

IVORY ELLA PARTNERSHIP POLICY



Ivory Ella is an online lifestyle brand based in Westerly, Rhode Island, dedicated to giving back to our environment and various issues that impact individuals from living their best life. Ivory Ella strengthens nonprofit organizations through partnership and collaborative experiences resulting in donations of more than \$1.3 million dollars since April 2015. Ivory Ella works with many different organizations, each helping to fulfill the direction of our brand especially in the areas of preserving the environment by saving the elephants, fostering health and wellness, empowering our people to gain an education and supporting the men and women of our military.

Upon entering into a partnership with Ivory Ella, an organization must demonstrate the following:

- An organization must have a clear mission and vision statements
- Solid organizational infrastructure to demonstrate operational sustainability. That includes:
 - Provides access to organization leadership
 - Strong social, marketing and communication teams
 - Strong social following and email list (preferred)
- Registered 5013c (Not negotiable)
- Can identify and demonstrate critical need
- Can demonstrate appropriate use of fund allocation (not negotiable)
- Alignment in core values:
 - Ivory Ella will not engage an organization or partner supporting guns, animal cruelty, tobacco, drugs, anti-Semitism, poor employee practices, poor environmental practices, religious or political in nature
 - Ivory Ella reserves the right to decline any offer for a potential collaboration that does not fit into core values and or the best decision for the vision of the company.
- Disclosure: Ivory Ella will disclose all marketing promotions, terms and agreements both to our consumer and state regulatory agencies related to donations given to our nonprofit partners both within the required commercial co-venture agreement and or solicitation policies required by law.
- Please submit all partnership inquiries to giving@ivoryella.com.

GOOD CLOTHES FOR A GOOD CAUSE