

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 products or services offered by Amway™ 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 4.21 Fund-raising.



Personally donate to a charity or cause without making a representation that your Amway business is involved.



Donate Amway products purchased with your own personal funds, providing it otherwise complies with the Rules of Conduct.

Why?

Fundraising must be kept separate from Amway products.

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.

Learn more:

Business Reference Guide: www.amway.com/brg, amway.ca/brg or amway.com.do/brg.

Amway Business Conduct and Rules Department: bcr@amway.com.

Amway Business Support Materials Administration: wwbsm@amway.com.

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