

ZOE INTERNATIONAL

CHARITY OF CHOICE GUIDELINES

ZOE is always grateful when supporters want to raise funds to help support our work. We hope this fundraising kit will help you to make that desire a reality.

We are happy to assist you to the extent that we are able but due to time constraints, our assistance may be limited to answering questions and providing material. Whether you are a business owner wanting to connect your business to a good cause or an individual who simply wants to do something to raise money, we are thankful that you have chosen ZOE as your *Charity of Choice*.

Charity of Choice

What is this?

- A unique opportunity to conduct an event in order to raise awareness and or funds for ZOE.
- A unique opportunity to *CAUSE MARKET* your business. Cause marketing is a powerful concept that enhances your brand image and differentiates your product while making a lasting impact on your world for good.
- A unique opportunity to contribute to a worthy cause. ZOE combats human trafficking in both Southeast Asia and the United States. ZOE has a passion both to rescue children and provide loving aftercare that will train these children to be future leaders to impact their nation. ZOE is a registered 501(c)3 nonprofit organization. Your contributions are tax deductible.
- Here are some examples:
 - Hold a garage sale and donate part or all of the proceeds to ZOE.
 - Sell tickets to a concert you are conducting and donate ticket sales to ZOE.
 - Ask that donations be made to ZOE in lieu of birthday gifts at a birthday party.
 - For every haircut purchased, my business will donate \$1 to ZOE.
 - For every extra large pizza sold, my business will provide 3 meals for a rescued orphaned child.
 - For every new account opened, my business will sponsor a rescued orphan child for 1 month.
 - My business cares about rescuing children in slavery, this month we will match any donation given to ZOE up to \$ (any amount).

INTEGRITY

The integrity of the ZOE brand is of utmost importance to us and because of this we ask that the following guidelines be followed when holding a ***Charity of Choice*** event or ***Cause Marketing*** your business on behalf of ZOE.

1. **ZOE logo**: If you would like to use the ZOE logo on any of your published material we will provide you with a special ZOE Charity of Choice logo. You can view samples on the following pages. The ZOE logo should NOT be the prominent logo on your media piece and should clearly depict that ZOE is your Charity of Choice. Please complete the attached Request Form and describe how you will be using the logo. Let us know which logo you would like and we will send you a pdf or jpg file.
2. **ZOE Website**: We appreciate the generosity of companies and small businesses donating their proceeds to ZOE, but we do not participate in cross branding at this time. You may request a ZOE web banner for your web site that will link to our home page, but ZOE does not currently link to other sites. Please complete a Request Form to obtain a banner for your website.
3. **ZOE Material**: ZOE is happy to provide you with brochures to hand out at your ***Charity of Choice*** event. Please complete a request Form to obtain ZOE materials.
4. **ZOE Speaker**: To the extent that our schedule allows, we are happy to provide a speaker for your ***Charity of Choice*** event.

What ZOE can do:

1. ZOE can provide you with materials and information that will help you to more accurately portray your ***Charity of Choice*** to the people who will attend your event.
2. ZOE can provide limited assistance upon availability to help you have the best event possible.

What ZOE cannot do:

1. ZOE cannot advertise for you and will not solicit our donors for events or products that are not managed by ZOE.
2. ZOE is unable to reimburse individuals for costs associated with supporter initiate events.
3. Cause Marketing or making ZOE your Charity of Choice is not a licensing partnership. For instance: Logo wear or any other products bearing ZOE's name, logo or pictures of programs. For information on establishing a licensing partnership with ZOE, please send an e-mail to info@gozoe.org.
4. ZOE cannot issue tax receipts to someone who gives to your Charity of Choice.

REQUEST FORM

By completing this form you are claiming responsibility for the accurate and truthful representation of ZOE International and agree to protect the integrity of the ZOE brand to the best of your ability.

Please read the application and attached guidelines thoroughly. ZOE reserves the right to determine what parties may use its name, logo and material for their event.

PLEASE CHECK ALL THAT APPLY:

- I would like to use the ZOE logo
- I would like to receive a ZOE website banner
- I would like to receive ZOE material (*list materials requesting in Description of Intended Use*)
- I would like to have a ZOE representative speak at my event
- I am interested in Cause Marking for ZOE
- Other:

CONTACT INFORMATION:

Name: _____

Organization or Affiliation (*if applicable*): _____

Address: _____

Phone numbers: _____ cell _____ home _____ work

E-mail: _____

Web site (*if applicable*): _____

DESCRIPTION OF INTENDED USE FOR ITEMS CHECKED ABOVE :

DATE OF EVENT: _____ DATE MATERIAL NEEDED BY: _____