

Cause Marketing Disclosure Statement

Community Action of Laramie County, Inc. ("CALC") is a 501(c)(3) nonprofit organization located in Cheyenne, Wyoming. Our mission is to eliminate poverty by empowering people and communities through education, advocacy, and service.

From time to time, CALC partners with local businesses and organizations to raise funds and awareness through cause-related marketing promotions ("Cause Marketing Campaigns"). These campaigns may include statements such as "a portion of proceeds will benefit Community Action of Laramie County" or "X % of sales supports Crossroads Healthcare Clinic."

What is a Cause Marketing Campaign?

A cause marketing campaign is a partnership between CALC (a nonprofit organization) and a for-profit business that advertises that the purchase or use of a product, service, or event will benefit CALC or one of its programs.

Disclosure Requirements

Each campaign partner is required to:

Enter into a written agreement with CALC specifying the campaign duration, exact donation amount or percentage, and any maximum or minimum contribution commitments.

Include in all marketing and promotional materials a clear and conspicuous disclosure that states the name of CALC (or specific program benefiting), the exact amount or percentage that will be donated per sale, the timeframe of the campaign, and the purpose of the donation.

Submit a final accounting and payment to CALC within 90 days of the campaign's end date.

Example Disclosure Language

From June 1 – August 31, 2025, Coffee Corner will donate \$1 from each 12-oz bag of Hope Blend coffee sold to Community Action of Laramie County to support Crossroads Healthcare Clinic's homeless healthcare program. Minimum donation: \$500. Maximum donation: \$5,000.

Oversight and Verification

CALC maintains written agreements and campaign records for all active cause-marketing partners. Questions about current or past campaigns may be directed to:

 marketing@calc.net

 (307) 635-9291 x3012

Community Action of Laramie County, Inc.
1700 Westland Rd
Cheyenne, WY 82007

Tax-Deductibility

Contributions made directly to CALC are tax-deductible to the extent permitted by law. Purchases made through cause-marketing promotions are not tax-deductible because the buyer receives goods or services in return.

Transparency Statement

CALC is committed to maintaining the highest ethical standards in fundraising and public communication. We do not endorse or promote any product, service, or business beyond the scope of an approved cause-marketing agreement. All contributions received through these partnerships are used to advance CALC's mission of serving individuals and families throughout Laramie County.