

## Academy Ambassadors - Guidelines for corporate partners

Academy Ambassadors is a not-for-profit organisation set up to support academies across England, by finding senior figures from the world of business and the professions to join the boards of multi-academy trusts. By putting outstanding business leaders and educationalists together we can make a real difference to education in England.

Academy Ambassadors is pleased to work in partnership with regional and national companies and membership organisations where such partnerships support our goal to build better trust boards. Academy Ambassadors focuses on partnering with organisations that are likely to have 20+ senior leaders with appropriate business skills potentially interested in volunteering pro-bono with multi-academy trusts. Financial, legal, property, HR and consultancy firms are the primary, but not exclusive sector partners in line with the needs of boards. These individuals would be expected to meet the criteria for candidates suitable to enter the [Academy Ambassadors candidate pool](#).

Our guidelines for corporate partners set the principles by which Academy Ambassadors will enter into partnerships and ensures that all partnerships are consistent with our organisational aims of raising standards in education through good governance and business-education partnership. In general, the following conditions apply to each of our corporate partnerships:

- All partnerships will be based on the principles of integrity and openness and will bring benefit to Academy Ambassadors through supporting Academy Ambassadors to achieve its mission.
- Participation in a specific corporate arrangement does not in any way imply Academy Ambassadors' approval or endorsement of any corporate policies, nor does it imply that Academy Ambassadors will advocate on behalf of any corporate entity.
- Academy Ambassadors' name is not used in a manner that would express or imply Academy Ambassadors' endorsement of the corporation or its policies.
- Academy Ambassadors' retains equal editorial control over any information produced as part of a corporate arrangement in which Academy Ambassadors is quoted or our logo displayed. In such cases, all materials in print, broadcast, or electronic media prepared by the corporate partner must be submitted to Academy Ambassadors for approval in writing prior to release, unless it conforms to a pre-agreed form of wording.
- Where appropriate Academy Ambassadors will provide recognition of corporate support in relevant Academy Ambassadors' publications, sections of the website and other appropriate forums, and Academy Ambassadors' corporate funders will be disclosed in all financial reporting.

### Areas of potential concern

Academy Ambassadors is unable to accept support that could compromise who we are and what we do – or undermine our effectiveness in achieving our goals. Partnerships with companies whose commercial objectives would conflict with our goals and values, or which could promote inaccurate or misleading messages about our commitment to those goals and values would not be appropriate.

If you have any questions, please contact Louise Starling, Partnerships Manager at [louisestarling@newschoolsnetwork.org](mailto:louisestarling@newschoolsnetwork.org)