



4Louis Fundraising & Logo Usage Policy

For Individuals and Businesses Fundraising “In Aid Of 4Louis”

1. Introduction

4Louis is grateful to individuals and businesses who choose to support our work with bereaved families. To protect our charity, our beneficiaries, and our supporters, we ask that anyone fundraising **in aid of 4Louis** follows the guidelines set out in this document.

These guidelines ensure that fundraising is carried out legally, transparently, and respectfully, and that the 4Louis name and logo are used appropriately.

2. Definition of “In Aid Of 4Louis”

Fundraising **in aid of 4Louis** means:

- You are an **independent supporter**, not an employee, agent, or representative of 4Louis.
- You are organising and promoting your own fundraising activity.
- You are responsible for ensuring your activity complies with all relevant laws and regulations.
- You are voluntarily donating proceeds to 4Louis.

This wording protects both you and the charity and must be used in all communications.

3. Approved Wording for Public Use

To ensure clarity and compliance, supporters must use the following approved wording:

Required phrase

“In aid of 4Louis”

Approved full statements

- *“£1 from every [product] sold will be donated in aid of 4Louis.”*
- *“[Business Name] is fundraising in aid of 4Louis. We donate £1 from every sale of this item.”*
- *“This product is sold in aid of 4Louis, with £1 from each sale donated to support their work with bereaved families.”*

Prohibited wording

Supporters must **not** use wording that implies a formal partnership or endorsement, including:

- “In partnership with 4Louis”
- “In collaboration with 4Louis”
- “Officially supporting 4Louis”
- “Endorsed by 4Louis”
- “Working with 4Louis”

Only the phrase “**in aid of 4Louis**” is permitted.

4. Transparency Requirements

To maintain trust with customers and supporters:

- Donation amounts must be stated clearly (e.g., “£1 per item sold”).
- Supporters must not imply that purchases fund specific services unless formally agreed.
- Supporters must keep simple records of sales and donations.
- Donations should be transferred to 4Louis regularly (monthly or quarterly recommended).
- Supporters must not collect cash donations unless they comply with local fundraising regulations.

5. Use of the 4Louis Name

Supporters may reference 4Louis by name in:

- Product listings
- Websites
- Social media posts
- Printed materials

as long as the reference is factual and uses the approved wording.

Supporters must not present themselves as official representatives of 4Louis.

6. Logo Usage Policy

6.1 Permission Required

The 4Louis logo may only be used **with written permission** from the charity. This ensures:

- The logo is used correctly and respectfully
- The charity is not misrepresented
- The “in aid of” status is clear

6.2 Required wording with the logo

Whenever the 4Louis logo is used, it must be accompanied by:

“In aid of 4Louis”

This must be placed:

- Directly above the logo, or
- Directly below the logo

It must be clearly visible and legible.

6.3 Approved placements

Once permission is granted, the logo may be used on:

- Etsy listings
- Websites
- Social media posts
- Printed promotional materials

6.4 Restrictions

The logo must **not** be unless otherwise agreed:

- Altered, stretched, recoloured, or distorted
- Placed on busy or low-contrast backgrounds
- Combined with the supporter’s own logo
- Used on product packaging or merchandise unless specifically approved
- Used in a way that implies endorsement or partnership

4Louis will provide approved logo files and brand guidance upon permission.

7. Approval Process

Before publishing any materials that include:

- The 4Louis name
- The 4Louis logo
- Any “in aid of 4Louis” statements

supporters must send them to 4Louis for review. We aim to respond within 3–5 working days.

8. Ending or Changing a Fundraising Arrangement

If a supporter ends or changes their fundraising initiative, they must notify 4Louis so that:

- Records can be updated
- Public materials remain accurate

- Logo usage can be reviewed or withdrawn if necessary

9. Contact Information

For permissions, approvals, or questions regarding this policy, please contact:

4Louis Fundraising Team

events@4louis.co.uk

0191 514 4473

www.4Louis.co.uk