



Building
Assets to Better Lives

Guidelines for Use of WMI materials

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WMI retains all rights, title and interest in and to all materials it has developed regarding its microfinance loan program including, but not limited to, all photographs, video, text, data, compilations, graphics, website content, updates, blogs, newsletters and other published works. These materials are protected by law and may not be reproduced in any manner without WMI's specific written permission, which, at WMI's sole discretion, may be withdrawn at any time after it is given. WMI materials may only be used to generate support for WMI. They may not be sold, traded or exploited for profit in any manner. Once written permission is obtained, these are the guidelines that must be followed when using WMI materials.

Our attorneys have advised that, as a general matter, those using WMI materials must do so in a manner that does not confuse the public. A person looking at a WMI photograph, viewing WMI data or reading WMI text on any web site or in any newsletter or fundraising materials should be able to identify easily the photograph, data or text as WMI's. The public should also be able to identify easily any references to the WMI loan program as that microfinance program specifically operated by WMI.

Please be careful that you do not represent that your organization is involved in loan program operations or supplies specific services to WMI loan program participants. While we are extremely grateful for all of the financial support from our many donors, the WMI board is solely responsible for all decisions regarding loan program operations. WMI applies for many foundation and corporate grants. WMI would not want any of its funding partners to be confused by representations in another organization's materials that implied that organization was responsible for any aspect of WMI's operations.

If you are a funder, please make sure your materials are clear that you are supplying funding to WMI to support the WMI loan program. If you are providing services such as a meeting space

for the ladies or Internet access, then by all means indicate that you support WMI's ground operations in the field.

1. All photographs, videos and loan program graphics must be labeled "courtesy of WMI". They must be reproduced in their entirety and may not be altered or edited in any way without specific written permission.
2. Any text copied or paraphrased from the WMI website, newsletter or other WMI published work must be properly attributed to WMI either directly before or after the copied or paraphrased text.
3. The WMI loan program is not generic and it is not an operating partnership with any other funding entity: its exact parameters are specific to WMI. When referring to the loan program please be sure to identify it properly as the WMI loan program. Please identify the loans to WMI borrowers as WMI loans – do not refer to WMI loans as "our loans" or as loans from your organization.
4. When referencing the people involved in WMI's operations, such as our loan hub managers, administrators, coordinators, trainers and borrowers, please be sure to identify them properly as WMI staff or WMI borrowers.
5. When referring to WMI's program impact please make sure to identify it as the impact of the WMI loan program. When referring to WMI's data analysis, please identify any such statements as "according to WMI data."

Please do take credit for helping fund/support/make the WMI loan program possible. Please do indicate you are participating in all of WMI's outreach and all of its success through your funding efforts. Please feel free to describe WMI loan program operations in detail so your supporters know the type of loan program your organization is endorsing. WMI's financials are posted on the web site. Please feel free to indicate your organization's specific percentage contribution to WMI. Please do indicate your organization has many funding choices and that WMI is extremely grateful for the support you provide.

If you have any questions or would like assistance in determining the proper use of WMI materials, we are happy to help. Just contact us at: wmicontact@gmail.com.

Thank you for your cooperation and support.