

# UNICEF UK BABY FRIENDLY INITIATIVE

## Funding Guidelines

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

1. The Baby Friendly Initiative will not accept funding from companies or organisations which routinely engage in activities which undermine breastfeeding or promote bottle feeding. All accepted funders will be requested not to use any images which present breastfeeding in a negative light or which promote bottle feeding. They will be warned that such activities could lead to a cessation to any agreement.  
*Before signing any agreement, we should inform ourselves as much as is practicable about the company's activities, as well as those of its subsidiaries, so that we can determine whether any of its activities could undermine breastfeeding.*
2. The Baby Friendly Initiative will not accept funding from any company which manufactures breastmilk substitutes, feeding bottles, teats or dummies in any country. Breastmilk substitutes are infant formula, follow-on milk, baby teas & juices, other food & drink for babies under the age of 6 months.
3. The Baby Friendly Initiative will not accept funding from any company which violates the International Code of Marketing of Breastmilk Substitutes, subsequent relevant WHA Resolutions or relevant national legislation.
4. The Baby Friendly Initiative may accept funding from manufacturers of breast pumps, providing that they are not disqualified under guidelines 1-3 above.
5. The Baby Friendly Initiative will not accept funding from other companies whose activities routinely undermine good health, or whose activities are not compatible with the aims of UNICEF or the Baby Friendly Initiative.  
*Including companies involved in tobacco, alcohol, armaments.*
6. The Baby Friendly Initiative will not accept funding from companies which manufacture foods or drinks for infants or young children.  
*No definition of 'young children' has been established. At present, this is subject to the discretion of the Steering Committee.*
7. The Baby Friendly Initiative will make every effort to ensure that it is aware of any seemingly unrelated ethical criticisms of a potential corporate sponsor.  
*Because we don't want to come under fire from another area of the NGO community. While we wouldn't necessarily rule out funding from a company which is being criticised for something unrelated, it makes sense for us to have discussed the issues involved in advance.*
8. The Baby Friendly Initiative materials may mention the name of an acceptable corporate sponsor which is not disqualified under the above guidelines.  
*Brand names of products not related to infant feeding can exceptionally be mentioned but efforts should be made to avoid this in favour of a corporate logo*

*or similar. Any brand name which is used should not be linked to infant or young child feeding and should be carefully checked to ensure that there are no possible dangers or side effects arising from use of the product. The Baby Friendly Initiative can be mentioned on the packs of acceptable sponsors, but this must be at a considerable price to the manufacturer.*

This is an internal document of the UNICEF UK Baby Friendly Initiative, a programme of the UK Committee for UNICEF