



Public Benefit Activity Policy

(Development and Non-Development Activities)

Executive Summary

Anti-Tribalism Movement is committed to pursuing our objectives in line with best practice and accurately representing our activities to the people we work with, our donors and the public. Our activities are undertaken for the public benefit. We do not undertake non-development objectives and activities. We do not undertake evangelical or partisan advocacy activities.

Anti-Tribalism Movement does not engage in or support any evangelical activities and is not linked to any political party. In some instances, Anti-Tribalism Movement may partner with faith-based organisations on the basis that their delivery is without evangelising or making participation conditional on conversion or adherence to a particular religious denomination. Anti-Tribalism Movement may partner with advocacy organisations from time to time on the basis that their activities are not directly in support of a political party or candidate.

Purpose

The purpose of this policy is to guide Anti-Tribalism Movement and our partners to clearly separate aid and development from non-development objectives and activities. This policy also addresses our obligations when communicating and fundraising.

This policy is guided and informed by regulations, guidance and best practices

Scope

This Policy applies to all Anti-Tribalism Movement activities and to all Anti-Tribalism Movement employees, and volunteers. The policy also extends to Anti-Tribalism Movement's partners where relevant, through our partnership agreements.

Definitions

Public Benefit, and Development Activity

Our adherence to delivering public benefit through aid and development activities can be established through reference to our objectives, vision, mission, goals and values.

The Anti-Tribalism Movement (ATM) is a non-profit organisation that is committed to combating tribal discrimination and promoting a fairer and more equitable society through our three strategic priorities of fostering tolerance, leadership development, and advancing social justice.

Founded in 2010, the Anti-Tribalism Movement (ATM) fights tribe-based discrimination and inequality. Since our inception, we have become a well-established organisation with a reputation for being fair, visionary, and trustworthy. We have credibility with the wider BAME community (particularly those with Horn of African origin), grassroots minority organisations, donors, and policymakers. We are often the first port of call for advice and consultation as a field leader in advocating for change to improve the situation of BAME communities in the UK.

Over the years, we have invested heavily in building strong networks of organisations working to reduce social inequality in the UK, with whom we regularly partner and collaborate on projects and advocacy. Our central position in these networks allows us to cascade initiatives quickly, collect and share vital information with the community, and build consensus and joint advocacy strategies around common thematic challenges.

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Organisational Values

ATM is driven by fundamental principles and organisational values which we live and breathe every day, and which make the ATM unique: To deliver our goals we commit to being:

- **Responsive-** We will be agile in our responses to community needs and develop new services as the demand and external environment dictates.
- **Transparent-** We will be transparent, open, honest, fair, and have integrity in everything we do.
- **Person and community-centred** - We will work with beneficiaries to embrace people's power, assets, lived experiences and resources to achieve our goals.
- **Collaborative** – We will work in partnership to tackle tribalism, injustice, and inequality.

Non-Development Activity

Non-Development Activity includes activity undertaken to promote a particular religious adherence or to support a particular party, candidate or organisation affiliated to a political party.

Evangelical activities

Evangelical activities are those activities that promote a particular religious adherence or are undertaken with the intention of converting individuals or groups from one faith and/or denominational affiliation to another.

Partisan political activities

Partisan political activities are those that are associated with facilitating or supporting specific political individuals to gain power. This does not include advocacy which is aimed at persuading and influencing decision makers and opinion leaders and is not aimed at promoting partisan political objectives.

Policy Statement

Anti-Tribalism Movement is does not provide support for non-development activities, including evangelical activities or partisan political activities. Anti-Tribalism Movement is committed to ensuring that funds and other resources designated for the purpose of public benefit, aid and development are used only for those purposes.

Our commitment will be clear in all fundraising, programme designs and related activities in public communications and in all reporting including annual reports.

Policy in Practice

Anti-Tribalism Movement (ATM)
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1. The leadership team will appraise all project proposals to determine whether they include non-development components.
2. Any issues will be noted and then be followed up to ensure that the policy requirements are satisfied before the project is approved.
3. leadership team record any aspects of the project that should be closely monitored over the life of the project to ensure compliance with this policy.
4. Partner due diligence and capacity assessment processes require Anti-Tribalism Movement to identify whether the partner is engaged in non-development activities, and if so, how it is able to manage and account for them separately to aid and development activity.
5. Anti-Tribalism Movement's partners will receive a copy of this policy, where they would not reasonably be believed to already be committed to the same or equivalent principles and procedures.
6. Confirmation of internal compliance with this policy will be undertaken at least once annually.
7. Introduction of this policy will be included in the induction process and will be read by all new staff.