

[criteria]

- 01 Recipients must be either a non-profit organization or not-for-profit organization, association or club only.
- 02 Work must be started and completed within the same calendar year. Both Fresh Media and Recipient will agree upon start and completion dates.
- 03 Value of donated work is based on estimated hourly services required. Ideal projects for this in-kind services may include:
 - Brand Foundation including Research, Strategy/Consulting and Positioning
 - Brand Identification including Naming, Tagline Development, Logo/Logotype Design, Brand Guidelines
 - Brand Advertising including all print, web, radio, television, interactive, and general awareness campaigns
 - Guidance for continued Brand Management
- 04 Prior to any work commencing, Fresh Media and Recipient will mutually agree to a scope of work contract, which will include a creative brief and the overview of all deliverables.
- 05 Upon contract approval, Recipient agrees that Fresh Media has full creative control and will retain full ownership of artwork created.
- 06 Fresh Media's logo credit for creative will appropriately appear on all materials created within the scope of work.
- 07 In-kind services consists of creative work only which includes concept development, strategy, copywriting, design, preparing files for production, and corresponding project management. Donated services does not include production (printing, television or radio studio time), web (hosting or domain registration), photographic (stock images or photo shoots), media buys (placement fees for newspaper, radio, or television), or other third-party expenses. Fresh Media will recommend potential vendors for production but will not ask for donations on behalf of the Recipients.
- 08 As part of our Good Karma criteria, we request that the potential Recipients commits to Fresh Media being their Agency of Record. This agreement includes that Fresh Media is the sole agency that will be responsible for designing all advertising, web, print, signage, newspaper, and other marketing materials.

[application]

- 09 Potential Recipients are to submit written in-kind requests. Information included in requests should consist of:
 - legal name of organization
 - non-profit status
 - contact information
(address, telephone number, emails, etc.)
 - names and titles of those that will be managing the project
 - organization's mission
 - brief summary of organization's history
 - description of current programs, activities, services, and what makes your organization unique
 - current challenges and opportunities
 - summary of services requested
 - targeted goals and what impact the requested services will have on your organization, its audience, and the community
- 10 Fresh Media requests that all Recipients assign only one contact person, and this one contact will be responsible for all deliverables, approvals, and correspondence.
- 11 Also include in application how the results of in-kind services will be announced or publicized. Fresh Media can assist in the creation of any press releases to local medias.

[submission and approval process]

- 12 Submissions may be sent via mail:
Fresh Media
c/o Good Karma Submission
49 Pownal Street, Suite 204
Charlottetown, PEI C1A 3W2

Or by email:
Subject: **Good Karma Submission**
Email: goodkarma@freshmedia.ca
- 13 Fresh Media will judge all requests internally and has the full right to refuse any or all applications.