
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'd like to make a gift in kind donation, please contact us at 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 to 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. All other uses of charity: water images, photos, and graphics are strictly prohibited outside of official corporate partnerships.

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.

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.

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 in a sentence, 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 or directly to the 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 www.charitywater.org/media/downloads.php 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 vender.

APPROPRIATE USE

We will not allow our name to be associated with any website, event, or promotion that is obscene, violent, pornographic, 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.