Cause Marketing Disclosure Policy

1. Purpose:

The Cause Marketing Disclosure Policy outlines the guidelines and procedures followed by the Keit Foundation to ensure transparent and ethical cause-related marketing partnerships. This policy aims to provide clear and comprehensive information to consumers regarding the charitable contributions derived from the sale of products or services associated with our organization.

2. Disclosure Guidelines:

a) **Explicit Contribution Amount:** The Keit Foundation shall clearly state the actual or anticipated portion of the purchase price that will benefit the charity in cause-related marketing campaigns. This disclosure shall be expressed in monetary terms or as a percentage of the purchase price.

b) **Duration of Campaign:** The organization shall specify the precise duration of the cause-related marketing campaign to inform consumers about the period during which their purchases contribute to our cause.

c) **Transparent Contribution Limits:** Clear disclosure of both maximum and guaranteed minimum contribution amounts shall be provided to consumers, ensuring they understand the potential impact of their purchases.

d) **Detailed Explanation of Terms:** The Keit Foundation shall clearly explain any terms used in the disclosure to ensure consumers fully comprehend the arrangement.

e) **Prominent Placement:** All disclosures shall be prominently featured at the point of solicitation, whether in product advertisements, packaging, hangtags, or catalog order forms.

f) **Avoidance of Vague Terminology:** Vague terminology such as "proceeds" or "profits" shall be avoided in favor of precise language that articulates the direct impact of each purchase on our charitable initiatives.

g) **Full Disclosure for Affinity Credit Cards:** For affinity credit card partnerships, comprehensive transparency regarding all benefits received by the charity, including contributions per transaction and allocation of fees, shall be provided to consumers.

3. Review and Updates:

a) The Cause Marketing Disclosure Policy shall be regularly reviewed and updated to ensure alignment with industry best practices and regulatory requirements.

b) Any changes or updates to the policy shall be promptly communicated to stakeholders.

4. Compliance:

a) All staff and stakeholders involved in cause-related marketing activities shall adhere to the guidelines outlined in this policy.

b) Non-compliance with the Cause Marketing Disclosure Policy may result in disciplinary action.

5. Approval:

This policy has been approved by the Keit Foundation's board of directors and is effective as of March 18, 2024.