



Alzheimer's
Drug Discovery
Foundation

CAUSE MARKETING GUIDELINES

We appreciate your interest in supporting the Alzheimer's Drug Discovery Foundation (ADDF) and our mission to rapidly accelerate the discovery of drugs to prevent, treat, and cure Alzheimer's disease. We value our partners and are open to new alliances that advance our mission and your business objectives. To learn more about these opportunities, please contact Jennifer Iselin at jiselin@alzdiscovery.org or 212.901.8000.

Each cause marketing relationship is unique, but all adhere to the following criteria.

Impactful

A full 100% of your donations fund our drug discovery research. We invest in a diverse portfolio of drug discovery programs to treat the complex causes of Alzheimer's. Your contribution to the ADDF ensures that promising new drug targets for Alzheimer's disease get the support they need to move forward. Explore our [portfolio](#) to learn more.

Transparent

The ADDF ensures that all our cause marketing relationships are transparent. To do so, we follow Standard 19 from the Better Business Bureau's "[Standards for Charity Accountability](#)." It requires that a partnership's duration, the actual (or anticipated) portion of the purchase price that will benefit the ADDF, and any maximum or guaranteed minimum contribution be clearly stated on all promotional materials. In certain states and countries, additional disclosures and registrations may be required. We recommend consulting counsel about cause marketing compliance.

Acknowledged

We thank our cause marketing partners for their generosity and inform our audiences about these relationships in numerous ways. All registered partners receive mention on our website, in our *Annual Report*, and, often, through our social media and newsletters. (Acknowledgement details are outlined in individual cause marketing agreements.)

Official cause marketing partners may receive logos and other materials for use in informing audiences about their contributions to the ADDF. All permitted usages of the ADDF logo or other materials will be specified in written cause marketing agreements, which will include the duration of use. (Please note: Our name and/or logo may not be used on product packaging or to promote products or services without specific permission.)

Limited

As a nonprofit charity, the ADDF does not advertise, endorse, or sell products or services; offer medical advice; or substantiate any product or service claims. And we ask partners to indemnify us against any claims arising from the use of our name or logo.