



White Ribbon Accreditation Application Form

Preparing for your application

IMPORTANT - It is recommended that you read this summary page before you begin your accreditation application.

You will need to refer to the following **2 supporting documents** that are available on the **Accrediting Organisations Hub**:

- 1.) The Steering Group Fact Sheet
- 2.) An Action Plan Template

There are **6 important actions** that need to be in place and evidenced in preparation of completing your Accreditation Application:

- 1.) Appoint a **Lead Contact**.
- 2.) Ensure that a strategic decision has been made to become White Ribbon Accredited, for example from the board/director level, the governance body or senior management.
- 3.) Appoint a senior leader to act as the **Strategic Lead**.
- 4.) Gain your organisation's agreement to develop and implement a three-year **Action Plan**. (The sector specific template **Action Plan** is included in the Application Pack).
- 5.) Establish a **White Ribbon Steering Group** that will oversee the **Action Plan**, with details of the core members.
- 6.) Ensure that your Lead Contact, Strategic Lead, and all members of the White Ribbon Steering Group register as White Ribbon Ambassadors-Champions.

About the Lead Contact

White Ribbon Lead Contacts act as the project manager for White Ribbon Accreditation. This requires keeping an overview of the Accreditation journey and progress of the Action Plan. They bring together the White Ribbon Steering Group and liaise with White Ribbon UK. White Ribbon organisations are so diverse the Lead Contacts come from really different backgrounds. They may be from an HR department, a Chief Executive's office and in organisations that provide services the lead contact may be located there. In small organisations this person may also be the Strategic Lead.

About the Strategic Lead

White Ribbon Strategic Leaders are person(s) who are senior in your organisation and have significant responsibility for decision making. White Ribbon Strategic Leaders include Chief



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Executives, Directors, Chairs of Boards, Headteachers, Council Leaders and Portfolio Holders. Because of White Ribbon's focus please encourage men to take on this role.

About the Steering Group and the Action Plan

A White Ribbon Steering Group is responsible for guiding the development, implementation, and management of a three-year action plan for an Accreditation programme. The group will ensure that the programme meets its objectives, adheres to best practices, and achieves desired outcomes. There is a Fact Sheet contained in the Accreditation Application pack that provides an overview of the essential steps and considerations for establishing your Steering Group.

About Ambassadors and Champions

Central to the success of White Ribbon Accreditation will be your Ambassadors and Champions. Ambassadors are men who have committed to the White Ribbon Ambassador Code of Conduct, have made the White Ribbon Promise, and who actively engage with other men within their organisations and communities. They raise awareness by wearing a White Ribbon, organising events and look to positively influence their friends to change the cultures that leads to violence against women and girls.

White Ribbon Champions are women and people who do not identify as men. Champions play an essential role by encouraging men to participate and supporting the mission through presentations, conversations, and social media. They inspire others to join the movement and help create a supportive environment for positive change. Champions represent an important voice in White Ribbon which we hold ourselves accountable to.

Please note that the registration for Ambassador and Champions is self-selecting, enabling individuals to choose the role that feels appropriate for them. Registration is via the White Ribbon UK website: [ambassadors-champions](https://www.whiteribbon.org.uk/ambassadors-champions)

Organisation Details

Name of Organisation	
Number of Employees	
Address	
Website Address	



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Strategic Commitment

(i) Lead Contact

Detail below of who will act as the **Lead Contact** for accreditation.

*****IMPORTANT - This person will need to complete their Ambassador/Champion registration prior to submitting your application*****

Lead Contact Name	
Position/Job Title	
Email	
Contact Number	

Provide a short statement in the box below detailing what being the White Ribbon Lead Contact means to you. Please consider:

- Your commitment to ending violence against women and girls and tackling gender inequality.
- The purpose and value of White Ribbon and how it can make a difference.
- Your understanding for how to embed White Ribbon organisational approach.

(ii) Strategic Lead

Detail below a senior leader who will act as the **Strategic Lead** for accreditation.

*****IMPORTANT - This person will need to complete their Ambassador/Champion registration prior to submitting your application*****

Senior Leader Name	
Position/Job Title	
Email	
Contact Number	



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Governance

You will be required to provide evidence of the formal agreement by senior leadership to become White Ribbon Accredited, e.g. minutes of the relevant meeting or a confirmation email from senior management.

*****IMPORTANT – please include an attachment when submitting your application form*****

Steering Group

Establish a **White Ribbon Steering Group** to oversee the development and implementation of the White Ribbon Action Plan. The Steering Group should draw members from across the organisation. All members of the Steering Group should be **White Ribbon Ambassadors or Champions**.

Give details below of your White Ribbon Steering Group arrangement, e.g. process for selection, breadth of diversity, departments accounted for, how many members, how often you will meet.

Detail below the core members of the Steering Group who have registered as Ambassadors and Champions:

Member 1 Name	
Position/Job Title	
Email	
Contact Number	

Member 2 Name	
Position/Job Title	
Email	
Contact Number	

Member 3 Name	
Position/Job Title	
Email	
Contact Number	

Member 4 Name	
Position/Job Title	
Email	
Contact Number	



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Member 5 Name	
Position/Job Title	
Email	
Contact Number	

Member 6 Name	
Position/Job Title	
Email	
Contact Number	

Continue with a separate sheet to add more core member details.

Three-year Action Plan

Tick the boxes confirm the following commitments:

- We agree to develop and implement the three-year White Ribbon Action Plan.
- We will develop actions across the four key criteria: Strategic Leadership; Engaging Men and Boys; Culture Change; and Raising Awareness.
- We will submit our Action Plan to White Ribbon within 6 months of gaining Accreditation.

Action plans are expertly reviewed, and feedback provided.

Communications

Please include a JPEG of your organisation's logo for our website to this application.

Give details below of who will be your communications contact, who will receive White Ribbon communications, updates and assets including invitations to join webinars.

Communications contact Name	
Position/Job Title	
Email	
Contact Number	

Details of Social Media Accounts:

Facebook	
Instagram	
LinkedIn	
X (formerly Twitter)	



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Annual Accreditation Fee

The Accreditation fee brackets are shown below, the fee is an annual fee paid each year and is based on your organisation's annual turnover/budget revenue.

Insert your: budget revenue for public sector annual turnover for private sector	£
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Tick the box below to confirm your annual fee bracket. Accreditation fees will be subject to VAT.

- | | |
|---|--|
| <input type="checkbox"/> Bracket 1 – up to £50m - £345 | <input type="checkbox"/> Bracket 5 - £500m to £1bn - £2495 |
| <input type="checkbox"/> Bracket 2 - £50m to £125m - £495 | <input type="checkbox"/> Bracket 6 - £1bn to £10bn - £4900 |
| <input type="checkbox"/> Bracket 3 - £125m to £250m - £995 | <input type="checkbox"/> Bracket 7 – over £10bn - £9500 |
| <input type="checkbox"/> Bracket 4 - £250m to £500m - £1595 | |

Payment Options

Tick box below to confirm your preferred payment option:

- The full amount of all three-years in one lump sum and a 5% discount will apply. Take the annual fee shown above, multiply by 3 years and deduct the 5% discount. You will also be protected from any future annual fee increase.
- Three separate payments each year of your three-year accreditation cycle.

Method of payment

Tick box below to confirm preferred method of payment:

<input type="checkbox"/>	Visa/Debit card payment (this is the preferred method of payment).
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<input type="checkbox"/>	BACS payment upon receipt of White Ribbon UK's invoice. Please complete invoicing details below:
Organisation name & address for invoicing	
Contact name for raising PO's & processing invoices	



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Position/Job Title	
Email	
Contact Number	

Purchase Order

Do you need to raise a purchase order for the above payment?	<input type="checkbox"/> YES If yes, insert PO number and include the PO document when submitting this application. <input type="checkbox"/> NO
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Ambassador and Champion Badges

As part of your Accreditation offer, we will send you an Accreditation Resources Pack, which includes:

- Plaque to showcase your Accreditation.
- Resources Pack containing a selection of posters, leaflets, fabric white ribbons, stickers, find help and promise cards and a lanyard. (A 10% accreditation discount is available for any order(s) placed via our online shop: <https://www.whiteribbon.org.uk/shop>).
- Pack of Ambassador and Champion badges to distribute to staff members who register for these roles. The number of badges you will receive is based upon your fee bracket as indicated:

Bracket 1 – 10 badges

Bracket 2 – 20 badges

Bracket 3 – 40 badges

Bracket 4 – 60 badges

Bracket 5 – 80 badges

Bracket 6 – 100 badges

Bracket 7 – 120 badges

Please insert the delivery details below.

Name of recipient	
Delivery address	

If you require more badges, you can order them via the White Ribbon Shop: [Ambassador and Champion White Ribbons — White Ribbon UK](#)

Declaration



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The information on this form is correct and confirms formal application for White Ribbon Accreditation.

I confirm that both myself as the named Lead Contact and the named Strategic Lead have completed our Ambassador/Champion registration and I have included/attached evidence of the formal agreement to become White Ribbon Accredited.

Please either scan and insert your signature electronically or select the 'Draw' tab, click the pen and sign on screen using your mouse/touch pad.

Signed by Lead Contact	Date
Print Full Name	Position/Job Title

Please email your completed and signed Application to the Accreditation team.
organisations@whiteribbon.org.uk

Your application will be reviewed and sent to our expert Accreditation Panel for assessment and approval within 7 to 10 days. Once approved, you will receive an official confirmation email, and your Resources Pack will be sent out in the post.

Thank you