

### **Permission to Fundraise, Sales and Promotions, and Linking to Our Website**

We are thankful for those who wish to fundraise on behalf of Mercy For Animals (MFA). Your voice, your ideas, and your actions matter in our shared fight to end one of the greatest causes of suffering.

#### **Permission to Fundraise or to State an Affiliation with MFA**

Third-party fundraisers are sponsored or hosted by individuals or organizations in support of MFA. By holding a fundraiser, you have the fun of creating and running a successful event on your own. Fundraising challenges or other activities described on our [fundraising web page](#) do not require additional MFA approval. However, other types of fundraisers or events require written approval from MFA. To obtain approval, please submit a completed and signed [third-party fundraiser application and agreement](#) to MFA with sufficient lead time for MFA to review.

Any third party who wishes to imply a formal affiliation with MFA must also receive written permission from MFA before doing so.

MFA will not approve a fundraising or affiliation request if it promotes or opposes a political party or candidate.

#### **Proceeds from Sales and Promotions**

When a third party (noncharitable organization) sells a product or service and publicly states that revenue from the sale will benefit a charity such as MFA, this is considered a “commercial co-venture” or “cause-related marketing” and may trigger various legal requirements. Anyone who wishes to set up a sale or promotion on behalf of MFA as described above must submit a completed and signed [third-party fundraiser application and agreement](#) to MFA no fewer than 45 days before the start of the proposed sale or promotion and must receive MFA’s written permission before proceeding.

#### **Linking to MFA’s Website**

If you’re fundraising for MFA and you’d like to link to MFA’s website from a web page, an email message, or other material that mentions Mercy For Animals or “MFA,”\* we ask that you use the following language: *“For more information about [farmed animals/plant-based food/other specific issue], please go to [insert MFA website link] to learn more. [Insert name] is not affiliated with Mercy For Animals.”*

\*If the link is associated with a fundraiser or commercial co-venture / cause-related marketing promotion, you must still obtain prior approval from MFA as described above, and MFA may provide alternative language.

#### **Questions**

If you have any questions, please contact us at [Legal@MercyForAnimals.org](mailto:Legal@MercyForAnimals.org).