



## CHARTER

### 1. MISSION STATEMENT

- 1.1 To raise £1m for selected good causes by the end of 2020 and to become a recognised group of like-minded individuals and a provider of excellent products and services across a wide range of industries and professions.

### 2. PROFILE

- 2.1 The concept of 'Whatsright' was conceived and registered in 2003. Following further development and assessment of the project and its members, it was formally launched in 2009. 'Whatsright' is a **not-for-profit organisation** 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**.
- 2.3 These trusted partners 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 Each trusted partner is hand-picked based on the above criteria together with a high standard of **integrity** and their ability to work **proactively** with the other trusted partners.

### 3. OBJECTIVE

- 3.1 The aim of the group is to use their unique business skills to provide excellent products and services within the marketplace and to **add value** to each customer relationship within a framework that raises money for one or more good causes.
- 3.2 The trusted partners collectively agree that the success of this project is based on gaining credibility and profile by doing **good works**.
- 3.3 Each trusted partner has agreed to **donate a percentage of profits** generated from business resulting from introductions produced by the 'Whatsright' forum as a direct benefit of our close working relationships.
- 3.4 This percentage shall be agreed on an individual basis but shall be **no lower than 5%** of gross margin.
- 3.5 All such donations will be shared equally 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.



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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 trusted partner 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** to strategic 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 within a reasonable length of time.
- 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 contract term 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 by giving 30 days written notice.

### 5. TRUSTED PARTNER 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 may 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 and must be known to the group by an existing trusted partner, or one of their customers or clients, for a period of no less than **three years**.
- 5.6 A non-refundable **introductory fee** of £500 is payable by each trusted partner upon acceptance as a full member of the group.
- 5.7 On each trusted partner's membership anniversary a non-refundable **annual fee** of £500 is payable. This is only payable when the trusted partner, in the previous 12 months, has generated business from the forum which is at least equivalent to the annual fee.



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- 5.8 All such fees will be used in their entirety to **develop and promote** the 'Whatsright' group in whatever ways are deemed appropriate within the group.
- 5.9 Membership of the group is subject to continually meeting the eligibility criteria, abiding by the code of ethics and code of conduct as well as being proactive in meeting the trusted partner commitments detailed in section 9.
- 5.10 Failure to act in accordance with the above (section 5.9) or in any manner which brings the project into potential disrepute will result in the member being asked to leave.

### 6. MEETINGS

- 6.1 The essence of the group requires regular meetings and the promotion of good working relationships amongst **all existing members**.
- 6.2 The group shall meet no fewer than **three times per month**.
- 6.3 The venues for these meetings shall be mutually agreed and made known to each trusted partner in good time for all members to be available.
- 6.4 Since attendance is vital for all concerned with the group, the days, times and venues shall be decided based on times agreeable, as far as possible, to the existing members.
- 6.5 The current days, times and venues are detailed in Appendix I.
- 6.6 The meeting on the Fourth Thursday 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 A **formal agenda** shall be distributed prior to each structured meeting and minutes shall be taken and distributed to attendees as soon as is practicable thereafter.
- 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. The position of Chairman will run for a period of 12 months with each new Chairman being elected by majority vote of all existing full members.
- 6.9 The host of each informal meeting shall be determined by quarterly rotation of full members, details of which shall be recorded and kept up to date via the drop box arrangement or then current facility.
- 6.10 It is the responsibility of the host to make sure that each of the Key Points is discussed at the meeting. Please refer to the current Key Points document for a list of the items to be covered.



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### 7. CODE OF ETHICS

- 7.1 Each trusted partner must act with the **highest ethical standards** and integrity. This includes, but is not limited to: being honest, trustworthy, open, reliable, dependable and respectful.
- 7.2 Each trusted partner must act in the **best interests** of each and every client or customer. This includes, but is not limited to: basing your decisions on a clear understanding of their needs, priorities, concerns and circumstances.
- 7.3 Each trusted partner 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 trusted partner agrees to act in an **environmentally friendly manner** and commits to a continual assessment of their business practices against accepted environmental standards.
- 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.
- 7.6 The group as a whole commits to constantly evolve and develop the issues and opportunities which arise in accordance with carrying out points 7.4 and 7.5.

### 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 customer or client introduced to the group via the 'Whatsright' forum will be given **exemplary service**.
- 8.3 Each trusted partner must at all time exercise due diligence, treat customers 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 customer 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.

### 9. TRUSTED PARTNER 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 trusted partner's skills and **professional capabilities**.



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- 9.3 Each trusted partner shall **build relationships** 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 trusted partner meets with **at least two other trusted partners** 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 via the drop box facility or the then current arrangements.
- 9.5 It is expected that each trusted partner should attend **at least two meetings** per month, one of which should be the structured meeting.
- 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 trusted partner 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 trusted partner shall contribute a minimum of £120 per annum towards the group efforts for the current good causes.
- 9.8 The 'Whatsright' website can be found at [www.whatsright.co.uk](http://www.whatsright.co.uk). It is the duty of each trusted partner to make sure that their own website contains a clear link to this domain name and that all of the information contained on the website is accurate, relevant and up to date.
- 9.9 It is expected that, as a minimum, the website should include a personal and business profile of the trusted partner.
- 9.10 It is expected that each trusted partners refers **at least one opportunity** per month.
- 9.11 Any introduction must be **followed up within 24 hours** and feedback quickly logged on the then current tracking mechanism.
- 9.12 Each trusted partner shall **register and track** all introductions via the drop box arrangement or then current facility.
- 9.13 Each trusted partner 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 trusted partner 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 trusted partners collectively agree that the credibility of the 'Whatsright' project depends on providing an ***exemplary level of customer service***.
- 10.2 In the unlikely event of initial customer dissatisfaction this must be addressed ***quickly and transparently***.
- 10.3 In the unlikely event of continued dissatisfaction the issue will be brought before the trusted partners under the jurisdiction of the ***legal trusted partner*** and or an independent legal representative mutually agreed by the trusted partners.
- 10.4 The ***majority decision*** of the trusted partners is final and may result but is not limited to expulsion from the group.

### 11. GROUP PROGRESS

- 11.1 The trusted partners collectively agree to ***regularly review the progress*** of the group in terms of funds raised, trusted partner integration, commercial visibility and agreed targets.
- 11.2 Although there is no predetermined time for such reviews this will be done no later than ***every six months***.
- 11.3 A ***running total of funds raised*** will be freely available and published via the website.



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