 **UPDATED Jan 18, 2019**

**Corporate Programs**

**Required Consumer Disclosures on Campaign Materials**

In compliance with the [Better Business Bureau Wise Giving Alliance Standards](http://us.bbb.org/WWWRoot/SitePage.aspx?site=113&id=4dd040fd-08af-4dd2-aaa0-dcd66c1a17fc), the Red Cross requires full disclosure regarding the benefit to our organization when funds are raised through a consumer purchase or action on point of sale materials, packaging, advertising and/or promotional materials in clear and unambiguous terms. In addition, Red Cross requires certain additional disclosures to be made. Based on the program description and deal terms, the following must be included in all promotional materials. Appropriate disclosures from sections I, II and III must be included in their entirety.

**I.** **Required Consumer Disclosure of What Red Cross Will Receive from Program**

**COMMERCIAL CO-VENTURES: Purchase or Action-Triggered Donation Campaigns**

* **Complete and include the following:**

Company will donate to the American Red Cross $amount for every product sold between date and date, *[IF APPLICABLE] with a minimum commitment of $amount and up to a maximum commitment of $amount*. This purchase is not tax deductible.

**COMMERCIAL CO-VENTURES: Auction Campaigns**

* **If the auction is for selected item(s), complete and include the following:**

Amount% of the winning bid on this auction item sold through this method from date through date will be donated to the American Red Cross. This purchase is not tax deductible.

* **If the auction is for all items, complete and include the following:**

Amount% of the winning bid on each auction item sold through this method from date through date will be donated to the American Red Cross. This purchase is not tax deductible.

**COMMERCIAL CO-VENTURE (CCV) LOYALTY Rewards Points Donation Campaign**

* **Complete and include:**

Company will donate to the American Red Cross $amount for every number points redeemed under the Program for Red Cross Donations from date to date. Points have no monetary value. Your redemption is not tax-deductible. The American Red Cross will not receive your contact information or acknowledge your redemption of points.

**CUSTOMER DONATION PROGRAM (CDP): In-Store or Online Customer Donation Campaign**

* **Complete and include:**

Company will donate to the American Red Cross 100% of all donations made during the period date through date *[IF APPLICABLE with a minimum commitment of $amount]*.

* If the Company is matching donations, add a disclosure substantially similar to the following:

Company will match, dollar for dollar, total employee/visitor contributions during the campaign period.

* If the Company will NOT be giving donation receipts, or this is a Banking CDP, add the following:

The American Red Cross will not receive your contact information. Should you require a receipt from the American Red Cross, please call 1-800 RED CROSS (1-800-733-2767) to donate by phone, or give online at [www.redcross.org](http://www.redcross.org).

**II. Required Consumer Disclosure of the Red Cross Fund or Initiative the Program is Supporting**

Select and include the appropriate disclosure.

**Disaster Relief**

Help people affected by disasters by making a gift to American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for, respond to and help people recover from disasters big and small.

***-OR-***

Help people affected by disasters like the recent tornadoes, storms and countless other crises by making a gift to American Red Cross Disaster Relief. Your gift enables the Red Cross to prepare for, respond to and help people recover from disasters big and small.

**Where It Is Needed Most**

Support the urgent needs of the American Red Cross mission, whether it is responding to a disaster, collecting lifesaving blood, teaching skills to save a life, or assisting military members and their families during emergencies.

**Biomed Services**

Help ensure a safe and reliable blood supply is available for patients in need. Please make a gift to American Red Cross Biomedical Services.

**Fleet**

Help ensure the American Red Cross fleet of motor vehicles can deliver lifesaving services across the country. Please make a gift to American Red Cross Fleet.

**Home Fire**

Help people affected by home fires. Your gift to the American Red Cross Home Fire Relief Campaign enables the Red Cross to help people prepare for, respond to and recover from home fires.

**Service to the Armed Forces**

Help ensure those who serve our country have our unwavering support. Please make a gift to the American Red Cross Service to the Armed Forces.

**International Services**

Help the victims of countless crises around the world each year by making a financial gift to American Red Cross International Services, which will provide immediate relief and long-term support through supplies, technical assistance and other support to help those in need.

**III. Required** **Consumer Disclosure of the Red Cross Relationship to Program**

The American Red Cross name, Emblems and copyrighted materials are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. The American Red Cross logo is a registered trademark owned by the American Red Cross. For more information about the American Red Cross, please visit [www.redcross.org](http://www.redcross.org).

***SAMPLE DISCLOSURE***

*ABC Co. will donate to the American Red Cross $10.00 for every calendar sold between January 1, 2094 and December 31, 2019, for a minimum commitment of $250,000. This purchase is not tax deductible. This donation will support American Red Cross Disaster Relief, enabling the Red Cross to prepare for, respond to and help people recover from disasters big and small. The American Red Cross name, Emblems and copyrighted materials are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position. The American Red Cross logo is a registered trademark owned by the American Red Cross. For more information about the American Red Cross, please visit* [*www.redcross.org*](http://www.redcross.org)*.*