



One Day One Goal: Things you need to know.

We're grateful for all donations. Go ahead and use the Peace One Day name and logo. But to protect the long-term future of Peace One Day, below are some guidelines about how to ask for donations and how to use our name and logo at your One Day One Goal match.

Thanks for your support!

1/PLEASE TELL US ABOUT YOUR MATCH

When you've decided that you would like to organise a One Day One Goal match for 21 September, create your own profile on the [Take Action](#) page and add the details of your event.

2/NAMING YOUR EVENT

If you use the words 'Peace One Day' as part of the name of your event, we suggest that you or your organisation/school etc. works 'in support' of Peace One Day and that you describe your involvement with Peace One Day as follows:

'[Name of organisation/school etc], in support of Peace One Day, presents [title of your event]'
(see 5. below)

3/RESOURCES TO HELP YOU

You'll find resources to support you on our website (www.peaceoneday.org), specifically on our Press, Shop and Guidelines pages. On the Guidelines page you'll find Peace One Day customisable posters for your event. On the Press pages you'll find logos and photographs that are free to download. In the Shop you'll find other items for purchase: The Day After Peace DVD, posters, flyers, badges, t-shirts, books etc.

4/ASKING FOR DONATIONS

Should you wish to ask for donations at your match and pass them on to Peace One Day, this would be greatly appreciated, but please do not feel obliged to do so – the primary purpose of a One Day One Goal match is to raise awareness of Peace Day 21 September.

All donations support us in our work to bring the UN International Day of Peace, a day of global ceasefire and non-violence, to the attention of people around the world. There are two ways that you can make the donation to Peace One Day:

- Go to the donate section of our website
- Send a cheque either in £ sterling, € euros or \$ US dollars, FAO Director of Fund-raising, to our office:

Peace One Day Limited

Block D,
The Old Truman Brewery,



91 Brick Lane, London.
E1 6QL
United Kingdom

Please make cheques payable to: Peace One Day Limited



5/USING THE PEACE ONE DAY NAME, LOGO AND ORIGINAL MATERIALS

We encourage the use of the Peace One Day name and/or logo and the reproduction and distribution of Peace One Day original materials (from the website or received directly from Peace One Day), in accordance with these guidelines for promotional, educational and other non-commercial purposes in support of Peace One Day's objectives. 'Peace One Day' and the Peace One Day logo are the trademarks of Peace One Day Limited and the Peace One Day logo also enjoys the benefit of copyright protection.

When using the Peace One Day name, logo and Peace One Day original materials:

- Please do not call your website, event, group or organisation Peace One Day (please see 'Naming your event' above)
- If you use the Peace One Day logo please always use the words 'in support of' before the logo, and feature the Peace One Day website, www.peaceoneday.org, as follows:

Name of group/school/organisation

In support of



www.peaceoneday.org

- Any commercial use of the Peace One Day name, logo or Peace One Day original materials requires the prior written consent of Peace One Day Limited. Commercial use includes the selling of goods for profit or any use for personal or corporate gain including for marketing purposes or brand association. Please contact us if you wish to use the name, logo or any original materials in this way. If you are in any doubt about whether your activities are commercial, please contact us for clarification or see the rules below.

The use of the Peace One Day name, logo or any Peace One Day materials is expressly forbidden in connection with:

- The false representation of any person as a Peace One Day officer, employee, agent, or official spokesperson
- Any action which suggests Peace One Day promotes any government or political persuasion over and above any other
- Party political advertising or the suggestion of endorsement by Peace One Day of any political party or candidate for public office
- Any action which suggests Peace One Day promotes any religion or belief system over and above any other
- Any suggestion of Peace One Day endorsement of a product or policy where such endorsement has not explicitly been made by Peace One Day itself
- Any suggestion of Peace One Day endorsement of violence or property destruction
- Any other activity or association detrimental to Peace One Day
- Please do not edit or modify the Peace One Day logo in any way
- The Peace One Day trademarks remain the exclusive property of Peace One Day Limited, and by using them you agree that you shall not, in any way whatsoever, register or attempt to register or challenge the same

6/LIABILITY FOR YOUR EVENT

Peace One Day does not accept any legal or financial or other responsibility or liability for your event or activities.



7/ACTING AS SPOKESPERSON

Please do not act as a spokesperson or hold yourself out as an agent for Peace One Day or act on behalf of Peace One Day in any other capacity. We would be happy to provide an official statement if and when required – please give us as much notice as you can.

If you have any questions or feedback on these guidelines, please let us know. We want to develop a framework that will support you and protect the long-term future of Peace One Day.

Thank you for your continued support.

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