



# IMAGE CONSENT & RELEASE FORM

## INFORMATION ABOUT THIS FORM

As a charity, it's important for us to be able illustrate all the positive impact that our organisation makes.

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 you or, in the case of children, the parents/carers of the children who take part in our programmes. 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.

**You/your child's name:**

**Parent/carer/guardian name (if applicable):**

**Name of organisation seeking consent on our behalf (if applicable):**

**I am happy for my or my child'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:**

**Date:**

# GUIDANCE NOTES

By signing this form, you are confirming that you give permission for your/your child'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 WORDS AND IMAGES 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 WORDS AND IMAGES BE STORED?

The images and words of you/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/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 those 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 who support us by letting us use their images and words.

## ABOUT THE MAYOR'S FUND FOR LONDON

The Mayor's Fund for London is a non-politically aligned, independent charity which champions opportunities for young Londoners from low-income backgrounds.

Our charitable activities are vital in addressing the inequalities deepened by the pandemic and the cost-of-living crisis. We deliver a suite of impactful programmes which help to safeguard and transform the life chances of young Londoners by supporting them with access to food, wellbeing, education and employment opportunities.

In 2021, we supported close to 40,000 young Londoners aged 4-24 across all 33 boroughs working in partnership with over 1,125 schools, 100 community organisations and charities, 220 employers and 400 volunteers, social enterprises, and local authorities. The Mayor of London, Sadiq Khan, is our patron.

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

**By phone:** 020 7983 4051 **By email:** [info@mayorsfundforlondon.org.uk](mailto:info@mayorsfundforlondon.org.uk)