# CESTRIA U3A COMMERCIAL SELLING & PROMOTION POLICY 2027

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Under general u3a (University of the Third Age) principles and standard local branch rules, **members are strictly prohibited from promoting or selling commercial goods and services for a third party** within u3a interest groups and activities.

Because u3as operate as registered educational and self-help learning charities, their activities, resources, and platforms must strictly align with their charitable purpose.

The rules regarding selling or fundraising break down into specific categories:

## 🚫 Commercial Selling & Promotion

- **No Commercial Activity:** The standard u3a Group Guidelines state there is a zero-tolerance policy for promoting third-party businesses, commercial goods, or services. You cannot use u3a groups, meetings, or mailing lists to sell items on behalf of an outside business or individual.

- **Exceptions for Official Advertising:** Commercial third parties who want to reach u3a members cannot do so through local groups. Instead, they must purchase approved display or classified advertising through official channels like the national u3a matters magazine.

## 🎗️ Selling for Outside Charities (Third Parties)

If a group or individual wants to sell items (such as crafts, baked goods, or books) to raise money for an external charitable organisation, strict rules apply to protect the u3a's own tax and legal status:

- **No Endorsement or Affiliation:** Individual branches (such as outlined in local u3a Fundraising Guidelines) do not officially endorse external charities.
- **Clear Labeling:** If an interest group sells items for another charity, they must clearly display the chosen charity's official name and registered charity number on their stall or table.
- **No Financial Overlap:** Any money raised is considered a personal, private donation from the buyers/sellers. The proceeds **must not** pass through the official u3a bank accounts, and advertising materials or tickets for the sale must not claim that the event is an official u3a-sponsored fundraiser.