



Recognition of the grants provided by the Community Foundation of Campbellford/Seymour and Northumberland (“Community Foundation”) helps to increase our profile in the community. Please help us make sure that we all benefit from the increased awareness of the excellent work we all do to enrich our community.

Recognition also helps maintain the highest standards of public accountability and to ensure transparency regarding the distribution of public funds.

There are a variety of ways to do this:

PRINT, VISUAL AND VIRTUAL COMMUNICATION

1. Grantees are required to actively seek activities and participate in those identified by the Community Foundation to publicly recognize its support. This may include:
 - Public announcements
 - News releases
 - Award presentations
 - Acknowledgement on websites, and through social media
 - Special events

All annual reports, newsletters, news releases, exhibits, interviews or other means of communication – print, visual or virtual – dealing with the activities or achievements of the work of the grant shall acknowledge the Community Foundation’s support and include the CFCSN logo.

2. The recognition policy applies for the life of the grant. Grantees, in consultation with Community Foundation staff, are expected to conduct on-going recognition efforts for the duration of the grant.

CERTIFICATES AND SIGNAGE

3. All grantees will receive a grant certificate, which is required to be posted in an appropriate high-traffic/visible location. Once the grant is complete, the Community Foundation may provide project signage/decals to be displayed on or near the project, if applicable. In most cases, the costs of recognition signage will be funded by the Community Foundation, however grantees receiving larger grants, may be asked to cover the cost of appropriate recognition themselves. In such cases, this condition will be included on the Schedule A.
4. The Community Foundation may identify opportunities for recognition related to outdoor projects, including festivals, cultural events, sporting events, access ramps, heritage buildings, parks and trails. Grantees involved in outdoor projects may request or be requested to provide, project signage to be posted in an appropriate high-traffic/visible location.

WEBSITE LINKS AND SOCIAL MEDIA

5. All grantee organizations are requested to:
 - Acknowledge Community Foundation funding on their website - include a description of their project, with approved wording and logo as per # 6 below.
 - Create a link between their site and the Community Foundation website for the duration of their grant.
 - Acknowledge Community Foundation funding on social media - include a description of their project, with approved wording and logo as per # 6 below, and include a link to the Community Foundation website.

APPROVED WORDING AND LOGO

6. All recognition certificates, plaques, signs and other forms of recognition will follow an approved wording and graphic standard and will acknowledge the CFCSN. The approved wording to be used in publicity and promotional material is:

“Supported by a grant from the Community Foundation of Campbellford/Seymour and Northumberland”.

The official Community Foundation logo, which is available on the Community Foundation website, under the *News + Stories* Tab in the *Media Centre*, is in copy-ready format, and shall appear along with the acknowledgement, as may be appropriate.

GRANT ANNOUNCEMENTS

7. The Community Foundation requires grantees to observe a news blackout period after they are notified of their grant. This period enables the Community Foundation to coordinate communications and notify key stakeholders about board decisions. During this period, grantees must not make any public announcements about their grant.
8. Grant announcements will be made by the Community Foundation at a public function. Grantees or a representative of the organization are required to attend.

MEDIA EVENTS

9. All grantees are required to contact the Community Foundation regarding plans to hold a media event, create a photo opportunity or distribute a news release to recognize their grant. All grantees must invite the Community Foundation to participate in media events.
10. The Community Foundation will identify opportunities for highly-targeted recognition or unique marketing strategies for organizations receiving high-impact grants with significant recognition potential and will work with grantees to develop a recognition/media strategy tailored to their grant.

REPORTING ON RECOGNITION ACTIVITIES

11. Grantees are required to report on all recognition activities and media coverage as part of their progress and final reports.