



Reputation Management/Position on Brand Integrity

HCP is an organization dependent on philanthropy and public goodwill. HCP has built and relies upon its reputation for ethical, scrupulous, and transparent transactions throughout our partner communities. In order to effectively develop, manage and preserve affordable housing on the North Shore, HCP must meticulously maintain its reputation. Therefore, it is required of any Corporation or Foundation or Partner in Community Giving to seek approval from the HCP Executive Director or Development Staff prior to publically displaying the HCP logo and/or project or agency descriptions in any marketing material/social media interactions, prior to printing and distribution.

Policy and Standards for Corporate/Foundation Recognition

Corporate Sponsor/Corporate Philanthropy

A *Corporate or Foundation Philanthropic Gift* is given via a corporation (or foundation) which has provided Harborlight Community Partners with a grant/monetary donation. Corporate or foundation philanthropy may be solicited or unsolicited, and involves no business transaction; it is considered a donation in full. For such gifts, HCP reserves the right to determine when, if, and how the donation will be recognized (unless the donor has requested said donation to remain anonymous/unannounced to the public). This includes but is not limited to print materials, HCP website, Facebook, and other social media.

A *Corporate Sponsor* typically sponsors an event via financial support; depending upon a giving level, there may be associated sponsor benefits (i.e., event tickets, program advertising), for which there is a tangible and non tax-deductible value that is disclosed prior to the transaction. (A sponsor may refuse said benefits.) Sponsor benefits are disclosed prior to the sponsorship commitment. By engaging with HCP as an event sponsor, said sponsor will be included in HCP marketing materials (web, print, and social media).

Should HCP seek additional engagement (such as a quote from donor to be used on multiple channels or local media contact), HCP will connect directly with said donor for approvals/permissions.

Co-branding opportunities, for long-term or for specific event or time frame, shall be discussed by HCP and donor to review the parameters of said co-branding opportunity. Public announcements/recognition includes but are not limited to press releases, local media, website, social media, and print materials. (These gifts/sponsorships typically represent corporations and foundations that have given at least \$1,000 and up.

HCP Partner in Community Giving (cause-related marketing opportunities)

An *HCP Partner in Community Giving* ("Partner") is a local company that has strategically and purposefully embarked on cause-related marketing with HCP. As such, the *Partner* and HCP engage in a transaction which is mutually beneficial to both the Partner and HCP. This transaction may include a monetary contribution, pro-bono service and/or volunteer project for the benefit of HCP/HCP residents. Other guidelines may apply for services or projects.

Financial support from the Partner can be of any amount appropriate to the transaction. Terms of the transaction will include terms for promotion. Promotion of the *Partner* on its website or through social and print media will be at HCP discretion. HCP and the *Partner* will agree/mutually approve all individual and joint marketing plans, collateral and opportunities. (SEE Policy on Reputation Management/Brand Integrity above.)