

Communication Guidelines Bupa Foundation

Image:
Groundswell Homeless
Health Peer Advocacy 2019
(grant recipient)



Foundation

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13 May 2021

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About the Bupa Foundation

Key facts about the Bupa Foundation

- We are a registered charity, funded solely by Bupa
- We run and help to fund practical projects which have a positive impact on people's mental health
- Our purpose is to help people live longer, healthier, happier lives
- Our programmes include Wellbeing for Educators, a partnership with Mind and support for local charities which helping health and wellbeing in their communities.
- The Bupa Foundation is a company limited by guarantee in England and Wales (Company registration number 9524970) and registered with the Charity Commission for England & Wales (Charity number 1162759).

About our programmes



Our partnership with Mind

We're working with Mind to empower better mental health in young people.

By 2022, we aim to help 2.5 million young people and their families to access new resources, providing support and guidance on mental health.

[Find out more >](#)



Wellbeing for Educators

Good mental wellbeing helps us to cope with life's pressures and enables us to make positive life choices.

We're working with educators to share our wellbeing expertise – offering a free, practical, evidence-based programme.

[Learn more >](#)



Community Committees

Bupa employees volunteer their time to run Community Committees in Bristol, Greater Manchester, Leeds, London and Staines.

We support local charities to help vulnerable people through grants, volunteering and fundraising.

[Check it out >](#)

How the Bupa Foundation is run

Board of Trustees

- Board of Trustees made up of up to Bupa leaders and Independent External Trustees.

Bupa Foundation team

- We have a core team of three, with more support from our CRS team within Bupa

Bupa volunteers

- More than 20 people across Bupa provide support for the Bupa Foundation's governance and operations, including IT, legal and financial administration.
- Over 100 people across Bupa are Community Committee members in Bupa's key locations including Manchester, London, Staines, Brighton and Leeds. Members know their local areas well. They select, review and assess applications for funding and manage local relationships with charities. They arrange volunteering and pro bono support for grant recipients depending on their needs including marketing and brand support, clinical governance, healthcare outcomes and health coaching.

Charity Commission Guidance

Charity Commission Guidance

In the UK corporate foundations are required to abide by charity law to maintain their charitable status.

The Charity Commission provides clear guidance for corporate foundations which has important implications for communications:

Guidance on independence

“Charitable corporate foundations must be independent of the companies that set them up. This means that they must exist only to further charitable purposes for the public benefit and not the purposes of the company. This is not just a requirement at the point when a body is registered as a charity; charities must only act to further their charitable purposes throughout their existence.”

Guidance on public relations and CSR

“If the company wants to set up an organisation which has the purpose (even in part) of promoting the interests of the company, for example as a public relations exercise, then such an organisation cannot be a charity. A charity has to be established for exclusively charitable purposes. Whilst there is no objection to the company’s CSR policy and the purposes of the charity coinciding, the company cannot have a controlling influence.”

Communication principles

Key principles for communications

It is essential for corporate foundations to “*take all the necessary precautions to distinguish between the company and the foundation*” Association of Charitable Foundations.

If you'd like to mention your Bupa Foundation in your communications there are a few things to be careful about.

Do say..	Don't say..
Bupa Foundation	Bupa
The Bupa Foundation	The Foundation
The Bupa Foundation awarded a grant to...	Bupa awarded a grant to...
Bupa employees volunteered their time to...	
If we're working in partnership:	
XXX and the Bupa Foundation work together to....	
If you've received a grant:	
XXX received a grant from the Bupa Foundation via the Greater Manchester Community Committee.	
XXX delivered XXX with funding from the Bupa Foundation.	

Brand copy

The Bupa Foundation is a charity whose purpose is to help people live longer, healthier, happier lives.

The Bupa Foundation runs and helps fund practical projects that have a positive impact on people's mental health and wellbeing.

Its programmes include Wellbeing for Educators which provides evidence-based wellbeing coaching to people who work in schools, a partnership with Mind which funds information resources to help young people aged 11-25 live mentally healthy lives, and support for local charities that help health and wellbeing in their communities.

Find out more: www.bupafoundation.org

Social media channel	Our profile
LinkedIn	https://www.linkedin.com/company/bupa-foundation
Twitter	https://twitter.com/bupafoundation
Instagram	https://www.instagram.com/bupafoundation

Logo

Bupa Foundation has its own logo. It is always Cyan and square.

We use

- The portrait Bupa Foundation logo as our primary logo.
- The keyline version on Bupa Cyan backgrounds only. It's designed to scale to size.
- The Bupa Digital Cyan logo in web-based applications. It uses our Bupa Digital Cyan to meet accessibility requirements.
- The landscape version is for applications with limited space.
- The landscape top aligned version is for digital applications with limited space.

Position

- The Bupa logo should always be in a corner where it's clearly visible.
- It's never on a cluttered background.

Minimum sizes

- Portrait logo (height)
 - Print – 20mm
 - Digital – 50px
 - High pixel density displays (e.g. Retina) – 70px
- Landscape logos (heights)
 - Print – 15mm
 - Digital – 35px
 - High pixel density displays (e.g. Retina) – 50px
- Please make sure the logo doesn't become too small or too large, especially in digital, outdoor media and digital touchpoints.

Bupa Foundation
Portrait logo – Clear space



Keyline logo



Digital logo



Landscape logo
– Clear space



Landscape top aligned logo
– Clear space



Co-branding

Bupa Foundation develops and forms relationships with different partners for different purposes.

We have clear principles on how to apply the Bupa Foundation brand when working with other organisations on communications.

Third party lockups

- The Brand X logo appears next to the Bupa Foundation logo and should be of equal prominence
- The Brand X logo should not be placed in the clear space of the Bupa Foundation logo
- Respect the minimum size requirements of both logos
- We always use the portrait version of our logo

Third party placement

- Bupa Foundation logo is always placed in a corner.

Bupa Foundation branding

It is important not to merge two brand identities together, as this will potentially dilute each brand. Depending who the lead brand is, co-branding should only use the Bupa Foundation brand identity or the third party's identity. Never a combination of both.

Your Bupa Foundation contact will talk to the Brand and Legal team for advice.

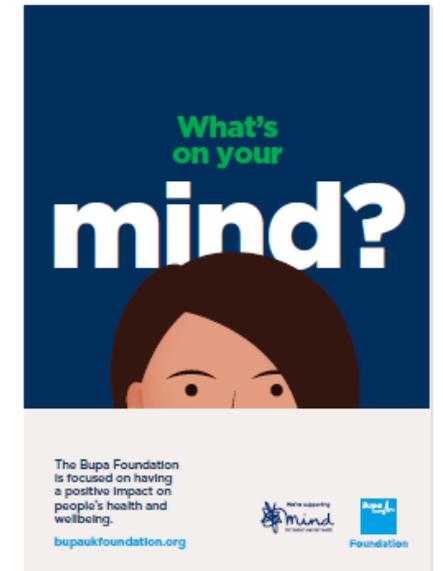
Third party lockups



Equal prominence to the Bupa Foundation logo.

Brand X logo is outside the Bupa Foundation logo's clear space.

In action



Sign off process

Any internal or external communications mentioning the Bupa Foundation must be signed off by Bupa Foundation team prior to publishing.

We'd be grateful if you could provide us with 3 working days' notice to allow time for our internal approval process.

BupaFoundation@bupa.com

Get in touch



bupafoundation@bupa.com



[@Bupa-Foundation](https://www.linkedin.com/company/bupa-foundation)



[@BupaFoundation](https://twitter.com/BupaFoundation)



[@BupaFoundation](https://www.instagram.com/BupaFoundation)

bupafoundation.org

The Bupa Foundation is a company limited by guarantee, registered in England and Wales.
Company registration number: 9524970. Registered office: Bupa, 1 Angel Court, London. EC2R 7HJ.

Registered with the charity commission for England and Wales. Charity number: 1162759.



Foundation