



Partnership Engagement Policy

Purpose

Operation HOPE partners with organizations to advance its mission of financial dignity, economic empowerment, and inclusive prosperity for underserved communities. This policy outlines the principles, criteria, and engagement models that guide partnerships to ensure alignment with HOPE's values, protect organizational integrity, and maximize measurable impact.

Become a Partner

To learn more about partnership opportunities with Operation HOPE, organizations may submit an inquiry through our partnership form. Organizations that align with HOPE's mission, values, and partnership criteria will be contacted for further consideration.

****All partnerships are subject to review and approval by Operation HOPE leadership.**

Guiding Partnership Principles

1. Mission Alignment

All partnerships must directly support Operation HOPE's mission areas, including but not limited to:

- Financial literacy and coaching
- Small business and entrepreneurship development
- Credit and wealth-building
- Workforce readiness and economic mobility
- AI literacy and future-ready skills (HOPE AI™)
- Community recovery and resilience

Partnerships must demonstrate a clear connection between organizational objectives and community impact.



2. No Product or Service Endorsement

Operation HOPE does **not** endorse products or services.

- Cause marketing or co-branded initiatives must clearly disclose that Operation HOPE is a charitable beneficiary—not a product endorser.
- All public-facing materials must include transparent language approved by Operation HOPE in advance of publishing.

3. Industry & Reputational Standards

Operation HOPE reserves the right to decline partnerships that may pose reputational, ethical, or mission risk.

HOPE generally does not partner with companies primarily engaged in:

- Predatory or exploitative financial practices
- Payday lending or abusive credit products
- Industries that conflict with financial dignity, consumer protection, or community well-being

****Additional industries may be reviewed on a case-by-case basis.**

4. Ethical & Transparency Guidelines

All partnerships must adhere to recognized nonprofit and business ethical standards, including:

- Compliance with Better Business Bureau standards and applicable state and federal regulations
- Honest, accurate, and non-misleading communications to consumers, employees, and the public
- Clear disclosure of the portion of proceeds benefiting Operation HOPE in any cause marketing campaign



5. Written Agreements Required

All partnerships require a formal, written agreement outlining:

- Scope and duration of the partnership
- Financial commitments and/or in-kind support
- Approved use of Operation HOPE's name, logo, and intellectual property
- Reporting, recognition, and compliance requirements

**Use of Operation HOPE branding is limited strictly to the terms defined in the agreement.

6. Organizational Maturity

In general, corporate partners should:

- Have a minimum of **one year of business operations**
 - Demonstrate financial stability and responsible business practices
- Exceptions may be considered for mission-aligned startups or innovation pilots.
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Types of Engagement

1. Giving & Grants

- Direct donations
- Programmatic or unrestricted grants
- Employee matching gift programs
- Multi-year strategic investments

2. Cause Marketing

- Campaigns where a portion of sales supports Operation HOPE programs
- Co-branded initiatives focused on financial empowerment, workforce readiness, or community impact
- Clear consumer disclosure is required in all campaigns



3. Employee Engagement

- Workplace financial wellness programs
- Employee volunteerism and pro bono support
- Employee fundraising and workplace giving campaigns
- Leadership engagement and executive participation

4. Community Partnerships

- Bank and financial institution partnerships aligned with CRA and community reinvestment goals
- Municipal and regional economic development collaborations
- Education and workforce pipeline initiatives

5. Brand Ambassadors, Sports & Media Partnerships

- Collaborations with athletes, leagues, entertainers, and influencers who align with HOPE's mission
- Partnerships focused on awareness, education, and community engagement, not product promotion

How Partnerships Work

- Partnerships are custom designed to align organizational goals with measurable community impact.
- All initiatives support Operation HOPE's strategic priorities and national framework.
- Partners gain:
 - Meaningful employee and customer engagement
 - Credible community impact
 - Opportunities for leadership visibility and purpose-driven brand alignment



Oversight & Review

Operation HOPE evaluates all partnerships through an internal review process to ensure:

- Mission and values alignment
- Reputational integrity
- Financial and operational feasibility
- Long-term impact and sustainability

**Operation HOPE reserves the right to decline, modify, or discontinue partnerships that do not meet these standards.