



Never Forgotten Honor Flight, Inc.

Brand Standard Guidelines

9/4/2018

Never Forgotten Honor Flight, Inc.

A Trip of a Lifetime

4404 Rib Mountain Drive #234 Wausau, WI 54401

715.573.8519 www.neverforgottenhonorflight.org

Board of Directors-Executive Committee: Jim Campbell, Ken Moberg, Dick Jarvis, Mike Thompson, Jan Wendtland, Sara Johnson

Members at Large: Ryan Gossett (MD), Roxanne Erickson, Jim Coleman, Bill Nietert (MD), John Pellegrino, David Phelps, Pamela Schindler, Andrew Weber (MD)

About us:

Never Forgotten Honor Flight Inc. is a tax-exempt, nonprofit organization and a registered 501(c)3. The mission of Never Forgotten Honor Flight is to honor veterans by flying WWII, Korean War, and Vietnam Era veterans, **with priority given to terminally ill veterans of those conflicts/eras**; to Washington, DC to visit their memorials free of charge. We actively promote educational aspects of this mission in our schools and our communities.

Accountability and transparency are important to us. As such, express written consent of Never Forgotten Honor Flight is required before using our logo. When approved, we ask that you follow these guidelines to maintain our brand and honor our veterans. In general, Never Forgotten Honor Flight will not authorize use of its logo by a for-profit business that makes a donation contingent upon its sales, and makes only a minor donation to Never Forgotten Honor Flight.

Hosting a Fundraiser

Never Forgotten Honor Flight is funded entirely by donations from individuals, small and large groups as well as corporate sponsorships. We cannot accomplish our mission of flying veterans to see their memorials without the generous support of people and organizations such as yours throughout our communities. If your organization is contemplating hosting a fundraiser and naming Never Forgotten Honor Flight as your recipient, there are a few things we ask that you consider.

- **Use of Logo**

The express written consent of Never Forgotten Honor Flight is required before using our logo. For approval, please submit your request and usage samples to info@neverforgottenhonorflight.com. We ask that when using our logo and name that your intent is to support our mission of flying veterans and honoring our heroes.

- **The Never Forgotten Honor Flight (NFHF) logo should be used in full color whenever possible.**
The logo should never be tilted & the content & design should NOT be altered in any way.

- **Transparency & Trust**

As you compose your advertising, be certain the layout and wording are clear that your organization is the one holding the event and NFHF is to be the recipient of your efforts. Ads that are unclear, ambiguous or confusing have the potential to mislead patrons. Additionally, before the event, fundraisers should clearly communicate what proceeds are designed for Never Forgotten Honor Flight (all, profits, 10% etc.). Event coordinators can't determine how monies donated to NFHF are used unless agreed to by NFHF in advance.

- **Multiple Recipients**

If you are hosting an event and will be directing the funds you raise to multiple recipients, please be clear to your donors that the funds will be shared with another organization in addition to NFHF

- **NFHF Event Involvement**

While we would like to participate in every fundraising project, our resources are limited. We are not able to be part of the planning and running of an event. If you would like a representative from Never Forgotten Honor Flight to attend your event, please submit the request at least 30 days prior, through our email info@neverforgottenhonorflight.com. We will take into consideration the date and availability of our Board members/volunteers.

- **Auctions & Raffles**

Though Never Forgotten Honor Flight is the recipient of your event, we are unable to provide items for any auctions or raffles.

Donation

If you are planning a formal donation presentation, please contact us at info@neverforgottenhonorflight.com. We will do our best to arrange for an NFHF member to attend.

Otherwise, please mail your donation check to:
Never Forgotten Honor Flight, Inc.
4404 Rib Mountain Drive #234
Wausau, WI 54401

Thank you for choosing Never Forgotten Honor Flight as recipient of your fundraising efforts! We wish you great success. Again, we cannot accomplish our mission of honoring our veterans without your support.

