

STATEMENT OF PRINCIPLES

The mission of The Diana Award is to foster, develop and inspire positive change in the lives of young people through our key programmes. The Anti-Bullying programme encourages change in attitudes and behaviours for young people by young people, the Mentoring schemes guide change for some of the UK's most vulnerable young people, and the Award programme recognises the young people driving selfless change across the world.

The charity prides itself on the organisational values of passion, collaboration, ambition, integrity, and unity. Note that collaborators are responsible for exercising due caution and common sense, and not behave inappropriately or in an unduly offensive manner. The Diana Award has zero tolerance for hateful, discriminatory, or otherwise harmful speech and language, including all that target the protected characteristics of a person or group.

Participants agree to refrain from use of The Diana Award logo or branding without prior permission and approval of usage from The Diana Award. The logo should be used only for the duration and purpose of the event in question. If in doubt, check ahead before publication of digital or print mentions of The Diana Award/use of the logo.

Collaborators are not ambassadors of the charity, and do not represent the organisation or speak on behalf of it. This includes for instance fundraisers, influencers, companies, and supporters, and remains true even in the case where an individual had undertaken Anti-Bullying Ambassador training. Those working with the charity are encouraged to signpost sources and services for support but cannot give professional advice.

The Diana Award expects associated individuals and groups to adhere to these principles, act within all applicable state and federal laws, state and/or municipal charitable solicitation statutes and/or ordinances, charity guidelines and policies, as well as any third-party platform Terms of Service or other Community Guidelines. Such platforms should be signed up to codes of industry standards, deemed responsible by the government, and used respectfully.

The charity will not approach under 18s in order to fundraise. If a person below the age of 18 wishes to fundraise, The Diana Award requires that their parents or guardian register as a fundraiser. For livestream fundraisers, it is asked that age ratings are taken into consideration, and that any video games streamed does not permeate the UNHCR rights nor hold an age rating higher than Mature 17+/PEGI 16. The Diana Award Safeguarding policy can be found [here](#).

In any case where The Diana Award is not responsible for the development and execution of the third-party event or promotion, the charity will incur no liability for the Event or any suits, claims, actions, demands, liabilities, damages, costs, expenses, or fees.

If it came to light that an allegation had been made that a participator has contradicted this statement, The Diana Award may terminate any ongoing commitments and decline future collaboration.

All support will further The Diana Award's mission to tackle bullying. Any funds raised over the amount of £980,000 per annum will be allocated where most need is identified.