

Advertiser Community Guidelines | Representing Your Brand With Integrity

Advertiser Community Guidelines

Charity Stream ensures that all advertisers uphold the highest standards of legality, brand safety, and ethical responsibility. These guidelines define who may advertise on our platform and the standards all advertisers must follow.

1. Eligibility to Advertise

To qualify as an advertiser on Charity Stream, applicants — whether individuals, businesses, nonprofits, or organizations — must:

- Be in good legal and reputational standing under applicable law.
- Provide verifiable identity, ownership, and contact information.
- Demonstrate legitimate operations or activities and not be engaged in fraudulent, unlawful, or exploitative practices.
- Maintain the ability to pay for advertising services in full, including clearing any outstanding balances.
- Promote only authentic, lawful products, services, campaigns, or messages.
- Acknowledge that Charity Stream reserves the right to verify identity, legitimacy, and compliance before approving or continuing any advertising relationship.

2. Content Standards

All ads must be brand-safe, PG-13 or appropriate for general audiences, and adhere to the following prohibitions:

- **No Violence or Weapons** – Ads may not depict, glorify, or promote violence, weapons, or militarized content.
- **No Nudity or Sexual Content** – Ads must not include sexually explicit, suggestive, or pornographic material.
- **No Hate or Discrimination** – Content may not promote hate speech, harassment, or discrimination based on race, ethnicity, religion, gender, orientation, disability, or other protected categories.
- **No Partisan Political Endorsements** – Advertisers must remain nonpartisan and avoid political party affiliation or electoral campaigning (aligned with 501(c)(3) standards).
- **No Illegal Products or Services** – As defined under U.S. law (and other applicable jurisdictions).

- *No Unsafe Substances – This includes tobacco, recreational drugs, unapproved supplements, or unsafe medical products.*
- *No Gambling or Adult Services – Gambling, betting, or adult entertainment content is not permitted.*

3. Advertising Integrity

Advertisers must:

- *Avoid false, misleading, or deceptive claims, including exaggerated health, financial, or performance outcomes.*
- *Not engage in scams, fraudulent schemes, pyramid schemes, or predatory financial practices.*
- *Ensure restricted health and medical claims are accurate, verifiable, and compliant with applicable laws and regulations.*
- *Produce high-quality creative content (clear, professional, and brand-aligned; no spam, broken, or low-resolution materials).*
- *Supply all required copy, creative assets, and disclosures in advance of campaign approval.*

4. Brand & Reputation Requirements

- *Advertisers must have no known history of major controversies, reputational scandals, or public trust violations that would reflect poorly on Charity Stream.*
- *Advertisers must be compatible with mainstream advertising standards and suitable for association with social impact campaigns.*
- *Charity Stream reserves the right to decline or remove any advertiser or campaign at its discretion if reputational, ethical, or legal risks are identified.*

5. Enforcement & Platform Discretion

Violations of these guidelines may result in suspension or permanent removal from the platform. Charity Stream reserves full discretion to enforce these standards as it deems appropriate.

Closing Statement:

We look forward to working with you! Charity Stream upholds these standards to nurture our community, champion brand-safe advertising, and elevate advertising as a catalyst for meaningful change. Together, we're creating the blueprint for tomorrow's most meaningful brands.

*With Gratitude,
Henry & Branden - Founders, Charity Stream*