WAY Marketplace Policy

Introduction

WAY Widowed and Young (referred to as WAY hereinafter) Membership Policy prohibits members from using WAY's online peer to peer support forums and platforms to advertise or solicit money for any goods or services either directly or through a fundraiser for people, causes and charities other than those approved by WAY Widowed and Young.

WAY Marketplace provides an exclusive online members' space to facilitate the activities dependent on processes outlined in this policy being fulfilled.

1. Advert Eligibility

Adverts will be accepted that fall within the following areas; Services or goods which are not connected to any form of payment or payment "in kind"; Services or goods which are connected to any form of payment or payment "in kind"; anything where there is a potential financial or measurable benefit directly to a member, or indirectly through a person connected to them; fundraisers for people, causes or charities that are not connected to WAY.

WAY is particularly interested in adverts promoting service and goods that are in line with WAY's values and ethos and that will be of benefit to its members.

Adverts must not cause the charity any conflict of interest or lead WAY's reputation into disrepute. Examples of this include, but are not limited to; illegal activity; gambling; tobacco, alcohol etc.

2. Advert Application process and Fee.

An application form can be found on WAY's members hub at www.widowedandyoung.org.uk/way_members/services/way-marketplace which should be completed and submitted to WAY's operations team via the online link. If you are unable to complete the form online, please email our membership team at enquiries@widowedandyoung.org.uk for assistance.

The adverts must fulfil the requirements laid out in this document to fulfil the application process and they will be reviewed by the team within 15 working days. If the application fails to meet requirements the team may provide recommendations or feedback, however WAY reserves the right to reject or withdraw an advert without any explanation.

Where there is a financial or measurable benefit to a WAY member or connected person, a **minimum** *donations for each advert is suggested to the values that are set out below. The donation would be actioned once the advert approval has been received. This *donation is used towards covering the administrative costs of processing applications and website costs.

Financial or measurable benefit to a WAY member

£0 = £0 per year (no financial benefit within 6 months of service or goods being given)
£1 - £10,000 = £30 per year
£10,000 - £30, 000 = £60 per year
£30,000 - £50,000 = £150 per year
£50,000 - £100,000 = £500 per year
£100,000+ = £1,500 per year

Applications are subject to WAY's Membership Policy, Privacy Policy and Terms of Use.

**WAY reserves the right to reject or withdraw an advert without any explanation at anytime. In these circumstances, any donations made would not be eligible for refund*

3. Advert Layout.

Member adverts can/should include the following;

- 20 words maximum
- 1 x logo (png or jpeg format)
- 1 outgoing website or social media link

4. Advert placement

Adverts may only feature in WAY Marketplace and are prohibited from any other WAY online peer-to-peer support forum or platform.

However, members can signpost from WAY's member forums on Facebook and the Members hub to their advert in WAY Marketplace. This can be done by using the following wording exactly;

"Hi, I'm (insert name) and I run/ deliver/sell (insert type of business/ service/ activity/ type of goods). Please follow the link to WAY Marketplace to find out more".

Any such post can happen no more than once a month, preferably in a WAY group that is appropriate to the service being offered and will be removed by admins if it falls outside of these parameters, for example: a restaurant advert might be added into "WAY to Cook" group as well as the main members groups.

If any further help is required, please contact the team via;
enquiries@widowedandyoung.org.uk

5. Changes to this policy

We may change this policy at any time, in which case the amended policy will be posted on our websites and will apply from the date we post them, please check the policy regularly.

The format and content of our website changes constantly. You should refresh your browser each time you visit our sites to ensure that you access the most up to date version.

6. Our Contact Details

Registered Address:
WAY Widowed and Young, Advantage House, Stowe Court, Stowe Street, Lichfield, WS13 6AQ
Contact Number: 0300 2010051
Or Email us at: enquiries@widowedandyoung.org.uk

Policy Control

This policy replaces previous WAY policies named: Membership Policy, Members Code of Conduct, Age Policy and Non-Members Policy.

Version	1	**Issue Date** MM/YY	07/25	**Review Due** MM/YY	07/27
Signed **(Chair or Trustee)** Agreed by WAY Board of Trustees, Meeting Date 28th July 2026					

****END OF POLICY****