



HOW TO
ACKNOWLEDGE
YOUR GRANT



WELCOME TO THE FOUNDATION FAMILY.

CONGRATULATIONS

You're now part of the Community Foundation family, we see all of our grant recipients as partners and collaborators. Who like us wish to make Calderdale and even better place to be.

Ideally, we would like you to use a range of ways to acknowledge our funding. However, we understand that some of the suggested methods set out in this document may not be achievable by your organisation.



TIP: You will be supplied with a PR and Communications agreement to sign. The agreement must be completed and returned before any grant payment will be processed.

Why do I need to acknowledge my grant?

We feel it is important that you share the good news about your funding and importantly your impact.

By doing this, we can show our donors how their donations are making an impact locally, and hopefully attract more money into the sector.



SOCIAL MEDIA



@Calderdalefound



Search Community
Foundation Calderdale



Use the hashtag
#FoundationFunded

If you have social media we would like you to follow/like the Community Foundation on Twitter and Facebook.

We would expect that if you have social media the Community Foundation grant is recognised via these channels.

We would also like you to post updates about the project tagging us in the post, and using the hashtag.

Example Tweet

Thanks to a grant from @Calderdalefound we can now offer our service to another 50 young people. #FoundationFunded



OUR LOGO

**PLEASE CONTACT
RACHEL@CFFC.CO.UK FOR A
JPEG VERSION OF THE LOGO.**

Our logo must be no smaller than the largest logo displayed. The logo must not be recoloured or altered in any way. Please use the wording 'funded by' and our logo.

We require you to use our logo on:

Your website homepage. (If other funders are present on the page.)

Flyers and promotional materials that relate to, for example, the service we are funding.

Equipment or vehicle purchase using our grant.

Social media posts.

Presentations.

Videos.



CASE STUDY

**PLEASE SEND CASE STUDIES TO
RACHEL@CFFC.CO.UK**

**WE UNDERSTAND THAT IN
SOME CIRCUMSTANCES IT IS
NOT APPROPRIATE TO ASK
CLIENTS TO BE IDENTIFIED/
PHOTOGRAPHED. PLEASE IN-
FORM US IF THIS IS THE CASE.**

We would like you to produce case studies, which place beneficiaries at the heart of the story. If your grant doesn't lend its self to a case study, please inform us.

Case studies must be shared with the Community Foundation for Calderdale.

Photographs must also be included. It is your responsibility to ensure each person has given permission to use the photo for promotional purposes.



CASE STUDY - HANDY TIPS

Case studies are all about illustrating the change your charity has made to someone's life. Supporters want to read about outcomes and impact, so make sure your case studies show them.

Include:

- The case study's situation before they got involved with your organisation (I was broke, homeless and living in shelters).
- How they got involved with your charity and how it's helped (One day, I saw a sign on the shelter notice board offering training course I went along for a month and learned lots of new skills).
- Their improved situation now (I'm now working part-time and living in my own flat).

Get the opening right
Your opening is the most important part of your case study.

Some attention-grabbing ways to open a case study include:

Start with emotion: "I was suicidal and ready to give up on life." That's how Sarah felt 18 months ago.

Start with intrigue: Alone, scared and lost, Aamir wandered the streets. They were very different from the streets in Afghanistan. It was Aamir's first day in the UK, and he was hopelessly lost.



PRESS COVERAGE

PLEASE CONTACT
RACHEL@CFFC.CO.UK
FOR A QUOTE FOR YOUR
PRESS RELEASE.

Please send all press releases
to Rachel for sign off before
they are sent to media outlets.

We would like you to send a press release announcing your funding from CFFC and your project aims to the local press outlets.

Halifax Courier

Newsdesk@halifaxcourier.co.uk

Hebden Bridge Times

HBTimes@hebdenbridgetimes.co.uk

Todmorden News

Todnews@todmordennews.co.uk

Yorkshire Post

Yp.newsdesk@ypn.co.uk



Ask yourself: What's the story - and so what?

Does your story pass the 'so what?' test: is it meaningful and interesting to anyone other than your own charity?

Consider the aim of the press release

Have in mind what your press release is trying to achieve: inform people? change behaviour?

Back up your story

Do you have case studies, beneficiaries, volunteers, spokespeople lined up and media friendly? Do you have photos or videos to accompany your press release?

Use your content and layout to sell your story

Use simple, punchy language. Avoid technical jargon.

Put the press release in the main body of the email, not as an attachment as that can mean it goes into a journalist's junk mail.

Use the most newsworthy line of your press release as the subject of the email to grab attention. If you have a great case study or interviewee, you can highlight that too.

Amplify the impact of coverage you manage to secure

If your press release results in a radio or TV interview - tweet that it's happening so people can tune in, live tweet it as it's happening, then tweet any links to listen again and post them on your website.



STILL NOT SURE?

**DON'T WORRY, LET'S HAVE COFFEE AND GO THROUGH THE
REQUIREMENTS TOGETHER!**

Email Rachel@cffc.co.uk

Tel: 01422 349700