

# Benevity Platform Guidelines

Benevity's mission is to act as a catalyst to infuse a culture of goodness into the world.

We believe the path to achievement of this mission is to empower all users of our platform to support the causes they personally care about. This is grounded in the reality that virtually everyone cares about something, and seeks a sense of purpose as part of who they are and who they want to be. To enable this, Benevity strives to offer the widest variety of causes and organizations that companies and people would want to direct their time, talent, actions, advocacy and funds towards, all on a single, global platform.

We recognize that with a democratized approach to doing good, there will be a broad range of ideologies, beliefs, perspectives and causes on our platform – ones that are sometimes at odds with one another. This may mean that some content, some organizations and some ideological positions represented may not be to each person's liking or is even what Benevity (or its people) would advocate. We do not see our role as deciding for others what is right or wrong, but rather as creating a choice-driven, respectful environment where companies and people can come together around the things that matter to them, and maybe learn to appreciate a perspective that differs from their own. If we can do that, we firmly believe there's a greater chance for collective action and positive impact.

Harmony is not necessarily our goal, inclusion is. Open choice is a core part of who we are.

## Rules of Play

It probably goes without saying, but we assume that the companies, nonprofits and individuals who use our platform are complying with the laws that apply where they operate or live. Beyond that, the guidelines below outline what is eligible for our platform and what isn't, and why. We hope that by being transparent, we can create a meaningful experience for everyone who uses our platform, and together we can make the world—and Benevity—a better place for all of us.

### What isn't acceptable on the Benevity platform?

While Benevity's platform is open and inclusive, that doesn't mean anything goes.

There are two things that we do not tolerate on the Benevity platform: discrimination and hate speech. It's obvious but worth saying that these things are not conducive to a respectful and safe place, and they're counterproductive to driving positive outcomes for people and the planet.

Our non-discrimination and hate speech policies apply to everyone using the Benevity platform. While this seems straightforward enough, the reality is the definitions of these concepts differ across many jurisdictions, and we simply can't be adjudicating what is or isn't offside based on the laws of each of the 150+ countries our different stakeholders operate in. So we have provided definitions that we use for our platform here.

### **Who do these rules apply to?**

We're committed to treating all companies, individual users and nonprofit organizations equally with respect and fairness, regardless of their mission. To this end, we apply the guidelines according to the way in which each of these groups uses Benevity.

All content created and published on the Benevity platform by companies, nonprofits and individuals must comply with these guidelines.

We will also consider content published by nonprofits outside of Benevity as part of their eligibility for inclusion in our platform.

### **Discrimination**

All nonprofit organizations on our platform must agree to provide services and support to individuals, regardless of their race, color, ethnicity, nationality, religion, age, sex, gender identity or expression, sexual orientation, ability, or any other personal characteristic(s) associated with systemic discrimination or marginalization. They also have to agree that they won't discriminate when it comes to recruiting volunteers, fundraisers and donors.

That said, we recognize that some organizations have missions that are focused on helping people who share specific characteristics. And while those organizations may not be discriminatory in their general practices, they could, for example, choose to employ or recruit volunteers who meet a specific set of characteristics for reasons that make good sense. This is sometimes called a "bona fide operational requirement" and we don't consider these practices discriminatory.

In addition, we've listed below a few common (but non-exhaustive) examples of how organizations support their specific communities, which we allow on the Benevity platform:

1. Religious or other faith-based organizations may require that their staff be members of the same faith or may limit specific services to members of the same faith.
2. Organizations who support and elevate individuals from historically marginalized or excluded groups may limit services to these groups.
3. Veteran organizations may limit their services and spaces to veterans.
4. Organizations providing assistance to people with mental or physical disabilities may not offer the same services to people who do not have similar disabilities.
5. Single-sex services and organizations that exclude certain genders from employment in certain positions or access to services in order to provide effective support to their beneficiaries; for example, women's shelters may protect their clientele by not hiring or accepting staff or volunteers of any other sex.
6. Seniors organizations may limit their services based on age.

These types of policies and beliefs aren't considered discrimination by Benevity. However, preventing access to events, resources, services, and virtual or physical spaces not required to carry out the organization's mission are considered discrimination. In cases that we haven't outlined, Benevity may review the organizations and determine if they can be included on our platform.

## **Hate speech**

At Benevity, we define hate speech as any form of communication—including written, verbal, or visual expressions—that promotes, endorses, incites, or justifies violence, harassment, or hatred based on race, color, ethnicity, nationality, religion, age, sex, gender identity or expression, sexual orientation, ability, veteran status, or any other personal characteristic or characteristics associated with systemic discrimination or marginalization.

We reserve the right to remove organizations and individuals who engage in hate speech and this includes any content that promotes violence, terrorism, self-harm or illegal activities.

Some (non-exhaustive) examples of hate speech include:

- Praising violence against a person or group
- Encouraging others to believe that a person or group is inhuman or worthy of being hated
- Unsubstantiated claims that a group is likely to commit harm to others
- Encouraging self-harm to specific people or groups
- Threatening the safety or lives of a person or group
- Promoting supremacist, racist or bigoted beliefs

- Promoting revisionist theories about genocide

We allow organizations who engage in lobbying, education, advocacy or political discourse on our platform and do not consider this type of content to be hate speech as long as it does not directly promote, endorse, incite, or justify violence, harassment, or hatred towards a specific group.

Again, these examples and exclusions are not exhaustive, so when in doubt, Benevity has the right to decide.

## **Military Use of Funds**

The following is to clarify how Benevity applies Section 3.1(g) of Benevity's Causes Portal Terms of Use.

Section 3.1(g) only applies to nonprofits on Benevity's platform that receive, or will inevitably receive, cross-border funds from UKOGF. While Benevity wants to enable the most goodness possible, UKOGF will not fund non-charitable Military Activities (as defined below) in accordance with UK law.

If Benevity or UKOGF determines that a nonprofit subject to this Section 3.1(g) is using funds received from UKOGF for Military Activities, then Benevity will exclude such organization from its platform. Such organizations will have an opportunity to appeal the decision in accordance with Benevity's processes.

Benevity will continue to evaluate these definitions on an ongoing basis as needed.

## **Definition of Military Activities**

Military Activities include (subject to the Humanitarian Activities Exclusions below):

1. Performing, developing, distributing, procuring or financing weapons, vehicles, technology, tools, machinery or other military equipment, the use of which is for the purpose of inflicting harm to individuals, including attack drones, unmanned aerial vehicles;
2. Military recruitment or military combat training initiatives;
3. Construction or maintenance of military infrastructure, military equipment, military operations or military facilities;
4. Military research for the purpose of enhancing warfare capabilities.

## **Humanitarian Activities Exclusions**

Humanitarian Activities whose purpose is to promote human welfare for the public benefit are excluded from the definition of "Military Activities" and include:

- 1. Advancement of Health and Saving Lives:** Activities whose purpose is advancing health and saving lives for the public benefit:
  - a. Provision of food, clean water and sanitation, temporary shelters, medical care and relief care packages (e.g. hygiene kits, clothing), protective equipment for soldiers (e.g. shields, helmets, and bulletproof vests), de-mining equipment in conflict areas;
  - b. Development of healthcare infrastructure including community hospitals, clinics, emergency response vehicles, public and mental health services, including in conflict areas that may be accessed by active soldiers.

- 2. Relief of Need:** Activities whose purpose is relieving charitable need for the public benefit:

Support for active soldiers and veterans, and their families who are in need, including providing job training, housing and social services, comfort animals, aids to daily living, accessibility improvements, e.g. hearing aids, wheelchairs, home aid equipment, support to remain in their home, and any other support programs.

- 3. Advancement of Education:** Activities whose purposes is to advance education or protect and promote human rights for the public benefit:
  - a. Support for schools, literacy initiatives, scholarships, educational resources and employment programs for veterans, readiness and vocational training and active soldiers with respect to post military career training;
  - b. Protection and promotion of human rights of veterans and soldiers, including gender equality, freedom of expression, and anti-discrimination efforts.

- 4. Relief of Poverty:** Activities which relieve poverty:

Provision of financial assistance to veterans, soldiers and their families (e.g. sponsoring a flight for an active duty soldier to reunite with family, in financial need, providing funds for weekend accommodation and meals for soldiers below the poverty line, building homes for veterans in need of safe and affordable housing, financially sponsoring the family of active military to allow them to access food, childcare and other essentials).

- 5. Advancement of Religion:** Activities which promote religion or religious education for the public benefit:

Providing religious materials and programs that support faith and wellbeing of active soldiers, veterans and their families. This can include supporting the preservation and promotion of cultural heritage, and traditions, including funding language programs if these activities are a means of advancing religious education or experience.

- 6. Provision of Facilities for Recreation:** Activities whose purpose is to provide facilities for recreation in the interest of social welfare for the public benefit:

Building infrastructure to support and enhance the well-being of soldiers and veterans, and their families for the public benefit, including recreational services, providing transportation to recreational activities.

## **What happens if the rules are breached?**

Everyone on the Benevity platform is expected to comply with these guidelines. We reserve the right to remove any content, person or organization who we believe violates our Platform Guidelines, Terms of Use, Community Guidelines or Self-Certification Declarations.

Individuals and companies can flag nonprofit content that they suspect violates these guidelines by completing the Nonprofit Review Request Form. Nonprofits found in violation will have an opportunity to address the issue by removing the offending content or publishing retractions.

## **Guideline updates and changes**

These guidelines are subject to change as we continuously learn, improve and uphold our vision of a global platform for everyone to live with passion and purpose, and to participate in creating positive impacts on people and the planet. You can continue to refer to this page for the most up-to-date guidelines.

By following these guidelines, and the spirit in which they were created, you are helping us create a platform that celebrates diversity, promotes inclusivity and respect, and aims to do no harm.

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