



Policy for Fundraising Support

General Guidelines

Lifeline Syria will solicit and accept support from third parties – including corporations, organizations, groups and individuals, only for activities that are consistent with its mission and values.

Principles

Lifeline Syria, or its designated charitable beneficiaries, will maintain complete control, consistent with any donor restrictions acceptable to Lifeline Syria, of all donations provided by corporations, organizations, groups and individuals.

Endorsements:

- Lifeline Syria will not accept any support that implies or requires endorsements of products, or of services offered to the public on a for-profit basis.
- Lifeline Syria will not accept fundraising requests for any initiative from which the fundraising entity, and/or any entities associated with it including its agents, contractors, assigns and beneficiaries profit financially.

Intellectual Assets:

- Lifeline Syria's intangible intellectual assets, including its name and logo will be protected at all times. Donors will not be permitted to use Lifeline Syria's name or other items for commercial purposes or in connection with the promotion of any product. Sponsor groups will be permitted to use the "Sponsor Group" logo permutation, as per brand guidelines, when raising funds for their private sponsorship campaign.

Acknowledgement:

- Acknowledgements for fundraising support will be limited to the names, logos or slogans that are an established part of the supporters' identities, trade names, addresses and telephone numbers.

Recognition:

- Recognition of major third-party support will be developed in cooperation with the donors and will be consistent with the level of support and Lifeline Syria's mission and purposes.
- Lifeline Syria will seek to develop recognition opportunities that are appropriate and meaningful for both the donors and Lifeline Syria.

Donations & Donors:

- Donors are to adhere to Lifeline Syria's brand guidelines, including the use of name, logo and other intangible intellectual property assets.
- Lifeline Syria will seek to develop recognition opportunities that are appropriate and meaningful for both the donors and Lifeline Syria
- Lifeline Syria Board and staff reserve the right to refuse any donation of cash or other real property, services, noncash gifts or any other forms of support if such support is not in keeping with the above principles or for other reasons that Lifeline Syria deems appropriate.