



## GRANT RECOGNITION POLICY

In order to maintain the highest standards of public accountability and to ensure transparency regarding the distribution of funds, the Cambridge and North Dumfries Community Foundation (CNDCF) has established recognition requirements for grantees.

Grantees are encouraged to raise awareness about their projects and recognize support from The CNDCF. This may include public announcements, news releases, brochures, award presentations, advertising, acknowledgments on website, and special events. All annual reports, newsletters, news releases or other means of communications --- print, visual or virtual --- dealing with the activities or achievements of the work of the grant should acknowledge The CNDCF's support.

### A. Name & Logo Usage

In making references to the Cambridge & North Dumfries Community Foundation in publicity and other promotional material(s), please use the approved wording below:

*"Cambridge & North Dumfries Community Foundation"* or, you may use our logo:



Please note that our logo has undergone some slight changes. The official logo file will be sent to you by e-mail. If you have not received the file, please send a note to [admin@cndcf.org](mailto:admin@cndcf.org).

### B. Recognition of CNDCF's Support and Its Funds

All grantees of the Cambridge & North Dumfries Community Foundation are required to raise awareness of their projects and recognize the support of CNDCF. If you wish to name the funds within the Community Foundation that are supporting your organization's project, the preferred recognition practice is to first identify CNDCF and then list the funds that have granted underneath in either alphabetical order or from highest to lowest grants received.

Below is a sample format:

**Cambridge & North Dumfries Community Foundation**

- John & Jane Smith Family Fund
- Joe & Susan Doe Fund

Or if you wish to use a logo, here is an example of approved logo and listing of funds:



### **Tips on using above logo and listing:**

Please use the font Calibri Light. The logo must be no smaller than the text next to it. Fund names must be in smaller sized font than the CNDCF name. Fund names should be aligned as above without extending past the CNDCF name.

### **C. Means of Acknowledgment and/or Recognition**

We ask our grantees to acknowledge or recognize the support of Cambridge & North Dumfries Community Foundation through the following means:

- i. Public Announcements, annual reports, newsletters, news releases, and other means of communications – print, visual, audio or virtual – dealing with the activities or achievements of the work of the grant;
  - Please contact Lisa Short, Executive Director of CNDCF prior to hosting a media event, creating a photo opportunity, or distributing a news release to recognize CNDCF’s grant.
- ii. Brochures, award presentations, certificates, plaques, etc;
  - Before providing CNDCF recognition on certificates, plaques, signs, etc., please contact the office to ascertain the preferred recognition practice.
- iii. Special events;
- iv. Website and other forms of social media
  - All grantee organizations that have websites are requested to post The CNDCF logo and create a link between their site and the CNDCF website ([www.cndfoundation.org](http://www.cndfoundation.org)) for the duration of the grant.
  - Grantees that hold social media accounts such as Facebook and/or Twitter are requested to put up posts and/or tweets recognizing the grant(s) received from CNDCF. Please post invitations as well to like CNDCF’s Facebook page and follow @CNDCF on Twitter.

### **D. Reporting Recognition Activities**

Please report all recognition activities and media coverage as part of your progress and/or final evaluation reports.

By raising awareness of the increasingly important role that philanthropy plays in providing support for community initiatives, we are able to help others learn of the issues facing their community. As a result, people are given the chance to know where they can make the most difference with their support. Recognizing the CNDCF’s role in supporting community projects will assist organizations in spreading the message of philanthropy here in Cambridge & North Dumfries.