



The Family Ambassador Programme Policy

Introduction

The Joshua Tree wish to place Family Ambassadors at the heart of our fundraising structure – and the contribution of Ambassadors to the work of The Joshua Tree will be highly valued and respected. Ambassadors increase our capacity to raise awareness of The Joshua Tree and to help support our families during an incredibly difficult time. Ambassadors can choose to be involved in the following but only if they feel comfortable and they will always be given guidance and support throughout:

- Tell their story without any personal involvement;
 - To be included in our case studies and remain anonymous;
 - Provide The Joshua Tree with personal photos of their child cancer journey;
 - Provide The Joshua Tree with personal stories and quotes about their child cancer journey;
 - Complete an Ambassador questionnaire (this will be shared for promotional purposes);
 - Social media posts and campaigns both Family Support, Operation and Income Generation focused
 - Website, included in the section on Family Ambassadors including a short bio and why they chose to become a Family Ambassador
 - Attend The Joshua Tree fundraising events and talk about their child cancer journey and the support received from The Joshua Tree.
 - Presentations to potential funders, corporate partnerships, volunteers etc.
 - To feature on promotional material (booklets, posters, banners etc);
 - Attendance and speaking at community and recipient fundraising events;
 - To include their story in Grant applications to help support the future of The Joshua Tree (this will remain anonymous).
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- Inspire your family, friends, colleagues and online networks to support our charity.
 - Create videos to be used for communications and marketing resources
 - Be part of an Ambassador Blog



- Attending cheque presentations and thanking our amazing supporters face-to-face.
- Giving short talks on the charity and work of our Family Support team to a variety of community groups.
- Inspire fundraising activity

Each Ambassador adds their own voice and experience and helps raise awareness. Not only is this empowering for the Ambassador, but it will show the impact of childhood cancer and the need for support for the whole family and their friends.

Policy

This Policy sets out how The Joshua Tree intends to support its Ambassadors.

The Ambassador Policy is guided by the following principles:

- The Joshua Tree and its Ambassadors will follow this policy;
- The Joshua Tree recognises that Ambassadors donate their time and talents freely and voluntarily. The Ambassador's role will be clearly explained and mutually agreed;
- The Joshua Tree will provide appropriate information and support to its Ambassadors;
- The Joshua Tree is committed to equal opportunities in relation to the attraction, selection and involvement of volunteers.
- The Joshua Tree will host quarterly meet ups at the Centre chaired by the Life President and Volunteer Lead to update Ambassadors on charity events, facts, figures, statistics or new data.

The Joshua Tree is committed to good practice when supporting its Ambassadors.

The Joshua Tree will make on-going efforts to recruit Ambassadors who match appropriate needs. This selection process will be based on the experience of the Ambassador and the current needs of the Joshua Tree. The Joshua Tree does not commit itself to accept all offers



of help; it will be under no obligation to give an Ambassador the reason for declining their services.

All Ambassadors will be asked to complete a registration form and will be contacted by The Joshua Tree to explain more fully the role of an Ambassador. Ambassadors must not undertake any tasks that require either Disclosure and Barring Service (DBS) or Disclosure Scotland checks. It is stressed that it is not envisaged that an Ambassador will undertake any task for which such a check will be necessary.

Confidentiality

The Joshua Tree's Ambassadors, have a duty of confidentiality with regards to information received whilst working with The Joshua Tree. Ambassador's information will be treated in confidence (copies of the Data Protection/GDPR policy and Confidentiality policy are available upon request) and The Joshua Tree extends this right to everyone. Ambassadors may find themselves in possession of certain information, the disclosure of which could be construed as a breach of confidentiality. Ambassadors must not discuss or disseminate any sensitive or confidential material whatsoever with any person or outside The Joshua Tree, including the media. Any breach of confidentiality would mean you could no longer remain an Ambassador and The Joshua Tree reserves the right to terminate the ambassador relationship with any individual at any time.

Similarly, Ambassadors should also be aware when using social media that it is subject to the full range of laws applying to other communications, including copyright, breach of confidence, defamation, privacy, contempt of court, harassment, vilification and anti-discrimination legislation, and criminal laws. Social media can be the subject of legal proceedings. The Joshua Tree will accept no liability which arises due to Ambassador's use (or mis-use) of social media sites. In all communications Ambassadors must not bring The Joshua Tree into disrepute and any views expressed by Ambassadors are their own and ought not to be presented as though they represent the views of The Joshua Tree. The Volunteer Lead will provide the correct wording as well as branding for Ambassador's to



share via their own social media streams and will have ultimate approval of any communications created for social media purposes.

Expectations & Commitments

Ambassadors will be informed of the expectations of The Joshua Tree and the role that the Ambassador has offered to undertake. In appointing an Ambassador, The Joshua Tree does not enter into a contract; the Letter of Engagement and the policy are there to help the Ambassador feel supported and clearer about their role. The Ambassador is not an Agent of The Joshua Tree and Ambassadors and their activities are not covered by The Joshua Tree's insurance policies.

The Joshua Tree recognises that Ambassadors are volunteers and will often need flexible arrangements regarding both the time and level of commitment they are able to give. We will try to work within these constraints and will not make unreasonable demands on Ambassadors.

Whatever the level of commitment an Ambassador is able to give we will recognise and value their contribution. In return the Ambassador will be expected to follow the spirit of The Joshua Tree's policies and procedures and to meet mutually agreed time commitments, or to give notice if this is not possible.

Ambassadors are free to cease their voluntary role at any time. There is no commitment to The Joshua Tree.

We will always try to match what an Ambassador feels able to undertake with our Joshua Tree needs. We will provide a warm welcome to Ambassadors, give adequate support and ensure that an Ambassador's expectations are met when they join us.

Ambassadors will be supported, but not directed or controlled, by a named contact person. This person will provide the Ambassador with information about The Joshua Tree, appeals, initiatives and events as well as the opportunity to discuss the Ambassador's initiatives.



Expenses

As the Ambassador's role is primarily as a volunteer Ambassadors will be reimbursed travel expenses in line with the Expenses Policy. With the prior approval of The Joshua Tree, expenses will be met where supporting receipts are provided.

Comments & Complaints

The Joshua Tree aims to identify and resolve problems at the earliest possible stage. In the first instance you should discuss these with the Family Support Team. If the issue or problem is not resolved, you should then contact the CEO who will discuss the matter with you within seven days. If necessary, he/she will then refer the matter to the Trustees who will provide you with their response as quickly as possible.

The following is an example of the Letter of Engagement received by an Ambassador of The Joshua Tree

Dear [NAME]

Thank you for agreeing to be an Ambassador of The Joshua Tree effective from [DATE]. We are very pleased that you have made this generous commitment to support our charity and you can expect the following:

- To receive regular briefings and information about the work of The Joshua Tree such as newsletters and emails.
- An invitation to the Strategy Day and events throughout the year.
- You will be advised of materials using your image or your name prior to being used.
- Any queries you have will be promptly dealt with by the Operations Manager Family Support

We would ask you to provide:

- Up to date contact details to enable The Joshua Tree to contact you.



- An indication of your desired level of involvement in promotional material and at events.
- Permission for use of your name or story (can be anonymous) in funding and grant applications.
- Permission to be included in our case studies (can be anonymous).

As agreed your commitment will last until such time as the arrangement is ended by either you or us. It is important that if you wish to end the agreement that you give us as much notice as possible but at least 1 month to allow the time to remove your details from our website or other documents.

I would be happy to arrange an induction to the Ambassador programme so we can discuss your desired level of involvement and arrange for you to meet key individuals.

If you have any queries or questions now, or in the future, please don't hesitate to contact me.

I look forward to meeting you in the near future.

Yours faithfully,

Rich Driffield
CEO

Ambassador signature:

When signing on behalf of family members under the age of 18 please list below the names of those you are signing for:

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The Joshua Tree representative:

Date:

This policy was reviewed: September 2022

Next review date: September 2024