

---

## Non-Profit AWARENESS Fraud

Posted by Katey Morgan - 2008/08/06 23:19

---

I have noticed a new trend in ripping off unsuspected do-gooders and donors. For profit Organizations/Company are asking for donations for "Awareness Campaigns". What they are not telling the donators, is that their "Awareness" campaign does not guarantee that any money, services, items or proceeds will go to the non-profit organization. So if a "for profit" company collects tens of thousands of dollars in services, items and donations in the name of a non-profit, there is no promise that they will give any proceeds or donations to the non-profit they say they represent in good faith.

The company/organization is only promising an "Awareness Campaign". Which means that the company will put the a non-profit company name on the advertising, maybe hand out literature or bumper stickers. But no funds, services or materials will be donated to the non-profit. The for profit company will keep all that they have collected.

Now, Non-Profits are happy for any help they can get, especially in this economy, and are NOT dishonest for accepting this help in any way. However, the companies that collect donations in the name of : "Awareness" do keep all of the donations and proceeds and there is a possibility that they will use these items for their own profit. Sooner or later the almighty tax man will catch up with companies collecting items for "Awareness Campaigns"; but this could take years. There always needs to be a paper trail and the proper forms filed for non-profit collection/donations. But it is important for donors to recognize what and who they are donating to, and ask questions... How much or what part of what I am donating will directly benefit the non-profit and what will the organizer keep.

Knowledge is always best.

---