

FRENCH HERITAGE SOCIETY, INC.

SUPPLEMENT TO

JOINT VENTURE POLICY

The purpose of this Supplement to Joint Venture Policy is to clarify that a Commercial Co-Venture ("CCV") is within the scope of the joint ventures covered by the Policy and to require that early in the planning stages of any such CCV by FHS (or any Chapter of FHS), the General Counsel of FHS must be informed of the plans.

A CCV is sometimes defined as an arrangement between a non-profit, such as FHS, and a commercial entity under which the commercial entity advertises in a sales or marketing campaign that the purchase or use of its goods or services will benefit a non-profit or charitable purpose. A CCV is sometimes described as a "charitable sales promotion" or "cause-related marketing."

About 20 states have laws and regulations that specifically regulate CCVs. In addition, organizations such as the Better Business Bureau also have suggested standards applicable to CCVs. Included among the regulations and standards applicable to CCVs are requirements such as: a written contract; registration of the CCV; public advertising disclosures such as the percentage payable to the non-profit; and accounting and recordkeeping.