

## 1. Mission Statement

1.1 We are a privileged group of trusted partners working together to achieve the following objectives:

- Raise over £10,000 per year for local good causes
- Provide knowledge and support for good causes
- Raise the credibility & profile for all partners
- Develop business relationships via this What's Right Charter

And most importantly.....

- Have fun and enjoy the experience.
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## 2. Profile

2.1 The concept of 'What's Right' was conceived and registered in 2003. Following further development and assessment of the project and its members, it was formally launched in 2009. 'What Right' is a not-for-profit organisation and is a registered Community Interest Company (CIC) consisting of a team of selected individuals who are in business and who meet the following credibility criteria:

- Honest
- Trustworthy
- Proactive
- Diligent
- Local

2.2 Each member of the group is known as a trusted partner or Ambassador, with other levels of membership such as Corporate and associate being considered.

2.3 Members work together in an orchestrated relationship for the benefit of our chosen good causes with the aim of raising money and to secure strong advocacy.

2.4 Members are nominated and selected based on the above criteria together with a high standard of integrity and their ability to work proactively with the other members.

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## 3. Objective

3.1 The aim of the group is to use each members unique business skills to provide excellent products and services within the marketplace and to add value to each [Supplier](#) relationship within a framework that raises money for one or more good causes.

3.2 The members collectively agree that the success of this project is based on gaining credibility and profile by doing good works and sharing best practice.

3.3 Each trusted partner agrees to donate a percentage of profits generated from business resulting from introductions produced by the 'What's Right' forum.

3.4 This percentage shall be agreed on an individual basis but shall be no lower than 5% of gross margin.

3.5 100% of all such donations will be shared amongst our chosen good causes unless they are as a result of an introduction directly from a good cause, in which case the full amount of that donation will be allocated to that single good cause.

3.6 The Ambassadors agree to promote What's Right and the members to a wider spectrum of business and community in pursuit of growth for the group.

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### 4. Good Cause Membership

4.1 There is no restriction on who can be considered as a good cause and each is considered on an individual basis, usually as a result of an existing relationship with a member or there being some element of synergy and mutual benefit to all concerned.

4.2 Each good cause who would like to be considered for membership will be offered an introductory meeting with members of the group.

4.3 In the event of positive initial feedback, the good cause will then be invited to attend the next structured meeting and to give to the group an overview of their good cause and an introduction to the work conducted, its current supporters and plans for the future.

4.4 The good cause will subsequently be discussed by the trusted partners to ascertain whether they are to become a chosen good cause of the forum. Written notification will be given at the earliest opportunity.

4.5 There is no charge for being a good cause member of the group.

4.6 The good cause may ask to enter into a minimum term of agreement with the group. However, this is in no way a requirement of membership and all such requests will be formally proposed to the group, balloted and recorded.

4.7 Subject to any such aforementioned agreement, the group reserves the right to remove any good cause from the membership register by giving 30 days written notice.

4.8 As a project designed to help with corporate social responsibility, the group takes great care in selecting a cross section of good causes that embrace goodwill and responsible behaviour in a diverse range of areas covering the environment, animal welfare and society as a whole.

4.9 The group as a whole commits to constantly evolve and develop the issues and opportunities which arise in accordance with carrying out the commitment and duties detailed in sections 7.4 and 7.5.

4.10 The minimum total number of good causes is six and the first six are selected by the founders to reflect a balanced contribution to society.

4.11 The details of the current good causes are contained on our website.

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### 5. Membership

5.1 Membership is open to anyone within the business community.

5.2 Candidates for membership will need to meet the credibility criteria (see 2.1) of the group and be proposed by at least two existing members.

5.3 Membership is then subject to consideration and a ballot amongst all of the existing trusted partners. Such

consideration and voting is only open to full members.

5.4 Client references will be requested and if successful the individual will be granted introductory membership with a review after 3 months, at which point a final decision on full membership will be made.

5.5 Each member is selected on merit, meeting the criteria detailed in 2.1, and must be known to the group by an existing member, or one of their [Suppliers](#) or clients, for a period of no less than three years.

5.6 An annual non-refundable membership fee paid per month is payable by each member upon acceptance as a full member of the group, except for members holding the position of a What's Right Ambassador.

5.7 Membership fees cover the cost of administration, promotion and development of the 'What's Right' group, these costs will be kept to a minimum and any net proceeds remaining at the end of the financial year will be donated to our chosen good causes.

5.9 Membership of the group is subject to continually meeting the eligibility criteria, abiding by the code of ethics, paying all fees due and code of conduct as well as being proactive in meeting the membership commitments detailed in section 9.

5.10 Failure to act in accordance with section 5.9 or in any manner which brings the project into potential disrepute will result in the member being asked to leave.

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## 6. Meetings

6.1 The essence of the group requires a regular meeting and continuous structured 121's to ensure the promotion of good working relationships amongst all existing members.

6.2 The group shall meet at least once each month at 7:45am at a location to be decided by the group.

6.6 The meeting on the 2nd Tuesday of each month is deemed the Structured Meeting at which formal and procedural matters of the group shall be dealt with. All other meetings shall be deemed informal.

6.7 The formal agenda shall be made available prior to each structured meeting and minutes shall be taken and distributed to attendees as soon as is practicable thereafter if deemed necessary.

6.8 The structured meeting shall be hosted by the Chairman who will also be responsible for the collation and distribution of the aforementioned agendas

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## 7. Code of Ethics

7.1 Each member must act with the highest ethical standards and integrity. This includes, but is not limited to: being honest, trustworthy, open, reliable, dependable, environmentally friendly, socially responsible and respectful.

7.2 Each member must act in the best interests of each and every client or [Supplier](#). This includes, but is not limited to: basing your decisions on a clear understanding of their needs, priorities, concerns and circumstances.

7.3 Each member must provide a high standard of service. This includes but is not limited to acting with skill, care and diligence; being transparent about fees and other costs; and communicating in a way that is accurate, straightforward

and not misleading.

7.4 Each member agrees to act in an environmentally friendly manner and commits to a continual assessment of their business practices against accepted environmental standards associated with their respective industry and workplace.

7.5 Each member also has a duty to embrace the economic, social and environmental impact of their operations and to develop and promote a strategy of corporate social responsibility wherever possible within their workforce and business community.

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## 8. Code of Conduct

8.1 Each group member will perform their role with the utmost professionalism and good conduct at all time.

8.2 Each [Supplier](#) or client introduced to the group via the 'What's Right' forum will be given exemplary service.

8.3 Each member must at all times exercise due diligence, treat [Suppliers](#) fairly and perform with a duty of care that requires them to act in good faith; with the care of how an ordinary prudent person in a similar position would act and in a manner which is in the best interests of the [Supplier](#) or client.

8.4 Any conflict of interest must be drawn to the attention of the relevant member or members at the soonest possible time.

8.5 Any such conflict of interest must be addressed quickly within the guidelines of this Charter and to the agreed satisfaction of all concerned.

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## 9. Members Commitments

9.1 It is the responsibility of each member to understand each of the good causes and the nature of their good work. This can include visiting their premises, meeting members of staff and understanding the history and drive behind the aims of the good cause.

9.2 It is the responsibility of each member to understand each and every member's skills and professional capabilities.

9.3 Each member shall build relationships via the What's Right structured 121 process with other group members with a view to managing any synergy within their own businesses and harness such potential.

9.4 It is expected that each member meets with at least two other members each month in addition to the monthly meetings described in section 6. These meetings are intended to aid the understanding of each other's personality and business enterprise and are to be tracked.

9.5 It is expected that each member should attend at least six meetings per year.

9.6 Non-attendance of any meeting should be notified as a matter of common decency at the member's earliest opportunity with a sound reason given by either registering non attendance on the then current web based meeting facility or sending an email or text to the group.

9.7 Any reasonable endeavour by a member to raise money for any of the current good causes shall be supported and contributed to by each member of the group equally. It is expected that each member shall contribute towards the group efforts for the current good causes.

9.8 The 'What's Right' website can be found at [www.whatsright.co.uk](http://www.whatsright.co.uk) and this will include a personal and business

profile of each current member. It is the duty of each member to make sure that all of the information contained on the What's Right website is accurate, relevant and up to date.

9.9 It is preferred that, where possible, the website of each member contains a clear link to the What's Right domain name.

9.10 It is expected that each member refers at least one opportunity per month to another member.

9.11 Any introduction must be followed up within 24 hours and feedback quickly logged on a tracking mechanism.

9.12 Each member shall register and track all introductions.

9.13 Each member shall review any meeting agenda and make known in good time any matter which they formally wish to be added to the agenda.

9.14 Each member agrees to be bound by a non-disclosure and confidentiality agreement which forms part of their membership at both introductory and full member status.

9.15 If you are unable to meet outside of the structured monthly meeting, all attempts will be made to meet with other group members in order to promote professional understanding and bonding within the group.

9.16 There will be a number of elective tasks to ensure the smooth running of the group and each member is encouraged to offer their services to this end.

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## 10. Client Satisfaction Guarantee

10.1 The members collectively agree that the credibility of the 'What's Right' project depends on providing an exemplary level of [Supplier](#) service.

10.2 In the unlikely event of initial [Supplier](#) dissatisfaction this must be addressed quickly and transparently.

10.3 In the unlikely event of continued dissatisfaction the issue will be brought before the members under the jurisdiction of the legal member and or an independent legal representative mutually agreed by the members.

10.4 The majority decision of the members is final and may result but is not limited to expulsion from the group.

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## 11. Group Progress

11.1 The members collectively agree to regularly review the progress of the group in terms of funds raised, member integration, commercial visibility and agreed targets.

11.2 Although there is no predetermined time for such reviews this will be done no later than annually.

11.3 A running total of funds raised will be freely available upon request.

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## 12. Group Promotional Events

12.1 What's Right is committed to creating and supporting 4 key annual events to raise additional funds for our chosen good causes, enhance our profile and build good relationships.

12.2 All members are expected to help create and support these events.

12.3 All members are to support where possible the AGM of our chosen causes.

### Revision History

Revision #	Effective Date	Description of Changes
3.2	27/02/2019	Add a reference to the Knowledge and support the Trusted partners provide to good causes.
3.1	03/08/2016	Add the reference to fee payment in section 5.9
3.0	03/08/2016	Review the Charter inline with the new structure of different levels of membership including Ambassador. Therefore the references to "Trusted Partners" have been replaced with "Members" where necessary to ensure the charter fits all levels of membership.
2.0	29/09/2015	Demo for Matt
1.1	05/07/2013	Other suggestions welcome

### Verification

Whats Right Charter (version 3.2) was printed by Mark Evans on 27/02/2019. Scan the code below to verify.

