



Ethiopian Diaspora Trust Fund Advisory Council (EDTF-AC) Policy on Branding and Inclusivity

The primary objective of the Ethiopian Diaspora Trust Fund (EDTF) is to finance people-focused social and economic development projects. The Fund aims to finance projects that meet critical needs selected based on their potential to make the highest positive impact on groups and communities in Ethiopia in such areas as health, education, water and sanitation facilities, habilitation and rehabilitation of persons with disability, agricultural development, technology, small scale entrepreneurship and other income and employment generating projects. The EDTF will give priority attention to projects focusing on youth, women, small holder farmers, small enterprises and entrepreneurs, who can be agents of inclusive social and economic development.

EDTF Advisory Council (AC) has two principal objectives:

- 1) raise awareness and public education on EDTF charitable activities, and
- 2) promote grassroots diaspora mobilization through chapters, social and conventional media and through direct community engagement so that they contribute to and promote the EDTF.

The EDTF AC is cognizant of the fact that in the current transitional period in Ethiopia, different views and opinions are expressed verbally, in writing and symbolically.

EDTF is neutral with respect to political views, opinions or orientations. EDTF neither advances nor promotes any political agenda. EDTF is keenly focused on its mission of raising awareness and funds to support and finance critical socio-economic projects in Ethiopia.

EDTF neutrality is consistent with its declared mission and purpose of being an all-inclusive global diaspora effort which actively solicits and invites participation and support from all Diaspora Ethiopians regardless of ethnicity, religion, language, region, gender, political views or any other factors.

EDTF fully respects the rights of free expression of its members, donors and Ethiopians at large.

It is EDTF policy for all Chapters to use exclusively EDTF logo and other EDTF sanctioned promotional materials in their official activities to ensure EDTF brand awareness, consistency, and loyalty and to avoid needless confusion, misconception and misunderstanding.