



JEWELERS FOR CHILDREN
A GIFT OF LOVE FOR CHILDREN IN NEED

Corporate Partnership Criteria

- The program has the capacity to raise substantial funds for the charity.
- The program has the potential to raise awareness of the JFC brand and broaden its donor base.
- The program will advance the mission of JFC.
- The corporate prospect has a recognizable brand or product in the marketplace.
- The corporate prospect has demonstrated high corporate social responsibility standards and does not engage in any business practices that may harm the JFC brand or are deemed controversial in the jewelry industry.
- The proposed alliance must not threaten JFC's 501 (c) 3 not-for-profit status.
- The prospective partner and/or their operating companies do not market controversial products or services including, but not limited to, alcohol, tobacco, adult content, etc.
- The prospective partner will agree to adhere to the standards of the Better Business Bureau's Wise Giving Guidelines.
- The partnership cannot cause a conflict of interest with JFC's existing corporate partners where exclusivity has been granted.
- JFC will not enter into partnerships with startup companies marketing a new product or service.
- JFC will reserve the right of review and approval for all program materials using JFC's brand, marks, name and logo.
- JFC will not endorse products or services.
- JFC will not allow the acquisition, use or solicitation of JFC donors, vendors, partners or employees.
- JFC does not market, advertise or promote products or services to raise funds. In some cases, JFC may offer a corporate partner's fundraising product for sale through its established channels (i.e. website, newsletter) in support of the partner's program, but would never serve as the primary seller or marketer of the product.