



**United Way**  
Elgin Middlesex

## Corporate Partnerships

### Point of Sale and Cause Marketing Campaigns

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**Thank you** for showing your Local Love and helping to create a community where everyone matters. We appreciate that you are choosing to invest in your community by fundraising for United Way Elgin Middlesex. We know that a lot of thought and effort goes into creating and carrying out a successful campaign that will add value to your brand and to our community.

Here are our terms of reference to ensure your campaign is successful and follows the appropriate legal guidelines:

- It is important, for both United Way Elgin Middlesex and for your customers, that we maintain accountability and transparency. In part, this is accomplished through a declaration of proceeds from sales, so we will also require a full accounting of the sales results from your corporate program.
- Best practice is that funds raised are achieved through a minimum of 10% of Manufacturer's Suggested Retail Price (MSRP) for products sold or a clear donation of a set amount collected at the point of sale.
- Upon the signing of a cause marketing agreement, United Way's "In Support of" logo will be provided in conjunction with the agreement and must be used according to the guidelines provided.
- All advertising and marketing materials that include a reference to United Way Elgin Middlesex require approval from United Way prior to distribution.
- A gift confirmation will be issued to you following the campaign, in accordance with United Way and CRA's receipting policy.

As a responsible social funder and corporate citizen, United Way Elgin Middlesex cannot:

- Endorse products or services.
- Place our logo on products that are restricted or have known ill effects, e.g. cigarettes.
- Sell or provide access to our Donor Database.

Click [here](#) to see a sample agreement.

For more details and to discuss your ideas, contact Jennepher Cahill, Director, Development e. [jcahill@unitedwayem.ca](mailto:jcahill@unitedwayem.ca)