



Supplemental Information for Cause Marketing Campaigns/ Third Party Partnerships

Thank you for your interest in organizing a Cause Marketing program/Third Party event to benefit YWCA Metro Vancouver. We are grateful for your interest and appreciate you thinking of us for this initiative. The following guidelines and checklist will clarify guidelines for your campaign and help you to plan and finalize the details for your program:

- Guidelines for Third Party Marketing and Communications (pages 1-2)
- Vision, Mission and Operating Principles (page 3)

Please get in touch with your YWCA contact if you have any questions.

1. Third Party Marketing and Communications Involving YWCA Metro Vancouver

Working with third-party individuals and organizations is an important component of YWCA Metro Vancouver's marketing and communications activities. These activities help to create awareness and bring support to the organization.

However, this may involve third parties wanting to use the YWCA name, brand, logo, reputation, staff/client stories and/or photographs. It therefore necessitates ensuring that the YWCA's positive public image is maintained with accurate key messages.

YWCA Metro Vancouver will partner with individuals/companies/donors on third-party marketing and communications:

- Whose business practices or organizational activities are aligned with the YWCA's mandate and values
- That have a pre-existing, meaningful relationship with the YWCA
- That will benefit a YWCA program or programs with its generosity
- That will further the organizational outcomes of the YWCA
- That will enhance or strengthen the YWCA's long-term effectiveness and/or financial security
- That will provide positive profile for the YWCA
- That have demonstrated a commitment to our community and may have done so through relationships with other community organizations
- That encourage progressive employee relations and foster growth and equity for women
- That is committed to socially responsible policies
- Whose target audience is identified and appropriate to the YWCA and its programs and services

The YWCA will not partner with individuals, companies or organizations:

- That are inconsistent with our vision, mission and/or values including:
 - How they represent women in their promotion and advertising campaigns
 - Having products/services that are incompatible with our philosophy and approach to health and wellness and may be harmful to our clients
 - That have been involved in any type of criminal offence or professional misconduct
 - That have had unfavourable media coverage related to our vision, mission, and/or values that may reflect negatively on the YWCA
 - That requests recognition that is incompatible with our philosophy of appreciation, as determined by the YWCA fund development department
 - Whose primary objective is to promote their own company or work with limited benefit to the YWCA and its programs or clients

Decisions will be made based on the above criteria, as well as their willingness to agree to the following requirements:

- 1) A written plan submitted by the third party detailing target audiences, communication vehicles (online, collateral), key messages, call to actions, timelines, resources required from the YWCA.
- 2) Unauthorized use of the YWCA Metro Vancouver logo is prohibited.
- 3) YWCA Metro Vancouver reserves the right to approve all promotional, publicity, written and web materials, including the use of the YWCA name or logo, before final production.
- 4) Under no circumstances may YWCA Metro Vancouver client stories be used or clients be interviewed, related to their YWCA experience, without YWCA Metro Vancouver marketing staff involvement.
- 5) Photos taken by and/or featuring YWCA staff, clients, volunteers, programs and/or facilities can only be distributed and used by third parties to highlight the work of YWCA Metro Vancouver and cannot be used for any marketing initiatives of third parties unless associated with the branding and message of YWCA Metro Vancouver. In addition, credit must be given in the event that any YWCA photos are used.

2. YWCA Metro Vancouver Vision, Mission and Operating Principles

YWCA Vision

Achieving Women's Equality

YWCA Mission

To touch lives and build better futures for women and their families through advocacy and integrated services that foster economic independence, wellness and equal opportunities

YWCA Operating Principles

- Openness & Honesty is the basis of our interaction and relationships.
- Communication is frequent and varied and feedback is constructive and respectful.
- Trust & Fairness in our approach creates an atmosphere of mutual support.
- Diversity of individuals, ideas and opinions is a strength which supports personal growth and creativity.
- Cooperation & Teamwork are important in sharing responsibility and recognizing our interdependence.
- Recognition is given in appreciation for individual accomplishments.
- Excellence is the standard for services and for individual effort.
- Leadership & Decision Making rely on personal initiative to solve problems in consultation with affected individuals.
- Conflict Resolutions are constructive and welcomed as opportunities leading to better decisions.
- Creativity & Challenge are encouraged and new approaches and a “can do” attitude guide.

We expect that YWCA staff and third party event/cause marketing campaign organizers conduct themselves in accordance with the YWCA's Operating Principles. Use of respectful language and communication is expected. Defaming of the organization or acting in any manner to damage the organization's reputation is not permitted.