



charity: water has firm guidelines in place protecting our brand, logo and intellectual property. We appreciate the full cooperation of our fundraisers to help enforce these guidelines. This document is applicable to all individual fundraisers, schools, and community organizations. All businesses are subject to the document entitled IP Use Guidelines for Businesses.

#### **USE OF CHARITY: WATER NAME**

Grassroots Fundraisers are permitted to use the charity: water name in promotional materials, signs, and websites. The charity: water name may not be used to imply a partnership, sponsorship or endorsement of any event, group or fundraiser. If tickets, services or goods of any kind are being sold that will benefit charity: water, Fundraiser must clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated. You may say that "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 and marks cannot appear on any merchandise nor in any work of audio or visual art. The charity: water name should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

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

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

The use of the official charity: water logo is prohibited outside of official corporate partnerships. Grassroots Fundraisers are granted a non-exclusive right to use the "benefiting charity: water logo" in promotional materials directly related to their fundraising event. When used online, the "benefiting charity: water logo" must directly click through to the front page of [charitywater.org](http://charitywater.org) or directly to the [mycharitywater.org](http://mycharitywater.org) URL of the fundraising campaign. The "benefiting charity: water logo" should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

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

All charity: water images are owned by charity: water or our photographers. Fundraisers are granted a non-exclusive right to use only the photos and images found at [charitywater.org/assets](http://charitywater.org/assets) on promotional materials and websites directly related to their fundraising campaign. No other charity: water images may be used by Grassroots Fundraisers in any way.

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

While charity: water is grateful for the efforts of our Grassroots Fundraisers, we do not officially endorse or sponsor any individual events or campaigns. Event planning, production costs and promotion are the sole responsibility of the independent fundraiser and organizer. You may not use the charity: water name nor our 501(c)(3) tax-exemption when soliciting monetary support or gifts in kind from a third party or vendor.

#### **APPROPRIATE USE**

We will not allow our name to be associated with any website, event, or promotion 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.