

# make a DIFFERENCE

# SPECIFY WITH CARE

**Specify With Care®**, DIFFA's cause marketing program, invites companies to donate a percentage of sales from designated collections to benefit DIFFA's mission. Support from **Specify With Care®** Affiliates ensures that DIFFA has the resources to help HIV/AIDS organizations year-round and respond quickly to the needs of the organizations it supports.

In addition to the goodwill a company generates by participating in **Specify With Care®**, DIFFA offers its Affiliates the following benefits:



- PR support and logo representation in trade publication ads through DIFFA's media partners such as *Interior Design*
- Opportunities to present their **Specify With Care®** collections before designers and architects at select DIFFA events
- Representation and lead retrieval at annual tradeshows. Past examples include: ICFF, NeoCon East, and BDNV
- Promotion on the DIFFA.org website and one yearly email blast to 12,500+ contacts across the US
- Quarterly promotion through DIFFA's social media outlets, including Facebook, Twitter, Instagram and/or Pinterest to a follower base of 10,000 collectively
- One color advertisement in the event program for DIFFA's signature event, DINING BY DESIGN New York
- All contributions are tax-deductible to the full extent of the law



"This program is a win-win proposition. It associates manufacturers' names with a good cause and effectively differentiates their products. The interior design and architectural communities are supporting **Specify With Care®** with overwhelming enthusiasm and optimism."

- Rick Wolf, Wolf-Gordon Inc.



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### FAQs

**Q: Is there is a minimum to participate in Specify With Care®?**

**A:** Generally companies pledge to contribute a minimum of \$10,000 annually. Companies that commit to donate \$25,000 or more annually will receive category exclusivity after 12 months.

If the collection doesn't generate sales to meet the minimum within 12 months of start, companies may make an outright donation to meet their minimum. DIFFA will work with your company to help it succeed.

**Q: Is the program limited to a specific industry?**

**A:** No! Any company can participate—from interior design to fashion to home goods—the sky is the limit.

**Q: How are donations delivered to DIFFA?**

**A:** We recommend making the donations via check or wire transfer on a regular, monthly basis. Some companies may prefer to donate quarterly; we are happy to work with your finance department to make this seamless.

**Q: Can our donations be designated to a specific HIV/AIDS organization?**

**A:** We are happy to work with you to grant your funds to a specific organization that meets DIFFA's grant criteria. However, we feel it is better to bundle all proceeds from **Specify With Care®** and use those funds in part of our annual grant cycle, or have those funds available for emergency requests.

### AIDS is not over in the United States

The U.S. lacked a comprehensive plan on AIDS until the National HIV/AIDS Strategy was launched in July 2010. The Strategy is structured around three core aims: reducing new HIV infections, increasing access to care and improving health outcomes for people living with HIV, and reducing HIV-related disparities and health inequities.

Today, there are currently around 1.2 million people living with HIV in the United States, with 1 in 5 of those infected unaware of their status, posing a high risk of onward transmission. DIFFA is working towards an AIDS-free generation by supporting the much needed work of programs that ease stigma, prevent transmission through education, and support those living with HIV/AIDS.

### DIFFA Mission

Founded in 1984, DIFFA: Design Industries Foundation Fighting AIDS raises awareness and grants funds to organizations that provide treatment, direct care services, preventive education programs and advocacy for individuals impacted by HIV/AIDS. One of the largest funders of HIV/AIDS service and education programs, DIFFA mobilizes the resources of the design community to host creative fundraisers to grant more than \$41 million to fight AIDS nationwide.

