

FUNDRAISING GUIDELINES



1

The Fundraiser or third-party event organizer is not a direct representative of the World Literacy Foundation and does not receive any payment for fundraising for World Literacy Foundation.

2

Third-party events must be in line with our mission and be approved by the World Literacy Foundation in advance.

3

The Fundraiser is required to apply to fundraise for the World Literacy Foundation by filling a Fundraising Application Form.

4

Third-party events are external to the World Literacy Foundation. The Fundraiser takes sole responsibility and liability for the planning, promotion, and execution of the events. The World Literacy Foundation is unable to provide public liability insurance cover to third party fundraising events.

5

Fundraising activities must be conducted in the name of the Fundraiser and not in the name of the World Literacy Foundation. You can use wording such as:

- Proudly supporting the World Literacy Foundation
- Funds raised will donate to the World Literacy Foundation

6

To protect our donors' privacy, the World Literacy Foundation will not provide donor or sponsor lists for third party fundraising events.





7

All promotional materials must clearly state the percentage of proceeds that will benefit the World Literacy Foundation and/or its affiliated programs.

8

The use of the World Literacy Foundation logo must be reviewed and approved by the World Literacy Foundation. If your request is approved, the logo must appear in full and not be altered in any way. The use of logos and marks are solely for the purpose of fundraising for the World Literacy Foundation and are not to be used for commercial purposes or any other purposes.

9

The World Literacy Foundation name and/or logo will not be displayed in a manner that suggests that the organization endorses, approves of, is sponsored by, or recommends any product or service, or is affiliated with any organization or entity without the express prior written approval.

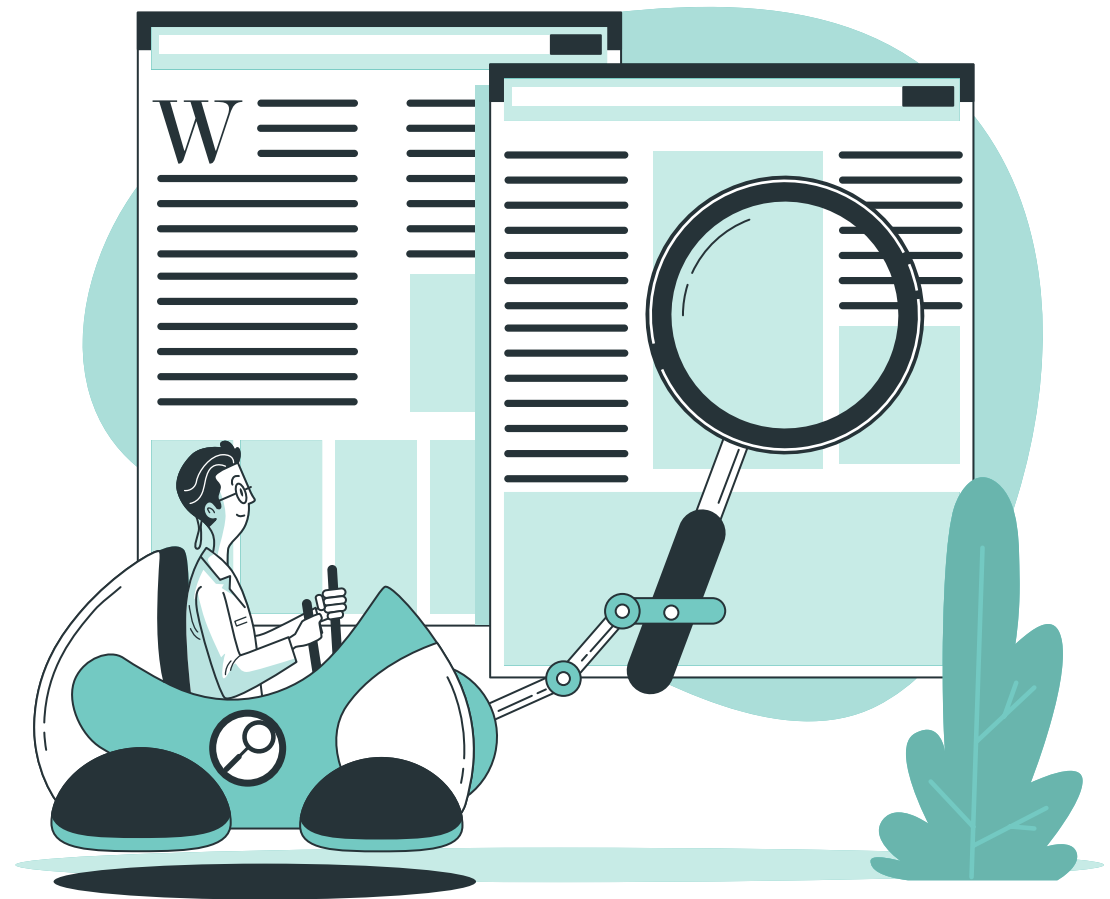
10

The World Literacy Foundation name and/or logo will not appear on any material, media, website, or advertising which:

- Advertises or promotes the use of drugs or alcohol
- Is obscene, violent, intolerant, tasteless, denigrating, or sexually-oriented
- Disparages the World Literacy Foundation's services, programs, or mission.

11

Any communication or artwork that uses the World Literacy Foundation's name and/or logo must be approved by the World Literacy Foundation before being published. We reserve the right to approve and disapprove any and all fundraising and publicity materials produced that feature our name and/or logo.





12

To fulfill our own accounting requirements, we request that you send the event proceeds within 60 days after the conclusion of the event/fundraiser.

13

The World Literacy Foundation is not financially liable for the promotion, planning, or execution of third-party events. Therefore, the World Literacy Foundation will not pay expenses incurred by the Fundraiser in facilitating events and activities.

14

All funds raised must be transferred to the World Literacy Foundation within 28 days of the end date of the Third-Party Fundraising Event.



We are a registered charity and not for profit organization working in the United Kingdom, the United States, Australia, Africa, and Colombia.

We are a global leader in the eradication of illiteracy.

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