



## THE OVERBERG RENOSTERVELD CONSERVATION TRUST ( ORCT)

### POSITION STATEMENT ON: **DONOR BRANDS**

The ORCT aims to engage and facilitate a donor relationship with corporate brands that want to contribute to biodiversity conservation outcomes, and to ensure corporate brands have an opportunity to contribute to conservation awareness and project outcomes where it adds value to the ORCT strategic goals.

The ORCT considers that the donor funds/contribution's aim which meets the corporate-social responsibility of the donor must meet the strategic and operational goals identified by the ORCT.

The ORCT considers partnerships with donors that meet industry standards, that adhere to good business practices and meet the set-out criteria of the ORCT to ensure a confident brand partnership.

The ORCT will evaluate all unsolicited donor and partnership proposals against set criteria, which include traceability, social justice and ethical considerations.

This position statement is hereby ratified on the

**DATE:** 30<sup>th</sup> August 2023

**Signed:**

**By (name):** Dirk van Papendorp

**Designation:** Chairperson of the Board of Trustees