

PARTNERSHIP PUBLICITY GUIDELINES

At CAF America, we are honored to work with incredible donors who are committed to making a difference in the world. We are also thrilled to have meaningful relationships with the many organizations around the globe that are on the ground solving problems with creative and innovative solutions.

CAF America plays a unique role in connecting donors and organizations, and we want those with whom we work to have a good understanding of how to best represent our relationship. Here are a few guidelines that may help you explain CAF America's role in the philanthropic sector.

FOR DONORS

Legally, CAF America may not function or represent itself as a "pass through" organization. It is fine to note in marketing materials that CAF America has worked in consultation or partnership, with you or your company. The following are some examples of language you may use:

- *"This grant is made possible by Charities Aid Foundation of America in partnership with (donor)."*
- *"Through our gift to/fund at CAF America, we advised that a grant be made to (organization)."*
- *"I am supporting (organization) with a \$1,500 grant made possible by CAF America."*

This makes it clear that CAF America is the grantmaker. If an official or public presentation of the grant is to occur, legally CAF America should be represented as the grantmaker. This is to prevent you from breaking IRS rules on excessive donor control.

FOR FOREIGN CHARITABLE ORGANIZATIONS

If you have been approved as eligible to receive grants from CAF America, this can enhance your appeal to new American donors who may not realize they can receive a tax-deduction by giving to CAF America and suggesting your organization as the grant recipient. Below are some ideas you can use in your marketing materials to help make this clear:

- *"(Organization) is able to accept tax-deductible donations from American donors in partnership with CAF America. Please visit the Give Now page at CAF America's website at <http://cafamerica.org> to get started."*
- *"This organization has been vetted and approved to receive grants from CAF America; if you are an American donor wishing to make a tax-deductible contribution to support us, you may give to CAF America and recommend that the grant be made to (organization)."*

If you have any questions, please contact the CAF America office at (202)793-2232 or info@cafamerica.org.