



Grant Recognition Guide

Receiving a grant provides an opportunity to promote the work that you do and how the funds help make it happen. When you receive a grant from the Community Foundation we ask that you acknowledge the Foundation's support. This raises awareness of your project and the role of the Foundation in supporting community initiatives, hopefully encouraging others to provide more support and funds for projects like yours.

Recognizing all circumstances are different, we have listed several options below. If you have any questions regarding recognition of the grant, please call our Grants & Communications Coordinator at 519-255-6572.

Logo Placement

Include the Foundation's logo on your website, newsletter, program, signage or any other communications tool available. The image and our brand usage guide can be downloaded from our website at www.wecf.ca/resources. If you don't find here a file format suitable for your purposes, please contact our Grants & Communications Coordinator at 519-255-6572.

Decal

Place the enclosed decal on a window or glass surface at your organization, preferably in a public area.

Newsletter or program

Include an article about the grant in your regular print or electronic newsletter or program. Or, if you have space available, the Foundation can design an ad to include. If you require information or a quote for an article, please contact us.

News release

Prepare a news release about the grant you've received. If you require information or a quote for the release please contact us.

Below are two boilerplate paragraphs on the Community Foundation and its work that should be included in any media release on the project we have supported. Simply cut and paste the text to your document.

The WindsorEssex Community Foundation is a perpetual community trust that manages donated funds, makes grants to support community programs, and facilitates working relationships between community organizations.

The WindsorEssex Community Foundation is committed to helping make Windsor-Essex a better place to live, work, play and grow. Since 1983 they have distributed \$4.7 million dollars to fund projects through-out Windsor and Essex County. To find out more visit: www.wecf.ca

Banner

The Foundation has banners and signage in a variety of sizes which organizations may borrow to display at special events. Contact Foundation staff for details.

Event

Host a media event or public celebration of your project. Please mention the Foundation's role in your project and invite Foundation staff to attend.

Speaker

Invite a Foundation staff person to bring greetings at your media or public event.

Signage

Include the Foundation's name and/or logo on any recognition signage you prepare.

Advertising

If it is your usual process to prepare purchased advertisements recognizing contributions of sponsors and funders, please ensure the Foundation is included.

Additional Options:

In addition to the recognition options you have selected, please consider the following opportunities:

Video report

Prepare a short video (3 minutes or less) of your project for publishing on YouTube and our website. We will ask that you have secured permission to film any people (or guardians in the case of minors) appearing in the video and to share their image publically.

Photos

If you have digital photos of your project and permission to publish the images of any individuals (or guardians in the case of minors) who appear in the images, please send them to the Foundation. From time to time the Foundation will feature agency stories in newspaper ads, print materials and on our website. Please include all relevant photo courtesy information.

Keep us in the loop

Is your project having big impact on individuals and families? Are there strong visual elements and great spokespeople? The Community Foundation regularly features grantees in its publications, and website. Let us know what's happening in your organization and we'll consider it for upcoming multi-media communications activities.

Cheque presentation

When it comes time to access your funding, let us know if you'd like a staff member from the Community Foundation to present the cheque in person to your board, at an AGM or any other event.

PLEASE NOTE: The Community Foundation frequently receives plaques, framed photos/posters or other mementos in recognition of our support to organizations. While we very much appreciate these gestures, we acknowledge that such items can be costly for organizations to produce. Public recognition as described in this package is sufficient.