



Sponsorship Policy

Mercy Hands is a non-profit, non-religious and non-political Iraqi humanitarian non-governmental organization. As a non-profit, Mercy Hands gratefully accepts donations from foundations, individuals, and corporations. As a humanitarian organization, Mercy Hands has a responsibility to its community to present fair and unbiased information; and as a nonprofit, Mercy Hands is governed by the NGOs Directorate's regulations on what Mercy Hands can accept from donors and what it can do in return for those donations. To comply with its humanitarian mandate and the NGOs Directorate's regulations, Mercy Hands welcomes sponsorships subject to the following guidelines.

Sponsorship Guidelines

- Mercy Hands solicits and gratefully accepts corporate sponsorships as a mutually beneficial exchange in which Mercy Hands receives cash from a sponsor to support its humanitarian work and the sponsor receives acknowledgement for its sponsorship.
- Mercy Hands chooses which sponsorships it wishes to accept and reserves the right to reject any sponsorship offer.
- Sponsorships may vary by sponsor.
- Mercy Hands does not accept advertising.
- Mercy Hands does not endorse—either explicitly or implicitly—any of its sponsors, nor does it endorse those sponsors' products, services, or ideas.
- Mercy Hands website and other social media include content that is provided by its community of beneficiaries and supporters, including reader comments in response to editorial content. This content may endorse or oppose a sponsor, or its products, services, or ideas. The opinions expressed in such content are not necessarily those of Mercy Hands, its staff, or its editors. Mercy Hands will not give preferential treatment to reader-submitted content that mentions its sponsors, or their products, services, or ideas. Preferential treatment includes—but is not limited to—editing or removing content that a sponsor considers unfavorable or highlighting or promoting content that a sponsor considers favorable.
- Mercy Hands staff and contractors should not receive any substantial benefit from association with sponsors. Any substantial benefit should be brought to the attention of Mercy Hands administration



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Mercy Hands for Humanitarian Aid (NGO)

- Mercy Hands retains full control of its work, program, and content. Sponsors do not have authority over the operation of what they have sponsored.
- Mercy Hands retains the right to review and approve all communications in regard to a sponsorship. This includes—but is not limited to—announcements, articles, and press releases about the sponsorship.

Acknowledgment Guidelines

- In return for a sponsorship, Mercy Hands will acknowledge the sponsor on the Mercy Hands website by:
 - Placing the sponsor's logo in the footer of the Mercy Hands website;
 - Placing the sponsor's logo and a one-paragraph value-neutral description of the sponsor and its product line(s) or service(s) on the Sponsors page of the Mercy Hands website. (Mercy Hands will not place descriptions on the website that contain qualitative or comparative descriptions of a sponsor's products, services, facility or company, as this would be considered a "substantial return benefit" by NGOs Directorate.); and
 - Providing a hyperlink on the Sponsors page of the Mercy Hands website to the sponsor's homepage, provided that product(s) and service(s) are not sold on the homepage, as NGOs Directorate regulations consider this to be advertising. If at any time the sponsor changes its website and begins selling product(s) or service(s) on its homepage, the sponsor must notify Mercy Hands immediately and provide an alternate page to link to (such as an About page) where product(s) and service(s) are not sold.
- Mercy Hands will place the items mentioned in the preceding three bullet points on the Mercy Hands website upon accepting a sponsorship and will leave them in place for one year.
- Mercy Hands will not acknowledge its sponsors in any newsletter, including an email newsletter, as NGOs Directorate regulations consider this to be advertising.

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