



Supplier Policy: Supplier Terms and Ethics Statement

Introduction

Creative Direct Response Inc. is a full-service, integrated direct-marketing fundraising agency located in Crofton, Md. We have been a worldwide leader in direct-mail fundraising since 1982.

Our Mission

To partner with nonprofit organizations by providing an integrated mix of strategic fundraising, marketing and consulting services.

Our Vision

We will be recognized as a pioneering, highly effective provider of integrated, strategic fundraising services to nonprofits around the world. Our success will come from combining proven methodologies with innovative talent, creative concepts and leading-edge technologies.

Our Values

Through attitude and actions, as employee-owners, we incorporate these values into our daily work:

- **Clients Come First** – Our first obligation is to do what’s best for our nonprofit partners. We promote products and services that consistently meet their business objectives.
- **Integrity** – In everything we do, we meet or exceed the spirit and the letter of the law, industry best-practices and professional ethics. We are firmly accountable for our services.
- **Honesty, Reliability and Trustworthiness** – Our word is our contract. We keep the promises we make to clients. Our advice to clients is straightforward, what we believe to be in their best interests, and contains no hidden agenda.

It is the policy of CREATIVE DIRECT RESPONSE to comply with the laws of each country governing our operations and to conduct our affairs according to moral, legal and ethical standards. One of our most valuable assets is our reputation for integrity and our commitment to maintaining this reputation, as well high standards of business ethics in the tradition of the free enterprise system.

CREATIVE DIRECT RESPONSE seeks to build productive relationships with our supplier partners and, as such, sets forth the following guidelines and terms. CREATIVE DIRECT RESPONSE reserves the right to immediately cease conducting business with any vendors that violate any aspect of the following set of business terms and code of ethics.

CREATIVE DIRECT RESPONSE BUSINESS TERMS

1. Quality Control

- CREATIVE DIRECT RESPONSE requires a proof or signoff for all phases of a job, including printing, data processing, personalization, mailshop insertion, and a live package sample prior to mailing.
- CREATIVE DIRECT RESPONSE will accept PDF printing proofs if arrangements are made with the account executive or production manager prior to the proofing stage.
- CREATIVE DIRECT RESPONSE will not accept PDF proofs or blueslines for four-color process work. For four-color process jobs, we require a physical contract-grade proof for approval.
- All printing proofs should be accompanied by a completed proof-approval form from the supplier. The form should summarize the following for each printed component: stock, ink colors, finishing and bindery (perfs and folds), quantity, and delivery address information.
- A faxed or e-mailed copy of all postage statements must be received by CREATIVE DIRECT RESPONSE within 24 hours of the drop date. The statements must be clearly labeled with the package name, and the date stamp should be legible. Original postage statements must accompany lettershop invoices.
- All requested package samples must arrive at CREATIVE DIRECT RESPONSE within three days of the mail date.

2. Purchase Orders

- CREATIVE DIRECT RESPONSE will issue a complete purchase order for all components and processes of a job. Work should not begin until a purchase order is received; this includes ordering stock or converting envelopes. Without a purchase order, suppliers are liable for all costs incurred.
- CREATIVE DIRECT RESPONSE will not accept overs/unders in quantities. The full quantity as ordered must be delivered, and CREATIVE DIRECT RESPONSE's clients will not be responsible for payment for anything that exceeds the order quantity. All necessary spoilage will be calculated by CREATIVE DIRECT RESPONSE and added to the order quantity on the purchase order.

3. Invoicing

- CREATIVE DIRECT RESPONSE issues purchase orders as an agent for our clients. Financial responsibility of payment for ordered goods and services is strictly that of our client. We will assist in forwarding credit applications to our clients where necessary.
- All invoices must be forwarded and billed to the client in care of CREATIVE DIRECT RESPONSE and sent to the account executive or production manager's attention at CREATIVE DIRECT RESPONSE's Crofton, Md., address.
- CREATIVE DIRECT RESPONSE forwards invoices to clients once per billing cycle (at the end of the month). Please make sure a copy of the invoice is at CREATIVE DIRECT RESPONSE prior to the 20th of each month.
- We require net 60-day terms on all invoices.
- All invoices must arrive at CREATIVE DIRECT RESPONSE within 2 weeks of delivery/mailing.

- CREATIVE DIRECT RESPONSE requires that all suppliers send a monthly statement of outstanding invoices and invoice payments to the attention of the account executive or production manager.
- All collection requests of the client will be done by CREATIVE DIRECT RESPONSE personnel.

4. Communication

CREATIVE DIRECT RESPONSE will act as an agent on behalf of the supplier and the client in all communication. As such, our suppliers are asked not to contact or call upon our clients directly. Ignoring this request will result in a supplier being removed from our list of suppliers.

SUPPLIERS' ETHICAL GUIDELINES

1. Ethical Business Transactions

Without exception, CREATIVE DIRECT RESPONSE expects its business transactions to be legal, honest and fair, and conducted with the highest degree of professional integrity. We avoid any situations that are, or have even the appearance of being illegal or unethical. CREATIVE DIRECT RESPONSE will immediately terminate business transactions with any vendor that is engaged in activities that are illegal or that violate the CREATIVE DIRECT RESPONSE Code of Ethics and related documents, including this document.

2. Commitment to Quality

CREATIVE DIRECT RESPONSE is committed to providing the highest quality products and services to its clients. Our organization purchases products and services from vendors on the basis of best value, taking into account factors such as competitive cost and overall quality of products and services delivered.

Vendors working with CREATIVE DIRECT RESPONSE are expected to have an explicit commitment to quality, and to deliver with consistently high levels of performance. We expect vendors to guarantee their products and services and act in a professionally accountable manner to rectify any shortcomings.

CREATIVE DIRECT RESPONSE seeks to establish and maintain long-lasting relationships with vendors who provide excellent products and services at competitive prices. As responsible stewards of our resources, and as specified in all of our contracts with our clients, we are obliged to obtain a minimum of three bids on each component and service required for a job.

3. Fair Profits and Competitive Markets

CREATIVE DIRECT RESPONSE understands and respects the need for businesses to make fair profits, and we appreciate the advantages of being consumers in a free and open competitive marketplace. At the same time, we believe profits should not be earned through the exploitation of workers or through degradation of the environment. CREATIVE DIRECT RESPONSE welcomes free-market enterprise and stands willing to pay fair prices for high-quality goods and services, thereby contributing to business profitability. In our business dealings, while we will always be cost-conscious stewards of our clients' resources, we will not be compelled to exclusively engage the "low bidder." Regardless of favorable economics, CREATIVE DIRECT

RESPONSE will purposefully avoid engaging in business with companies known to be profiting from the mistreatment of their employees or abuse of the environment.

4. Transparent Business Dealings and Accountability

Based upon our core values of honesty and accountability, we are committed to having business dealings that are open and honest, demonstrably fair, and fully auditable. We desire our business dealings to be fully transparent, making clear what all of our charges are for, everything which we are purchasing, and everyone to whom our payments are going. CREATIVE DIRECT RESPONSE expects the records of business transactions conducted with them and their clients to be available for public audit.

5. Donations to CREATIVE DIRECT RESPONSE

As stewards of our clients' resources and in dedication to their causes, CREATIVE DIRECT RESPONSE will make all business decisions based upon objective criteria of cost, quality, value, service and return on investment. CREATIVE DIRECT RESPONSE will graciously accept your generous charitable donations in support of our clients' good works. However, donations from you are not required for business transactions with CREATIVE DIRECT RESPONSE. Neither your decision of whether to donate, nor the size of your donations if you do, will influence CREATIVE DIRECT RESPONSE's decisions related to conducting business with you.

Your donations to our clients, should you choose to make them, will receive thanks, acknowledgment and recognition as do donations made by all donors. CREATIVE DIRECT RESPONSE will not alter the nature or magnitude of our business dealings as a result of your charitable donations.

6. Gifts and Gratuities to Employees and Volunteers

CREATIVE DIRECT RESPONSE requests that you refrain from giving gifts, gratuities or entertainment to CREATIVE DIRECT RESPONSE employees or volunteers. Be aware that the receipt of any gifts or gratuities will not in any manner influence business dealings with you.

Please be aware of the following guidelines that CREATIVE DIRECT RESPONSE employees and volunteers must follow with regard to accepting gifts, gratuities and entertainment:

- Employees shall not accept personal gifts of money, credits or purchasing discounts in any amount.
- Employees may accept non-monetary personal gifts (including meals, product samples, event tickets, etc.), if such gifts have small nominal value (less than approximately \$100), strictly as a gesture of goodwill, in the spirit of seasonal giving or for public relations purposes, and only if such gifts are given and received with no expectation of reciprocal obligation. Please be aware that it is the policy of CREATIVE DIRECT RESPONSE to raffle all event tickets and personal gifts other than meals to all CREATIVE DIRECT RESPONSE employees.
- If employees receive unsolicited gifts exceeding nominal value, they will immediately return the gifts to the senders, pay the senders full market value for the gifts or donate the gifts to another charitable organization.

- If employees receive gifts of any size or value, the employees are required to disclose to CREATIVE DIRECT RESPONSE what the gifts were, their estimated values, from whom the gifts were received, the dates on which they were received, and the understood reasons for which the gifts were given.
- No employee will be allowed to accept any gift of a value greater than \$100.

7. Inclusiveness, Diversity and Respect

CREATIVE DIRECT RESPONSE does not discriminate against or set special favors for vendors on the basis of race, religion or other cultural characteristics. We aim to engage in fair business transactions with vendors that provide CREATIVE DIRECT RESPONSE and our clients the most favorable business dealings.

We expect vendors to offer CREATIVE DIRECT RESPONSE the same nondiscriminatory, culture-free business treatment. We expect those vendors to which we give our business to share our organization’s regard for inclusiveness and diversity, and to show professional respect to people in their business dealings.

8. Confidential, Sensitive and Proprietary Information

In the course of business, vendors working with CREATIVE DIRECT RESPONSE may see, hear or come into possession of information that is confidential, sensitive or proprietary to CREATIVE DIRECT RESPONSE and our clients. This information includes (but is not limited to) items such as:

- Employee names or other personal identifying data;
- Employee or volunteer telephone numbers and e-mail addresses;
- Donor information, either individual or in the aggregate;
- Fundraising metrics or statistics;
- Budget and other financial information;
- Credit card or bank account numbers.

Unless specifically informed otherwise, vendors must assume information is confidential, sensitive and proprietary to CREATIVE DIRECT RESPONSE and our clients. Vendors may not share this information with or disseminate it to anyone else outside of CREATIVE DIRECT RESPONSE. If such information is in the possession of vendors, vendors must take all due care to protect the information from disclosure or dissemination to other persons or organizations, within the bounds of the law.

Agreed & Accepted: _____

Date: _____