# Fundraising is prohibited

**We appreciate the willingness of IBOs to support many worthwhile causes and charities. Fundraising includes the solicitation for the donation of funds or the purchase of Amway™ products or services based on the representation that all, or some, of the gains, proceeds, donations, bonuses or profits generated by such sale will benefit a particular group, organization or cause.**

## Do

- Carefully review Rule 4.22 Fund-raising (U.S. | Canada | Dominican Republic).
- Personally donate to a charity or cause without making a representation that your Amway business is involved.
- Donate Amway products from your inventory, if you wish. These items cannot be counted as Verified Customer Sales (VCS).

## Why?

- Fundraising must be kept separate from Amway products.
- IBOs may donate from personal inventory, but it may not be reported as a Verified Customer Sale (VCS).

## Don't

- Use Amway products or services in conjunction with any type of fundraising activity.
- Solicit for donations by representing that proceeds will benefit a particular group, organization or cause.

## Why not?

- Fundraising implies partnership/connection to an organization, even if the Amway Corporation is not connected to the organization.
- This can create a concern if an organization has not been reviewed and approved by the Amway Corporate Social Responsibility team, and may put your business at risk as a result.
- Protect your business by avoiding fundraising, and following Event Sales or Display Booth guidelines instead.

**Resources:**

Amway Business Reference Guide: amway.com/brg | amway.ca/brg | amway.com.do/brg.
Amway Business Conduct and Rules Department: bcr@amway.com.
Amway Business Support Materials Administration: wwbsm@amway.com.
IBOAI*: www.iboai.com.

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