

Grant Recognition Options

The Winnipeg Foundation **no longer accepts** 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.

You can recognize your grant in one or more of the following ways:

- In your organization's print or electronic newsletter.
- A media release about the grant you've received or your project.
- In your organization's promotional materials. i.e - posters, brochures, programs, etc.
- If you recognize project sponsors or funders in prepurchased advertising, please ensure to include The Foundation as well.
- On social media by tagging us (@wpgfdn) on Facebook, Twitter, or Instagram and by using one of our hashtags (#ForGoodForever, #FindyourBeCause).
- Linking to our website (wpgfdn.org).

If your grant has been provided by a Donor Advised Fund, we may request recognition in the form of a thank you letter. Your Terms of Grant Agreement package will contain the details.

If you have further questions regarding this information please contact a member of our Grants team at 204.944.9474 (toll-free 1.877.974.3631) or grants@wpgfdn.org.

We can help you recognize your grant in one or more of the following ways:

- Lend you one of our signs or banners to use at an upcoming event.
- Organize a Winnipeg Foundation staff member to speak at a ceremony, media event, or public celebration.
- Provide you with a 'With support from The Winnipeg Foundation' decal for your organization's door or window.
- Provide you with a digital copy of The Winnipeg Foundation logo for use in your marketing materials. To download our logo and graphic standards, visit the [Logo & Recognition](#) page on our website (wpgfdn.org).

If you have digital photos of your event or project and permission to publish from any individuals (or guardians in the case of minors) who appear in the images, please send them to The Foundation's Communications team at comm@wpgfdn.org. From time to time The Foundation will feature agency stories in newspaper ads, publications, on social media and on our website. Please include all relevant *photo courtesy of* information.

If you have further questions regarding this information please contact a member of our Communications team at 204.944.9474 (toll-free 1.877.974.3631) or comm@wpgfdn.org.

Standard Description of The Winnipeg Foundation

The Winnipeg Foundation connects donors from all walks of life with local charitable organizations that help our city flourish, for all. The Foundation is an endowment-based organization which means gifts received are pooled and invested. The income generated provides a stable source of support for our community For Good. Forever.

The Foundation makes community grants to charitable organizations in support of the following Cause areas: Arts, Culture & Heritage, Children, Youth & Families, Environment & Animal Welfare, Health, Wellness & Recreation, Literacy, Education & Employment. In 2020, it distributed \$73 million to the community.

Established in 1921, The Winnipeg Foundation is Canada's first community foundation. Today, it is a leader in what has become an international philanthropic movement.

For more information about The Winnipeg Foundation, please contact a member of our Communications team at 204.944.9474 (toll-free 1.877.974.3631) or comm@wpgfdn.org.



Sample Media Release

[Agency letterhead or logo]

ABC Agency opens doors to summer reading

FOR IMMEDIATE RELEASE, January 1, 2021

Kids in Winnipeg's inner city will have a cool new hangout this summer, thanks to ABC Agency's Reading's Cool program. The new initiative, launched today, will offer neighbourhood children a place to read, play and learn this summer. The program was developed to address the concerns of local parents about summer learning loss, which presents a major challenge for children, particularly those in the neighbourhood served by ABC. By keeping kids reading throughout July and August, the program hopes to improve literacy levels and school success.

"The school year is almost over, but we're going to keep kids excited about reading all summer long," says Jane Smith, Executive Director of ABC Agency. "This new facility, and our special summer programming, has been designed to be fun and engaging for kids while helping prevent literacy loss that often occurs over the summer. The result will be students with higher or sustained reading levels who will be ready for new challenges when they're back in school in September."

The facility has been specially designed with kid-friendly murals, furnished nooks for individual reading and inclusive group play spaces. It also houses a variety of fun, educational games and a lending library. Daily programming throughout the summer will be designed to keep kids active and learning, with special reading challenges and visits by authors and trips to local libraries.

The new facility and programming was supported by a grant from The Winnipeg Foundation. It will be supported by community volunteers and staffed by students from the Urban Green Team.

ABC Agency was established in 1995 to support families in Winnipeg's inner city. It provides a variety of resources, including referrals for group and individual counselling, employment counselling and job experience programs, a community kitchen and garden, and a variety of drop-in programs for children and teens.

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For more information, please contact:
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