



Guidelines for Charitable Giving

Overview:

Greenbrier Medical Arts Pharmacy has been a cornerstone of the community for more than three decades and remains committed to the principles of 'corporate social responsibility' and 'good corporate citizenship'. The Pharmacy maintains a Charitable Giving program with the express purpose of demonstrating good corporate citizenship in the communities served by the pharmacy. Each partnership opportunity must include an advertising or public relations component and must compliment the pharmacy's strategic marketing plan.

Through this Charitable Giving program, Greenbrier Medical Arts Pharmacy supports groups and organizations that operate in the following broad community sectors:

- *Health & Wellness*
- *Senior Care*
- *Education*
- *Arts & Culture*
- *Sports & Recreation*
- *Environment*
- *Community*
- *Domestic Violence*

Who Is Eligible?

The requesting organization must be a not-for-profit organization under the Internal Revenue Service Tax Code or a public school or educational institution. To be eligible for consideration, organizations must:

- Benefit the people in the communities we serve
- Acknowledge the contribution through appropriate marketing, advertising or public relations efforts
- Not duplicate or significantly overlap the work of public agencies on the federal, state or local level or duplicate services of other partnering organizations
- Serve the community without discrimination on the basis of race, color, sex, sexual orientation, age, religion, national or ethnic origin or physical disability
- Comply with applicable laws regarding registration and reporting

Who Is Not Eligible?

Greenbrier Medical Arts Pharmacy does not provide funding for:

- Individuals
- Beauty pageants or parades
- Fraternal Organizations
- Individual Scholarships
- Requests for abroad travel, camps, or other individual enrichment opportunities
- Organizations which discriminate on the basis of race, color, sex, sexual orientation, age, religion, national or ethnic origin, or physical disability
- Research studies, unless approved by the Board of Directors
- Association memberships
- Organizations, projects or other activities outside the Pharmacy's service area

Guidelines

1. Effective May 1, 2007, all requests for donations of cash, goods or services must be submitted in writing at least 60 days prior to publicizing the event. The requested amount must be specified in each application. Eligible applicants must be a not-for-profit organization or educational institution. The organization must have a clear mission or goal, prove it is efficiently organized and provide a needed service to the Greenbrier Valley. Specifically, the quality of the program, its service to the public, the size and type of constituency it serves must be included. The organization's financial accountability and fund-raising practices may also be reviewed.
2. All funding requests are restricted to a period of one year. Greenbrier Medical Arts Pharmacy reserves the right to deny all requests for long-term commitments or multiple-year pledges. Area organizations may submit an annual funding request for the same project, however, approval for funding in a specific calendar year does not guarantee a charitable gift will be awarded in subsequent years. In addition, gifts may not be awarded at the same funding level as in previous years.
3. Greenbrier Medical Arts Pharmacy must be listed as a sponsor or contributor in all publicity materials including brochures, posters, press releases and public service announcements. The Greenbrier Medical Arts Pharmacy logo should be used when appropriate. If the contribution exceeds \$500, the Greenbrier Medical Arts Pharmacy logo must appear on the printed items listed above, as well as event tickets, banners, T-shirts and other support materials as appropriate; and the pharmacy must be listed as a primary sponsor.
4. Preference is given to groups and organizations that can:
 - Can demonstrate broad community support and involvement.
 - Are working for the benefit of a wide range of stakeholders.
 - Can demonstrate how the money or in-kind donation is to be spent and the expected outcome of the event.
 - Can commit to acknowledging the Pharmacy's contribution through the promotional banners, brochures, and posters. The Pharmacy's logo should be included on promotional materials as appropriate.
 - Can commit to acknowledging the Pharmacy's contribution through local media.
 - Can commit to providing the Pharmacy with a letter following the holding of the event that summarizes the outcomes and benefits.

All requests should be submitted in writing to:

Greenbrier Medical Arts Pharmacy
Attn: Marketing & Sponsorships
3272 Jefferson St. N, Suite 1
Lewisburg, WV 24901
Fax: 304.645.5549

Phone calls requesting donations or sponsorship support will not be accepted.