



## Recognition Guidelines for Organizations that Receive WRCF Funding

### Single Fund Name Lockup

By recognizing the role of Waterloo Region Community Foundation (WRCF) and our Fundholders in assisting with initiatives, organizations help spread the message of the impact of philanthropy in community. This helps others to learn of the issues facing our community, and where they can make the most difference. It also helps WRCF as we work to encourage more people and organizations to step up in support of creating communities that are equitable, connected, and sustainable; and people are thriving.

We understand that the type of recognition you are able to provide will depend on the nature of how you handle recognition at your organization, and we would not expect you to do anything that doesn't align with your organization's values.

Wherever possible, when you communicate about the initiative that has received funding (whether communicated online or offline – in print or other mediums) we ask that you acknowledge WRCF's support.

*Examples: If you have a website, post WRCF's logo and create a link between your site and WRCF's website located at [www.wrcf.ca](http://www.wrcf.ca) for the duration of the funding. If WRCF funded an event – make mention of the support. If you have an annual report – include WRCF's logo along with your other supporters.*

---

**This document includes the guidelines we ask you to follow if you acknowledge funding through WRCF**

### Recognition in words

If you are going to recognize funding provided through WRCF in words, (i.e. not with the use of any logos) there are two options:

- Option 1 – if the funding you received came from Waterloo Region Community Foundation directly, use: **Waterloo Region Community Foundation**

*Note: there is no "the" in front of our organization's name, even if you are talking about WRCF in a sentence.*

- Option 2 – if the funding you received was distributed through a fund that is held at Waterloo Region Community Foundation, first identify the fund and then indicate that it is held at Waterloo Region Community Foundation



Example of language to use:

[initiative name] is supported by the [insert fund name] held at Waterloo Region Community Foundation.

### Recognition with the use of our logo

There are two types of logos that could be recognized linked to funding:

- Option 1 – if the funding you received came from Waterloo Region Community Foundation directly: WRCF has a horizontal logo that will be sent to you
- Option 2 – if the funding you received was distributed through a fund that is held at Waterloo Region Community Foundation: a customized logo with the fund name will be sent to you

You should have received the logo in colour, black and white options along with the funding letter from WRCF. If you didn't, please contact [rochelle@wrcf.ca](mailto:rochelle@wrcf.ca).

Please respect the following guidelines when including WRCF's logo:

- Use the logo only for charitable, educational or non-commercial purposes
- Use the appropriate computer format and type of logo for the file or document in which it is being included
- Do not alter or redraw the logo, or include it on a "busy" background that detracts from the logo
- When changing the size of the logo, please ensure the proportion and orientation is not altered
- Please reproduce the logo from authorized electronic artwork, using the provided and approved artwork files only

### When do you need input or approvals to recognize funding received through WRCF?

Our goal is to make it easy for organizations to acknowledge support from WRCF and our Fundholders. We've provided you with logos that are suitable for using in social media, and in lower resolution online materials.

You need to get input/approval from WRCF in advance of the following:

- **News releases, public announcements, media events:** contact Lynne Short, Vice President at [lynne@wrcf.ca](mailto:lynne@wrcf.ca) or 519-725-1806 x 204 to make us aware of any plans to host a media event, create a photo opportunity, or distribute a news release to recognize the funding you have received.



- **Signage, Outdoor advertising, Certificates, Plaques, placed-based recognition or other “permanent recognition”:** reach out to us before providing WRCF or any of our Fundholders with recognition in places that would be considered more permanent. We will want to understand the context, and may need to reach out to a Fundholder and get their approval. We will also want to provide you with a higher quality resolution logo for usage. In these instances contact Rochelle Benoit at [rochelle@wrcf.ca](mailto:rochelle@wrcf.ca) or 519-725-1806 x 209. Then, please ensure you send Rochelle copies of any files before they go to print for sign off.

### Questions

If you have any questions about recognition, contact Rochelle Benoit at [rochelle@wrcf.ca](mailto:rochelle@wrcf.ca) or 519-725-1806 x 209.