



Community Fundraising (Third Party Fundraising) Brand & Marketing Guidelines

Thank you for choosing to fundraise in support of The Mustard Seed. Your initiative helps provide meals, shelter, and hope to neighbours in need.

To ensure your event aligns with our mission and respects the dignity of those we serve, please review the following brand and marketing guidelines before promoting your fundraiser.

How to Reference The Mustard Seed

Always Say:

- “In support of The Mustard Seed”
- “Proceeds will support The Mustard Seed”
- “Fundraiser benefiting The Mustard Seed”

Please Do Not Say:

- “Hosted by The Mustard Seed”
- “Official Mustard Seed event”
- “In partnership with The Mustard Seed” (unless formally approved)
- “All proceeds go directly to...” (unless confirmed)

Third-party events are organized independently and must clearly communicate that they are supporting - not operated- by The Mustard Seed.

Our Mission & Messaging

When talking about The Mustard Seed, please use language that reflects dignity, hope, and respect.



Key Messaging Themes

- Building hope and well-being
- Serving neighbours with dignity
- Community response to poverty and homelessness
- Compassion in action

Helpful Impact Language

- “Helping provide meals, shelter, and hope”
- “Supporting vulnerable neighbours”
- “Strengthening community care”

Language to Avoid

To protect the dignity of those we serve, please avoid:

- Stereotypes about homelessness
- Blaming language (“lazy,” “addicted,” “dangerous”)
- Overly graphic or traumatic descriptions
- Language that portrays people as helpless or hopeless
- Phrases like “saving the homeless” or “fixing poverty”

Instead, focus on compassion, shared responsibility, and hope.

Visual Guidelines

Approved Use

- Use our official logo (provided in your toolkit)
- Maintain clear space around the logo
- Do not alter, stretch, recolor, or distort the logo
- Use brand-approved colours when possible



Please Do Not:

- Overlay text directly on the logo
- Add effects, drop shadows, or outlines
- Combine our logo with other logos without approval
- Use photos of guests without written permission

Social Media Guidelines

When posting about your fundraiser:

- ✓ You're welcome to tag The Mustard Seed (official account)
- ✓ Use approved messaging
- ✓ Include your fundraising link
- ✓ Share why this cause matters to you

Avoid:

- ✗ Speaking on behalf of The Mustard Seed
- ✗ Sharing unverified statistics
- ✗ Engaging in debates or political commentary using our name

If you are unsure about a post, ask us first.

Financial Transparency

Please clearly communicate:

- What portion of proceeds will be donated
- Event costs (if applicable)
- When funds will be submitted



We recommend phrasing like:

“Net proceeds from this event will be donated to The Mustard Seed.”

When to Contact Us

Please reach out if:

- You need logo files
- You’re unsure about wording
- You’re working with sponsors
- You’re planning to use media or advertising
- You have a unique or large-scale event

We’re here to support you.