DIFFA’s Specify With Care® program invites companies to donate a percentage of sales from their collections to benefit DIFFA’s mission. Support from Specify With Care® Affiliates ensures DIFFA has the resources to help HIV/AIDS organizations year-round and respond quickly to the needs of the AIDS Service Organizations the foundation supports.

**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 has mobilized the resources of the design community to grant more than $44 million to fight AIDS nationwide to date.

“This program is a win-win proposition. It associates manufacturer’s 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.
In addition to the goodwill manufacturers generate by participating in Specify With Care®, DIFFA offers its Affiliates the following benefits:

**CHAMPION Affiliate**
$10,000+ ANNUAL DONATION

- Your Specify With Care® line(s) featured in one (1) quarterly Specify With Care® advertisement in Interior Design magazine
- Your logo included on four (4) quarterly Specify With Care® advertisements in Interior Design magazine
- Your Specify With Care® lines featured on DIFFA.org alongside other Champion Affiliates
- Your Specify With Care® line(s) announced in one (1) e-blast to DIFFA’s 12,500+ subscribers
- Your Specify With Care® line(s) promoted at NYC trade shows where DIFFA has a booth (past examples include ICFF and BDNY)
- Opportunity to take over DIFFA’s Instagram account for a day
- Your line(s) featured in quarterly social media posts (Facebook, Twitter, Instagram)
- Opportunities to feature your Specify With Care® line(s) at various DIFFA events
- One (1) full-page color advertisement in the DINING BY DESIGN program book

**Advocate Affiliate**
$2,500-4,999 ANNUAL DONATION

- Your Specify With Care® line(s) featured on DIFFA.org alongside other Advocate Affiliates
- Your Specify With Care® line(s) promoted at NYC trade shows where DIFFA has a booth (past examples include ICFF and BDNY)
- Your participation in Specify With Care® announced in DIFFA’s monthly newsletter
- Your Specify With Care® line(s) featured in two (2) annual social media post (Facebook, Twitter, Instagram)

**Friend Affiliate**
$500-2,499 ANNUAL DONATION

- Featured on DIFFA.org alongside other Friend Affiliates
- Your participation in Specify With Care® announced in DIFFA’s monthly newsletter
- Your participation in Specify With Care® featured in one (1) annual social media post (Facebook, Twitter, Instagram)

**Patron Affiliate**
$5,000-9,999 ANNUAL DONATION

- Your logo included on four (4) quarterly Specify With Care® advertisements in Interior Design magazines
- Your Specify With Care® lines featured on DIFFA.org alongside other Patron Affiliates
- Your Specify With Care® line(s) announced in one (1) e-blast to DIFFA’s 12,500+ subscribers
- Your Specify With Care® line(s) promoted at NYC trade shows where DIFFA has a booth (past examples include ICFF and BDNY)
- Your participation in Specify With Care® announced in DIFFA’s monthly newsletter
- Your Specify With Care® line(s) featured in two (2) annual social media post (Facebook, Twitter, Instagram)
- One (1) full-page color advertisement in the DINING BY DESIGN program book