your audiences and communities? How might it undermine the impact of the work you make and the stories you tell?	3/26/2018 1:53 PM
333	Taking money from a company that is at odds with your organisation's primary objective is counter productive and unethical and fundamentally a conflict of interest. How can you champion something on the one hand and take money from those opposed to your purpose on the other?	3/26/2018 1:39 PM
334	Through the Arts we explore moral, political and social views. For this to have any integrity, we must remain true to our values and not simply take bucks from those who fly in the face of our values.	3/26/2018 1:38 PM
335	There is the risk of reputational damage if the mission and values of the cultural organisation are undermined by the source of the money. Boards and executives should undertake due diligence and assess the risks and opportunities involved and make a decision to accept or reject based on those considerations	3/26/2018 1:37 PM
336	Part of the role of any organisation - not-for-profit or commercial - is to consider risks to its reputation. And being associated with any kind of toxic brand is a risk!	3/26/2018 1:34 PM
337	We are trying to improve life for people...	3/26/2018 1:28 PM
338	So that they can ensure that their sponsorship policy is aligned to their artistic vision. If their work is going to make an ethical point they need to make sure they are practising what they preach	3/26/2018 1:28 PM
339	Artists should not be used by companies to whitewash a rotten reputation, eg BAE, BP, Nestle	3/26/2018 1:24 PM
340	Art involves making statements about the world - the real one and the one we want to see. If art is associated with the sort of world we really do to want to see, it is instantly compromised. It is no longer art.	3/26/2018 1:12 PM

## Q2 Do you think arts and cultural organisations should consider refusing sponsorship / major donations from organisations or individuals associated with activities in any of the following areas? (tick all that apply)

Answered: 572 Skipped: 17



ANSWER CHOICES	RESPONSES	
Environment (e.g. fossil fuels, pollution, nuclear power)	74.13%	424
Political (e.g. oppressive regimes, party politics, armaments)	87.06%	498
Wellbeing (e.g. alcohol, tobacco, gambling)	69.23%	396
Animals (e.g. animal testing, factory farming)	69.58%	398
Other (please explain below)	20.45%	117
Should not consider refusing sponsorship / major donations	5.07%	29
Total Respondents: 572		

#	PLEASE GIVE MORE DETAILS AND EXPLAIN YOUR VIEWS.	DATE
1	Vital to know where your money is coming from	4/9/2018 4:04 PM
2	It varies from organisation to organisation. A cultural organisation focusing on the treatment of animals probably shouldn't take money from an animal testing facility whereas a local museum could.	4/9/2018 12:57 PM
3	In the current climate, it is hard to expect organisations generally to exclude all companies that represent potential reputational risk from consideration. I take the view that each case should be assessed on merit and potentially toxic contributions refused. Not all groups in your categories represent the same moral downside - 'safer' nuclear power as it is developed may represent an alternative to fossil and the resultant pollution. Animal 'testing' may include genuinely beneficial research using animals under Home Office licence.	4/9/2018 12:16 PM
4	I don't mean that any donations from organisations/individuals associated with these activities should be refused, but that arts and cultural organisations should assess the benefit against the drawbacks and make the decision based on their own ethics, ideally using an ethical policy.	4/9/2018 10:52 AM

## Ethics in arts sponsorship

5	Cultural organisations should create and regularly review ethical fundraising policies, a process that should involve all levels of the workforce. It is only by defining the values of the cultural organisation that you are able to decide, in an evidence-based way, whether a particular sponsor is or isn't appropriate to accept money from. That said, there is a clear ethical red line that can be drawn around tobacco, arms and fossil fuel companies. While there will be ethical questions to explore around all potential sponsors, these three categories of industry cause damaging impacts to people and the environment in direct and tangible ways that are well-evidenced. Tobacco companies and oil companies in particular have also been involved in the systematic spreading of misinformation (climate denial, misleading information on the effects of smoking etc.) in order to further their damaging business practices. This is a behaviour that is clearly at odds with the ways in which cultural organisations seek to promote informed debate and discourse. Cultural organisations should not underestimate the value of the 'cultural capital' they possess and the ways in which a sponsor seeks to appropriate that cultural capital for their own ends. While some sponsors can be reviewed on a case-by-case basis, there is a growing consensus around tobacco, arms and oil being beyond an ethical red line. While there is often resistance to having a single approach across the sector, we should note how the discourse around these industries has shifted in recent years and that any sector that speaks with a collective voice can have a powerful impact in shaping society's values and attitudes.	4/9/2018 10:46 AM
6	Political donations are often provided with an accompanying agenda for influence	4/9/2018 10:33 AM
7	I think you need to consider on a case by case basis. But the rule of thumb should be: 1. Do they cause either directly or indirectly death in humans or erosion of the environment? If they do then don't accept the money, they can spend it on advertising campaigns instead. Artists have a right to discuss issues of the day and if you force sponsorship on them from bad corporations then you are creating a stranglehold on self expression as the artist will no longer be free to protest.	4/9/2018 10:07 AM
8	Consider and decide whether the funding source matches the values of the work that the organisation does.	4/8/2018 10:17 PM
9	Any Arts sponsor that aligns itself to any lobbyist or pressure group can be seen as a problem every group we follow or are influenced by implies a held opinion a preference for certain issues just as Social Media gathers opinion based on our choices interested groups might seek to use artists following certain key issues in political debates its difficult today to be seen favoring any group of any political persuasion	4/8/2018 9:47 PM
10	I wouldn't want my work to seem to endorse views that I do not believe in.	4/8/2018 8:06 PM
11	Same reason as above.	4/7/2018 5:27 PM
12	members and organizations should ask themselves if they want to take on the public image of a sponsor in exchange for money. I imagine some artists would would. An examination of a sponsors ethics should also be thorough.	4/7/2018 12:28 PM
13	I think largely it depends on the exact thing being sponsored. Things which have potential to harm or diminish human quality of life should be refused, broadly speaking, as should anything that harms animals or the environment - however something like alcohol represents a grey area, and as long as the politics are politics of emancipation and freedom I see no problem with that either.	4/7/2018 10:37 AM
14	I think organisations should assess their own moral standing on these issues and then decide. More that organisations should generally avoid this type of sponsorship and align themselves with companies who share similar values.	4/6/2018 8:04 PM
15	They should refuse whatever will damage the organisation. There shouldn't be a blanket ban.	4/6/2018 7:27 PM
16	These things are part of everyone's lives. Who can say they haven't benefited from the activities of some or all of these organisations. Most of us drive a fossil fuel powered car. Why should arts organisations operate to higher standards. Especially when the donations enable arts institutions to improve and enrich people's lives.	4/6/2018 5:59 PM
17	I've ticked other because of the way you have set out the question and the options, you have armaments under political for example which perhaps should be separate. As for question one, all organisations should look at what is on offer, who it is from and if it fits. This could be any of these but also a wider range. This is restrictive.	4/6/2018 5:45 PM
18	Our planet needs some crucial changes of attitude if we are to slow down the damage we are doing to it. Cultural organisations and artists are in a strong position to effect attitude and behaviour change within communities. It is therefore crucial that they use that power wisely and do not compromise their strength of voice by accepting funding which contradicts environmental/political/humane messages	4/6/2018 4:34 PM
19	All organisations should consider refusing sponsorship in line with their own policies.	4/6/2018 4:16 PM

## Ethics in arts sponsorship

20	Arts and cultural organisations should not accept sponsorship or donations from any company or individual that is either under investigation or has been proven to have acted unethically. It is up to the arts or cultural organisation to consider and their own set of standards by which "unethical" is judged. I would like to see a legal requirement for organisations with a turnover of over £250000 per year to draw up and publish their own Donations and Sponsorship Policy. Whilst they would not be held to any legal standard if they broke the terms of the Policy it would allow the public transparency in relation to their ethical standards. In the case of registered charities the policy could be published on the charity commission website along with an annual register of donations and sponsorship (over £1000).	4/6/2018 3:54 PM
21	Arts and Culture are for all of us not some, and can help highlight issues in a powerful way. There needs to be legislation as to how much any funder can influence artists we need freedom to create plus the cash helps. Many artists live in poverty and use art to rebel against materialism they prefer to live off the grid. It is always about freedom of speech and will into an informed choice.	4/6/2018 11:12 AM
22	As above. Plus the Sackler Trusts case is less overt but still a wellbeing concern.	4/6/2018 10:46 AM
23	Every sponsorship relationship should be considered in context. Arts and cultural organisations which are also publically funded need to consider whether or not it is appropriate for particular companies and individuals to associate themselves when the past or current conduct of the potential sponsor is contrary to public policy. The objectives of arts and cultural organisations are generally laid out in their constitutions, if the agendas of potential sponsors and donors are potentially contrary or dominant to the objectives of the arts organisation then decision-makers need to carefully consider their associations and funders. Many arts and cultural organisations aim to engender values that work towards building community and creativity. Organisations which damage the environment, human rights, health and ethical practice are likely to have conflicting agendas to arts and cultural organisations and relationships between them could even be considered to be illegal, simply in terms of the fact that registered companies, charities, local authorities and government departments are required to operate within their stated remits, constitutions and to respect public law and policies.	4/6/2018 10:23 AM
24	Environment - as an ACE funded org we have to be environmentally aware of the impact our work has, so should not endorse (by receiving sponsorship) an organisation that is trying to make a profit from any company that is having a detrimental affect on the environment. Political - many funders would not be willing to fund an organisation that is receiving sponsorship from a company that funds war or hate. It is a major issue for our organisation. Wellbeing - this is just lining the pockets of the super rich and makes the economically challenged members of society poorer and sick. Animals - I do not believe there is any need to test on animals in this technically advanced age, factory farming is cruel and pollutes the environment.	4/6/2018 10:10 AM
25	Any organisation that has rumours of corruption, discrimination or abuse should be refused as a matter of principle. To continue to perpetuate this legitimising of unethical businesses is wrong.	4/6/2018 10:02 AM
26	It depends on their values. See above.	4/6/2018 9:59 AM
27	It depends on the organisation and the potential sponsor/donor. There is a sliding scale of ethics and what is appropriate and acceptable to each organisation. What and who do you want to be associated with? What are you willing to endorse? If your organisation promotes health and well being it would not be appropriate to endorse tobacco but where is the line drawn- a lot of charitable organisations have received funding for the national lottery which in essence promotes gambling. It is very tricky!	4/6/2018 9:51 AM
28	Faith and religious implications.	4/5/2018 11:08 PM
29	Any company, whether national or international, that does not guarantee basic working rights (fair pay, social security, equality, diversity, ...), has unfair policies, exploits people, does not pay taxes according to its benefits/uses tax havens, amongst others.	4/5/2018 10:46 PM
30	Education sector, because of section 28 etc, and much more along those lines.	4/5/2018 10:43 PM
31	Sweets, fast food etc.	4/5/2018 10:15 PM
32	excessive economic exploitation (e.g., manufacturing in sweatshops, violating legislated labour standards, etc.)	4/5/2018 10:06 PM
33	There can be no general rule. Each case has to be weighed on its merits and demerits within the culture of each organization. We might not like nuclear, but it might be the right solution in some cases. We don't like fossil fuels but an oil company might be investing heavily in wind as well. No easy choices.	4/5/2018 9:50 PM
34	Again, slightly hypothetical as how many companies approach an arts organisation (other than the huge NT, RSC type companies) with offers. It's normally the case that their money is dragged from them while they kick and scream.	4/5/2018 7:52 PM

## Ethics in arts sponsorship

35	The areas of activities I've ticked affect people without their consent and can be very damaging. I think any organization associated with such activities should be considered very carefully by arts and cultural organizations when considering whether to accept sponsorship or donations.	4/5/2018 4:29 PM
36	Both environmental and political arenas are ones that individuals struggle to have impact within; other areas mentioned are more a matter of individual action possibilities and choices. Sufficient notifications can be made to all stakeholders to determine views.	4/5/2018 4:02 PM
37	Some of funding are not environmental friendly and political connected funding doesn't promote peace	4/5/2018 3:31 PM
38	As above.	4/5/2018 3:08 PM
39	Given that all charities exist for a clear and defined purpose, to deliver a service and to meet a need, it is inevitable that there will be organisations or individuals who hold opposing views or carry-out activities that actively create/exacerbate that need, thus presenting conflict. There is no universal basis for measuring such activities, but in the case of industries that are heavily regulated due to age appropriateness/health warnings (such as alcohol and tobacco) it seems clear that there are only certain charitable organisations that could viably enter into partnership with them.	4/5/2018 2:52 PM
40	So again a very personal point of view, and it always depends on the circumstances of how a sponsor actually operates, do their stated values align with the artist, the community, the audience, the project. Can the Arts ever be justified to take 'dirty' and use it in a good cause. Sometimes I think it can.	4/5/2018 2:40 PM
41	If the organisation considers the reputation risk associated with accepting a donation from anyone (assuming that due diligence has been carried out and the donation is legal) is too great, it should refuse it, regardless of the source.	4/5/2018 2:38 PM
42	Individual donors whose past or current activities, behaviours and associations may bring the museum into disrepute.	4/5/2018 2:28 PM
43	Exclusion of People with physical or/and mental learning needs, or age restrictions.	4/5/2018 2:26 PM
44	I have the added layer of being a university and feel the need to remain neutral in these areas.	4/5/2018 2:04 PM
45	I think that if it is donated money then that's fine but if it's sponsorship then that's a different matter and all things will need to be more considered.	4/5/2018 1:30 PM
46	Organisations need to demonstrate that they are acting in the interests of public not private well being and are responding to social, environmental and political issues.	4/5/2018 1:15 PM
47	These areas are hugely emotive for people and therefore partnering with anyone from these areas is going to bring negative publicity and a degree of protest. Oil companies have wreaked havoc environmentally and it's difficult to see how arts and cultural organisations can partner with them whilst also promoting sustainability. Even F1, the most amoral of sports when it comes to taking money (and I say this as a huge F1 fan!) has stopped taking sponsorship from alcohol and tobacco companies and I can't believe the arts sector is still doing so. In my opinion, gambling shouldn't even be allowed to advertise, let alone sponsor arts events. On which, tobacco advertising is banned so how are they allowed to sponsor events (which is effectively just advertising)? In all honesty, I have less of a problem with alcohol sponsorship if the sponsorship is appropriate for the event. In short, it's hard to see how any organisations/individuals from the above areas could sponsor/donate arts and cultural institutions without it conflicting with what I imagine most arts and cultural organisations' ethos is.	4/5/2018 1:01 PM
48	Pharmaceutical companies.	4/5/2018 12:49 PM
49	We should use that money to get our message across to a wider audience, rather than non-platforming ourselves out of squeamishness. Take their money and use it for good! Someone else will if we don't.	4/5/2018 12:47 PM
50	If the strategic angle and messaging for a partnership is robust it is acceptable to consider opportunities for two organisations to discuss working together. Once explored, if there is no relevance or rationale to the partnership and nor do they share the same ethical values then accepting sponsorship from an organisation could have a damaging effect.	4/5/2018 12:47 PM

## Ethics in arts sponsorship

51	The question itself is totally loaded in favour of a leftie virtue signalling bias. "Oppressive regimes" means what exactly? When people of a conservative persuasion for example are "no platformed" at our universities for committing the crime of holding views that some sensitive souls find "offensive", then that's an oppressive regime in microcosm, in the same way Saudi Arabia is an oppressive regime in macrocosm. The question is basically saying, "Here is a list of bad people and organisations", as defined by us, who by definition, are good and right and morally virtuous. Look at the list for "Environment" for example. It says "Fossil fuels, pollution, nuclear power". This totally buys in and accepts as an actual fact, claims that are, at the very least, controversial and opaque, and usually then parroted by others who wish to virtue signal and actually have no idea of what they are talking about. So for me, left wing political groups and groupthink are to avoided at all costs.	4/5/2018 12:31 PM
52	Yes to all and in all cases. Arts organisations, administrators, arts workers need to be conscious about how they frame their work, where it is likely to land and to what purposes it is likely to be made use of. Awareness is key so that compromises are made as deliberately as possible. And where unintended consequences eventuate, then those can be learned from.	4/5/2018 12:24 PM
53	The areas highlighted above are often areas that arts organisations are working to affect change in, which could be made harder by accepting donations.	4/5/2018 12:10 PM
54	Fracking	4/5/2018 11:56 AM
55	This is badly worded, you need to be more explicit about what these "activities" are (for instance you could have an ethically sound organization working in pollution related activities - they could be solving not causing pollution). But since you've only asked if they should "consider refusing" I've agreed.	4/5/2018 11:48 AM
56	Other: any individual or organisation who were proved to have failed in Safeguarding procedures; who were proved to be responsible for sexual misconduct, sexism, racism, homophobia, transphobia, ableism, or any other such prejudice or behaviour that would contravene our Diversity and Equality policy. (nb We have selected Wellbeing above as we would not work with anyone involved with the sale of tobacco or with gambling. However, we might accept sponsorship from an alcohol retailer / producer, depending on the circumstances.)	4/5/2018 11:44 AM
57	Arms & exploitative fuel companies whose activities often include serious malpractice and questionable ethics should not be able to attach themselves to the arts for the reasons outlined above. It's tantamount to artists and audiences helping support those practices.	4/5/2018 11:41 AM
58	There are many variables in each of the above categories which links back to my answer to 1.	4/5/2018 11:39 AM
59	Sorry to double tick - but our current view is mixed. For example, the current investment fund our organisation holds is held and managed ethically without investing in environment, politics, wellbeing or animals - and actually more - not investing in porn and so on. This however relates also to Q1 above, it may become necessary to change this in the future.	4/5/2018 11:37 AM
60	I think it has to depend on the cause of the arts organisations and the values they hold - it has to be assessed on a case by case basis which is why an industry standard / policy would be effective.	4/5/2018 11:35 AM
61	Money is money.	4/5/2018 11:33 AM
62	...although I think this might be impossible to do.	4/5/2018 11:27 AM
63	Because they are in the public eye and can set an example for ways to live a 'good' life. Most of the people who work in the arts and cultural organisations have a social conscience and it's hard for them if their employers' values seem to be at odds with their own.	4/5/2018 11:24 AM
64	I do not think it is the place of the Trustees to exert their personal viewpoints about companies on the organisation that they serve - this feels unethical. If an organisation has a due diligence process in place (which would identify risk as per above) and an organisation/individual passes this, it is not the place of a Trustee or Chief Executive to push their personal opinion. I do believe there is a case with regards to well-being, as they are consumable items linked to addiction. As arts venues, we welcome significant numbers of young people, and we should follow the government's example of not promoting alcohol and tobacco at places/spaces where they would be viewed by young people.	4/5/2018 11:21 AM
65	All, or any of these could be appropriate / inappropriate depending on the business / organisation. The organisation must consider on a case by case basis. Consideration must be given to the source of the funding and whether the audience would approve, and in the case of a local authority how would members feel about the source of funding if it became public.	4/5/2018 11:19 AM
66	It's all about the arts organisation protecting itself, there is a short term benefit as there is additional funding however it may lead to a PR crisis years later. Also businesses partner with charities improve their credibility and get their brand in front of their database which is incredible valuable. If all charities refuse to partner with businesses who are unethical that may force the company to re-evaluate their operation.	4/5/2018 11:17 AM



## Ethics in arts sponsorship

67	Trustees should consider, but consideration does not mean they should refuse a donation.	4/5/2018 11:09 AM
68	Our arts should accept funding from whatever source. Labeling and generalization is not what this is about. You are implying that its dirty money which is not the case. Only recently have we considered tobacco is bad, lots of people smoke. The same with gambling, the Government allow adverts on the TV. We have all been polluting for years. So why do we expect the Arts to be moral and not the general public of each and every country. Its all what is trendy and fashionable and our Arts should be beyond that.	4/5/2018 11:08 AM
69	See the above comments. Further, I believe we should be campaigning for improved funding for the arts from central and local government. It is the cuts over many years that have forced organisations to seek private funding.	4/5/2018 11:04 AM
70	With the lack of funding for art organisations atm they are stuck between two difficult places, to accept funding which may lead to a boycott but it will keep the institution open or to refuse the funding and potentially close due to lack of resources.	4/5/2018 11:02 AM
71	It depends on the values and ethos of the arts organisation - there should be alignment, but it's not for me to say what that alignment is for all arts organisations.	4/5/2018 11:01 AM
72	I think some of this depends on where and how you work. E.g., it would be strange for an organisation like the Arcola, who have worked so hard to create an eco space to take money from polluters.	4/5/2018 11:01 AM
73	These should be ethically driven decisions. Making art with fossil fuel money with values that look to renewables for example would be counter productive. If the arts champion culture change and peace then we cannot accept money from unethical business.	4/5/2018 10:49 AM
74	Yes to declining money explicitly made from these activities. However it's not that easy. The CEO of one of these companies having made millions from tobacco could make a private donation and that would be ok, I think.	4/5/2018 10:48 AM
75	Poor employment practices - eg zero hours, below minimum wages, unequal pay for women. Religious organisations that hold homophobic views.	4/5/2018 10:39 AM
76	They should carry out due diligence to ensure that funders activities are not at odds with the aims and ethics of the organisation.	4/5/2018 10:34 AM
77	See my comment above, but as a Fundraiser, I would like to see Ben Whishaw try and turn town a massive cheque from BP.	4/5/2018 10:32 AM
78	It's my personal view that they should refuse. Who has the money? How was the money made? I think there is a moral obligation to ask these questions. I can see that it's difficult to disentangle the art from corrupt benefactors. The big money is usually made from exploiting someone/something, and then invested into art perhaps(just look at Nan Goldin's campaign re:the Sacklers/addictive painkillers)	4/5/2018 10:30 AM
79	Legal activity such as tobacco, financing, oil etc ought to be treated as reputable (unless embroiled in proven corruption or bad behaviour) Political parties or states can be different. It may be a regime that has imprisoned or oppressed artists. I would consider that contradictory to the values of a cultural organisation.	4/5/2018 10:26 AM
80	Organisations accepting sponsorship from sponsors that are associated with ruining the planet, hurting people and animals are not organisations I would personally want to be associated with and I am sure I am not alone. CEOs need a conscience.	4/5/2018 10:14 AM
81	Where do you take funding from if the monies cannot come from any of the above sources? All the organisations involved in these activities will pay taxes and therefore all donations you accept from them will be 'tainted' because we live in a capitalist society. No ones hands are clean. I would also question whether there is a hierarchy of moral indignation, monies generated from gambling being somehow less worrisome that those raised from animal testing?	4/5/2018 10:14 AM
82	See above	4/5/2018 10:14 AM
83	Should definitely be considered, any offer of funding should receive scrutiny. Points to consider may include whether the sponsor has any influence over the form and content of the art work, the venue, the audience. The artists selected to exhibit, and the future direction and use of the work. Whether the source of funding limits the range of artists selected and scope of artistic response.	4/5/2018 10:11 AM
84	These are too broad. I wouldn't accept tobacco (largely cos don't like it) but do have breweries (do like it) supporting us. Similarly I'm not against animal testing (my son has chronic medical condition) but I wouldn't seek such a sponsor, and depends on type of factory farming - most eggs are factory farmed.	4/5/2018 10:05 AM
85	I think the context here is 'should consider refusing' - there are some that we believe everyone should refuse but others that may be a form of reparation.	4/5/2018 10:00 AM

## Ethics in arts sponsorship

86	As always, it would have to be measured and considered on an individual basis.	4/5/2018 9:48 AM
87	Religious donors wanting to influence Working in an arts organisation it isn't nice when we have to 'be nice' to very unpleasant people because they are donors	4/5/2018 9:33 AM
88	I think arts and cultural organisations should consider refusing sponsorship on whatever grounds are most relevant to their own organisation's mission and values.	4/4/2018 5:50 PM
89	Whilst factory farming is a no-go area for me, I think most pharmaceutical researchers would argue that progress cannot be made without the use of animal testing, sadly. Therefore, I don't think these two controversial activities should be put under one heading.	4/4/2018 11:39 AM
90	I would question organisations that are discriminatory in any way or exploit particular people for profit.	4/4/2018 10:01 AM
91	they should not consider they should do it	4/3/2018 11:03 PM
92	Same answer as above. With leeway on wellbeing, as these industries are, in my opinion, not as widely negative on wider society as Environment, Political and Animals.	4/3/2018 5:04 PM
93	Again, In hink it is important that consideration does nor implicitly equate to rejection	4/3/2018 5:03 PM
94	I think arts orgs need to consider the primary activity of any potential sponsor. BAE is a really obvious example - they are known primarily for making arms, which is an inappropriate connection for an arts festival. However, Uniqlo (Tate Lates sponsor) may have some less than noble business practices, but without fully auditing them, it's not obvious.	4/3/2018 11:29 AM
95	Because art must learn from it credibility And also to maintain cleanliness, ethics and values	4/3/2018 11:14 AM
96	If you are able to then yes.	4/3/2018 10:43 AM
97	weapons... art & culture is about a common good... economic activities of sponsors should also encompass the common good...	4/3/2018 8:24 AM
98	It does depend on the ethos of the organisation as well as the community it functions in.	4/3/2018 4:54 AM
99	Companies profiting from inhumane government acts, such as refugee detention	4/3/2018 2:24 AM
100	This is really a poorly formulated question, once the words you choosed to use represents the opposite of what this sectors are	4/2/2018 5:41 PM
101	They should consider refusing sponsorship but in reality, if money is tight, they might be obliged to turn a blind eye. Moreover most business organisations (and not only them), if you investigate them carefully, have activities which probably have a negative impact on the world or are linked to unsavoury régimes or people. By being too choosy, arts and cultural organisations might end up with very little money from businesses. Still, arts organisations need to say where they stand.	4/1/2018 7:08 PM
102	Many arts organisations offer activities for children and should consider whether the sponsor's activities conflict with this eg tobacco.	4/1/2018 5:06 PM
103	Modern slavery	4/1/2018 10:45 AM
104	Arms manufacturers, oppressive regimes, and polluters are some of those who should be totally excluded from sponsoring cultural events. Cultural events should not provide the opportunity for such corporations and states to artwash their abuses.	4/1/2018 8:17 AM
105	More broadly any companies that engage in activities contrary to the values of an arts organization and its audience is not a suitable sponsor for it.	3/31/2018 11:37 PM
106	Food, health products (e.g. nestle), financial bodies etc. - I don't think any business should be refused or accepted outright without thinking through why and some honest reflection about what you are saying by accepting or refusing. Having said that, wherever you take money from is unlikely to be squeaky clean because of the way in which money moves around, so don't think there are simple decisions and got to be careful about seeing it as binary, good vs bad...	3/31/2018 6:17 PM
107	Anywhere coming from unethical sources.	3/31/2018 12:51 PM
108	art is perhaps essentially neutral - but if the artist does not use it with theintention to light the way to a better, more ethical and responsible, evolved humanity in the future, then what are they making really: just illustration, propoganda,fluff, art of little or no value...	3/31/2018 10:11 AM
109	If they're comfortable with it and it won't negatively impact on the public they engage, then they should be allowed to do it. Transparently mind.	3/30/2018 10:33 PM
110	Consideration and scrutiny of all potential sponsors must be undertaken by arts and cultural organisations and especially in highly sensitive areas of business and activity such as those above. Its clearly pointless to secure sponsorship and lose your audience or other supporters.	3/30/2018 6:33 PM
111	See above	3/29/2018 4:18 PM

## Ethics in arts sponsorship

112	There is an assumption that arts & cultural organisations should have a position on all these factors - why? Greenpeace exist to defend the natural world, so should have an expert position on the environment. Stonewall can reasonably be expected to be a voice of authority on LGBTQ+ issues. What qualifies the National Theatre to be a voice of authority on animals, or the National Gallery as expert on the environment? They should have the right to refuse support that conflicts with their mission, or any support that they feel is inappropriate or compromises their reputation, but that is for the individual organisation to determine, surely?	3/29/2018 3:48 PM
113	Alcohol I feel is fine, tobacco no - they shouldn't really be in the same category	3/29/2018 2:51 PM
114	As above. Arts organisations should have clear values. Who you choose to work with and take money from is an expression of those values.	3/29/2018 2:51 PM
115	They shouldn't refuse the money -but they should refuse giving the donor credibility in return, i.e a museum naming a wing after someone. Take the money, but only if it can be done 'quietly' if it's a controversial donor.	3/29/2018 1:16 PM
116	Don't take money from mean people and don't be mean to animals	3/29/2018 10:25 AM
117	with the rise of social media giving consumers access to information on the causes that are important to them, choosing a sponsor with connections to any of the above areas could have serious implications for arts organisations in appealing to their audiences.	3/29/2018 10:25 AM
118	Depending on the activities of the set organisations	3/29/2018 10:25 AM
119	I think that every arts organisation should look at corporate sponsors in relation to the work that they as an organisation does. For example, some arts organisations (Edinburgh Fringe for example) will be sponsored by a brewery, and there is little ethical backlash (aside from critiques of the funding framework and capitalism as a whole) because alcohol is a large part of the festival experience. However, a small theatre company who focuses on work by and about those with alcohol and drug dependancies would have ethical ramifications if being sponsored by an alcohol company.	3/29/2018 10:25 AM
120	I think you do have to be careful not to impose views on others but at the same time, accepting sponsorship from political or environmental areas is I feel asking people to question your organisation and the beliefs they hold or disregard	3/29/2018 10:24 AM
121	Potentially for any of these- depends on severity and the arts org's ethos/focus	3/29/2018 10:24 AM
122	It depends on the organisation, if you were a youht theatre you wouldn't accept sponsorship from an alcohol drinks company.	3/29/2018 10:24 AM
123	Sponsorship should always be considered as a means of achieving business plan objectives, and it's no different with these areas. If it fits and doesn't compromise any company policy it's ok.	3/29/2018 10:24 AM
124	If a potential sponsor is doing any of the above then they should not be able to improve their public image by supporting arts and culture.	3/29/2018 10:24 AM
125	Arts organisations reflect our culture (to some degree)... To promote questionable or unethical capitalist entities is to promote and support the social, political and economic problems they cause.	3/28/2018 7:37 PM
126	Other being anything that marginalises the artist's voice.	3/28/2018 6:26 PM
127	You should remain true to your principles as an organisation	3/28/2018 4:00 PM
128	It largely depends on the ethics of the organisation rather than those of the sponsor as to whether it is willing to accept a donation - some examples would be self evident, Alcoholics Anonomous are hardly likely to be comfortable accepting sponsorship from a whisky distiller for example.	3/28/2018 3:57 PM
129	The arts should not give a platform to exploitative and oppressive organisations. Period.	3/28/2018 2:49 PM
130	Should be taken on a case by case study	3/28/2018 2:23 PM

## Ethics in arts sponsorship

131	In considering sponsorship, an arts organisation should look at three things: 1. Do the activities of the potential sponsor conflict with the mission, vision and values of the arts organisation. I.e. if you place freedom of speech as a core value, then accepting money from an oppressive regime would be a conflict. 2. Is there public consensus around the ethics of the activity that the sponsor carries out? It is important to look across the whole of society and not the organisation's own immediate echo chamber to make this judgement. For example, I would say that it is not yet the case that the general public think that mining and selling fossil fuels is unethical, whereas there is consensus that tobacco should not be advertised. If there is no public consensus that the activity of the sponsor is unethical then the arts organisation should not refuse the sponsorship (again, unless it contravenes their mission etc.). 3. Does the nature of the sponsorship deal itself contravene in any way the organisation's mission or its artistic independence.	3/28/2018 12:56 PM
132	Should depend on the views of the majority.	3/28/2018 12:30 PM
133	All the above if it's related to their mission and activities.	3/28/2018 12:17 PM
134	Other - companies who are known to treat their staff badly; don't pay taxation in the UK etc should also be refused.	3/28/2018 12:06 PM
135	Food industry (e.g. contributing to obesity)	3/28/2018 10:43 AM
136	As above, with the possible exception of party politics partly because they are representative of possible governance. For example the Merzbarn in Cumbria was in talks with Ed Milibands Labour Party to preserve it as a visitor centre upon election, and the tourism which that would bring, but recently it was revealed it is likely to be sold as a piece of work to a Chinese dealer as a result of underfunding	3/28/2018 10:32 AM
137	I think that we should consider the ethics of accepting donations in each of these areas and more (eg pharma, banking). This isn't the same as refusing those donations necessarily - and within a particular field we need to make fine distinctions sometimes - e.g. between an engineering firm that sometimes supplies some components for military jets and an arms manufacturer.	3/28/2018 9:40 AM
138	Certain media organisations and groups who have a habit of controlling what is the 'news'.	3/28/2018 9:08 AM
139	See above. If you do not agree with what the organization does or stand for, you should not be taking their money. Sponsorship is business, exchanging a good image for money. Accepting sponsorship or donation money goes hand in hand with giving sponsors and donors a platform to present themselves and to connect their organization with the positive image of the arts organization. The arts need to make sure they are comfortable being associated with their sponsors/donors in the public opinion.	3/28/2018 4:35 AM
140	It would be poor practice and ignorant not to consider; whether you do something about it is another matter.	3/27/2018 6:36 PM
141	Arts and cultural organisations need to take consider whether a potential funder (of any type) has values that align with their own and should undertake appropriate due diligence. I do not believe any industry should be a blanket refusal except where values are incompatible. This is not always as obvious as it seems eg an animal charity might wish to avoid sponsors who test on animals - yet the perfect partner, a company that makes medicine for animals - will test on animals etc. A pragmatic approach must be taken as realistically all forms of fundraising income could be generated from the above sources eg trusts and foundations generate money from investments that could be within any of the industries above. Arts and Heritage Lottery money is generated by through gambling and furthermore is recognised as taking money from largely working class audiences and funding arts and heritage that benefit largely middle class audiences. Few would consider refusing a grant from ACE or HLF Consideration should be given to the problem the arts/cultural organisation is trying to solve. Are you creating art or trying to solve a global problem? And which of these are you in a position to do best? Will accepting the money create more and better public benefit? Will refusing it reduce armaments etc? Is the company a major local employer?	3/27/2018 6:20 PM

## Ethics in arts sponsorship

142	There are certain categories of sponsor - namely arms, tobacco and fossil fuels - that can be seen as beyond the fundamental ethical "red lines". No organisation that claims to adhere to any kind of positive social values should be associating with companies in these categories, as their core business practices are so deeply unsustainable, and because they use their economic clout to lobby for policies that actively work against the interests of humanity. There is no good argument for any cultural institution to help provide cover, kudos and a social license for these companies to continue with these practices. Most arts institutions do not partner with arms, tobacco or fossil fuel companies - there are only a minority who do so, and they are rightly being called out about it. Beyond these ethical basics, it should be up to each organisation to determine what their core values are, and what kind of partners they feel they can work with without undermining or contradicting those values. This can be a really positive process involving staff and creative practitioners across the institution - there are already plenty of examples out there of organisations that have done this and come up with ethical fundraising policies to help them thrive in these challenging times.	3/27/2018 5:13 PM
143	Arts and cultural organizations have an opportunity to refuse donations/sponsorships from actions of those donors that are not aligned with the Art and Cultural organizations values.	3/27/2018 3:05 PM
144	Organisations who are perceived as prejudiced against groups in society. Unethical debt collection agencies.	3/27/2018 2:20 PM
145	If your principles, or those of your project or organisation, do not align with those of your funder, you should not be working together. Arts and cultural organisations need to work harder than ever to engage audiences and maintain sustainability in their own future. If audiences feel the organisation is using money sourced from such negative avenues, it will significantly impact the reputation of the arts or cultural organisation.	3/27/2018 2:09 PM
146	For the reasons given above.	3/27/2018 1:52 PM
147	To consider is not to decide. If they don't consider each offer seriously, they do not deserve to be in positions of power and influence. I'm not saying they should offer a blanket refusal either, but there should be a consideration of the extent to which the arts organisation is helping make dirty hands look clean.	3/27/2018 1:41 PM
148	My commitment to the arts is part of a bigger commitment to a movement for social change, so, I can't see how I could contemplate taking money from those whose day to day activities is to profit from ecological, social and human destruction.	3/27/2018 1:33 PM
149	The arts face enough battles to survive as it is. Accepting funding from potentially controversial sources, especially if opinion is widely divided on the ethics of the particular controversy, is likely to involve the art sector in the politics and will detract from the arts message that they are trying to convey.	3/27/2018 12:46 PM
150	Debt bondage	3/27/2018 12:24 PM
151	The values of the sponsor reflect on the values of the event. I agree on elements of wellbeing too, however, have not ticked as I think for certain events alcohol sponsorship should be allowed.	3/27/2018 11:37 AM
152	Mining companies, wealthy individual donors with shares in any of the above...	3/27/2018 11:28 AM
153	Again, It is worth considering the long term implications and reputational damage an association could cause. It is worth considering whether you share the same values as sponsors. I am not against sponsorship per se, but I would be cautious about lending prestige and value to a toxic brand for short term gain.	3/27/2018 11:22 AM
154	Re environment: I would not refuse sponsorship from the nuclear power industry. This is a necessary and I feel positive step towards more sustainable energy production. I would not encourage support / approaches to oil companies/ fossil fuels - though this is more to do with potential reputational damage than on moral grounds. I may not agree with it, but we still depend on fossil fuel production.	3/27/2018 11:03 AM
155	Arms trade (as seen with BAE withdrawing from The Great Exhibition of the North - thankfully)	3/27/2018 10:39 AM
156	Although I have ticked all the sectors above, I think exclusions may vary organisation to organisation depending on their core purpose and whether or not the potential supporter's activity is inconsistent with its principles.	3/27/2018 10:26 AM
157	I might be being naïve but is it possible to first secure funding from places we value and then have another pot of money that comes from problematic sources and give that money back into grass root art projects, emerging artists, community projects, public talks and lectures, refugee centers, generally supportive ventures. A pot of devil's money without any owed support or obligation to turn a blind eye to the actions of individuals and organisations. Tldr Give us your money. The gov should be ashamed. Everyone buy a lottery ticket.	3/27/2018 10:11 AM

## Ethics in arts sponsorship

158	the "wellbeing" category is tricky, as we accept Lottery grants and obviously that money comes from gambling	3/27/2018 10:09 AM
159	This should always be *considered*; it may be the organisation decides to accept, if the good a donation can do outweighs the bad. I would always give a potential donation a quick SWOT test, and a potential major donation would be discussed with the board who may have their own views. Note: I've counted addictive painkillers under Wellbeing. You know who I mean.	3/27/2018 9:54 AM
160	I think it very much depends on your organisation, as each of these could prove potentially harmful depending on what your organisation does.	3/27/2018 9:54 AM
161	Due diligence should be undertaken to every sponsorship or major donor relationship.	3/27/2018 9:42 AM
162	We should look at how our sponsors behave in their everyday business - do they pay their taxes or have complicated structures? What are their CEO:lowest paid worker ratios? But then we should be considering these aspects in our personal lives when we make consumer choices... It is our historic culture to be grateful for whatever funding we can get, and when there is a hostile government in power, which doesn't value the arts, we just scabble harder to get to the bottom, frankly. That's my observation after 30 years. Yet - these companies desire what we offer: status, kudos, whitewash, so why do the big cultural organisations fawn over them? I've been rolled out to charm corporate sponsors with heart-warming stories of how the arts transform young lives, so our organisation could get more funding, and I felt very uncomfortable. The arts sector could lead the way in responsible business (check out the Organisation for Responsible Business) practice if we chose.	3/27/2018 9:16 AM
163	Companies not respecting basic principles of human rights ranging from exploitation of children and poor labour to financial institutions that support economic corruption, etc.	3/27/2018 9:16 AM
164	Politics and the arts collide anyway. Don't add money to the mix.	3/27/2018 9:12 AM
165	This question is far too un-nuanced to be able to answer. Decisions should be made on a case-by-case basis.	3/27/2018 9:11 AM
166	Our world is precious. The arts exist to inform, educate and entertain not to approve dodgy profit-driven companies with no moral compass.	3/27/2018 9:09 AM
167	Nowadays when even the National Trust and the World Wild Life fund are just horribly commercial organisations, I'd say take the money and put it to good use. Think of it as doing a good deed. Take the money away from those who put it to bad use.	3/27/2018 9:05 AM
168	I think arts organisations should have an ethical sponsorship and major donations policy, based around their own core values, their business plan, and the Fundraising Code of Practice. This is a board decision, not one to be based on fundraisers' personal views.	3/27/2018 7:36 AM
169	Religious affiliations	3/27/2018 3:48 AM
170	This is not a simple questions. Goals should be shared. There are companies doing their business, which is needed in the market anyway, and then also want to invest in arts and culture to encourage another way of social engagement. This sometimes is criticised by people as they think the sponsors are buying some sympathy. My understanding is changing a business model, especially for those doing business on more than one continent is progressive, not overnight. There are employments, structure and resources and other complex things to consider. What really matters is the shared goal between the sponsor and the arts organisations, which I also feel is an education/communication opportunity, if you really want to make social changes.	3/27/2018 3:31 AM
171	Many charities work hard with often scant resources to educate and raise awareness of the wider impact and longer term implications of businesses engaged in the above areas. The budgets brought to bear in promoting the brands of such companies are often significant, as well as lobbying activity to influence government policy development, legislation and regulation - the sole aim being to protect business margins and share prices. Such activity is not always in the public interest. As registered charities, arts organisations have a duty to educate and act in the public benefit. This can make an association with an arts organisation highly beneficial to sponsors. Without a sophisticated and nuanced policy to manage such an association, this is a recipe for potentially serious conflicts of interest further down the line. Local factors (eg, job creation, plant closures, etc) complicate this even further. This is not to say that organisations should not consider refusing such support, but that serious 'caveat emptor' spadework needs to be done beforehand to ensure that the potential risks are clearly identified and their impacts containable.	3/26/2018 11:49 PM
172	Same response as above. It depends on the organisation and what damage would be caused.	3/26/2018 11:01 PM

## Ethics in arts sponsorship

173	It is not possible to have a "one size fits all" approach to ethics in fundraising. What would be considered inappropriate for one community or audience group might be perfectly acceptable for another. For example, while BAE's sponsorship of the Great Exhibition of the North was deemed to be inappropriate, this might not have been the case had they sponsored arts activity in Barrow, where BAE is one of the largest employers. Arts organisations should consider whether partnering with any organisation will prevent them from achieving their main aims. If there are no conflicts between the artistic/education/audience development aims of the arts organisation and the sponsor then it will be hard for the trustees to make a case for refusing the gift or sponsorship.	3/26/2018 10:34 PM
174	I think it should be looked at on a case by case basis. The issue is, what steps are they taking to be responsible?! I would certainly always refuse tobacco money but many if not all cultural venues sell alcohol - therefore what are the sensible limits for manufacturer and venue?	3/26/2018 10:25 PM
175	Although I do not condone factory farming I don't think the association has the same negative effect on individual people as those I've ticked. I don't think it is a good idea to take support from companies who sell junk food when the activity involves young people	3/26/2018 10:00 PM
176	There is no reason why you should present this kind of shortlist. Are you trying to lead the debate in a particular direction by marking out particular industries in this way?	3/26/2018 9:28 PM
177	Organisations that are not supportive or respectful of difference and who make a stand against people or groups on the basis of race, gender, disability, religion etc	3/26/2018 8:53 PM
178	I think it depends on the organisation. However at least some of these areas collide with our values as an organisation therefore we could not align with them. However, I would still urge that each organisation is considered individually	3/26/2018 8:43 PM
179	Child exploitation, sex trafficking, organisations that evade taxes, unfair treatment or of workers, the list is long!	3/26/2018 8:13 PM
180	Human rights abuses	3/26/2018 7:57 PM
181	property developers engaged in social cleansing of communities are frequent offenders in art washing	3/26/2018 7:54 PM
182	Unethical companies or organisations.	3/26/2018 7:23 PM
183	It of course depends on the values of the artist/organisation. It would be a mistake to assume that all arts organisation share certain political and moral views.	3/26/2018 7:12 PM
184	Companies seizing patents or copyright on things that are 'givens' such as seeds.	3/26/2018 6:44 PM
185	The arts are intrinsically about having a voice; equality; challenging dominance and privilege; encouraging us to see something in a new light; giving people opportunities. The arts cannot do those things at the same time as accepting money from those who seek to harm others or the environment for profit.	3/26/2018 6:42 PM
186	no good will come of it ,it is tainted.and it makes acceptable ,that which is not.	3/26/2018 6:25 PM
187	Also from individuals whose wealth has been made through arms dealing, tobacco, alcohol, prescription opiates, fossil fuels etc	3/26/2018 6:11 PM
188	As above - if what is required in return will promote harmful activities then accepting the money demonstrates support for those activities.	3/26/2018 6:04 PM
189	Not all businesses are "dirty" and not all arts and cultural organisations share the implied set of values above. But I repeat, relationships come with costs and so all sponsorships and funding agreements need to be considered before agreeing to enter into them.	3/26/2018 6:00 PM
190	This should be at the discretion of organisations, but it would be understandable given the charitable aims and objectives of many cultural organisations - along with the work they produce - for some donations to be rejected.	3/26/2018 5:47 PM
191	Sugar, fast food, aggressive farming, gene therapy, pharmaceuticals, banking, pensions, bitcoin, religious, or charitable sectors, the monarchy, the republic, green orthodoxy, Arts Council, Arts Professional, BBC, British Council, National Theatre, benign wealthy individuals; I struggle to think of an agenda that could not present qualms under adverse circumstances... when attached to a largish cheque. Art is obviously not constrained to its social, existential, political purposes. But it can deliver beautifully in these realms. As we - increasingly - seek to manage complexity in a world of connections, Art could easily become shackled in the compromises it needs to make to come into existence. Nothing should be beyond consideration. And refusal of money ought to be the most liberating of all. Although in the majority of cases its going to be very difficult to say no.	3/26/2018 5:47 PM

## Ethics in arts sponsorship

192	All my choices above are taboo institutions who bring more misery into the world. By attempting to sponsor "good" causes, it gives them a sense of validation for what they do and I don't think that is morally right.	3/26/2018 5:44 PM
193	Racial and gender equality. Arts organisations are different from many other fields in that they promote work that is engages in dialogue with the world we live in. The issues listed can be amplified by art. They can also be normalised whether they reflect positively or negatively. Arts organisations have a duty of care to ensure that their work is not used to promote things we know are detrimental to others.	3/26/2018 5:41 PM
194	I think it should be considered on a case by case basis. I would for instance have no issue with an oil company sponsoring an exhibition or display about micro fossils as much of the research for this area is funded by oil companies.	3/26/2018 5:35 PM
195	The current ethical challenge is whether to continue accepting money from the members of the Sackler family who have been shown to benefit knowingly from the sale of the opioid Oxycontin produced and aggressively and dishonestly marketed by their company, PurduePharma. See the detailed article published in the New Yorker, 30 October 2017.	3/26/2018 5:23 PM
196	By accepting funding or sponsorship from a company you are as good as endorsing their business. You have to be comfortable justifying that. Also, be aware what issues are important to your audience. They will vote with their feet if they don't approve.	3/26/2018 5:21 PM
197	I haven't ticked any of the above as I think organisations should consider ALL sponsorship not just ones that happen to be in the media spotlight currently	3/26/2018 5:11 PM
198	I definitely feel that refusing donations from companies impacting on the environment is particularly important at this juncture in time. There are credible alternatives to fossil fuels and so big energy companies only exist because of their advertising. The arts is therefore promoting the status quo by accepting money from these companies.	3/26/2018 5:03 PM
199	I would particularly emphasise fossil fuels and armaments as being beyond the pale. The unchecked extraction of fossil fuels has both local impacts in sites of extraction and global impacts in terms of climate disruption and pollution. We are now at the beginning of the collapse of our stable planetary operating system that is predicted ultimately (perhaps within this century) to cause deaths of billions of people and the extinction of most vertebrates. The fossil fuel industries have been aware of scientific proof of the link between greenhouse gases and global warming, and their catastrophic impacts, since at least the early 80s. Rather than transforming their businesses to renewable energy, they followed a course of continued extraction, denial of climate science, wars to control oil supplies, desecration of indigenous people's land, and now, the weaponisation of social media to interfere with our democracies. The fossil fuel industries, supported by arms manufacturers, are guilty of an unthinkable crime, the wholesale destruction of an abundant sacred planet.	3/26/2018 5:03 PM
200	I think arts and culture orgs should consider refusing funding and donations and investigate each on an individual basis. You could take the realistic view that all money is dirty and that we don't know the investment trail of many large trusts, apart from commercial companies and high net worth individuals. Reputational risk should always be considered. When working with young people, we would never accept funding that conflicts with well-being or armaments for example. When working for Wellcome Trust, some artists have refused to take part in activity because of their stance on animal testing. My view is that WT clearly articulate and justify their approach and are transparent about their ethics and practice. If we were working on a project with young people who challenged their approach, it would not be censored and the issue could be debated freely. How much sponsorship is enough to buy the uncritical silence of arts and culture organisations? Sponsorship is blatantly used to 'art wash' organisations and individual reputations. There have been a number of individuals who have had to be dropped by arts organisations because of unethical and illegal activity, e.g. Kevin Spacey, Alberto Vilar, Tanaka, and currently the Sacklers are under scrutiny, etc.	3/26/2018 4:57 PM
201	Too difficult to answer. For example as regards BAE it has to be acknowledged that BAE is a large employer especially for the north of England (Cumbria) which needs jobs. Defence, war, aggression and so on are complex human and cultural realities requiring thought and consideration in art and by artists - Cornelia Parker, for example has openly admitted her work is collected by an arms dealer. Each arts and cultural organisation seeking funding may be best advised to establish their own moral boundaries and seek sponsorship according to these.	3/26/2018 4:55 PM
202	I believe that arts organizations should only consider refusing gifts from political organizations - key word being "consider". As a person who represents a non-profit in the US, I believe that our 501C3 category automatically puts the assumption that we should not consider accepting funding from political organizations.	3/26/2018 4:47 PM



## Ethics in arts sponsorship

203	I would think that any organisation, including arts and cultural organisations, should not accept sponsorship from organisations whose activities or products they do not condone. It depends on the leaders of the organisation's ethical views. But those views ought to be adhered to and lived by. There is no one right answer.	3/26/2018 4:40 PM
204	By offering sponsorship many organisations/businesses expect an association with your brand, by aligning a business with a cultural organisation, helps to improve the reputation and public profile of that business.	3/26/2018 4:28 PM
205	Arts and culture can not be funded from the revenue of harmful activities.	3/26/2018 4:26 PM
206	Any organisations with inherently harmful effects regardless of whether people choose to actively participate in them shouldn't be allowed anywhere near arts funding.	3/26/2018 4:25 PM
207	Sometimes whether a sponsoring organisation is ethical or not is a matter of opinion, and I think it is in these grey areas that difficulty occurs. For example, I don't believe it is universally acknowledged that nuclear power is a bad thing - compared to fracking for example. Similarly, the Israel-Palestine debate is so thorny that the "safest" thing from an audiences perspective would be to avoid any sponsorship from any organisation/regime so as not to cause any controversy. However, if the organisation is already aligned with one or the other, it would not be a shock to audiences and would make sense to accept it. I don't think it should be about "considering refusing" sponsorship but about "considering accepting" sponsorship. This is more proactive, thoughtful approach to fundraising. Arts and culture organisations should have a clear sense of their values as an organisation and know what kind of sponsorship aligns with it, thereby avoiding issues arising.	3/26/2018 4:22 PM
208	It's a quagmire. We took the [REDACTED] money for our [REDACTED], which is about the consideration of forgiveness and ended up with angry panelists (made angrier by [REDACTED] new set of questions) that attacked "White people" saying there could be no forgiveness...and that's pretty wonderful for a panel, as we don't believe that everyone can or should forgive...however, that ended up being turned on us, as it was stated that because we are "white" (even though my mother is African) we oppressed them through the moderation of a conversation. And [REDACTED] agreed. Really? Then why did they give us money in the first place? We've been "white-skinned" all our lives. It's not something I've hidden, as my face is on the cover of every book.	3/26/2018 4:21 PM
209	Gambling is a difficult one isn't it. The new approach by the National Lottery to encourage ticket buying is clever. Who wins if you win? It's still gambling isn't it, but look at all the amazing projects the Lottery has supported. I think values, both individual and organisational are key. These conversations need raising and views challenged, regularly.	3/26/2018 4:16 PM
210	This is a personal decision - who are you happy to be aligned with? Tread carefully or you could be judged by your partners- however this could be a great opportunity to change minds! One size doesn't fit all!	3/26/2018 4:16 PM
211	Don't take money from villains.	3/26/2018 4:10 PM
212	Gambling and weapons companies should be subject to review and an open process of ethical appraisal applied.	3/26/2018 4:09 PM
213	Any religious or pseudo-religious organisation or government/body/association/company/individual favouring fundamentalism (such as Saudi Arabia, Emirates etc...)	3/26/2018 4:01 PM
214	Exploitative or discriinatory employment practices; tax avoidance.	3/26/2018 3:58 PM
215	These are ineffective measurement criteria. One must be considered is your own organizations core beliefs in relationship to that of your sponsor.	3/26/2018 3:58 PM
216	Regeneration projects that displace or do not benefit existing communities.	3/26/2018 3:57 PM
217	The whole point of much of the work I make is to expose oppression, inequality and exploitation. Taking funds from stakeholders in these kinds of organisations would be hypocritical.	3/26/2018 3:57 PM
218	We are fortunate enough to live in a democracy, and there are enough routes to donations and innovative fund raising that mean accepting sponsorship from oppressive regimes should not enter in to the equation. And you cannot be associated with health/sustainability/wellbeing if you then take money from those whose purpose is the polar opposite	3/26/2018 3:52 PM
219	we have had to refuse money in the past from an individual who we did not believe to be of sound mind. the donation came with requests we felt uncomfortable agreeing too and we felt would have put some staff in a difficult situation.	3/26/2018 3:51 PM
220	Other - refuse from orgs involved in criminal activities (which might fall into some of the other listed categories).	3/26/2018 3:51 PM

## Ethics in arts sponsorship

221	All of these areas potentially pose moral problems. But the categories are too broad. Receiving money from an arms manufacturer as such cannot be wrong as long as we believe in defending democracy and in the need to have world class defensive armaments in order to do so. Accepting money from a company making land mines for export to the 3rd world may be a clear cut case of the opposite. Morality is situational and so should decisions on the ethics of sponsorship.	3/26/2018 3:49 PM
222	Companies who have had a major negative impact locally e.g. as a manufacturing company who has closed a factory in a certain location or a train company that has gross increased rail prices. Or a law firm who has high profile clients.	3/26/2018 3:47 PM
223	The arts serve a social and political purpose outside of entertainment. Companies have the opportunity to act according to the values expressed in the theatre or within a museum - otherwise it's empty sentiment.	3/26/2018 3:46 PM
224	Apart from politics, all of the above should be viewed in relation to the organisations mission and objectives. For political support, I firmly believe that it is better for society if the cultural sector is, at minimum, arms length from governments. If it is not, then it can easily be manipulated into propaganda or at best become an advertising outlet for political opinions.	3/26/2018 3:46 PM
225	How much do we consider that sponsorship is an automatic acceptance of the sponsor by the audience? We can accept the money with caveats. This also comes with a virtue-signalling warning. Once you turn down one organisation then where do you stop? How small do you go? Do you turn away grants from a Conservative Council because your organisation has Socialist principles? Think about this carefully.	3/26/2018 3:44 PM
226	We don't want to sustain and prolong these .... although the list needs to be teased part and thought about separately in each case.	3/26/2018 3:44 PM
227	Corporations leverage their unethical business practices against their 'charitable donations' ... one does not cancel out the other. Why give positive PR opportunities to companies who are ultimately contributing to a less just, less health and less safe world?	3/26/2018 3:43 PM
228	All of the above ideally but really, it depends I think on the values and activity of each organisation as to which area would potentially cause the most offence or damage with audiences and staff.	3/26/2018 3:43 PM
229	See above.	3/26/2018 3:40 PM
230	I think each arts organisation has to make a decision based on their own circumstances and views and might even have to vary their approach to each project. For example, an orchestra might be happy to accept sponsorship from an alcohol manufacturer for a concert or for chair sponsorship of a musician etc. but might not be happy to accept money from the same source to support their work with children and youth.	3/26/2018 3:38 PM
231	Every donation or sponsorship should be considered. Not to do so is negligent.	3/26/2018 3:37 PM
232	It is very difficult because if we shut down dialogue then we won't move forward. the engineers in fossil fuels are the same engineers that will work in renewables. What we have to (re)look at is the extent to which art can influence positive change and buying habits so that people don't buy products that have been tested on animals for example.	3/26/2018 3:34 PM
233	Pointless having art if we are trashing the planet	3/26/2018 3:32 PM
234	Human trafficking, drug cartels and trafficking.	3/26/2018 3:32 PM
235	I wouldn't support any of the above so I do not feel morally comfortable working for an employer who accepts or seeks sponsorship from companies that invest in these areas	3/26/2018 3:27 PM
236	Much of this is a judgement call and down to the views of the board/management. Companies promoting pornography and payday loans may also be considered inappropriate.	3/26/2018 3:27 PM
237	As we are a children's art provider we would ask not accept donations from companies that use child labour	3/26/2018 3:15 PM
238	I think organisations should consider what sponsorship they aim for and then accept. An ethical policy can be helpful in this regard.	3/26/2018 3:13 PM
239	If the activities of the sponsor are unethical and/or damaging i.e. fossil fuel companies then you accept these at a risk as organisations campaigning against the arms trade will see you as an easy target to embarrass the sponsor and get publicity for their campaign	3/26/2018 3:09 PM
240	It's difficult to simply tick one or more answers because each case is a unique case. For example, before refusing any sponsorship it's important to understand in which field, geographic zone or in which timing the sponsorship apply. If the arts can serve the purpose of propaganda some can be associated to political issues... In other instance we have the now called bioart that in some cases have a direct and visible impact in animals lives, etc, etc.	3/26/2018 3:09 PM

## Ethics in arts sponsorship

241	This is down to each particular arts organisation and what its ethical code is, along with the perceived ethical codes of its audience. Accepting sponsorship from organisations or individuals associated with activities which are the opposite of these ethical codes will just alienate audiences and could destroy trust in the arts organisation.	3/26/2018 3:07 PM
242	All of the above potentially compromise an organisation's ability to behave ethically in the world, and communicate external messages inconsistent with their core purpose.	3/26/2018 3:04 PM
243	I think they should consider refusing any and all organisation/activities (though not necessarily act on that consideration). It's not that one area is more or less acceptable in a hypothetical situation. It is up to the arts organisation to know, and express its values and beliefs, and make a judgement on any organisation in the light of that. .g. a Natural history museum may decide to refuse a fossil fuel company, and a nursing museum may decide to refuse a tobacco company, but a Motoring Museum may accept either of them.	3/26/2018 3:04 PM
244	If an arts & health charity accepts support from Coca-Cola or MacDonalds (in a public way) it undermines its pupose by validating the things which it aims to dissaprove of. If a high end arts brand accepts (& profiles) a less cool sponsor it should realise how that exchange is working, whilst it adds kudos with that brands' customers it risks losing it with its' own audience base. I think some of these concerns get radicalised by anti-corporate factions - such as BP Bashing, but if your organisation can be damaged by BP association then don't take their money. For smaller orgs these concerns rarely arise, but bigger insitutions do face these challenges, often the damage they wish to mitiggate against isn't because of an obvious brand mis-alignment - but because the campaigners may raise a question about their integrity & turn-off some of their supporters.	3/26/2018 2:55 PM
245	Context is important. For example, if freedom of expression is a core value of an arts organisation, it would undermine the integrity of that organisation (and by extension, the artists it works with) to be seen to be promoting a regime that suppresses freedom of expression among own citizens.	3/26/2018 2:53 PM
246	The third box is tricky. Lottery funding is derived from gambling. If, say, one is in receipt of Lottery funding via Arts Council England / Heritage Lottery Fund / Big Lottery, would it not be hypocritical to refuse other support that has gambling as its source?	3/26/2018 2:50 PM
247	To support organised boycott movements when appropriate (such as the current boycott of goods and services from settlements in the occupied territories in Palestine)	3/26/2018 2:48 PM
248	I think it is a problematic area. None of us are perfect. However, I believe that a company that causes the destruction of the arctic for example should not sponsor an arctic expedition/exhibition. Although I have ticked politics, arts council money comes from governments. Taxes from companies who profit from the potential misery inflicted via alcohol, tobacco and gambling should of course go towards exhibitions/activities that help those in recovery, but donations from these companies - is that right? Are they helping to right a wrong as not everyone who uses their products/services will end up addicted? I do not know the answer but I believe sponsorship should be open and above board and then we make our own decisions. I dislike taking lottery money as it is a form of gambling. However I decided that I could help deliver good things via using this money. I remain conflicted but have made my decision on this particular issue. I think we need to place art at the centre of life and education, rather than have it sidelined as something 'extra' for which we need 'extra' money.	3/26/2018 2:48 PM
249	Arts organisations are independent companies - they have no obligation to either accept sponsorship from certain companies, nor to refuse it. It is each organisation's own decision, which they will make according to their values, financial position, strategy, brand, audience etc	3/26/2018 2:45 PM
250	The difficulty here is to single our certain causes only, and it must be considered what each organisation considers to be acceptable or not in relation to its principles. There is also a question that if we take this approach, we end up not being able to take anyone's money as we may find that almost every single company has practices / impact etc that we object to.	3/26/2018 2:42 PM
251	If we cut off the other sources we will struggle to survive. A totally moral view difficult to manage but a discussion amongst senior staff and Board about where the lines need to be drawn is essential. I can see no harm in say alcohol sponsorship but I personally abhor gambling advertising as I have had a parent addicted and I am an ex-smoker! Non of these should be sponsoring Youth Arts obviously. We need to be sensitive to our audiences and to our artists not have one size fits all policy	3/26/2018 2:38 PM

## Ethics in arts sponsorship

252	The categories are necessarily somewhat crude, and maybe are capable of some nuancing. Alcohol is not necessarily an absolute evil product. When not abused there can be social benefits. If a theatre company could get money for a production of e.g. Long Day's Journey into Night from some whisky product placement, then good luck to it. In contrast, the Arts Council censoring a Hayward Annual exhibit during the 1970s (a Conrad Atkinson print that made the connection between the Royal Warrant, Distillers Co. and thalidomide - which the Distillers group marketed) made fools of themselves, as well as looking like grovelling monarchists (but then they operate under a so-called Royal Charter)	3/26/2018 2:37 PM
253	All those orgs and individuals whose staff, policies, practices, shareholders and funders can be considered unethical, immoral, corrupt or discriminatory.	3/26/2018 2:36 PM
254	Each should be taken on a case by case basis and align with the ethics of the particular Organisation and the particular sponsor. It is complicated can cannot be drawn so in whole sector chunks, it is far more nuanced. EG Some artists/organisations may think that nuclear power for instance is on balance benign, and would support it for others it is definitely not ethical.	3/26/2018 2:31 PM
255	These are very broad categories and you might want to be slightly more nuanced.	3/26/2018 2:29 PM
256	No arts organisation (or any organisation) exists in a vacuum. What we do, say and put out into the world matters. If you occupy any kind of position of respect or influence in the world (and culture, as we know, can be very powerful) then you have a responsibility to uphold positive values of respect, freedom and not actively destroying people's health and futures. That responsibility doesn't begin and end with your programming, it must extend to your funding too. Otherwise you look, and are, hypocritical.	3/26/2018 2:22 PM
257	As above	3/26/2018 2:20 PM
258	It is too simplistic to simply dismiss sources in broad categories. A case by case approach should be taken.	3/26/2018 2:11 PM
259	They should agree and review a policy on accepting donations. What might be appropriate for one organisation, might not be for another. e.g. in the city of Aberdeen a huge percentage of people are employed directly, or indirectly in oil and gas. Refusing to consider financial support from the employer of much of your audience is arguably less ethical than accepting it.	3/26/2018 2:10 PM
260	Context is key, it depends on what the arts organisation/project is and what the donor's activities are	3/26/2018 2:05 PM
261	What good does it do our artworks, artform and our audiences if we are funded by sources that are harming to the environment, human rights, health, nature?	3/26/2018 2:01 PM
262	I think it's much more complicated than this because arguably there's no such thing as "clean" money.	3/26/2018 2:01 PM
263	Arts and cultural organisations should definitely refuse sponsorship and donations from any donor involved in unsustainable environmental behavior. If they destroy the earth, there will be no space for the arts to exist. Any political stance that represses any individual should also be refused - arts should work to promote involvement and participation from all in society. Wellbeing: everything in moderation. Animal testing is a controversial topic and it would be wise to refuse donations from donors associated with it.	3/26/2018 2:01 PM
264	WELLBEING?????? alcohol, tobacco , gambling? what is wellbeing about those?	3/26/2018 2:00 PM
265	All of the above, depending on the organisation's values, how it expects to influence their visitors and how it expects to be seen by them.	3/26/2018 2:00 PM
266	I worked for an arts organisation that took the view that "if it pollutes, it will sponsor", but subsequently took a decision not to accept tobacco sponsorship on ethical grounds. One leading arts company had to change the name of a sponsored venue area after the individual who had paid towards it was revealed to have embezzled money from clients. In the first case the decision was correct, I believe; in the second, it might be argued that the arts company should have done more research in the first place. The problem is ever-reducing levels of public support for the arts, forcing arts organisations to look ever-wider for alternatives, and some bad choices will doubtless have to be made. If ACE and its predecessors hadn't been so pusillanimous in failing to withstand relentless government pressure since 1979 for more and more sponsorship, we might not be in this state today.	3/26/2018 1:59 PM
267	With organisational patrons who do not have an ethical or clean record	3/26/2018 1:54 PM
268	I'm not sure why arms sales aren't mentioned here. Anyone who profits from destruction of environment, of peoples lives, or animals lives should not be rewarded for their efforts. By being associated with arts events or companies, they get to distract from or "art-wash" their activities.	3/26/2018 1:54 PM

## Ethics in arts sponsorship

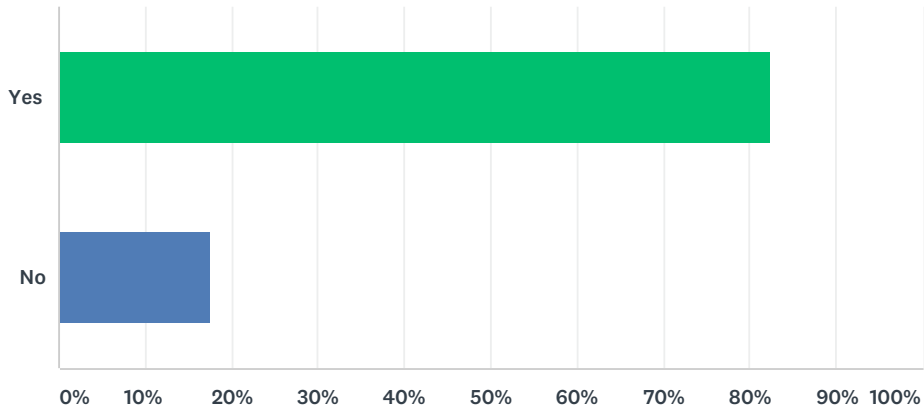
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269	See point above about matching the ethics of funders to the purpose of the organisation and it's work, and the desired impact of artworks that deal with some of these issues. Our cultural institutions are amongst the highest trusted in the UK compared to other private, public and government institutions - what is the fallout if that trust is eroded? Taking money from these sources can potentially undermine the organisation's integrity. But it's a really complex issue which won't have fast solutions - organisations need transition periods, and the economy of ethical companies, sponsors and donors needs to grow too. So I think it's not only a matter of refusing money (or deciding not to refuse but to communicate the ethical dilemma especially with individual donors), but also about saying how can the arts become an attractive place for ethical sponsors to position themselves, and how can the arts sector use its visibility to highlight the green economy as a dynamic place for people to be investing.	3/26/2018 1:53 PM
270	Unless your organisation is actively supporting and promoting any of the above there is a conflict of interest.	3/26/2018 1:39 PM
271	I want our organisation to work with and be funded by those who share our values. If we, as an organisation, wish to stand for something, we must remain true to that even if it means refusing donations. Otherwise moral decay quickly sets in...	3/26/2018 1:38 PM
272	This is too binary a question and the starting point is wrong. The organisation should look to its (charitable) mission and values as the starting point and then consider whether to accept or refuse sponsorship	3/26/2018 1:37 PM
273	I wouldn't single out any of these areas specifically - I think more broadly an organisation would need to think about the potential risk of any sponsor / donor	3/26/2018 1:34 PM
274	It's none of my business what their policies on receiving sponsorship/donations are and it is not up to members of the public or popular opinion to dictate this - it is a matter for arts organisations themselves.	3/26/2018 1:28 PM
275	Pharmaceuticals is also often problematic. I think you also have to look at the aims of the specific project, the potential views of project partners and sometimes very local concerns. I think another aspect worth considering is the motivation of the business in offering sponsorship - are you as an arts organisation their route to cleaning up a poor public image.	3/26/2018 1:17 PM
276	I work with people who have been directly hurt by the activities of (for example) mining companies. It would be insulting to them for the work I do to be financed by such activities.	3/26/2018 1:12 PM

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### Q3 Do you work for or with one or more arts or cultural organisations?

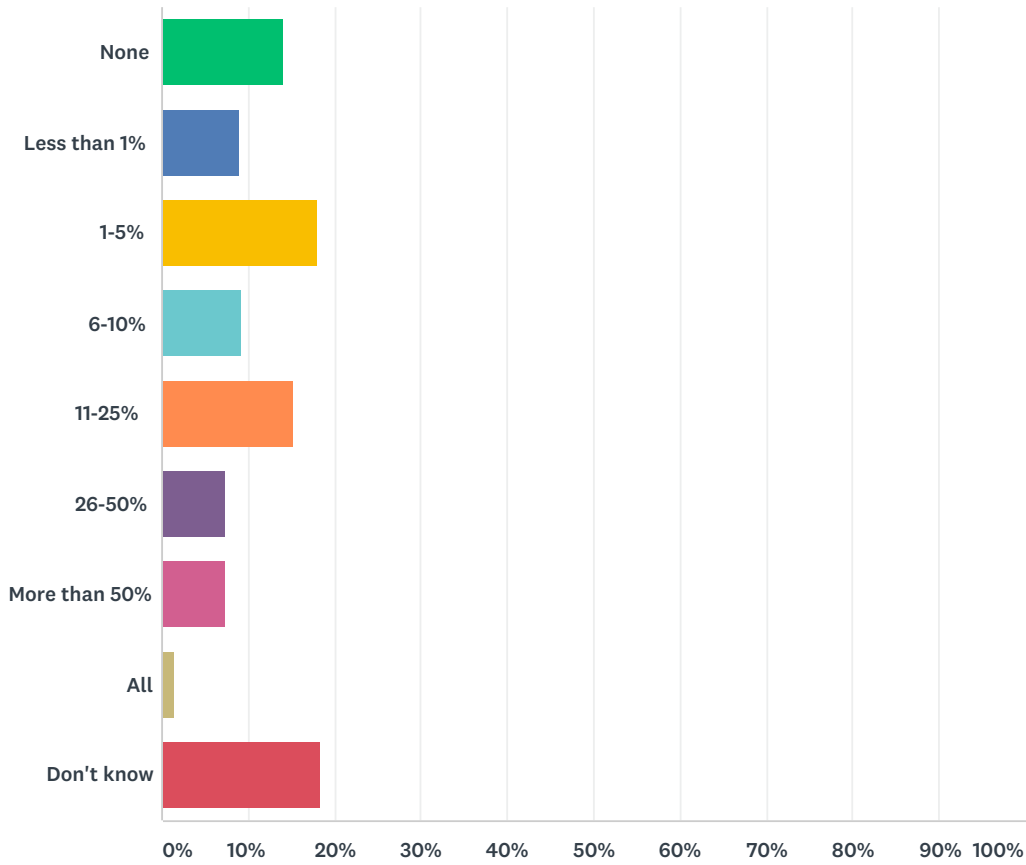
Answered: 589 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	82.34%	485
No	17.66%	104
TOTAL		589

### Q4 Roughly what proportion of your organisation's total income was derived from sponsorship and major donors in 2017/18?

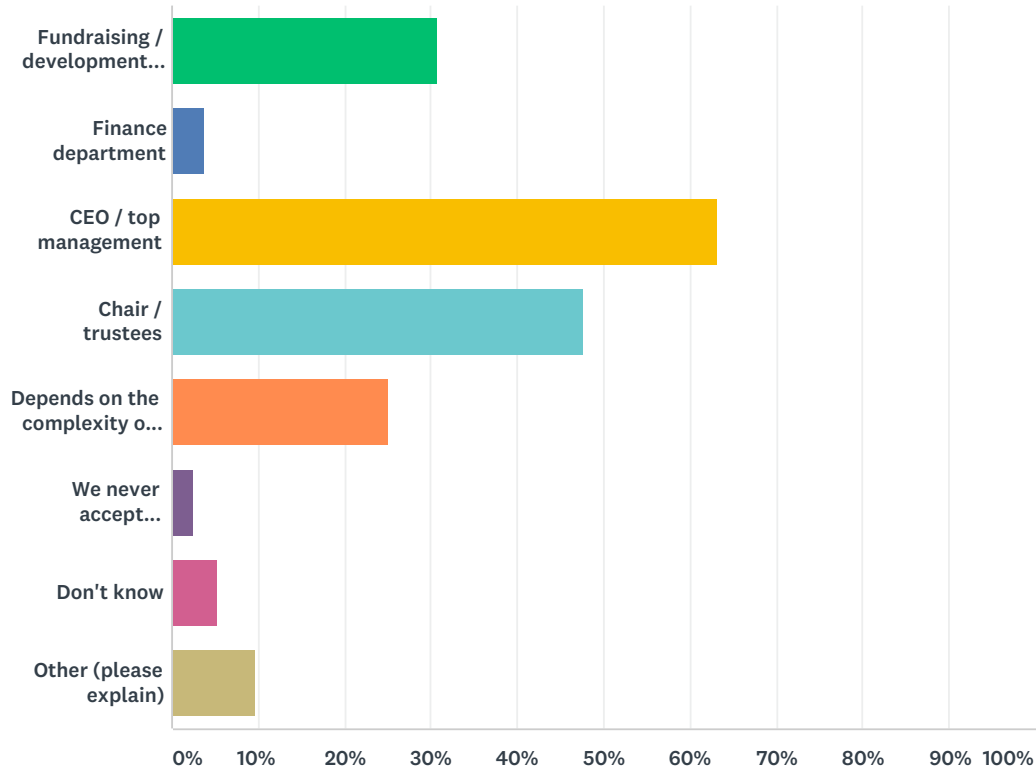
Answered: 478 Skipped: 111



ANSWER CHOICES	RESPONSES	
None	14.02%	67
Less than 1%	9.00%	43
1-5%	17.99%	86
6-10%	9.21%	44
11-25%	15.27%	73
26-50%	7.32%	35
More than 50%	7.32%	35
All	1.46%	7
Don't know	18.41%	88
<b>TOTAL</b>		<b>478</b>

## Q5 Who in your organisation would normally be responsible for a final decision about accepting sponsorship or a major donation (tick all that apply)

Answered: 481 Skipped: 108



ANSWER CHOICES	RESPONSES	
Fundraising / development department	30.77%	148
Finance department	3.74%	18
CEO / top management	63.20%	304
Chair / trustees	47.61%	229
Depends on the complexity of the decision	25.16%	121
We never accept sponsorship or major donations	2.49%	12
Don't know	5.20%	25
Other (please explain)	9.56%	46
Total Respondents: 481		

#	OTHER (PLEASE EXPLAIN)	DATE
1	Me	4/9/2018 2:35 PM
2	Fundraising initially, then full board by report, but with discussion of any issues	4/9/2018 12:19 PM
3	We have discussed this across the senior management team across programming, finance, operations, communications departments and I appreciated the opportunity to contribute to the discussion (as a member of 'middle management')	4/9/2018 10:56 AM
4	Directors (as a small organisation)	4/9/2018 10:48 AM
5	And self	4/6/2018 12:31 PM



## Ethics in arts sponsorship

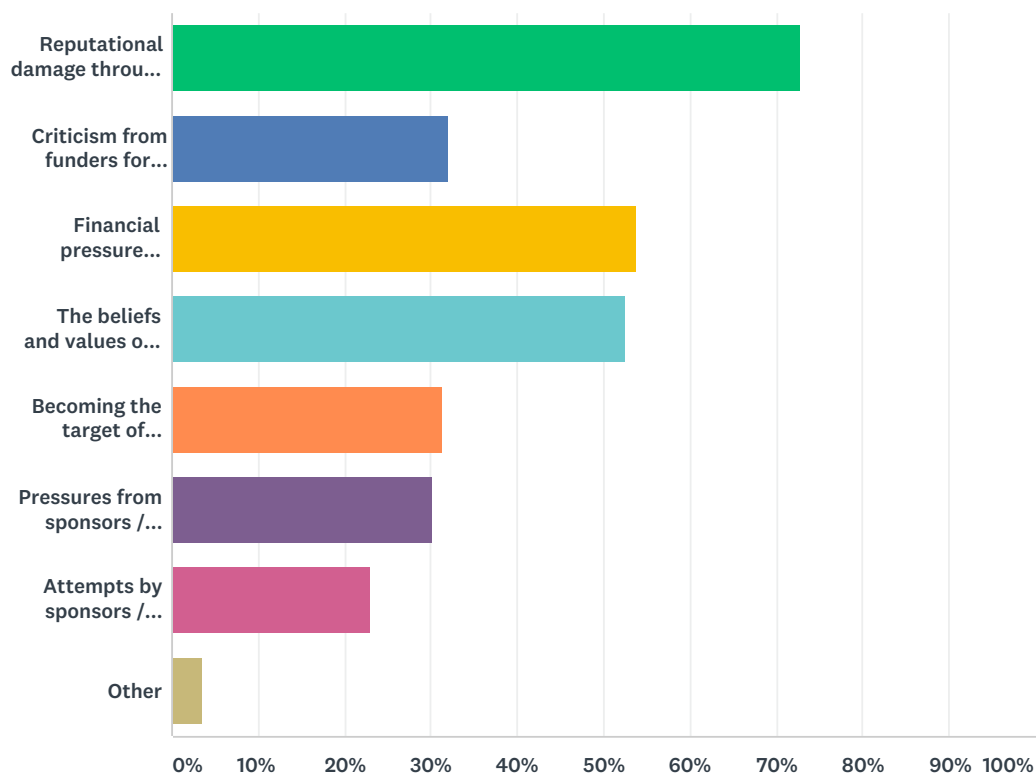
6	This is untested	4/6/2018 10:49 AM
7	I freelance for a huge variety of companies, all of whom work in a variety of ways. The more questions you ask, the more you are likely to find out... But people are very very cagey as to where their finance comes from; even moreso in the times of austerity and private sponsorship becoming more necessary than previously.	4/5/2018 11:12 PM
8	We are small and so it's a collective decision	4/5/2018 7:53 PM
9	We have an ethics committee	4/5/2018 12:50 PM
10	This very much depends on who may be supporting what.	4/5/2018 11:45 AM
11	I teach Fine Art at a university, and am not involved in Higher Education management.	4/5/2018 10:53 AM
12	.	4/5/2018 10:52 AM
13	Develop a protocol	4/5/2018 10:17 AM
14	Sponsorship rarely comes from nowhere, it's about who we seek it from, so the decision is made before we achieve it. Major donor from out of the air - I wish.	4/5/2018 10:09 AM
15	This is frustrating as the staff have a lot of knowledge, have worked for many years at the organisation, know how it is integrated in the town, trustees and the board come and go and we're at the whim of their decisions. When they make a bad one they move on, the staff, volunteers, local small scale donator and people who use the building are the one who truly care.	4/5/2018 9:38 AM
16	It would be discussed internally with all staff and possibly the board.	4/3/2018 10:46 AM
17	and artistic director	4/3/2018 8:27 AM
18	Normally the Director of Development and CEO but if there is a potential issue then the Board may be consulted.	4/1/2018 5:09 PM
19	Everyone decides, as the organisation works with a cooperative governance structure.	3/31/2018 1:52 PM
20	no one _ i work for myself	3/31/2018 10:12 AM
21	Too small to have any of these staff!	3/29/2018 10:25 AM
22	All members	3/28/2018 7:39 PM
23	Partners (we are a small organisation)	3/28/2018 12:11 PM
24	As a small organisation we work and make decisions collectively on each project. We have to all feel happy about a decision when it's made. These financial decisions can be very hard but ultimately allow us to operate on our own terms without any coupling or attachment to funding that is hypocritical.	3/28/2018 11:49 AM
25	Tiny organisation. Not much framework.	3/27/2018 6:37 PM
26	We would discuss it collectively within our theatre group and come to a decision by consensus.	3/27/2018 5:16 PM
27	We are horizontal. We decide as a collective	3/27/2018 11:46 AM
28	German Oper houses are lead by the company manager who works in close relation to the local mayor. We are funded predominantly by the state. Major donations are not accepted. Small donations are however important tolls to stay connected with the citizens of the city.	3/27/2018 9:28 AM
29	Me	3/26/2018 11:32 PM
30	The fundraising director is tasked with knowing the ethical sponsorship policy and the main considerations when deciding whether to accept or refuse a gift. For complex or potentially risky decisions it will be discussed at both senior management and trustee level. Where a recommendation has been made to refuse a gift this will also be reported to both SMT, with the trustees making the final decision.	3/26/2018 10:42 PM
31	marketing/ comms director	3/26/2018 9:35 PM
32	Dfggffgg	3/26/2018 8:52 PM
33	I	3/26/2018 7:58 PM
34	Artist-led CIC so the directors of the CIC	3/26/2018 6:13 PM
35	board and ceo would be involved in the decisions	3/26/2018 4:58 PM
36	We are a government agency. Therefore, we do not receive any donations or sponsorships from private corporates.	3/26/2018 4:35 PM

## Ethics in arts sponsorship

37	We are a volunteer run magazine.. hard copy once a year and online presence. Arts editor would never take unethical funding	3/26/2018 3:26 PM
38	Development Director has made those decisions, we've never been offered support from an unethical or off-brand source before but if we were the decision would be elevated to CEO & Board.	3/26/2018 3:01 PM
39	The curators.	3/26/2018 2:44 PM
40	Depends on the size of the donation.	3/26/2018 2:30 PM
41	A small organisation, with shared decision-making.	3/26/2018 2:07 PM
42	We run our arts organisation cooperatively so we all would be involved in any controvertial decision.	3/26/2018 2:03 PM
43	CEO takes any doubtful case to the Board , as good corporate governance requires	3/26/2018 2:01 PM
44	It varies; I'm a consultant, so policy alters from one client to another.	3/26/2018 2:00 PM
45	The artists I work with, or myself.	3/26/2018 1:55 PM
46	We are wholly funded by our founding company.	3/26/2018 1:41 PM

## Q6 Do you consider your organisation to be vulnerable to any of the following? (tick all that apply)

Answered: 413 Skipped: 176



ANSWER CHOICES	RESPONSES
Reputational damage through association with sponsors / major donors whose own reputation is subject to criticism	72.88% 301
Criticism from funders for refusing a potential funding opportunity	31.96% 132
Financial pressure leading you to accept an inappropriate sponsor / major donor	53.75% 222
The beliefs and values of sponsors and major donors being poorly aligned with those of your organisation	52.54% 217
Becoming the target of activists because of your sponsorship / major donor relationships	31.48% 130
Pressures from sponsors / donors to influence your artistic decisions	30.02% 124
Attempts by sponsors / donors to influence your commercial decisions	23.00% 95
Other	3.63% 15
Total Respondents: 413	

#	PLEASE GIVE MORE DETAILS	DATE
1	No more so than any other cultural organisation.	4/9/2018 12:58 PM
2	A major current 'funder' is the local authority, and the elected members with the cultural portfolio have sought to implement their views on the back of the money.	4/9/2018 12:19 PM
3	Our key audience (artists and those working in the arts) are likely to have strong oppositional views to sponsors whose business doesn't align to their ethics.	4/9/2018 10:56 AM
4	The family of a well-known Australian media mogul are offering sponsorship in the contemporary arts arena. The prospect of reputational damage from receiving such sponsorship, is a key factor in considering an application.	4/9/2018 10:40 AM

## Ethics in arts sponsorship

5	I'm a freelance who works for several art organisations looking at mental health and disability. I know that the NHS provides some funding, not a lot, but they expect the charity to be an extension of the NHS because they provide around 8% of the annual funding.	4/9/2018 10:11 AM
6	Should they make a poor choice then of course.	4/6/2018 8:06 PM
7	Our organisation is a registered charity therefore it is always vulnerable to reputational damage by association with sponsors or major donors should they receive adverse publicity.	4/6/2018 3:56 PM
8	Potentially the first four if we increase our corporate investment activity	4/6/2018 10:49 AM
9	Arts and cultural organisations are coming under more pressure to diversify their income streams, through ACE and because of the economic climate.	4/6/2018 10:13 AM
10	The extreme financial pressure that cultural organisations, particularly smaller ones, are under does of course leave us vulnerable to these pressures as we are desperate for money! I never realised that working in the arts industry would require so much buttering up of wealthy entitled people.	4/6/2018 10:05 AM
11	ACE funding requirements are for more and more income from other sources. We have been unable to secure sponsorship, but would have to take anything we were offered	4/5/2018 10:20 PM
12	The creativity part of the arts organization is compromised to suit the donor or the sponsor	4/5/2018 3:35 PM
13	When accept money you have to do it with your eyes open, and understand all the consequences of such a partnership/ association/ alignment	4/5/2018 2:48 PM
14	Not relevant as our donors and sponsors are ethically aligned.	4/5/2018 1:19 PM
15	I'm a bit baffled on this as surely, it follows naturally that a charity suffers "reputational damage through association with sponsors whose own reputation is subject to criticism" for example Great Ormond St hospital feeling they had to give money back that came from the Presidents club. My real concern is with so called key board warriors on social media who think they can bully others to come round to "their way of thinking", which of course, is always "right and correct".	4/5/2018 12:37 PM
16	It hasn't happened yet, and we are very aware of our surroundings - but also very aware of more traditional financial pressures.	4/5/2018 11:45 AM
17	I think we are too risk-averse in who we will take funds from.	4/5/2018 11:23 AM
18	Particularly pressures from donors/funders to influence artistic decisions. Currently pressure to work with evidence-based criteria when the evidence the funder wants is not the evidence that the work is setting out to necessarily achieve.	4/5/2018 10:52 AM
19	Public art commission s106 funded by a private housing company. Expectations are at odds!	4/5/2018 10:17 AM
20	We're just not in that league, unless something happened news wise that affected our sponsor.	4/5/2018 10:09 AM
21	We have the offer of large donations from an overseas sponsor. This may involve wanting to develop our business plan and have input into how the organisation grows. We would be very wary of this and would probably refuse.	4/5/2018 10:03 AM
22	I don't feel that we are under pressure from sponsors/donors to influence artistic or commercial decisions yet, but we could be if we were to accept sponsorship from certain companies.	4/4/2018 5:03 PM
23	None currently	4/3/2018 5:04 PM
24	None because we consider each case in advance and have an ethical policy	4/3/2018 3:11 PM
25	No because we do not accept sponsorship from those kind of organisations. It would be preferable to shut down and/or find other additional income/work to continue with our organisation's activities than give in.	3/31/2018 1:52 PM
26	not at present	3/31/2018 10:12 AM
27	I would be concerned about all of the above and would only accept support that allows artistic freedom and organisational integrity	3/28/2018 4:03 PM
28	The work of activists and protestors is vital in bringing issues to light. The threat of activists and supporters being openly critical of any sponsorship tie-in is a really good thing, it keeps us arts practitioners' feet on the ground, keeps us alert to what's happening in the real world.	3/28/2018 11:49 AM
29	None. Money comes from a single body which exists solely to sponsor organisations with money given by members of the public	3/28/2018 11:19 AM
30	I think this organisation wouldn't take major donors which were unethical because it would sink our reputation, as well as being accompanied by protests if we did.	3/28/2018 10:34 AM

## Ethics in arts sponsorship

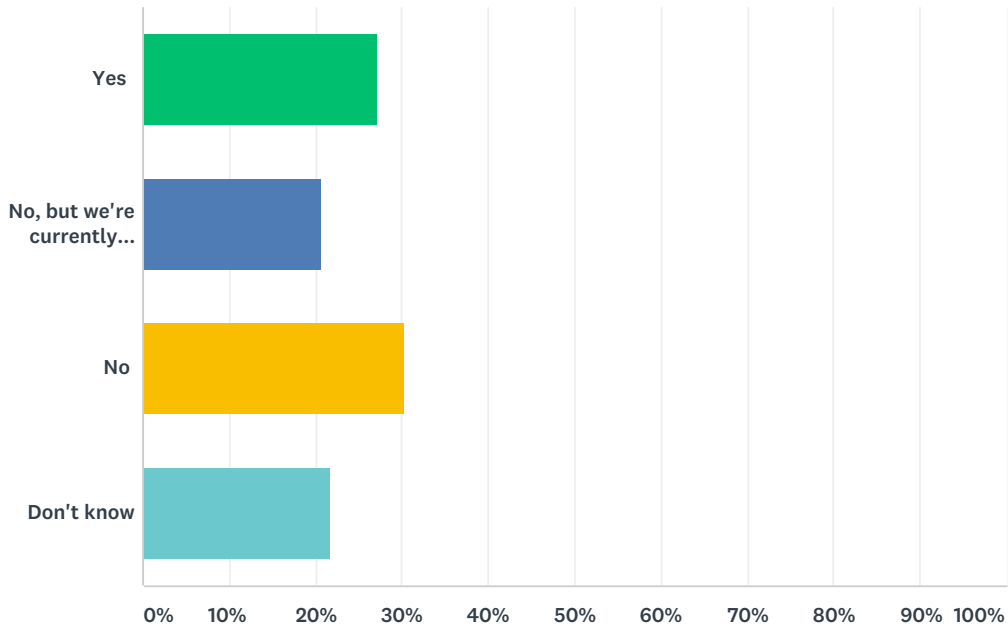
31	I have been asked in the past to apply to a funding source which is based in the alcohol trade. This doesn't align with any of the principles I'm working with, though the company is heavily involved in Scottish Culture and the financial pressure is too much to pass up such an opportunity.	3/27/2018 2:12 PM
32	In the art museum where I work, donors often determine exhibition programming: whether by showing works from their private collection, recommending guest curators from whom they have purchased works of art, or drafting onerous donor agreements that stipulate how much of a given donation of works of art must be on public view at any given time.	3/27/2018 2:09 PM
33	I don't think the organisations I work with are operating at this scale. It's the larger, nationally and regionally leading organisations who receive the larger donations and deserve the greater scrutiny. They are also the most able to move fundraising efforts elsewhere and set a declared and strong ethical example for the sector. The first to do it will be the most successful.	3/27/2018 1:43 PM
34	Not at the moment as don't currently have any sponsors	3/27/2018 11:39 AM
35	Not an issue for my current organisation, but recognise many of the above from previous.	3/27/2018 9:56 AM
36	My organisation is vulnerable to apathy and lack of understanding.	3/27/2018 9:43 AM
37	German opera houses are fundamentally funded by the state.	3/27/2018 9:28 AM
38	Actually, I have observed public funding bodies like HLF trying to influence the shape of a programme by telling us what it should do... the overall effect is that there are a whole load of HLF funded WW1 projects in the Eastern region which are all the same. The direction was quite blatant.	3/27/2018 9:19 AM
39	A major sponsor strongly objected when we requested a reciprocal clause to terminate our agreement if their future operations were deemed not to be aligned to our values, even though they maintained the same right to withdraw from the agreement if our culture vision did not align. The deal fell through.	3/27/2018 3:51 AM
40	Our CEO would not accept anyone attempting to influence the creative output of the company	3/26/2018 11:03 PM
41	This is a poorly-worded and leading question. Every organisation is vulnerable to most of these factors, regardless of the steps they take	3/26/2018 10:42 PM
42	I have worked on a festival which was ultimately destroyed by the influence of major sponsors - I would never give a sponsor and power over Artistic decisions such as programming	3/26/2018 10:03 PM
43	Potentially any of the above	3/26/2018 9:29 PM
44	I would imagine ,with key board connections,and ,the fact that people seem to be waking up to all sorts of things ,its wise for all to examine what goes on ...really.	3/26/2018 6:31 PM
45	Financial pressure is the biggest issue, where sponsorship money would reflect a much higher percentage of turnover than in bigger venues (i.e. Tate Modern).	3/26/2018 5:49 PM
46	Arts organisations are under pressure to increase earned income and sponsorship at all costs and it puts them in a very vulnerable position.	3/26/2018 5:45 PM
47	Risk of working for organisations that are funded unethically, without us knowing, because there might be a lack of transparency especially with individual donors who may wish to be anonymous or not disclose how they have made their money.	3/26/2018 5:06 PM
48	None of the above currently, but all would be a consideration if sponsorship/major donor was offered.	3/26/2018 5:01 PM
49	As an organization in Colorado, the current hot topic is accepting sponsorships from marijuana organizations. Some arts organizations are beginning to accept gifts, but they are seen as the ones piloting this concept. Arts organizations are being pressured to accept this gifts, and not accept them. Donors and sponsors are voicing their opinions loudly about this issue.	3/26/2018 4:50 PM
50	So many cuts in local authorities budget leads to poor decision making regarding sponsorship.	3/26/2018 4:29 PM
51	Smaller organisations in receipt of sponsorship are sometimes compelled to accept or wither away. All decisions should be ethical.	3/26/2018 4:11 PM
52	We're not vulnerable to any of the above, as we don't have corporate supporters queuing up to support us and we would not approach a funder that did not align with our values and mission. I would be surprised if this was not the case for the majority of small to medium arts organisations.	3/26/2018 3:52 PM
53	I don't but I believe all of these should be considered before accepting any donations/sponsorship	3/26/2018 3:47 PM
54	Aren't all arts charities vulnerable to the above??	3/26/2018 3:44 PM

## Ethics in arts sponsorship

55	As an organisation that has a relationship with an energy company we have experienced protest activity at our events.	3/26/2018 3:29 PM
56	We are a Disability arts organisation. We could not take funding from organisations like Atos and Capita who run the PIP and Work capability assessments. Our reputation would be damaged	3/26/2018 3:12 PM
57	We're not 'vulnerable' to any of the above - they are minor risks that rarely play out in practice.	3/26/2018 3:01 PM
58	We rarely accept donations because I am aware of the above pressures.	3/26/2018 2:51 PM
59	There is suddenly a knee jerk reaction in the arts policy world that arts orgs can make up the shortfall of public funding by working harder to access private funds. And no mention of the huge ethical and reputational risk that that might involve. Plus if your work is low-key, e.g. rural arts, disability, specific communities, education, prisons, etc, then there is much less chance you will ever receive the offer of private funding. There simply isn't the publicity payback for the sponsor.	3/26/2018 2:41 PM
60	We are not a charitable Organisation therefore unlikely to be given sponsorship. However there are also issues as to accepting contracts from such organisations where we might present our work. Some of our freelance artists will make their own ethical standpoints on accepting engagements with some organisations which the management or our organisation would not see as problematic. It can be very individual and depends on circumstances	3/26/2018 2:35 PM
61	I have worked with corporates for 22 years. I have never known a sponsor try to influence artistic or commercial policy.	3/26/2018 2:13 PM
62	All organisations COULD be vulnerable to these, I do not consider our organisation to be vulnerable based on any existing, planned or potential sponsors.	3/26/2018 2:11 PM
63	Company policy in place so any decisions are explained by reference to it	3/26/2018 2:01 PM
64	See answer to previous question.	3/26/2018 2:00 PM
65	The founding company suffering from reputational damage and that impinging on the work we do.	3/26/2018 1:41 PM
66	I understand that others may feel more pressure from funders; this is not something I have ever experienced in relation to accepting or declining funding.	3/26/2018 1:39 PM
67	We have been pressurised by larger partners to collaborate with them without even knowing who their sponsors were. It later emerged that the sponsors were not ones we wished to be associated with.	3/26/2018 1:14 PM

### Q7 Does your organisation have its own policy that guides ethical decisions relating to potential sponsors and/or major donors?

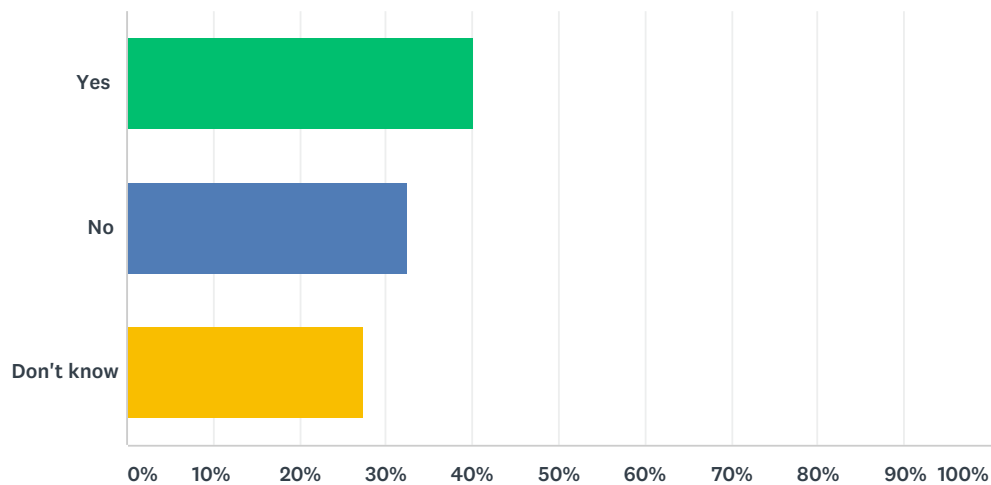
Answered: 485 Skipped: 104



ANSWER CHOICES	RESPONSES	
Yes	27.22%	132
No, but we're currently developing one	20.62%	100
No	30.31%	147
Don't know	21.86%	106
<b>TOTAL</b>		<b>485</b>

## Q8 Is there sufficient advice and/or guidance available to help you draw up your policy?

Answered: 102 Skipped: 487



ANSWER CHOICES	RESPONSES	
Yes	40.20%	41
No	32.35%	33
Don't know	27.45%	28
<b>TOTAL</b>		<b>102</b>

#	PLEASE EXPLAIN WHAT IS OR WOULD BE HELPFUL	DATE
1	There is a wide range of guidance, codes and other material but it is dispersed across multiple pages and websites.	4/9/2018 10:50 AM
2	Although enabling stakeholders to match their expectations to the sponsor activity is tricky, generally discussions can find a workable compromise, usually they want to take the sponsorship without thinking about the wider context or implications eg logo are one thing but banners on the day are another.	4/5/2018 2:32 PM
3	A template/ guide would be brilliant.	4/5/2018 12:53 PM
4	It's just another document to cover backs in my opinion. The only useful thing would be to see the percentage of general audience members who care/don't care about sponsors.	4/5/2018 11:42 AM
5	template policies for a range of organisations at different sizes and levels of turnover	3/28/2018 1:53 PM
6	templates and guidance	3/28/2018 1:01 PM
7	Other organisations have published their policies. Arts Fundraising and Philanthropy have created a useful template and training.	3/27/2018 6:22 PM
8	It would be useful to be able to easily find out what the legislation is regarding different sponsorships in different countries.	3/27/2018 11:40 AM
9	I don't think there is enough guidance available. Ethical questions are very subjective, although it is possible to draw up a list of potentially controversial areas- as listed by you at the beginning of this survey - which would be very helpful. Although each sponsorship/ major gift can be measured against such criteria, it should ultimately be decided on a case by case basis and passed up to Executive / Board level if necessary. Each organisation will have different values, perspectives re. acceptance.	3/27/2018 11:11 AM
10	It is not my field	3/27/2018 9:29 AM
11	other existing institutions and sponsor agreements	3/27/2018 3:51 AM

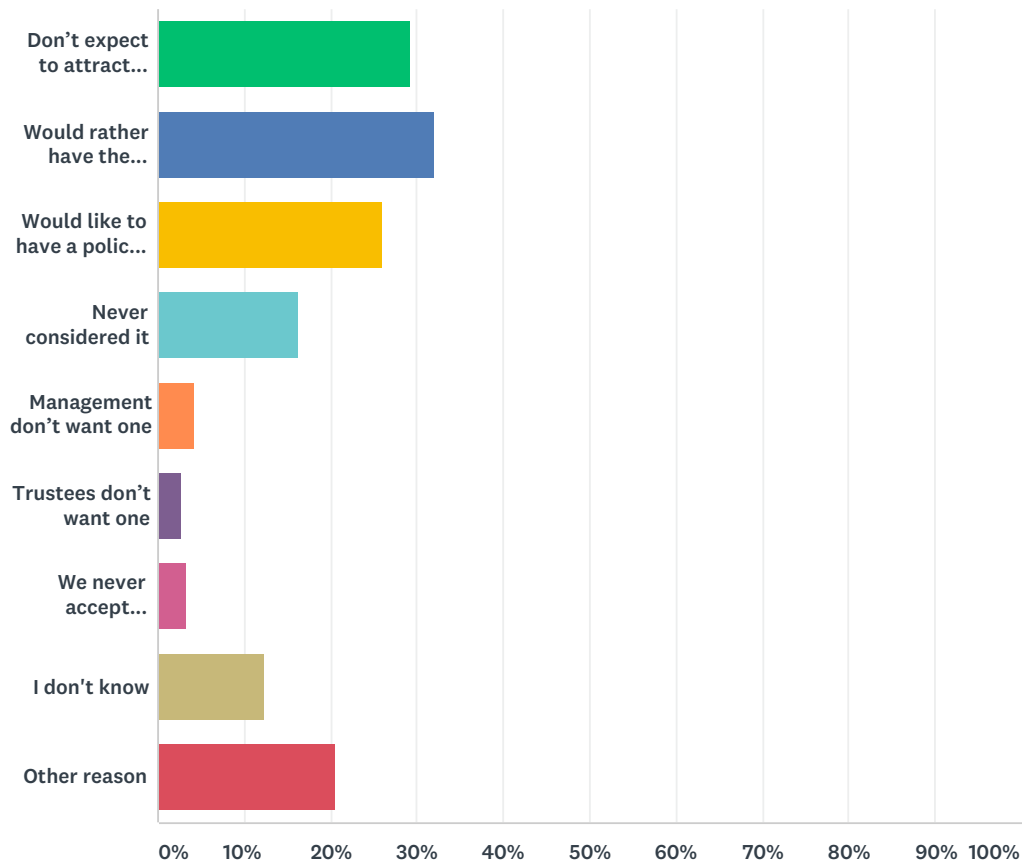


## Ethics in arts sponsorship

12	The Fundraising Code of Practice and the guidance provided by the Institute of Fundraising both contain useful information on what your legal obligations are, as well as the wider issues that need to be considered.	3/26/2018 10:43 PM
13	Alignment with objectives Ethical discussion by trustees	3/26/2018 4:11 PM
14	Guidance from professional bodies such as ITC or Equity and from experienced organisations such as Platform London	3/26/2018 4:00 PM
15	I have written ethical funding policies for other organisations and am writing one for the organisation I'm currently Chair of to present at the next Board meeting.	3/26/2018 3:31 PM
16	Case studies and a template policy would be useful.	3/26/2018 3:14 PM
17	Haven't looked for external resource yet.	3/26/2018 3:05 PM
18	We have access to advice due to our connections with experienced practitioners and sector-wide advisors plus a strong network of organisations that share knowledge in this field. If we did not have this, access to advice may be harder.	3/26/2018 2:45 PM
19	You've got to examine your own organisation.	3/26/2018 2:41 PM
20	Some guidance in making decisions	3/26/2018 2:31 PM
21	We are using this online resource on ethical sponsorship for cultural orgs which provides a good overview and some helpful case studies: <a href="https://cultureunstained.org/ethicalsponsorship/">https://cultureunstained.org/ethicalsponsorship/</a>	3/26/2018 2:27 PM
22	I think this has to be the choice of the individual arts organisation. For example, I wouldn't put animal testing on the same level as human rights. The Board and the Executive need to have a discussion where they agree parameters. You decide where you take a stand and then it's your responsibility to be ready to defend it if necessary.	3/26/2018 1:31 PM

## Q9 Why doesn't your organisation have an ethics policy? (tick all that apply)

Answered: 147 Skipped: 442



ANSWER CHOICES	RESPONSES	
Don't expect to attract sufficient sponsorship / major donations to be worthwhile	29.25%	43
Would rather have the flexibility to make decisions on an ad hoc basis	31.97%	47
Would like to have a policy but it's not a priority at the moment	25.85%	38
Never considered it	16.33%	24
Management don't want one	4.08%	6
Trustees don't want one	2.72%	4
We never accept sponsorship or major donations	3.40%	5
I don't know	12.24%	18
Other reason	20.41%	30
Total Respondents: 147		

#	OTHER REASON	DATE
1	I think we'll develop one in the near future.	4/9/2018 10:56 AM
2	We decide on a case by case basis if there is any controversy	4/7/2018 8:56 PM
3	We are small with a small board and decisions are made in that forum through discussion and consensus.	4/6/2018 10:27 AM

## Ethics in arts sponsorship

4	I believe we have strong values that guide us and the arts projects we undertake, which often has socio- political undertones. We don't have a written ethical policy at present but perhaps in such chaotic times we should begin to articulate a written policy - it would be interesting to see how an entire organisation from trustees to participants develops an ethical policy.	4/5/2018 2:54 PM
5	It's a bit like asking "Why don't you have an anti murder policy for your organisation?" and the answer should be self evidently simple. We take it as read that we as a charity will behave in an ethical way and we assume others do the same. Just because someone has a "policy" doesn't then mean they actually are "ethical" and equally just because we don't have "a policy" doesn't mean we don't operate in an ethical way. The Labour Party have " a policy" on zero hours for example, yet a large section of Labour MP's have been employing people on "zero hours contracts", so this notion of "You must have a policy" is really code for "You must fit into our world view of how to operate in a terribly complicated world and an ethical policy will make other people feel good".	4/5/2018 12:41 PM
6	I think we need one but as we don't usually accept sponsorship and haven't had any controversies we haven't written one. We need to develop one. The What Next toolkit is very useful.	4/5/2018 11:34 AM
7	We haven't really made it priority as we are unlikely to be approached and we don't actively see sponsors from sources which might cause problems - we are keen to develop a strategy though	4/5/2018 10:45 AM
8	In principle ethics policy but not written with regard to acceptance of sponsorship/ donations	4/5/2018 10:43 AM
9	CEO desperate to accept funding from anyone at all	4/5/2018 10:15 AM
10	It is probably something that we should develop as our fundraising increases	4/3/2018 5:05 PM
11	We've never had one and I'm still relatively new so trying not to impose too much change all at once. It's on the cards though - at least a concept and a discussion.	4/3/2018 4:56 AM
12	Strong values are tacit within the organisation - would need to be made explicit	4/2/2018 8:48 PM
13	We do have ethics policy and it governs all parts of our work, just not specific to funding. Ethics is consistently thought about in our work.	3/31/2018 6:19 PM
14	We are new. We have a huge piece of work to do around policies which we are in the middle of. We have a strong and clear statement of ethical values that will be the basis of this work.	3/29/2018 3:56 PM
15	Too Small	3/29/2018 10:26 AM
16	Management are clear on ethics	3/29/2018 10:25 AM
17	Too difficult to define "ethical", a term hijacked by pressure groups to mean something other than the understanding of the term by organisation	3/28/2018 1:54 PM
18	All money comes from the same source, the National Lottery	3/28/2018 11:20 AM
19	Very small and we all know who we are talking to	3/27/2018 11:11 AM
20	We have a tiny company in the first year of trading - I have control of fund raising so currently it's not an issue but as we go forward we will have a policy - i would want to have the flexibility to take I to account current affairs and hot issues	3/26/2018 10:07 PM
21	As a small company, we only ever make direct approaches to sponsors/donors whereby we're familiar with the people we approach and their work. We have also had period of significant change at trustee and senior management level, which means a review may happen at the behest of new faces. Were we to attract more direct approaches at any time, I assume we would likely draw up a policy.	3/26/2018 5:51 PM
22	The worry with having a policy is that people don't want to restrict future opportunities so the policy is lenient and open to interpretation. However when the policy is then used it means decisions are more likely to go in favour of accepting unethical donations.	3/26/2018 5:07 PM
23	There is no need for a policy because each major donation or sponsorship, each being unique, is a process by which ethical alignment is examined	3/26/2018 4:03 PM
24	As the Director of Development for my organisation I would never seek support from corporations/donors that didn't align with or share our values.	3/26/2018 3:56 PM
25	Senior management/board closely enough involved to address potentially contentious issues	3/26/2018 3:55 PM
26	Due to lack of resources we can't prioritise this at present	3/26/2018 3:48 PM
27	Hasn't been relevant yet	3/26/2018 3:44 PM
28	I am the sole director of my company and am therefore fully responsible for making ethical decisions relating to the business. All staff know and understand the company's ethos and so I have never deemed a policy necessary.	3/26/2018 2:53 PM

## Ethics in arts sponsorship

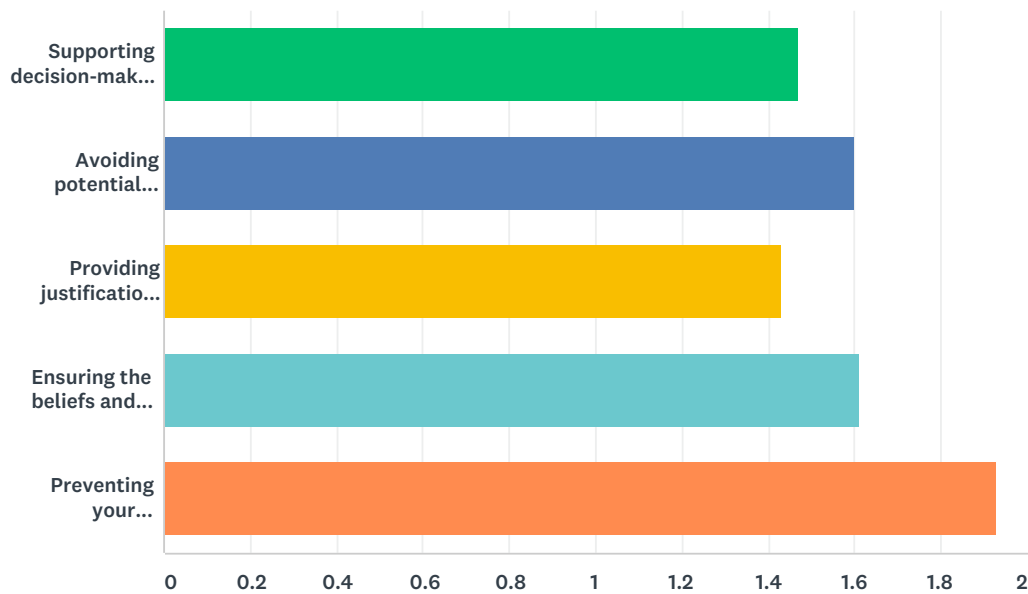
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29	We are part of a university, so are governed by their ethical policy.	3/26/2018 2:45 PM
30	So small that we chat in the office and argue the toss about most decisions	3/26/2018 2:19 PM

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## Q10 How useful do you think your policy is for doing the following?

Answered: 128 Skipped: 461



	VERY USEFUL	QUITE USEFUL	NOT VERY USEFUL	OF NO USE	NO OPINION	TOTAL	WEIGHTED AVERAGE
Supporting decision-making about potential funding opportunities	58.59% 75	32.81% 42	3.91% 5	1.56% 2	3.13% 4	128	1.47
Avoiding potential reputational damage through association with sponsors / major donors whose own reputation is subject to criticism	50.78% 65	37.50% 48	7.03% 9	2.34% 3	2.34% 3	128	1.60
Providing justification for the refusal of a potential funding opportunity	62.99% 80	27.56% 35	4.72% 6	1.57% 2	3.15% 4	127	1.43
Ensuring the beliefs and values of sponsors and major donors align with those of your organisation	53.13% 68	30.47% 39	7.81% 10	3.91% 5	4.69% 6	128	1.61
Preventing your organisation becoming the target of activists	38.28% 49	25.78% 33	13.28% 17	9.38% 12	13.28% 17	128	1.93

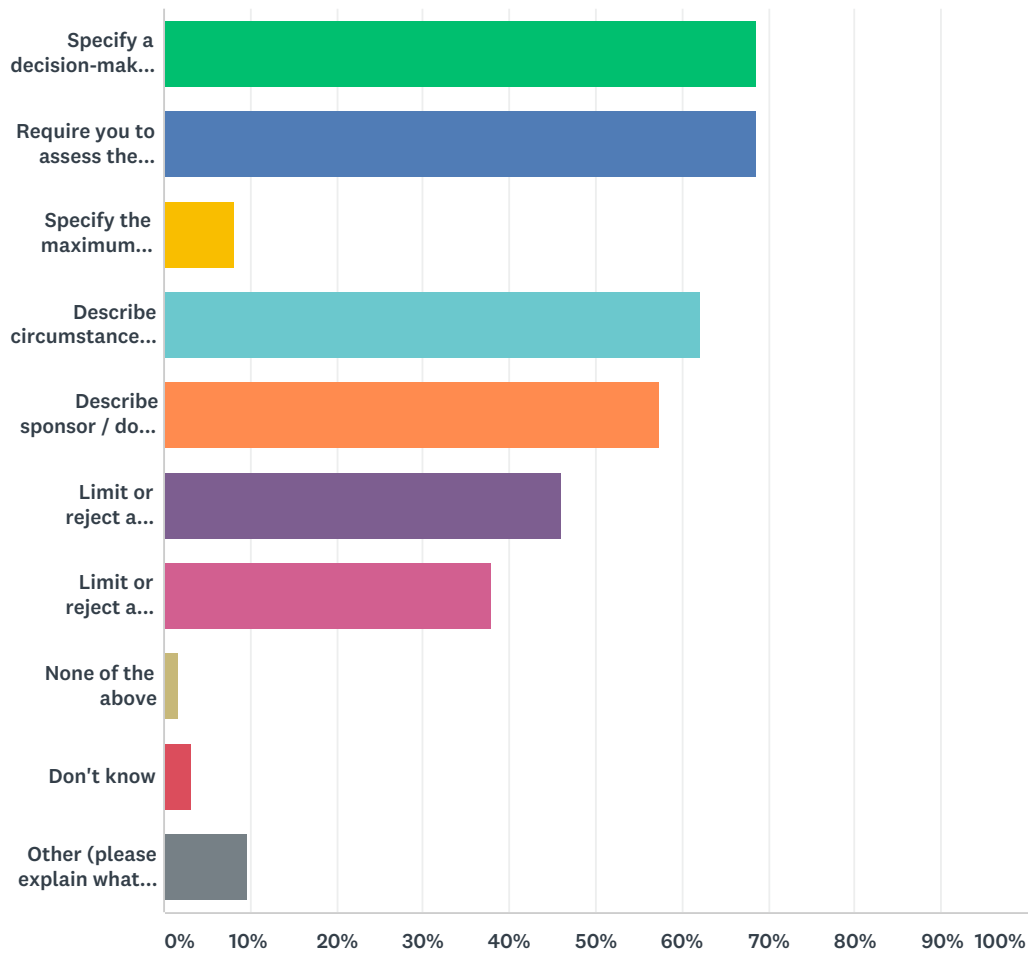
#	DO YOU HAVE ANY OTHER OBSERVATIONS ABOUT THE USEFULNESS OF YOUR POLICY?	DATE
1	Deciding on the moral or ethical ramifications of any significant donation is always going to be a far more complex/nuanced issue than can be neatly fitting into, and fully explained by, an ethical fundraising policy. But the policy is important and every organisation should have one nonetheless.	4/9/2018 1:00 PM
2	This has only become a policy this year, brought about by actually having a sponsor.	4/6/2018 10:14 AM
3	It's implementation is completely arbitrary and the main concern is regarding reputational damage rather than any ethical concerns.	4/5/2018 12:51 PM
4	The policy is completely correct for us now, but as discussed before, this may need to change to be more flexible.	4/5/2018 11:46 AM
5	It's very risk averse so it's good at protecting our reputation but has the potential to offend sponsors and donors with the outcome of its decisions.	4/5/2018 10:30 AM
6	Our decision and policy is not guided by the motive of avoiding a bad reputation, but to be an advocate for how we believe the arts should be ethically funded.	4/3/2018 10:48 AM
7	Our in-progress policy is: We will not publicly undermine any human rights struggle through our programming or sponsorship decisions.	4/1/2018 8:19 AM

## Ethics in arts sponsorship

8	We regularly reflect and evaluate our policy. It is key to guiding us in all activities so therefore must be critically interrogated whenever we start new trajectories or experience a high turnover of team members.	3/31/2018 1:53 PM
9	Having a strong policy that can be acted upon also sets an example to other artists and arts organisations who are either simply unaware of how these situations can damage their artistic reputation or they're too scared to take action themselves... because they feel pressured by financial imperatives. (As we all do).	3/28/2018 11:51 AM
10	Just thinking about ethics in the context of your business is helpful: my policy is probably one line in my head (but there's only me!) and as I am unlikely to be offered sponsorship for my work it works more as a guideline in general - am I working ethically, and working with ethical organisations? I summarise ethical as doing no harm to others as a result of your business.	3/27/2018 9:22 AM
11	The question around reputational damage is troubling. If we refuse support not because we think the donor unethical, but because we are worried about 'reputational damage' then that in itself is an unethical decision. A donor is either tainted or not.	3/27/2018 9:15 AM
12	Good to have in place but also needs option for a case by case discussion	3/26/2018 9:42 PM
13	Once your values are clear, it's relatively easy to draw the line. Who's on either side or that line might change with the exposure of new information or change of policies within the organisations that sponsor (or are likely to sponsor) your activity. It's about being up to date, being reactive to new information and consistent with your values.	3/26/2018 8:22 PM
14	On the last point, I only say it's 'of no use' because I am one of those activists, as well as working within the cultural sector.	3/26/2018 5:07 PM
15	We are a grassroots magazine for Justice, social issues, art and human rights. We are in Liverpool..	3/26/2018 3:28 PM
16	providing justification for accepting funds.	3/26/2018 2:52 PM
17	It enables fundraisers to feel empowered in seeking to build relationships with the business community	3/26/2018 2:18 PM
18	It's crucial to have such a policy, and review it against changes in society and opinion, along with the organisation's development.	3/26/2018 2:17 PM
19	It provides a backbone for all difficult decisions. Essential!	3/26/2018 2:04 PM
20	It was instituted in order to clarify our decisions.	3/26/2018 1:15 PM

### Q11 Which of the following does your policy do? (tick all that apply)

Answered: 124 Skipped: 465



ANSWER CHOICES	RESPONSES
Specify a decision-making process to be used to assess offers of sponsorship / major donations	68.55% 85
Require you to assess the activities of a potential sponsor / major donor?	68.55% 85
Specify the maximum percentage of annual income from any one corporate partner / major donor	8.06% 10
Describe circumstances under which a sponsorship / major donation would be unacceptable (eg their association with a particular political party)	62.10% 77
Describe sponsor / donor activities that would be make it inappropriate to accept their support (eg tobacco)	57.26% 71
Limit or reject a sponsor / major donor's involvement in the organisation's artistic decisions	45.97% 57
Limit or reject a sponsor / major donor's involvement in the organisation's commercial decisions	37.90% 47
None of the above	1.61% 2
Don't know	3.23% 4
Other (please explain what else the policy does)	9.68% 12
Total Respondents: 124	

#	OTHER (PLEASE EXPLAIN WHAT ELSE THE POLICY DOES)	DATE
1	Requires a two sided business case approach to be developed for each proposal	3/31/2018 11:40 PM

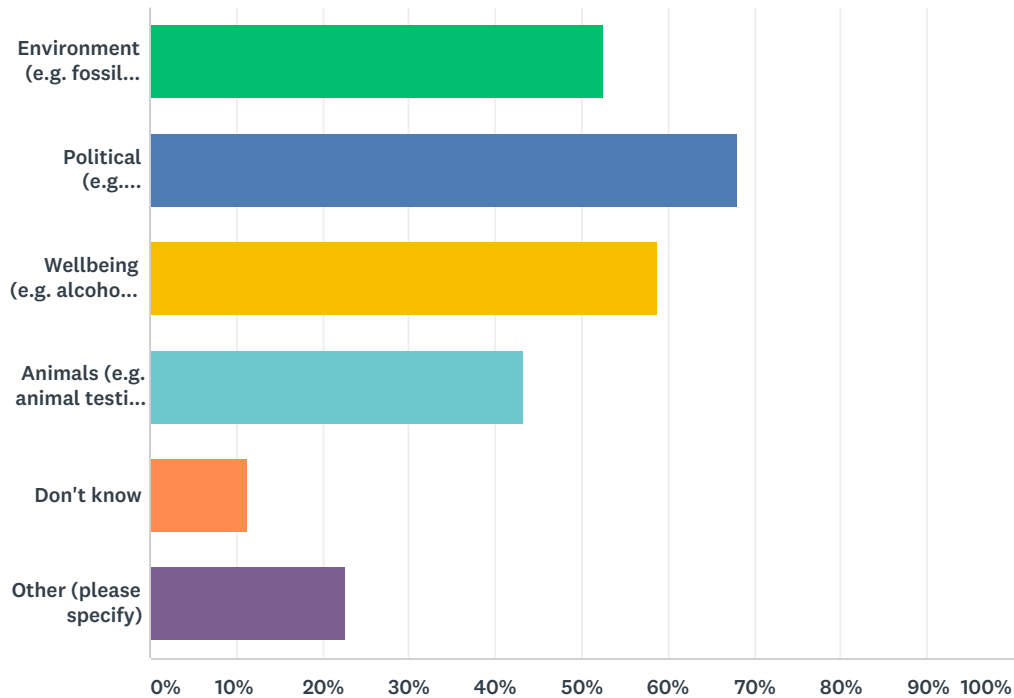
## Ethics in arts sponsorship

2	Obviously some grants you have to sculpt your idea toward. Furthermore, if there is a partnership aspect (e.g. working with academic researchers) then there will be influence from the funders. However, that is normally in an experimental/investigative manner, as opposed to being led or censored.	3/31/2018 1:56 PM
3	well, the policy is just in my head since I am self-employed...'policy' a bit grandiose to describe my thought process!	3/31/2018 10:13 AM
4	We have a clear set of organisational values against which any potential funder needs to be tested. We would do this via the same collective decision-making structures that we use for all important decisions in our theatre group.	3/27/2018 5:20 PM
5	It states are values and that any funders should stand by those values as well	3/27/2018 11:48 AM
6	A reminder of the principles my business follows.	3/27/2018 9:24 AM
7	Provides a framework for a complaints procedure	3/27/2018 7:39 AM
8	Explains the process for valuing sponsorship/donations. Defines all requirements for fundings e.g. integrity, honesty, strategic fit, best practise, legal, standards. Data Protection issues. Use of third parties for fundraising.	3/26/2018 8:49 PM
9	Pledge not to accept any sponsorship, or to work with/for any organisations that are significantly funded by, fossil fuel sponsorship. In addition, we have pledged not to work in/with oil-rich countries (apart from our own, UK, which is unavoidable), and we would not take any sponsorship from an arms manufacturer.	3/26/2018 5:09 PM
10	We don't need many discussions. We just wouldn't entertain anything possibly harmful	3/26/2018 3:29 PM
11	Require us to assess the likelihood of lost income due to accepting a sponsorship deal.	3/26/2018 2:18 PM
12	Our policy is written as a set of questions and considerations. We then discuss.	3/26/2018 2:05 PM



## Q12 Does your policy specifically preclude receiving sponsorship / major donations from organisations or individuals associated with activities in any of the following areas? (tick all that apply)

Answered: 97 Skipped: 492



ANSWER CHOICES	RESPONSES
Environment (e.g. fossil fuels, pollution, nuclear power)	52.58% 51
Political (e.g. oppressive regimes, party politics, armaments)	68.04% 66
Wellbeing (e.g. alcohol, tobacco, gambling)	58.76% 57
Animals (e.g. animal testing, factory farming)	43.30% 42
Don't know	11.34% 11
Other (please specify)	22.68% 22
Total Respondents: 97	

#	OTHER (PLEASE SPECIFY)	DATE
1	None of the above. The nature of modern business means that almost every business (and many individuals) may have complex elements to their income generation that undermine making simple black & white stances. You may refuse sponsorship from BP but would you take a donation from someone who works for BP, or who buys petrol from BP - all of whom are either profiting from and/or contributing to the use of fossil fuels (and are therefore actively contributing to the core issue at hand)?	4/9/2018 1:04 PM
2	All decisions made on individual basis	4/6/2018 6:04 PM
3	It's none, again we don't restrict ourselves to a list like this. we take each offer as it stands. Does that mean we might not take money from any of these? Absolutely, but we don't define up front who we will and won't work with we look at each case as it arises. There feels like an agenda to these specific areas in this survey.	4/6/2018 5:50 PM
4	Tobacco	4/6/2018 2:51 PM
5	Not prescribed.	4/5/2018 1:02 PM

## Ethics in arts sponsorship

6	Arms and tobacco	4/5/2018 12:52 PM
7	Plus things like porn.	4/5/2018 11:47 AM
8	I find the 'wellbeing' category too broad. We accept alcohol brand sponsorship but wouldn't countenance tobacco or gambling.	4/5/2018 11:45 AM
9	Anything that might undermine our own organisation's mission or values	4/5/2018 11:28 AM
10	Issues around poverty and immigration	4/5/2018 11:03 AM
11	No	4/5/2018 10:54 AM
12	Weapons	4/3/2018 8:29 AM
13	Insofar as there are active campaigns aiming to end human rights and environmental abuses, our policy means that we will not undermine such campaigns through our decisions.	4/1/2018 8:20 AM
14	No	3/31/2018 10:23 PM
15	Not all political parties	3/28/2018 7:41 PM
16	We take each sponsor on a case by case basis.	3/27/2018 9:57 AM
17	Our ethical policy does not specifically preclude particular activities.	3/27/2018 9:45 AM
18	None. The policy is non-specific.	3/27/2018 9:16 AM
19	It's a charity working with children and young people, so everything must be age appropriate.	3/27/2018 7:39 AM
20	Military / Arms industry	3/26/2018 4:45 PM
21	pornography	3/26/2018 3:30 PM
22	No.	3/26/2018 2:14 PM

## Q13 Do you have any further comments to make about the ethics of sponsorship and major donations, or the responses by arts and cultural organisations to the issues that arise?

Answered: 152 Skipped: 437

#	RESPONSES	DATE
1	The arts are not some delicate, fragile bloom that must be protected against evil money. Artists, writers, painters have always had a very practical and pragmatic approach to dealing with patrons. And let's not forget that in the long and very glorious history of cultural creation in this country, public funding has only been a brief player. Shakespeare added the character of Fleance in Macbeth because Fleance was potentially an ancestor of James I (VI of Scotland) and so was included to keep his patron happy. The NPG is full of portraits that no doubt flatter their (picture buying) subjects. The Catholic church was very happy to grant "get out of hell" cards to bankers and others in the 15th and 16th centuries in return for great works of art. Artists went along with this and the rest was one of the greatest flowering of the painting the world has ever seen; the Renaissance. And so on... Of course there will be times when an organisation should refuse money, but when they do so, they need be complete about it to avoid a charge of tokenism. Don't refuse oil money and then use a car, don't refuse a bank sponsorship but then take a donation from a banker, don't refuse tobacco money but then allow your artists a smoking area. The money these companies give to the arts is money we are giving them because we want their products. If an arts organisation feels that a company's activities are wrong for society stop focusing on their arts sponsorship, which is a tiny part of their operation, and start focusing on why society continues to want what they are offering. Only in that way will real change happen. Arts organisation tread a very careful path between the commercial act of selling culture and the process of enabling and embodying the creative exploration of being human. Clearly they need to be careful about where their money comes from but for many the key reason seems to be its potential impact on that creative exploration. In fact, in the same way that producers of art have done for the last 1,000 years (or for however long art has been sold), a far more pressing reason for accepting or rejecting money is the potential impact on the punters buying the art - the commercial impact. If a donation is going to put them off, then don't take the donation. Everyone should worry more about that and less about the work of what are, generally, exceptionally robust artists.	4/9/2018 1:37 PM
2	It is better to be associated with positive action (against climate change, for example) because the arts and artists can be forces for a better world.	4/9/2018 12:53 PM
3	A worrying trend is that many cultural organisations who have faced controversy in this area resist transparency and accountability around their decision making. Rarely does a cultural organisation comment on the ethics of those they partner with and simply state that they are a 'generous sponsor' or similar. An important first step is to have a more open and informed debate - panel discussions and published policies/processes can all aid in doing this.	4/9/2018 10:53 AM
4	Arts organisations are all competing in a very small pool for funding and sponsorship. Where limited sponsorship is available, decisions need to be made on a case-by-case basis.	4/9/2018 10:44 AM
5	Funding for the arts is vital to all of our communities, and so should be funded, especially in deprived areas. But, we must be mindful of considering the implications of accepting funding from malignant sources. Anything to do with trading in lives or destroying the planet. Sadly, the 'bad' corporations are usually the most lucrative, but that's to do with a broken society. In order to mend a broken society we must move away from the forces of destruction.	4/9/2018 10:16 AM
6	I think that both artists and sponsors need to think about the context of the exhibition they may be showing work in. Ho they are being represented and what the overall aim and objective of the exhibition says about the sponsor and the artist Today as artists we need to research beforehand the company or group we have been asked to submit work for and make an informed decision based on our understanding of the companies and what they claim to be ethically led by and for.	4/8/2018 9:57 PM
7	It is not always made clear at the commission stage who the sponsors are.	4/8/2018 8:08 PM
8	Despite my personal views about arms or tobacco (etc) companies, when you start to look into them, most corporates at least have murky pasts or skeletons in the closet, so if Arts charities were to refuse money from all potentially controversial sources, they would struggle to keep afloat!	4/7/2018 8:58 PM

## Ethics in arts sponsorship

9	As a tiny organisation we have the flexibility to target only ethical options. As we grow I can see this becoming more fraught . We need to take into account the views if that artists we work with as well.	4/7/2018 8:49 AM
10	If it's a legally trading business/donor then we would ALWAYS look at the offer and decide. We NEVER set restrictions in advance. A business/donor offensive to one company may not be to others. We have a process and agreement in place to look at all offers and decide on merit/reputational risk etc and if we take it be prepared ot defend it. Also where do you draw the line? If Company A is bad but Company B is not then Company B buys company A do you stop working with company B just because they now own company A?	4/6/2018 5:56 PM
11	All money is dirty money to some extent therefore cultural organisations should create policies which they can utilise to assist with the decision making regarding appropriate sponsorship relationships.	4/6/2018 4:19 PM
12	Be wary of Art Wash - e.g study how the council and developers behind the horrific social cleansing of the South Acton Estate, (London Borough of Ealing) used street art to mask the (possibly corrupt) destruction of a community and the confiscation of parkland to, amongst other things, ultimately change the social demography of the area and thus affect voting in the ward... Or how a the marketing department of a certain Royal Palace contrived a completely tokenistic community arts project to 'pump up' a commercial children's venture... etc, etc, etc Desperate community artists are particularly vulnerable to art wash exploitation (disguised as CSR community engagement and access projects) - commercial money being used as leverage for ACE funding, etc. ACE are not faultless in this, as increasingly they are only awarding to groups who are able to bring commercial cash to the table - ACE have a responsibility to check the motives behind the commercial sponsors - and not fund token one-off projects that are fundamentally being used as marketing propaganda.	4/6/2018 11:13 AM
13	no	4/6/2018 11:12 AM
14	Concerns could stretch beyond corporates to trusts & foundations as per the Sackler case or considering where T&Fs hold their investments, or to the behaviours of individual donors. Also personally think that staff of such corporates shouldn't be excluded from audience development initiatives that target businesses - they and their families are part of a local community.	4/6/2018 10:53 AM
15	It is not only about sponsors and donors. At present the main core and funded sources of arts and cultural activity seem to be from the lottery money, which is gambling. There is a skew in society in terms of the less well off tending to spend more on lottery tickets than the better off, certainly in terms of proportion of income. The structure of arts funding is therefore questionable from the start. Given the benefit that cultural and creative industries provide to the population, the economy and the country generally, perceptions from outside the country and the soft impacts of cultural and arts activity on relationships between and within communities and individuals the arts should be valued in a different way. In addition many large events are sponsored by alcohol brands and venues are dependent on alcohol sales for income, which creates a culture of acceptance of alcohol and excludes those in recovery or who abstain, from full inclusion in many events. Essentially arts and cultural activities risk becoming more commercialised and less reflective and critical in terms of their role in establishing our common values.	4/6/2018 10:36 AM
16	No but I'll be interested to know if others feel as strongly as I do.	4/6/2018 10:06 AM
17	It's a bit of a dilemma for some organisations but it really is a management function and not too difficult to come up with policy, procedures and practice that helps them make sound and defensible decisions. I'm a relativist, by the way.	4/6/2018 10:04 AM
18	We have to be creative and try to make art with what we have.	4/5/2018 10:47 PM
19	This is a huge problem. We spend a significant amount of time fundraising to very little effect. It's a distraction from core business forced on us for ideological reasons. Make the big. London organisations do it and then fun small, community arts, BAME and rural organisations properly.	4/5/2018 10:24 PM
20	no	4/5/2018 10:18 PM
21	The mindset of certain public funders that cultural organisations should 'run like a business' tends to privilege the perspectives of individuals holding senior management positions within the business world. Cultural leadership must be vigilant, sensitive, and crafty in maintaining values and practices appropriate to the non-profit cultural sector.	4/5/2018 10:14 PM
22	Is it an ethics issue to suggest that it is the richest and most publicly funded arts organisations that attract the major sponsorships while the vast majority of small and medium sized arts organisations are left picking up crumbs. The large sponsors should perhaps consider spreading their support to the arts sector as a whole rather than the over-funded organisations that don't necessarily need the help they consistently get.	4/5/2018 7:57 PM

## Ethics in arts sponsorship

23	Depends what message the organisation wants to give. To some people association with an arms company or the like comes secondary	4/5/2018 5:54 PM
24	Just a thought – where do you believe the money, and the ideas for art come from, the man on the street or the multinationals'? And why to arts organisations' think that they are different from all the other worthy causes that vie for public funding.	4/5/2018 4:11 PM
25	Creativity is a periotic not funding	4/5/2018 3:36 PM
26	The area of the arts I function in is not commercial, probably never will be. I accept state money, trust and foundation money all the time and all of this comes with a history, conditions, agendas, logos. It feels no different to me from the above if I were to accept sponsorship or a major donation, all I can do is review my ethical point of view everytime I accept money and ask myself the hard questions: is it worth it? Is it worth it so that I can co create with people who rarely engage with arts and culture, who rarely have their voice/ story heard. What positive change will occur?	4/5/2018 3:06 PM
27	There is it would seem no real boundaries for ethical sponsorship as this I'd dependent on type of organisation, generally there is local competition for the best profile, or total lack of awareness amongst sponsors of how they can use their sponsorship successfully without monopolising the event.	4/5/2018 2:35 PM
28	Be transparent during decision-making both within the organisation and with your communities, stakeholders and audiences. Sponsorship by commercial bodies or philanthropists is not a bad thing - it is to be encouraged but there are ways of building relationships that are healthy and beneficial to all concerned but there is a severe lack of workable guidance.	4/5/2018 2:30 PM
29	no	4/5/2018 2:06 PM
30	All leading arts organisations should have a strong ethical code with regards sponsorship.	4/5/2018 1:21 PM
31	There seems to be the view that there is no such thing as "clean money" so it doesn't really matter who you take money from any more. I don't accept that and I think the arts sector should set an example and take a stand about who they take money from. I accept that the majority of major companies who are able to sponsor arts and cultural organisations to the tune of millions are going to have a "shadier" side to them which (in my opinion) would and should preclude them from sponsoring arts/culture and that is going to make it financially difficult for arts organisations. But so be it. Perhaps by doing this the arts sector will start thinking creatively about how they fund their activity and not need to be so reliant on these sponsorship/donations. It will be challenging but not impossible and totally worth it in the end.	4/5/2018 1:18 PM
32	The arts need to wake up to the fact that they are legitimising companies who ultimately destroy the planet (BP and Shell), fuel war (BAE), profit from social cleansing (countless property developers) and have got rich from pushing addictive drugs that were deliberately miss-sold to the public. In the case of the latter, if any of the senior execs/boards making decisions about accepting/returning funding had suffered from an opioid addiction (or had a loved one suffering the same), then this wouldn't even be a conversation for their organisations.	4/5/2018 1:00 PM
33	No	4/5/2018 12:57 PM
34	What you are going to get with this "survey" will largely be nonsense. It is just a simple fact that most arts organisation in this country are simply the mouth pieces of all things left wing. When people prattle on about "diversity" for example, they don't mean "diversity of opinion". So you will receive highly partial feedback which will largely be useless, you must know this surely?	4/5/2018 12:43 PM
35	Transparency is the key - so the focus also needs to look at sponsoring organisations, commercial entities, and their intent.	4/5/2018 12:28 PM
36	Worthwhile issue to raise	4/5/2018 11:59 AM
37	Will be very interested to see the response to this survey. Thanks for thinking of it!	4/5/2018 11:50 AM
38	Transparency about funding is the first step towards responsible fundraising. Some kind of code of conduct would also be useful.	4/5/2018 11:49 AM
39	I believe strongly that, as a sector, we should hold ourselves and others to a high ethical standard.	4/5/2018 11:45 AM
40	Because the sector is so large and multifarious it is very hard to settle on one 'right' answer or approach to the sponsorship issue. I answered the way I did because I care about the planet and the well being of the people and creatures on the planet and most of my colleagues in different organisations do too but obviously there are thousands of different view points on this.	4/5/2018 11:29 AM

## Ethics in arts sponsorship

41	I am increasingly frustrated by certain people in the arts shouting about how they wont take sponsorship from certain organisations - most of these people work for organisations that don't have a real chance of securing sponsorship from these large companies anyway, so its not a question they have really had to contend with in the real world. The reality is that the arts is difficult to fundraise for, particularly outside of London (I have worked in both) and organisations need to choose the most effective way of sustaining their organisation, and the people that work for them. This may include working with a variety of companies that have significant bases (and therefore investment) in their area, or area of focus. What is wrong for one organisation may be right for another, and we need to be open about that. What we need is Trustees (and Chief Executives) who believe in the value of a due diligence process, and do not bring their personal opinions in to that.	4/5/2018 11:28 AM
42	Many of our artists are struggling to earn from their art. Art is the culture of our society and of itself can be a good or bad force. Art is there for people to decide . We must all support our artists who themselves are able to express moral political or other views through their art. They need funding . Do not blame artists for regimes or the breakdown in morals and society. Without our artist we would have nothing.The ethics is not for our artists to decide do not view them as taking dirty money.	4/5/2018 11:12 AM
43	A thought-provoking survey thanks	4/5/2018 10:55 AM
44	It would be a shame to see the arts industry succumbing to unethical sponsorship acceptance in the decline of grant funding. Although a different topic, the pressure to make sales could also raise questions around relationships with businesses that are not driven by ethical trade.	4/5/2018 10:54 AM
45	This needs to be far more transparent.	4/5/2018 10:53 AM
46	It's a huge issue - it needs to be brought forward and could have a major and very positive effect on arts funding. It's not about saying no to money - its about aligning values - like we have with Climate Change and Julie's Bicycle	4/5/2018 10:46 AM
47	The arts should not be used to improve bad practice of commercial / corporate organisations. I support organisations, staff & individual artists refusing to accept sponsorship / major donations where there issues with ethics. The company I work for refused to engage with a potential business sponsor due to poor ethics of that company and this bad practice was then exposed in the press.	4/5/2018 10:46 AM
48	Organisations have a duty not to be hypocritical. One cannot accept money from an oil company to support an environmental exhibition or a proven disgraced individual looking to white wash their reputation. However, we also need to be realistic about the survival of the sector. Government grants are diminishing and we all need to work harder to win sponsorship. If you look for unpalatable issues in a sponsor's operations or past you will likely find them. Considerations ought to consider the legality of the source of the money, the reputational alignment of the institution with that money but also the fiscal stability of the organisation. It's easy to take a morally superior position against a sponsor. It's much harder to sustain the future of an arts organisation.	4/5/2018 10:46 AM
49	It is hard to find major sponsorship. But we tend to seek out /match our major sponsor with the story we are telling. Our story and ethics always come first. But commissions sometimes reverse that. However we would refuse anything we consider unethical.	4/5/2018 10:44 AM
50	When a benefactor/sponsor etc wants to make a donation etc I really think that it's beholden on the arts organisation to make enquiries and investigate where/how the money is made. Who wants to open a new wing of a gallery only to discover that the it's been funded by unscrupulous means. If the arts organisation decides to accept the money then they should be transparent about it.	4/5/2018 10:40 AM
51	Although arts and cultural organisations are desperately in need of funding they should do more to reverse the the situation that has caused their dependency on possible unethical organisations.	4/5/2018 10:38 AM
52	I think decisions should sit with the artistic leadership as to whether the company policies align with that of the sponsor. Also the benefits they will receive and how public-facing they are.	4/5/2018 10:34 AM
53	It is important for us to consider all aspects of the ethics involved in sponsorship, fundraising and donations. We are therefore developing a policy to inform our fundraising and sponsorship programme. Because we are increasingly coming under pressure from state and local authority funders to raise other / matching money. However, we believe if we have a coherent and robust policy to support us in this area, it will greatly assist us.	4/5/2018 10:28 AM
54	We like sponsorship, and our sponsors like sponsoring, but they are mostly cuddly organisations like train companies, building societies, housing associations and breweries,	4/5/2018 10:11 AM
55	No. it is such a complex issue.	4/5/2018 9:49 AM

## Ethics in arts sponsorship

56	I think this is a really important issue, and I'm glad you are conducting this survey and covering the issue.	4/4/2018 5:04 PM
57	I may write a policy when I have some time! Thanks	4/4/2018 10:04 AM
58	The arts need to divorce themselves from unethical sponsorship, even if this means less output. This is not saying that the arts should do more with less, but work within their means within a financial structure that is ethical .	4/3/2018 5:06 PM
59	These decisions need to be pertinent to each organisation - they need to be values based and discussed at Board level, organisations need a policy that makes it clear where the boundaries are - as long as it's defensible then an association should be accepted. We need to be practical and make life straightforward for our fundraisers who already have a difficult job.	4/3/2018 3:13 PM
60	1- Establishing funds to assist artists and artistic projects 2 - the introduction of art in our daily lives .. because it has a large role in telegrams of communities and individuals 3. Booming art markets 4 - Give opportunities for new ideas and technical experiences	4/3/2018 11:29 AM
61	Arts organisations should be guided by their vision and mission - if an organisation detaches its artistic raison d'etre from other social matters, then decisions may be taken with a financial and PR-oriented priority. If the largr social context is however of importance, other matters should be considered.	4/3/2018 8:07 AM
62	Many small cultural organisations like mine are on a financial knife edge. We can't afford to be too fussy about donors.	4/1/2018 5:56 PM
63	It was a delight to see BAE remove their sponsorship of the Great Exhibition of the North. This was a significant victory for the artists and venues that protested against BAE's sponsorship. This victory should be celebrated and should give succour to those who wish to see funding of the arts which isn't tainted by association with merchants of death.	4/1/2018 10:50 AM
64	I commend the organisations who have refused sponsorship from corporations and/or regimes whose reputation would cause them reputational damage. Sadly, in some cases, the decisions have backfired in that refusing the sponsorship has resulted in reputational damage.	4/1/2018 8:22 AM
65	It is an important conversation to have. It would be good to draw connections with other areas of society, where effectively the same power relation is implemented. I am thinking specifically of regulations regarding property development. There is a law that states x amount of affordable housing must be built alongside any new developments. However, there are ways to get round this. One is to make donations to other community/arts organisations. Working for another organisation in Bristol, we were once offered money as part of a new development in London - to offset the fact they had built no affordable housing. So it's the same question then really, do we accept the money that would hugely benefit our operations but compromise our ethical views, or do we resist and make a stand that largely goes unnoticed. I'm glad to say we have always chosen the latter.	3/31/2018 2:01 PM
66	This survey is very helpful thank you	3/29/2018 5:30 PM
67	In my experience, arts organisations are not typically fast acting in their responses to risks. This may stem from a number of issues, including a tendency to be insular, too narrow in their focus or too lead by funding. On the other hand, many arts organisations are strongly lead by their artistic aims and vision and hopefully will see that they should be considering all sponsorship and funding opportunities from the perspective of protecting their artistic integrity.	3/29/2018 4:55 PM
68	I'm an artist. I have morals and ethical standards. We have to keep our hands clean	3/29/2018 4:18 PM
69	A lot of the questions we deal with today are very valid and every cultural organisation has a responsibility to regularly review all its activity including fundraising. While it's easy to shout in opposition, finding constructive solutions is a much harder proposition. I take no issue with the personal opposition many of the protesters have towards oil companies, arms companies etc. but if they really are motivated out of support for the arts, then why aren't they lobbying AGMs, or demonstrating outside these companies' HQs demanding they clean up their businesses, instead of targeting the museums? Government funding is being cut, cut and cut some more, making it harder to make ends meet and putting more pressure than ever on organisations to accept funding wherever they can find it. So why not join cultural institutions in lobbying government to increase funding for the arts instead? It's one thing to refuse money from swathes of industry but that lost funding has to be found somewhere else, so why not fundraise on behalf of the arts they claim to be defending? The concerns are valid, but instead of flinging insults and oil like substances and creating a trial by media, surely we can achieve so much more by working together instead?	3/29/2018 4:00 PM
70	It's not as black and white as this survey puts forward. There are so many grey areas and each situation is individual.	3/29/2018 10:27 AM
71	I am a teacher and children enter a world which we are constantly trying to help them adapt to in an ethical way, so that their lives are better and they can help others...	3/28/2018 6:29 PM

## Ethics in arts sponsorship

72	Arts funding is extremely challenging but we can't allow that to justify accepting money from exploitative sources and giving that organisation positive PR as a result.	3/28/2018 2:50 PM
73	NO KEEP UP THE GOOD WORK	3/28/2018 12:47 PM
74	I think there is a lot of hypocrisy around these issues, (e.g. people who condemn oil companies but currently rely on their products) but I do think that arts must be sensitive to hoe their audiences will view sponsorship connections.	3/28/2018 12:08 PM
75	It's also important for artists and arts organisations to act as pressure points/activists to sway the decisions of larger, more powerful arts umbrella organisations. Those organising festivals for instance, need to be aware that artists may refuse to take part if certain sponsors are on board. Galleries, theatres... they should be open and able to take their cue from artists.	3/28/2018 11:54 AM
76	On the subject of gambling, the National Lottery exists for the purpose of funding good cases and it's multiple smaller branches and so should not under any circumstances be considered in the same vein as for-profit organisations.	3/28/2018 11:22 AM
77	I think that it is very easy for people to get on ethical hobby horses in this areas and end up in positions that are, at best, inconsistent. For example the pressures on Great Ex North to pull BAE sponsorship from people who are more than happy to receive grants from the government that gives BAE its arms export licences seems to me borderline hypocritical. The truth is that the vast majority of the general public are unconcerned about such issues and we would do well not to pander too much to a small number of professional protestors in the arts echo chamber. In reality, if one looks hard enough, there is almost always a reason to find somebody's money 'impure'. So we need to take a pragmatic approach with a presumption that if money is sourced legally we should be open to receiving it and that only if there is a clear and direct conflict with our cause or obvious reputational risk should a sponsorship be refused.	3/28/2018 9:49 AM
78	The problem is not what offers are made to large organisations such as the RSC/National, Tate etc but how that can possibly work at grassroot level with small community focused orgs. Unless the cast wear t shirts with RBS etc on the back!	3/28/2018 9:10 AM
79	No	3/28/2018 8:59 AM
80	The focus on sponsors and major donors is targeting the low hanging fruit. It's easier to blame the corporate world and the wealthy, whilst ignoring the reality of where public funds and trusts and foundations money comes from; or the wider reality of the global capitalist system. Draw your own ethical lines in the sand and allow others to draw theirs. Arts and cultural organisations must be allowed to have diverse views on who is a suitable sponsor or funder for them. Audiences should decide what unacceptable, the wider arts and cultural sector should not act as judge and jury as they did in the case of the Great North Exhibition recently.	3/27/2018 6:34 PM
81	This is a moment where the cultural sector needs to stand up and fight for better public funding, and also collaborate to build new, innovative funding streams - from crowdfunding to community share offers. The irony is that the institutions that would find this easiest to do are the biggest, most respected institutions with the largest reach, like the RSC and the British Museum. Sadly, these are the very organisations that have recently signed a new partnership with an oil company (BP) - because that oil company wants access to that same reputation and audience that these institutions could instead be using to seek more imaginative and sustainable funding streams for the future. Meanwhile, smaller theatres and galleries around the country continue to struggle, as of course these large corporations are only interested in the PR opportunities available from linking up with high-profile national institutions, not local, experimental or community arts projects.	3/27/2018 5:32 PM
82	Ethical acts are very much in the domain now especially when it comes to the well being of peoples lives. We do need to find a balance and gather more research carefully, thinking more carefully about our commitments as a whole.	3/27/2018 3:53 PM
83	Ultimately many cultural organisations are charities and due diligence for sponsorship/donations should be overseen at governance level. Trustees are fundamental to this, but rarely consulted about ethics or not knowledgeable enough about operations to make informed decisions if systems and processes are not already in place.	3/27/2018 2:25 PM
84	They need to be considered at a local as well as a national level.	3/27/2018 2:22 PM
85	I do believe that there are some grey areas about whether a sponsorship or major donation is acceptable or not. Each case and donation should be taken individually to assess whether the outcome will be affected by the source of income. Whilst there are some grey areas, sometimes it should be blindingly obvious to organisations when a source of financial aid is inappropriate. If you wouldn't want your audience to know about one of your funders, don't accept their money.	3/27/2018 2:14 PM



## Ethics in arts sponsorship

86	I'm aware that I'm hard line on this, and that there are difficulties, challenges and nuances that raise valid challenges to my case. Nonetheless I don't believe that these override the ethical imperatives, especially when it comes to fighting man-made climate change. The issue is too urgent for our leading cultural organisations to leave any doubt about what side they're on.	3/27/2018 1:45 PM
87	Fya bun	3/27/2018 12:26 PM
88	As arts funding decreases there will be difficult decisions ahead regarding sponsorships and ethics.	3/27/2018 11:44 AM
89	Sponsorship abrogates Government responsibilities for investing meaningfully into cultural development.	3/27/2018 11:33 AM
90	With funding cuts and increased pressure for donations, sponsorship and earned income, arts organisations are under a great deal of pressure to accept funding no matter what the source in order to ensure survival, these are not easy decisions to make.	3/27/2018 11:27 AM
91	Traditionally Trusts and Foundations has been a less contentious area of fundraising with regards to research/ due diligence required. More guidance for this area would be appreciated. The recent "Sackler" controversy has highlighted the complexity of T & F funding.	3/27/2018 11:14 AM
92	Trustees need to work closely with senior executives on developing policy and provide support to staff involved in securing gifts and sponsorship. Gifts in kind, bequests and gifts of artworks should also be within the scope of discussions as well.	3/27/2018 10:30 AM
93	These issues can unravel and get out of control very quickly damaging the reputation of everyone involved. However it's the arts organisation which will suffer the most so I think it's important that there is a clear and robust ethical decision making process in place and potentially boards set up it own ethics sub-group.	3/27/2018 10:03 AM
94	Society needs to pick up the bill for art to continue to flourish. Ethical issues won't be problem if we'll grounded human beings working for big successful companies insist on supporting a field which keeps our society healthy and sound.	3/27/2018 9:34 AM
95	Of course companies will use the arts and culture for propaganda and white-washing, like they and their predecessors (wealthy individuals) have done and are doing. Because our leading cultural organisations are now run like corporations with management apparatchiks who've never run an art project, our responses are feeble and acquiescent. But it's no different to the way HNWI are pursued, eg the NPG shutting early to give 1 rich banker his personal tour, to bag £1M. I know we've been pushed into this by successive governments, but it feels to me like it's one of those issues that is just about to break cover.	3/27/2018 9:26 AM
96	I spend quite a bit of time trying to trace the ownership of companies that make products I buy and it's very difficult. Vast global businesses Hoover up all the small companies we love and turn them into something cheap and nasty. There are huge global organisations that have their fingers in many pies. I recently found that a company who puts on craft trade fairs also puts on arms trade fairs. Should I boycott the craft fair? Most companies today are faceless and unaccountable. Ten or twenty years ago, I would never have said this. Take their money and put it to good use. When I look at the list of unethical businesses, my immediate reaction is I don't want to see a show sponsored by any one of those companies. However maybe I should change my way of thinking and instead think, great that's a small proportion of an evil-gained fortune, well-spent.	3/27/2018 9:22 AM
97	The arts should be there to criticise the world we live-in and not appease those who are damaging it.	3/27/2018 9:11 AM
98	All organisations should be aware of where their funding comes from and be cautious where necessary. Arts organisations don't have the luxury of being able to refuse donations however.	3/27/2018 9:11 AM
99	Create a handbook that specific the types of funders from whom you can and can't solicit funds	3/27/2018 3:53 AM
100	Too often Trustees, senior managers and arts workers make decisions based on their personal interests and beliefs rather than making objective decisions in the best interests of their organisation.	3/26/2018 10:47 PM
101	some organisations which are not under pressure to raise money from sponsorship seem to take a somewhat holier than thou attitude to those who are under pressure from funders to demonstrate a diverse funding base. Their lack of any real engagement with the business sector means all businesses can lazily be tarred with the same brush and excuses are then made not to even try to find ethical businesses.	3/26/2018 10:31 PM
102	I have a real issue with gov funded/sanctioned projects which require sponsorship and producers are presented with lucrative deals with inappropriate companies such as recently happened with great exhibition of the North. It is immoral for government ministers to offer such large scale significant events as a potential sweetener to companies with this sort of political impact - the potential for corruption is there and gov should be totally impartial	3/26/2018 10:11 PM

## Ethics in arts sponsorship

103	Ethical awareness is a sine qua non in any financial : strategicdecision made by a cultural organisation	3/26/2018 9:30 PM
104	The end doesn't justify the means	3/26/2018 8:28 PM
105	The branding of venues and public areas should be eliminated and confined to schemes supporting ticketing, education etc.	3/26/2018 7:57 PM
106	Partners should be informed of who sponsors are/ who is on a shortlist/ who is likely. Decision makers must look at 'brand' alignment - do the vision and values connect or are they at odds? What does the sponsor 'produce'; what are the risks of becoming involved with such a company?	3/26/2018 6:51 PM
107	Public Galleries should always take the ethical nature and purpose of any sponsorship, donation into account	3/26/2018 6:47 PM
108	Influences by unethical organisations cause a bad reputation that the arts do not need and capitalist agendas defame humanity and the arts.	3/26/2018 6:35 PM
109	I feel the truth will always out,even if it takes some time, I try and keep optimistic .	3/26/2018 6:33 PM
110	No	3/26/2018 6:28 PM
111	Platform's work has been fantastic	3/26/2018 6:13 PM
112	Greenwashing is like money laundering.	3/26/2018 6:06 PM
113	I think that singling our sponsorship without aligning it with the conditions that come with government and foundation funding is naive. All funding comes with strings and the main question in ANY relationship in which money changes hands should be "Are we making a positive difference by sustaining this relationship?"	3/26/2018 6:03 PM
114	The ambition is for Sponsorship to be strongly aligned right?! And when it is; its clearly a mechanism for opening up the organisation to more real world dynamics. Shakespeare of course created his body of work in a time where patronage was the only way to create work...	3/26/2018 5:56 PM
115	Sometimes being idealistic about such things can be challenging - when the money being spoken about can achieve a great deal of good, I'd argue a case can be made for accepting money which is from a less than preferable source to use it in ways which achieves far greater good than it would serve by sitting in a donor's bank account.	3/26/2018 5:54 PM
116	We are in a difficult funding climate. It would be naive to think that funding is not problematic. Even government funding is problematic when the authorities take decisions that could harm the poor sectors of society, e.g. withdrawal of funding for school meals. The bigger organisations like The National Theatre or the Royal Opera House are seen by many as establishment operations, despite efforts to be more accessible. Constantly revising their operations is needed, but this also costs money.	3/26/2018 5:46 PM
117	No	3/26/2018 5:44 PM
118	The Art Newspaper has twice asked the museums receiving Sackler money whether they intended to do so, and with the exception of the V&A has received fudge answers or none at all	3/26/2018 5:24 PM
119	I think that ACE and Museums Association, and other professional and policy bodies need to be less equivocal about the ethics surrounding fossil fuels, climate denial and arms. Arts and culture are fundamentally about the continuity and thriving of humanity and our habitats. Every single day the CO2 equivalent of 400,000 nuclear bombs are being set off, and \$4,383,561,643 is spent worldwide on arms. This is destroying humanity and our habitats.	3/26/2018 5:17 PM
120	I think the Arts Council should lead on this providing clear guidance for NPOs about when to accept donations from corporates. For example it would be good if all NPOs were given a list of ethical considerations to think about before making a funding decision, e.g. does the donor comply with fairtrade, is the donor involved in arms trade?, etc. The reason why I feel ACE should lead is that this list could be made public so there is transparency about the process and corporates are aware that they cannot just sponsor an arts organisation as part of their PR campaign - instead they need to make actual changes to their business practices. I am a fundraiser I therefore would really welcome this type of guidance.	3/26/2018 5:16 PM
121	Not really.	3/26/2018 4:55 PM
122	Great survey	3/26/2018 4:40 PM
123	The role of culture is to create social evolution of our societies. We need culture to raise awareness, create change, do advocacy and build sustainable societies. This should be in line with the sponsorships that arts and culture organisations receive.	3/26/2018 4:39 PM

## Ethics in arts sponsorship

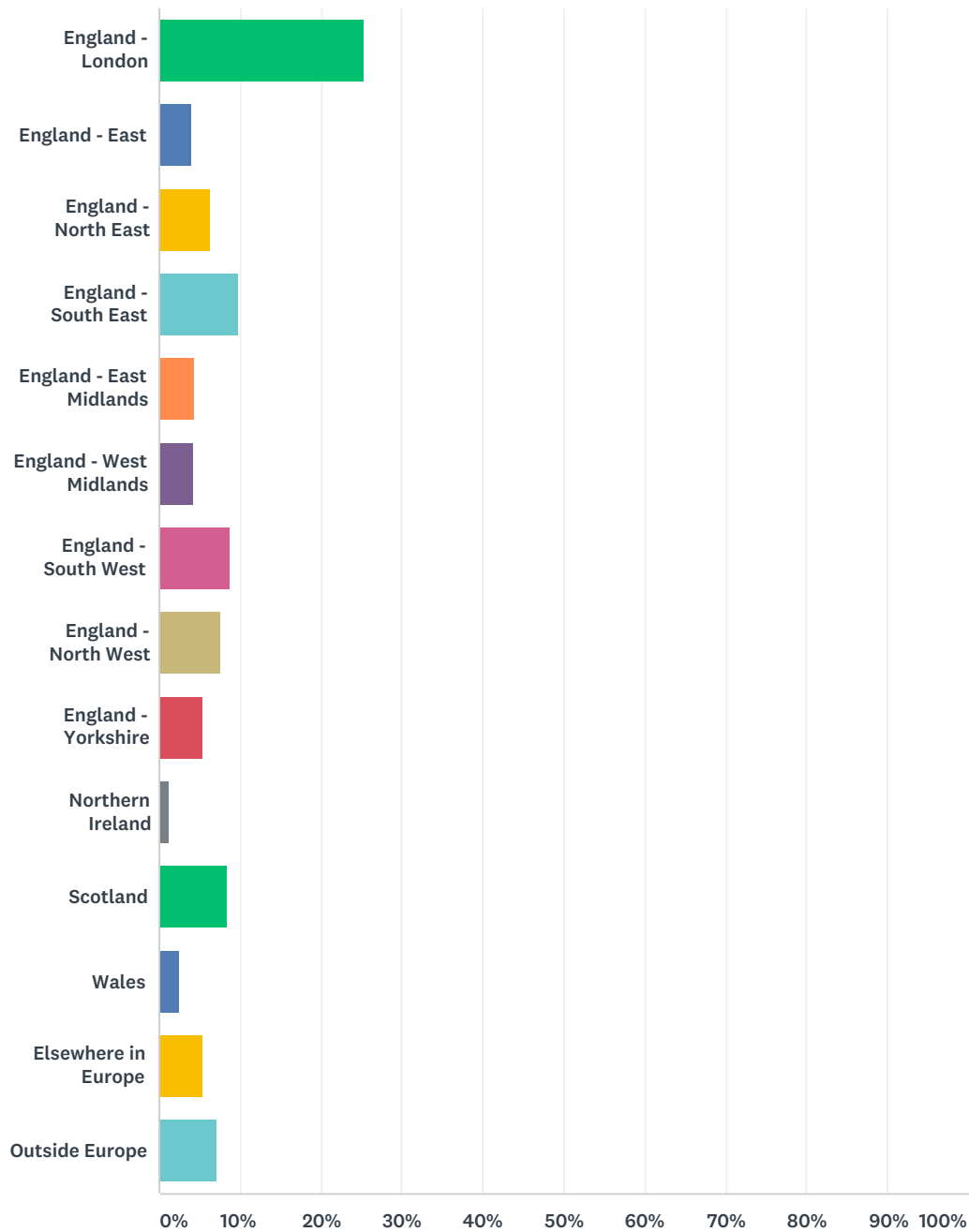
124	If people express concern I'd expect the organisation to take steps towards ensuring they don't lose audience over their sponsorship deals, i.e. to sever ties with the companies in question, not to limply point out that they only take a small percentage of their funds from dubious sources (obviously not the point), or that they're necessary for an initiative which could easily be funded another way, and I certainly wouldn't expect them to renew their contract with said companies in the wake of clear audience outrage. That, to me, is lunacy.	3/26/2018 4:38 PM
125	After our experience with PEN, and also Arts Boards who get quite upset if you have to alter the conditions of the funded event such as a snowstorm prevented us from giving a talk and we had to reschedule and we were sent a very nasty note by an Arts Officer. Which makes no sense whatsoever. One can not control a blizzard.	3/26/2018 4:23 PM
126	Arts organisations, particularly major galleries, do not seem remotely concerned about activities of sponsors and the potential impact on their audiences and communities.	3/26/2018 4:22 PM
127	It's not just the obvious sponsors we all need to think about. Many grant giving companies distract the public's attention away from poor practice with a thin veneer of CSR. Having said that, can great causes turn some bad money around? It's a very difficult conversation, but that doesn't mean we should shy away from having it.	3/26/2018 4:20 PM
128	No	3/26/2018 4:03 PM
129	No.	3/26/2018 4:00 PM
130	There is a difficult balance between the fundraisers view and the boards/ceo. I find these often don't align. The fundraiser seems 'more ethical' and the board more 'funding focused.'	3/26/2018 3:56 PM
131	Arts organisations should be robust in approaching new sources of money but also not naïve about offers that appear too good to be true. They should also take a situational approach, exploring at Board level any concerns about legality, ethical issues or bad PR arising from potential sponsorships. Overall arts organisations should be tough in their liberal values. Weighing up whether to accept donations or sponsorships is a nice problem to have.	3/26/2018 3:53 PM
132	Companies like the RSC give undue prominence to sponsors like BP, who donate a very small proportion of the theatre company's income.	3/26/2018 3:48 PM
133	Having been in the position of funding projects I would take money from anyone who might give it;The ultimate good of the project will outweigh the publicity for the sponsor.	3/26/2018 3:45 PM
134	I think there should be careful and ethical consideration. However, 'every' endorsement can come under scrutiny from an array of interests and groups. For example, these days even nonprofit institutions are not always portrayed in a favorable light. In this case, an organization has to review and manage its internal and external stakeholders well in order to make the best choices possible for their organization.	3/26/2018 3:35 PM
135	Arts organisations should take a balanced approach regarding which companies might be excluded due to an organisation's ethics. If they perform in venues serving alcohol for example, they should not exclude a drinks company.	3/26/2018 3:33 PM
136	BP and TATE have no backbone	3/26/2018 3:30 PM
137	Always on the basis of a review concerning compatibility of money source with the arts project	3/26/2018 3:29 PM
138	The tricky issue is - as ever - drawing the line. One person's trading ally can be another's repressive regime.	3/26/2018 3:15 PM
139	I think it is obvious to check out sponsors activities and why organisations are still dealing with BP is beyond my understanding apart from a greedy desire for easy cash	3/26/2018 3:14 PM
140	Any organisation in receipt of public funding has a responsibility not to accept funds from unethical sources. The acceptance of oil and tobacco sponsorship by major cultural institutions is wrong, not least as people can't then decide to pull their public funding contribution.	3/26/2018 3:02 PM
141	I'm very surprised that large, and extremely well protected and privileged arts organisations such as the Tate empire are happy to put their ethics and reputation at risk for such comparatively small sums of dodgy money. The big, so-called 'national' museums can probably ride out such storms in relation to special exhibitions, but performing and visual art organisations are probably more vulnerable from the nature of their audiences. For non-subsidised institutions such as the RA it might be different. The mixture of public funding from tax revenues (DCMS, Arts Councils, local authorities) with tainted money (e.g. British Aerospace whatever their claims re-'employment' in NE England is toxic.	3/26/2018 2:46 PM
142	Far too many arts orgs, especially building-based ones, are very dependant on funding from the private sector. It would be a very interesting exercise to 'ethically audit' some of the major arts orgs and their funders. However, you'd probably have to start with UK government and all of the major funding quangos, some of whom have been very much found out by journalism such as by Arts Professional.	3/26/2018 2:45 PM

## Ethics in arts sponsorship

143	In many ways the issue of the BAE sponsorship of the NEOTH was interesting case because not only did it present a cultural misalignment of ethic between artists and creative sector and DCMS. But is also showed up another issue which is the ethics behind the use of public funds for Culture as a PR tool for Government. It highlighted to some artists and organisations for the first time that Culture is a commodity which is in effect Government controlled and that government has an expectation that the funding that they provide, also has a duty of the funded to tow the line as exemplified by Jake Berry MP, minister for the Northern Powerhouse in his tweet the day after the withdrawal. "This is an absolute disgrace. What these subsidy addicted artists need to realise is that it is the 18000 BAE workers in the North who pay the taxes that support them."	3/26/2018 2:42 PM
144	I think a problem in bigger arts orgs is that their boards are often drawn from the business and finance world and have perhaps different values on these issues from a lot of staff and audiences. I would love to see a change in the make-up of boards to include more young people and arts practitioners who might be able to better define and uphold progressive values around these decisions. In a world of #blacklivesmatter, #metoo and disappearing Arctic ice it's increasingly impossible for arts orgs to stay neutral on the big moral debates of the day and nor should they. But it has to flow through to how they run their organisations too.	3/26/2018 2:32 PM
145	It is vital that all arts organisations engaging in fundraising whether commercial sponsorships or soliciting support from HNWLs to have an ethical fundraising policy which they are able to share with potential supporters, staff and senior volunteers	3/26/2018 2:20 PM
146	There's no one-size-fits all.	3/26/2018 2:19 PM
147	It is too easy to be simplistic, moralistic and hysterical about this. Values are not universal and decisions should be balanced, rational and take into account a 360 degree view of the sponsorship.	3/26/2018 2:16 PM
148	Balancing the need of financing and strict "ethical" positions is difficult. Choosing a sponsor should take into account their intention in "non-ethical" outcomes and the benefits of their production, balancing the financial benefits with ethic principles, and avoiding blind acceptance or activist extremism.	3/26/2018 2:15 PM
149	Under relentless pressure from governments, the DCMS and ministers, over the last 30+ years, arts organisations have generally sold themselves much too short, not helped by the constant abject failure of ACE and its predecessors to stand up for public funding and support a public ethical framework for clients to use when soliciting sponsorship. Arts organisations should band together to create ethical guidelines that are known and used across the arts -- and also be given professional advice (by ACE and the other nations' arts councils?) as to how to calculate realistic prices for sponsorship that accurately reflect the real benefits that accrue to sponsors. Time to end the Cultural Cringe that lets commercial companies walk all over arts organisations!	3/26/2018 2:10 PM
150	its complicated. We are in a time of severe financial constraint, so any additional money coming from sponsors can assist in making more art & reaching more people (or, indeed, just surviving!). It would be lovely to say no to sponsorship on ethical grounds, but sometimes practicality takes over. Sometimes people cant afford ethics.	3/26/2018 2:08 PM
151	I'm glad it seems to be becoming mainstream after a very long push from various quarters. It should be a standard policy alongside environment and ensuring diversity.	3/26/2018 2:06 PM
152	I think it's potentially enormously difficult and could have serious consequences for some organisations, but, in the end, an organisation needs to be very clear about its values, check their commitment to them regularly, and stand by them.	3/26/2018 1:34 PM

## Q14 Where do you live?

Answered: 578 Skipped: 11



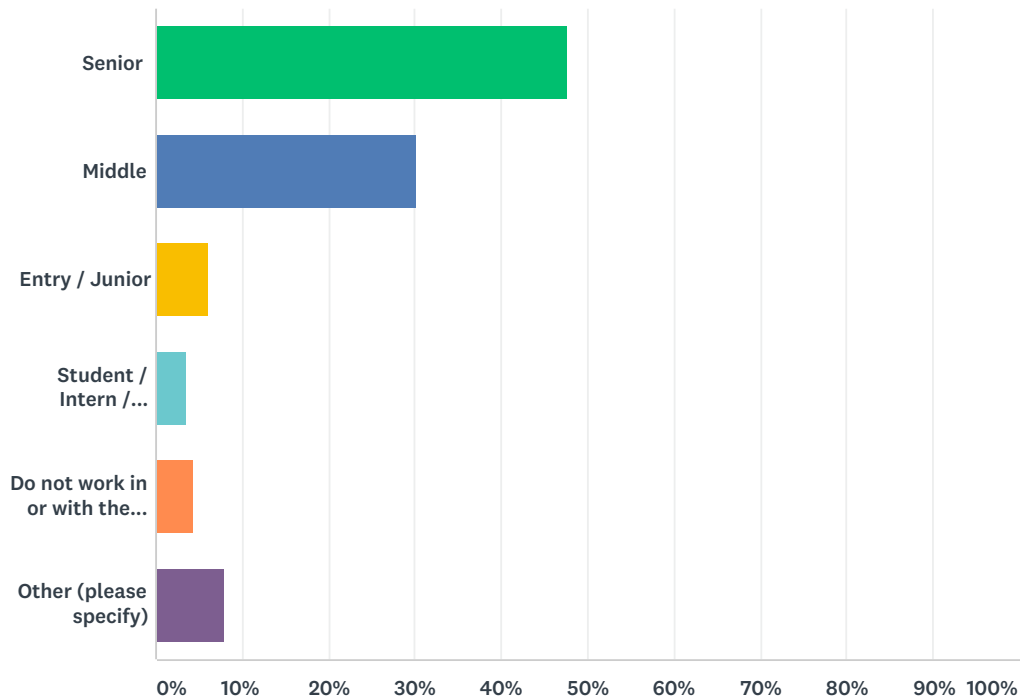
ANSWER CHOICES	RESPONSES	
England - London	25.26%	146
England - East	3.98%	23
England - North East	6.23%	36
England - South East	9.86%	57
England - East Midlands	4.33%	25
England - West Midlands	4.15%	24
England - South West	8.82%	51

## Ethics in arts sponsorship

England - North West	7.61%	44
England - Yorkshire	5.36%	31
Northern Ireland	1.21%	7
Scotland	8.30%	48
Wales	2.42%	14
Elsewhere in Europe	5.36%	31
Outside Europe	7.09%	41
<b>TOTAL</b>		<b>578</b>

## Q15 At what level is your work in or with the arts sector?

Answered: 580 Skipped: 9



ANSWER CHOICES	RESPONSES
Senior	47.76% 277
Middle	30.17% 175
Entry / Junior	6.03% 35
Student / Intern / Volunteer	3.62% 21
Do not work in or with the arts sector	4.48% 26
Other (please specify)	7.93% 46
<b>TOTAL</b>	<b>580</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Freelance	4/9/2018 2:37 PM
2	Freelance	4/9/2018 12:34 PM
3	Artist	4/8/2018 10:19 PM
4	Independant Artist and Social Entrepreneur	4/6/2018 4:36 PM
5	Freelance	4/5/2018 10:47 PM
6	Trustee	4/5/2018 10:24 PM
7	I teach Drama to a group of mixed ability adults in a small education centre.	4/5/2018 4:30 PM
8	Consultant for the arts sector	4/5/2018 1:19 PM
9	I'm an artist (part time) and work in a philanthropy.	4/5/2018 11:50 AM
10	Trustee	4/5/2018 11:16 AM
11	Self-employed designer.	4/5/2018 10:38 AM
12	artist	4/5/2018 9:41 AM
13	I work as a free artist. I live in Algeria	4/3/2018 11:34 AM

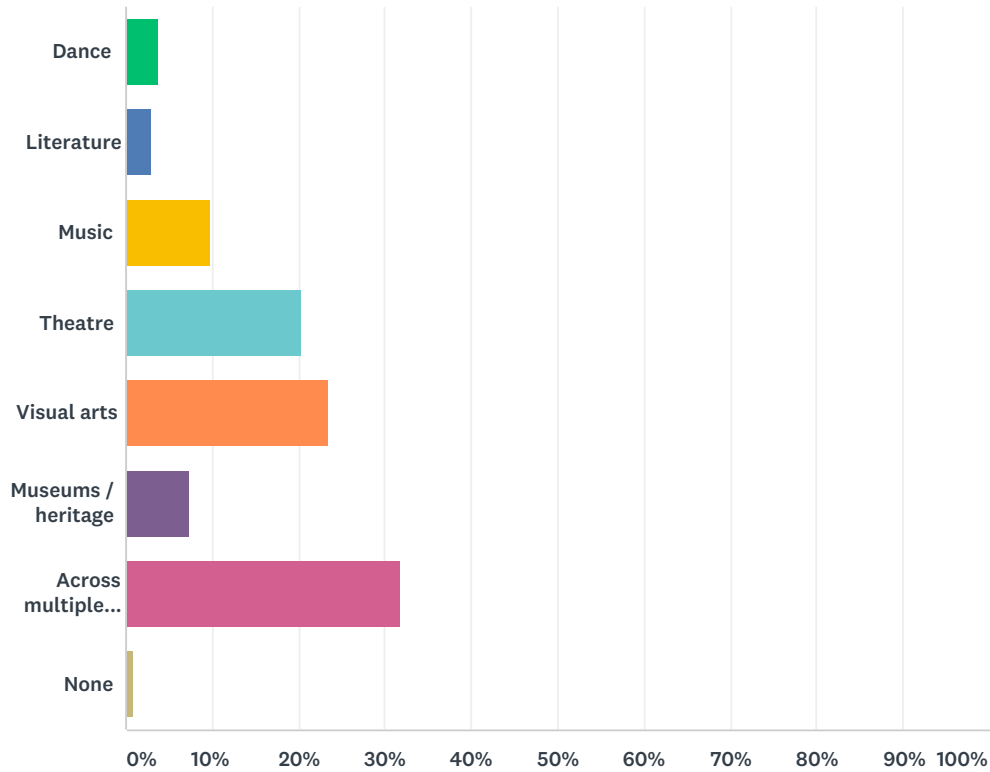
## Ethics in arts sponsorship

14	cultural heritage (at the moment)	4/3/2018 8:08 AM
15	Self employed artist - where does that locate me?	3/29/2018 4:19 PM
16	I am an artist working in education	3/28/2018 6:30 PM
17	Trustee	3/28/2018 4:01 PM
18	Partner in a small independent organisation	3/28/2018 12:13 PM
19	I'm an artist - is that middle?	3/27/2018 1:46 PM
20	Practicing independent artist	3/27/2018 12:58 PM
21	Freelance	3/27/2018 11:24 AM
22	Freelance / associate artist	3/27/2018 10:40 AM
23	publishing	3/27/2018 9:23 AM
24	I have worked at a senior level and currently run a small not for profit company	3/26/2018 10:12 PM
25	Director	3/26/2018 9:31 PM
26	Occasional	3/26/2018 9:24 PM
27	An independent practicing artist with 40 years experience	3/26/2018 6:49 PM
28	Freelance visual artist working with many aspects	3/26/2018 6:35 PM
29	freelance researcher	3/26/2018 6:06 PM
30	Writer, Lecturer	3/26/2018 5:47 PM
31	Arts graduate	3/26/2018 5:46 PM
32	Self-employed artist since 2010	3/26/2018 4:56 PM
33	academic	3/26/2018 4:02 PM
34	As a Trustee and Board Member	3/26/2018 3:53 PM
35	Board	3/26/2018 3:45 PM
36	Freelance social artist education	3/26/2018 3:44 PM
37	Independent artist	3/26/2018 3:41 PM
38	Retired from CEO artistic director of central london arts centre	3/26/2018 3:30 PM
39	Performer	3/26/2018 3:29 PM
40	author	3/26/2018 2:55 PM
41	senior but now retired and only operating at Board level	3/26/2018 2:47 PM
42	Self-employed artist	3/26/2018 2:31 PM
43	consultant/producer	3/26/2018 2:03 PM
44	Performer and part of musical charity	3/26/2018 2:02 PM
45	Consultant	3/26/2018 1:58 PM
46	Trustee	3/26/2018 1:36 PM



## Q16 Which artform do you primarily work in?

Answered: 543 Skipped: 46



ANSWER CHOICES	RESPONSES	
Dance	3.68%	20
Literature	2.95%	16
Music	9.76%	53
Theatre	20.26%	110
Visual arts	23.39%	127
Museums / heritage	7.37%	40
Across multiple artforms	31.86%	173
None	0.74%	4
<b>TOTAL</b>		<b>543</b>

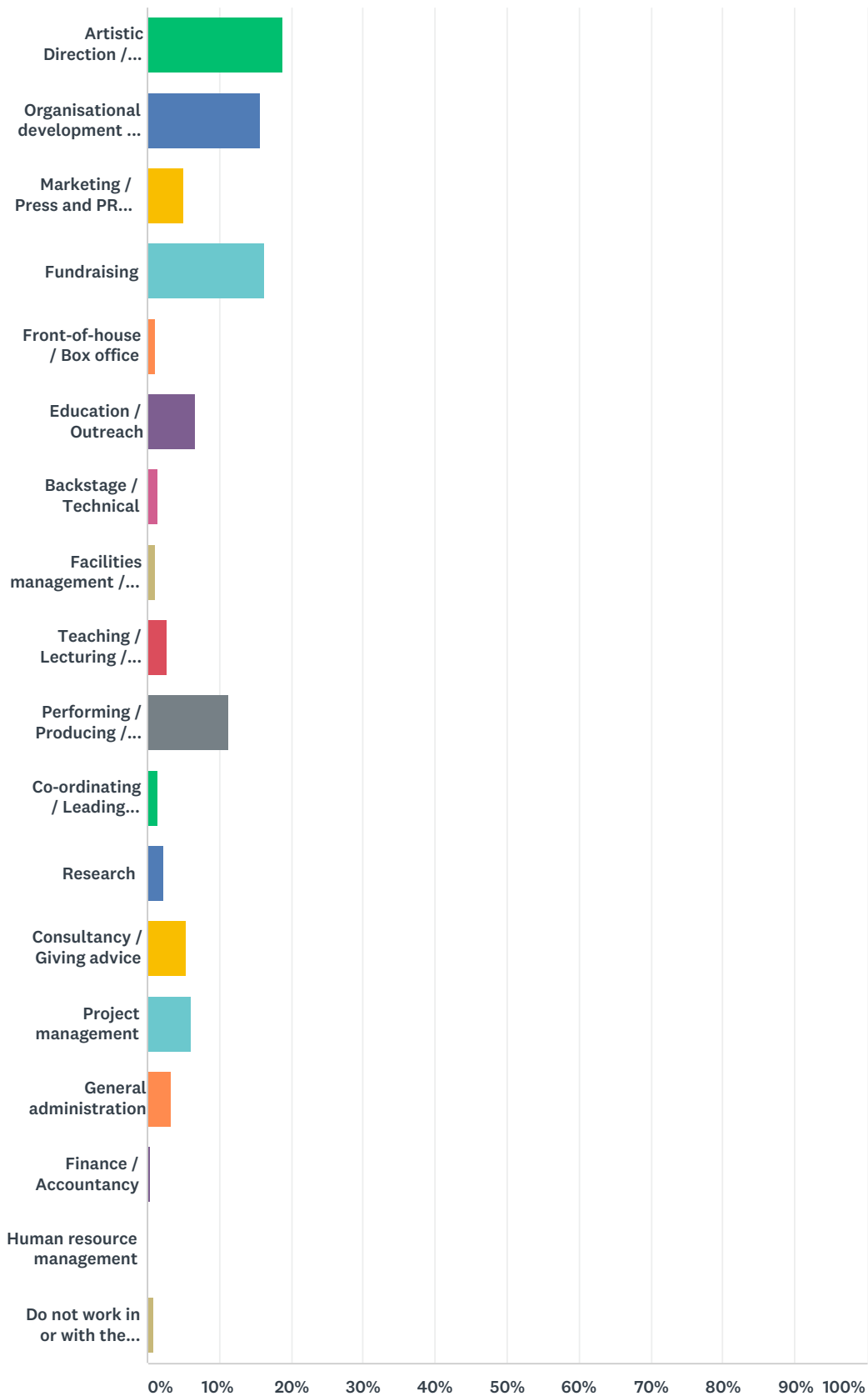
#	OTHER (PLEASE SPECIFY)	DATE
1	Aerial Theatre	4/7/2018 11:07 PM
2	Non-performance Drama	4/5/2018 4:31 PM
3	Live Art	4/5/2018 3:12 PM
4	Community/ participatory	4/5/2018 3:07 PM
5	Also theatre, as a designer, but not for some years so now painting	4/5/2018 11:40 AM
6	Craft	4/5/2018 11:39 AM
7	FILM	4/5/2018 11:16 AM
8	Higher Education	4/5/2018 10:54 AM
9	Multi-media	4/5/2018 10:46 AM

## Ethics in arts sponsorship

10	Outdoor arts	4/4/2018 2:49 PM
11	And freelance in Museums	4/3/2018 5:07 PM
12	Artist and sculptor	4/3/2018 11:42 AM
13	Live Art	4/3/2018 10:49 AM
14	Circus	3/29/2018 10:27 AM
15	TV	3/28/2018 9:11 AM
16	The artform that always gets left off lists like this - craft	3/27/2018 11:45 AM
17	festivals	3/27/2018 9:58 AM
18	Multi-disciplinary	3/27/2018 9:21 AM
19	Film ans Television	3/27/2018 9:12 AM
20	opera	3/26/2018 4:28 PM
21	and literary	3/26/2018 4:25 PM
22	Dance and Technology, Multimedia Graphic Design, Design Research	3/26/2018 3:36 PM
23	We review film, theatre, books, dance, demos, protests etcetera	3/26/2018 3:32 PM
24	Opera	3/26/2018 3:30 PM
25	Theatre and Museums equally	3/26/2018 3:07 PM
26	across art forms, currently theatre and visual arts	3/26/2018 2:46 PM
27	performing Arts	3/26/2018 2:43 PM

# Q17 Which of these activities most closely describes the main focus of your work?

Answered: 529 Skipped: 60



## Ethics in arts sponsorship

Artistic Direction / Programming / Curation	18.90%	100
Organisational development / Strategic planning / Policy-making	15.69%	83
Marketing / Press and PR / Audience Development	5.10%	27
Fundraising	16.26%	86
Front-of-house / Box office	1.13%	6
Education / Outreach	6.62%	35
Backstage / Technical	1.51%	8
Facilities management / Operations / Security	0.95%	5
Teaching / Lecturing / Training	2.65%	14
Performing / Producing / Creating art	11.34%	60
Co-ordinating / Leading workshops	1.51%	8
Research	2.27%	12
Consultancy / Giving advice	5.48%	29
Project management	6.05%	32
General administration	3.40%	18
Finance / Accountancy	0.38%	2
Human resource management	0.00%	0
Do not work in or with the arts sector	0.76%	4
<b>TOTAL</b>		<b>529</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Network building	4/9/2018 2:38 PM
2	I am studying media and taking arts management as a minor, although I am practicing music to do my postgraduate in Jazz Composition and make a career as a musician	4/8/2018 9:08 PM
3	Student, MA Creative Education, working in social practice.	4/7/2018 10:39 AM
4	Freelance artist, working as a movement teacher	4/5/2018 10:48 PM
5	CEO	4/5/2018 10:15 PM
6	Volunteer at Georgian House Greyfriars Kirk and Celtic Connections Music Festival	4/5/2018 8:33 PM
7	I am both an artist and work in a philanthropy, with experience of funding art activism	4/5/2018 11:51 AM
8	CEO	4/5/2018 11:51 AM
9	As company manager I do everything - fundraising, finance, marketing, project management, HR, governance etc	4/5/2018 10:49 AM
10	I also manage projects, fundraiser, and market. We are a small, busy touring theatre company.	4/5/2018 10:46 AM
11	Dance Resource Organisation	4/5/2018 10:30 AM
12	Design/ artist	4/5/2018 9:50 AM
13	Producer	4/4/2018 2:49 PM
14	trustee	4/4/2018 11:42 AM
15	Art I have a hobby .. And art exhibitions sometimes	4/3/2018 11:42 AM
16	also involved in strategic planning, fund raising and communication	4/3/2018 8:30 AM
17	And the marketing option	4/3/2018 4:56 AM
18	It's not easy to find the right terminology, but I find the label "education/outreach" disappointingly outdated.	4/2/2018 1:56 PM

## Ethics in arts sponsorship

19	making art	3/31/2018 10:14 AM
20	All of the above, it's a small charity	3/29/2018 5:32 PM
21	A number of the above as a freelance theatre-maker	3/28/2018 2:51 PM
22	professional development	3/27/2018 10:23 AM
23	photographer	3/27/2018 9:37 AM
24	writing and producing books	3/27/2018 9:24 AM
25	Marketing and fundraising (partly)	3/27/2018 9:21 AM
26	Art And Design	3/27/2018 9:12 AM
27	Independent business: metalwork productions, editions, education	3/26/2018 11:51 PM
28	Because I am working on a new start up I am covering everything from funding to PR	3/26/2018 10:13 PM
29	A mix of the above - I work across a couple of organisations as well as freelance.	3/26/2018 6:20 PM
30	All of the above - in a small arts organisation the reality is many tasks not one	3/26/2018 6:15 PM
31	Founding editor and Chairman of The Art Newspaper	3/26/2018 5:25 PM
32	corporate social responsibility	3/26/2018 4:28 PM
33	We make Public Art with communities	3/26/2018 4:25 PM
34	Governance	3/26/2018 3:57 PM
35	Working only with an arts' organisation as a Trustee and Board Member	3/26/2018 3:54 PM
36	I need to tick more than one box as curator/director of a small visual arts org - at least the top two.	3/26/2018 3:50 PM
37	Small organisation - not possible to tick just one of these.	3/26/2018 3:48 PM
38	Also Teaching, Training, Research	3/26/2018 3:36 PM
39	Creative	3/26/2018 3:22 PM
40	We're an access organisation supporting theatres and museums, providing access services and consultancy	3/26/2018 3:07 PM
41	I run a small business. I am responsible for and deliver all of the above.	3/26/2018 2:54 PM
42	Consultancy and project management	3/26/2018 2:16 PM
43	Board Level	3/26/2018 1:58 PM
44	Publishing	3/26/2018 1:43 PM