

Memorandum of Understanding

Between

The American National Red Cross

And

Iota Phi Theta Fraternity, Incorporated ®.



I. Purpose

The purpose of the Memorandum of Understanding (MOU) is to document the relationship between the American National Red Cross (the "Red Cross") and Iota Phi Theta Fraternity, Incorporated ®. ("Iota Phi Theta") This MOU provides a broad framework for cooperation between the two organizations in developing prepared communities, planning for disaster response and providing mutual benefit, support and assistance to communities in the United States. Both Red Cross and Iota Phi Theta are a "Party" and collectively "Parties" under this MOU.

II. Independence of Operations

Each party to this MOU will maintain its own identity in providing service. Each organization is separately responsible for establishing its own policies and financing its own activities.

III. Organization Descriptions

The American Red Cross, founded in 1881, is dedicated to helping people in need throughout the United States and, in association with other Red Cross networks, throughout the world. The Red Cross depends on the many generous contributions of time, blood, and money from the American public to support its lifesaving services and programs. Through its mission, the Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The Red Cross provides services to those in need regardless of citizenship, race, religion, age, sex, national origin, disability, sexual orientation, veteran status or political affiliation.

Iota Phi Theta Fraternity, Incorporated®, founded September 19, 1963, at Morgan State College (now Morgan State University), is the nation's fifth largest, predominately African-American social service fraternity. Iota Phi Theta's 12 Honorable founders had a slightly different perspective than what was then the norm for college students. It was from this perspective they established the Fraternity's purpose, "The development and perpetuation of Scholarship, Leadership, Citizenship, Fidelity, and Brotherhood among Men."

Today, Iota has more than 250 chapters located in 40 States, the District of Columbia, the Bahamas and the Republic of Korea.

As Iota continues to grow and strengthen, so will its commitment to make meaningful contributions to society in general, with particular emphasis in the African-American community. Iota Phi Theta is proud of its more than 50 year history in providing needed services to the community. The Fraternity is, and shall forever remain dedicated to its founders' vision of "Building a Tradition, Not Resting Upon One!"

IV. Methods of Cooperation

In order to establish a partnership between the Red Cross and Iota Phi Theta to provide mutual benefit, support and assistance to communities in the United States, the following roles and responsibilities are agreed upon:

1. Communication between organizations

Representatives of the Red Cross and Iota Phi Theta will maintain open communications. Both Parties will encourage their respective chapters and affiliates to maintain open communication at the state and local levels. Each Party will share current data regarding disasters (except for client information which may be confidential or privileged, unless disclosure has been expressly authorized by the client), disaster situational and operational reports, changes in policy or personnel relating to this MOU, and any additional information pertinent to disaster preparedness and response. *See Attachment A: Organization Contact Information.*

2. Engagement at the Local Level:

The Red Cross will work Iota Phi Theta at the national level to develop plans for partnership activities and local response or disaster relief operations that are consistent with the overall implementation plan developed for this MOU. Iota Phi Theta will implement these plans at its local chapters, where appropriate.

3. Supporting Community Blood Drives

Red Cross and Iota Phi Theta recognize the need for diversity among the pool of eligible blood donors. The Parties seek to work collaboratively to raise awareness about the constant need for blood donors from amongst a diverse donor population. As such, the Parties will work together to identify opportunities in their local communities to organize successful blood donation campaigns to increase blood donations from diverse populations.

- a. This collaboration can take the form of blood drives hosted by Iota Phi Theta at their facilities, educational information about the need for regular blood donations and donor eligibility through established communication channels, and/or active blood donor recruitment by Iota Phi Theta to established Red Cross blood collection facilities. To assist with outlining this collaboration, we have noted opportunities that may include but not be limited to the following:
 - a. Blood drives within areas ARC has blood operations, especially during the most difficult times of the year to collect blood (May - August; November - January), during Sickle Cell Awareness month (September) and during African American History Awareness month (February)
 - b. Act as emergency blood donor resource due to blood drive cancellations because of extreme weather and or incidents in other parts of the country
 - c. Grad Chapter President/VP sit on ARC boards/Under Grad President (or VP) sit as youth leaders/support to region boards

- b. Iota Phi Theta can reach out individually to 1-800-RED CROSS (1-800-733-2767) to schedule a blood donation or go to www.redcrossblood.org to find donation opportunities, schedule an appointment, and get information about giving blood.

4. Implementation Plans

Upon execution of this MOU, Red Cross will work with Iota to develop an implementation plan for this relationship for each of the identified areas of cooperation. The implementation plan objective is to guide the behavior of Red Cross chapter and blood facilities and Iota Phi Theta to achieve desired outcomes driven by performance metrics and an evaluation process.

5. Other Cooperative Activities

The Red Cross and Iota will actively seek to identify other areas within their respective organizations where cooperation and support will be mutually beneficial.

V. General

- a. Both parties agree not to use or display any trademarks of the other without first receiving the express written permission to do so; however, the use of the trademarks of the other party is permitted for internal meeting notes and plans that are not publicly distributed and used during the normal course of business related to the purpose of MOU. If either party desires to use the intellectual property of the other, the “requesting party” should submit the proposed promotional/marketing materials, press releases, website displays or otherwise proposed use of the trademarks to the “owning party” for review in advance of dissemination or publication.
- b. Each Party recognizes the great value of the publicity and goodwill associated with the trademarks and name of the other Party and acknowledges and agrees that: (i) such goodwill is exclusively that of the respective Party and inures solely for the benefit of that Party; and (ii) the trademarks and names of each Party have acquired a meaning with respect to the trademarks and/or identifications in the mind of the public. Each Party further recognizes and acknowledges that a breach of any of its covenants, agreements or undertakings hereunder will cause the other irreparable damage, which cannot be readily remedied in damages in an action at law, and may, in addition thereto, constitute an infringement of the other’s copyrights, trademarks and other proprietary rights.
- c. The Red Cross and Iota Phi Theta will keep the public informed of their cooperative efforts.
- d. The Red Cross and Iota Phi Theta will widely distribute this MOU within the respective departments and administrative offices of each organization and urge full cooperation.
- e. The Red Cross and Iota Phi Theta will allocate responsibility for any shared expenses in writing in advance of any commitment.
- f. Iota Phi Theta agrees to adhere to *Attachment B - the Principles of Conduct for the International Red Cross and Red Crescent Movement and NGO’s in Disaster*

Response Programs as it applies to disaster-caused situations in the USA.

VI. Periodic Review and Analysis

Representatives of the Red Cross and Iota Phi Theta will jointly evaluate their progress in implementing this MOU every year and revise and develop new plans or goals as appropriate.

VII. Term and Termination

This MOU is effective as of the date of the last signature below and expires two years from the last signature date. The parties may extend this MOU for additional periods not exceeding five years each time, and if so should confirm this in writing. This MOU may be terminated at any time upon written notice from either party to the other.

VIII. Miscellaneous

Neither party to this MOU has the authority to act on behalf of the other party or bind the other party to any obligation. This MOU is not intended to be enforceable in any court of law or dispute resolution forum. The sole remedy for non-performance under this MOU shall be termination, with no damages or penalty.

IX. Signatures

American National Red Cross

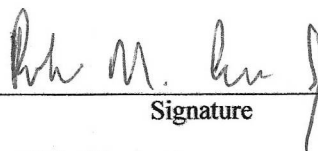
Enter Organization Name here

By:



Signature

By:



Signature

Name: Floyd W. Pitts, J.D.

Print Name

Name: Robert M. Clark, Jr.

Print Name

Title: Senior Vice President and Chief
Diversity Officer

Print Title

Title: 21st International Grand Polaris

Print Title

Date: January 7, 2015

Date:

1/16/15

ATTACHMENT A – Organization Contact Information

Primary Points of Contact

The primary points of contact in each organization will be responsible for the implementation of the MOU in their respective organizations, coordinating activities between organizations, and responding to questions regarding this MOU. In the event that the primary point of contact is no longer able to serve, a new contact will be designated and the other organization informed of the change.

NOTE: When Attachment A is updated, the revised attachment is inserted in the MOU. The MOU *does not* need to be signed again.

Relationship Manager Contact*

American Red Cross		Enter Organization Name here	
Contact	Curtis Parker	Contact	Kevin Bennett
Title	Diversity Programs Manager	Title	Executive Director
Office phone	202-303-8904	Office phone	443-438-5691
Mobile	916-801-4062	Mobile	
e-mail	curtis.parker@redcross.org	e-mail	

*The Relationship Manager is the person that works with the partner organization in developing and executing the MOU.

Operational Contact

The Operational Contacts for this MOU will be identified in the implementation plan.

Organization Information

American Red Cross		Enter Organization Name here	
Department		Department	
Address	2025 E Street, NW Washington, DC 20006	Address	1600 N. Calvert Street Baltimore, MD 21202
e-mail		e-mail	
Website	http://www.redcross.org/	Website	http://www.iotaphitheta.org/

ATTACHMENT B

Principles of Conduct for The International Red Cross and Red Crescent Movement and NGOs in Disaster Response Programs

Principle Commitments:

1. The Humanitarian imperative comes first.
2. Aid is given regardless of the race, creed or nationality of the recipients and without adverse distinction of any kind. Aid priorities are calculated on the basis of need alone.
3. Aid will not be used to further a particular political or religious standpoint.
4. We shall endeavor not to act as instruments of government foreign policy.
5. We shall respect culture and custom.
6. We shall attempt to build disaster response on local capacities.
7. Ways shall be found to involve program beneficiaries in the management of relief aid.
8. Relief aid must strive to reduce future vulnerabilities to disaster as well as meeting basic needs.
9. We hold ourselves accountable to both those we seek to assist and those from whom we accept resources.
10. In our information, publicity and advertising activities, we shall recognize disaster victims as dignified human beings, not hopeless objects.

More information about the code of conduct can be found at <http://www.ifrc.org/en/publications-and-reports/code-of-conduct>

The Code Register

The International Federation keeps a public record of all the humanitarian organizations that become [signatories of the code](#). The contact details of each organization are verified.

Humanitarian organizations wishing to become a signatory to the code should download and complete the [registration form](#)

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