

NEWH Merchandise Policy

Rationale

As a 501(c)(3) nonprofit, NEWH must ensure that all activities directly support our mission of scholarship, education, leadership development, and recognition of excellence. Selling merchandise under the NEWH name could expose the organization to **Unrelated Business Income Tax (UBIT)** and potentially place our nonprofit status at risk. In addition, donors and sponsors expect that funds raised go toward scholarships and programming—not commercial ventures.

This policy safeguards the NEWH brand, protects the organization’s tax-exempt status, and ensures consistent practices across all chapters and affiliates.

Policy Statement

1. Restriction on Merchandise Sales

- NEWH, its chapters, and representatives may **not sell merchandise** (e.g., apparel, accessories, promotional items) under the NEWH name, logo, or branding.
- This restriction applies to online sales, in-person sales, and any other form of commercial transaction.

2. Sponsorship-Based Merchandise

- Merchandise may be produced and distributed **only under the sponsorship model**.
- A sponsor may provide funding for the production of branded merchandise.
- Sponsored merchandise may then be **given away at no cost** to members, students, event participants, or the public as part of NEWH’s mission and outreach.

3. Brand Protection

- Any merchandise created under a sponsorship must follow NEWH brand guidelines and receive prior approval from the NEWH [Executive Office/Brand Committee].

- Unauthorized use of the NEWH name, logo, or branding is prohibited.

4. Compliance with Nonprofit Purpose

- This policy ensures that merchandise activities remain consistent with NEWH's 501(c)(3) mission of scholarship, education, leadership development, and recognition of excellence.
- Prohibited sales activities protect NEWH from potential Unrelated Business Income Tax (UBIT) exposure and safeguard the nonprofit's status.

Enforcement

Violations of this policy may result in disciplinary action by the Board, including but not limited to withdrawal of chapter privileges, suspension of use of NEWH branding, or other corrective measures.