



charity: water has firm guidelines in place protecting our brand, logo and intellectual property. We appreciate the full cooperation of our supporters to help enforce these guidelines.

#### **GIFTS IN KIND**

charity: water is grateful to all of the great companies who donate gifts in kind to our organization. From internet service and office furniture to legal services and storage, the generosity of many companies has fueled our success. If you would like to make a gift in kind donation, please contact us at [corporategiving@charitywater.org](mailto:corporategiving@charitywater.org).

#### **DONATING SALES OF PRODUCTS OR SERVICES**

To maintain the integrity of our messaging and commitment to our 100% model, there are certain limitations to using the charity: water name, logo, and IP when donating a portion of the sales of a product or service.

Donating a portion sales from your products and services cannot give the appearance of creating an endorsement, approval, sponsorship, partnership, affiliation or recommendation of any product or service by charity: water.

#### **WHAT CONSTITUTES A PARTNERSHIP?**

charity: water enters into official partnerships with companies who have an established brand and a strong commitment to our mission and 100% model. A corporate partnership with charity: water represents an initial significant financial contribution and a long term, multi-faceted philanthropic campaign (generally \$100,000 and above). To honor our official corporate partnerships, we ask that all other companies and individuals please refrain from using any language containing the words “partner” or “partnership” when referring their support of charity: water.

#### **USING THE CHARITY: WATER NAME**

The charity: water name may be used only to describe where donated funds are designated, but may not be used to promote any product or service. Furthermore, the charity: water name may not be placed on any products or product packaging. Please do not place the charity: water name in greater prominence than the company or product benefiting charity: water on any promotional materials or websites.

Companies and individuals must clearly state the percentage or the exact amount of the purchase (dollars and cents) that will be donated. For example, you may say, “XX% of the proceeds from this sale will benefit charity: water, a non-profit organization bringing clean and safe drinking water to people in developing nations. 100% of the proceeds given to charity: water will directly fund clean water solutions.”

The charity: water name is never capitalized, and always includes a colon and a space between the two words.

#### **USE OF CHARITY: WATER LOGO**

Use of the “charity: water logo” is strictly prohibited outside of official corporate partnerships.

#### **USE OF CHARITY: WATER IMAGES**

Businesses are encouraged to include charity water designed banners on their website. The banners can be found at [www.charitywater.org/media/banners.php](http://www.charitywater.org/media/banners.php). All other uses of charity: water images, photos, and graphics are strictly prohibited outside of official corporate partnerships.



charity: water

## INTELLECTUAL PROPERTY USE FOR BUSINESSES

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### **SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS**

charity: water exercises complete discretion when choosing to promote individuals, campaigns or companies through any of our social media platforms and is not able to accommodate individual requests for promotion.

### **APPROPRIATED USE**

The charity: water name cannot appear on any websites including content or advertising for tobacco, political material or firearms. We will not allow our name to be associated with any product or service that is obscene, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented.

**CHARITY: WATER RESERVES THE RIGHT TO REFUSE THE USE OF THE CHARITY: WATER NAME OR MARKS AT ANY TIME.**