

Consent Form

Information about this form

As a charity, it's important for us to be able illustrate all the positive impacts that our programmes make.

An important part of this is documenting what we do – this includes all programme delivery and related events that are funded by the Mayor's Fund for London.

In order to do this, we need to have secured written permission from the parents/carers of the children who take part in our programmes, so please read this form carefully.

- **By signing this form, you hereby give permission for the Mayor's Fund for London to use any of the following related to your child/young person in your care: still images, video footage, case study interview or quotes.**
- **These items may be used by the Mayor's Fund for London in leaflets, posters, promotional and marketing material, videos, press, magazines, social media, websites, and other publications to share information about our projects.**
- **They may also be used by carefully selected and trusted partners.**

Name of Young person:

Parent/Carer/Guardian Name:

Name of Organisation seeking consent on our behalf:

I am happy for this young person's image or words to be used by the Mayor's Fund for London as specified above. I am happy for images and words to also be used by trusted partners of the Mayor's Fund for London. I am fully aware of how this content will be used.

Signature of Parent/Carer/Guardian

Date:/...../.....

About the Mayor's Fund for London

- The Mayor's Fund for London is a social mobility charity.
- We empower young Londoners from disadvantaged backgrounds to acquire the skills and opportunities they need to secure employment, climb the career ladder and escape the threat of poverty. The Mayor is our patron.
- Our charitable activities focus on wellbeing, skills, employment and enterprise.
- We help children and young people play a greater part in the future of London.

We were established in 2009 and you can find out more about our team and our programmes on our website www.mayorsfundforlondon.org.uk, or call us on 020 7983 4051.

Consent Form – Guidance Notes

By signing this form, you are confirming that you give permission for this young person's image and words to be used by the Mayor's Fund for London for the next two years. If at any point you would like to withdraw your permission, please contact us on 020 7983 4051 immediately.

Child safeguarding is an absolute priority for the Mayor's Fund for London, and our case study, photo and film processes adhere to good practice regarding child protection.

These guidance notes provide details of how the content and words captured will be stored.

How will the images and words be used?

The Mayor's Fund for London will use images and words when sharing information about our programmes. This will include publishing on our website, using them in presentations and fundraising activities, in the media such as newspapers and television news and in our own reports to donors, partners and colleagues.

The words or images may also be used in other publicity opportunities, such as marketing materials for our projects.

How will the images and words be stored?

The images and words of your child will be stored and processed on a computer for two years, under the provisions of the Data Protection Act (1998).

This file will be accessible only to members of the Mayor's Fund for London who hold a DBS Check.

Why do you want to use my child's image and words?

We want to tell Londoners, donors, colleagues and the media about our projects and how they help support young people. To do this we capture interviews and take photos of the children who take part.

We believe that young people's voices are the strongest, and we need them to be at the heart of our communications about projects. We are grateful to all parents and young Londoners who support us by letting us use their images and words.

If at any stage you wish to withdraw your permission for your child's image and words – please contact the Mayor's Fund for London immediately.

Tel: 020 7983 4051

Email: info@mayorsfundforlondon.org.uk