



# Funding Recognition Guidelines

Version Date: January 2023



**THE DISTRICT OF THUNDER BAY  
SOCIAL SERVICES ADMINISTRATION BOARD**

# Introduction

If you're reading this funding recognition toolkit, that means you have received funding or in-kind support from TBDSSAB.

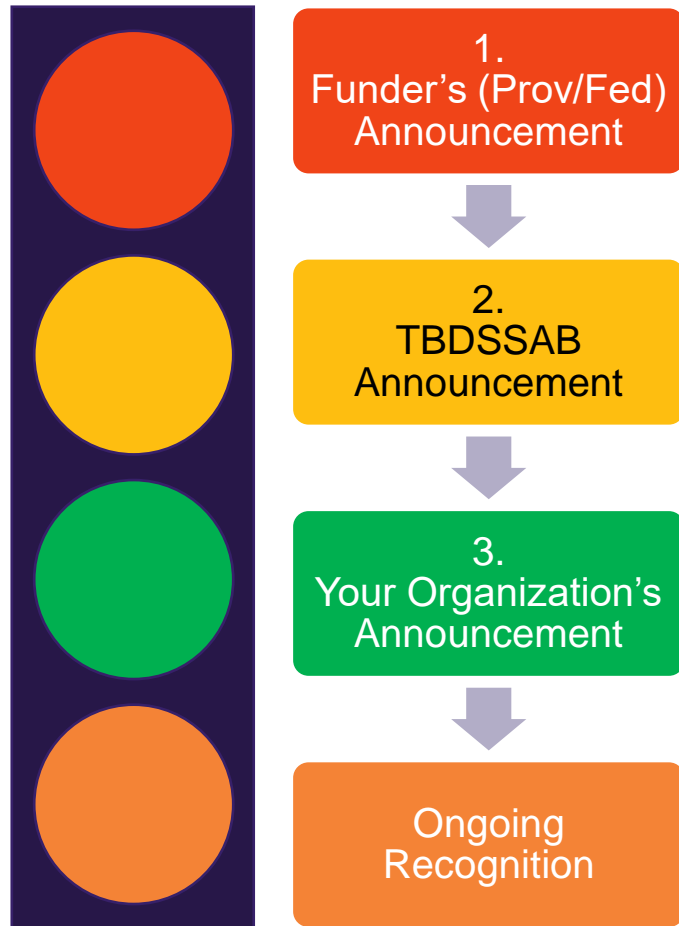
This toolkit is designed to help you understand when and how to recognize TBDSSAB support. For those needing more inspiration, templates and planning resources are also available in the appendices.

## Types of Support:

- Core Funding
  - TBDSSAB provides ongoing core funding to your organization to deliver services.
- Grant Funding
  - TBDSSAB is supporting your organization for a specific initiative.
- In Kind:
  - TBDSSAB is supporting your initiative through in-kind contribution of space, staff-time, or other resources not included as part of a funding agreement.



# Funding Announcement Guidelines



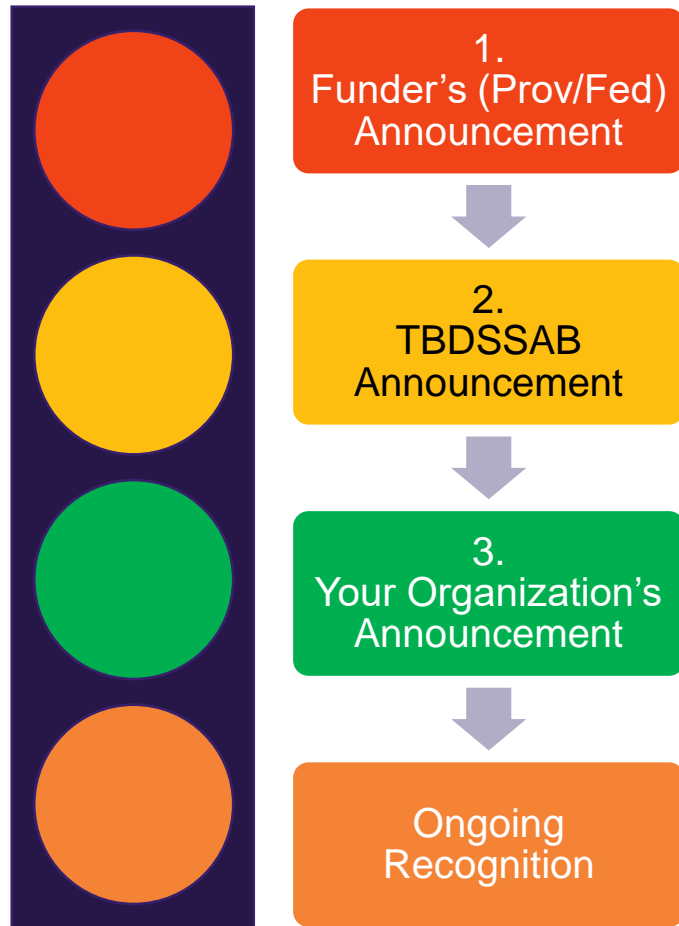
No announcements are to be made without approval from TBDSSAB. Contact TBDSSAB's Communications & Engagement team before making any public announcements or adding the TBDSSAB logo to your website.

Announcements, in general, must be made in this order: Funder, TBDSSAB, then Funded Agencies

**Carole Lem,**  
**Communications & Engagement Officer**  
[communications@tbdssab.ca](mailto:communications@tbdssab.ca) / [Carole.Lem@tbdssab.ca](mailto:Carole.Lem@tbdssab.ca)  
807-766-4219



# Expectations



## What you can expect from us:

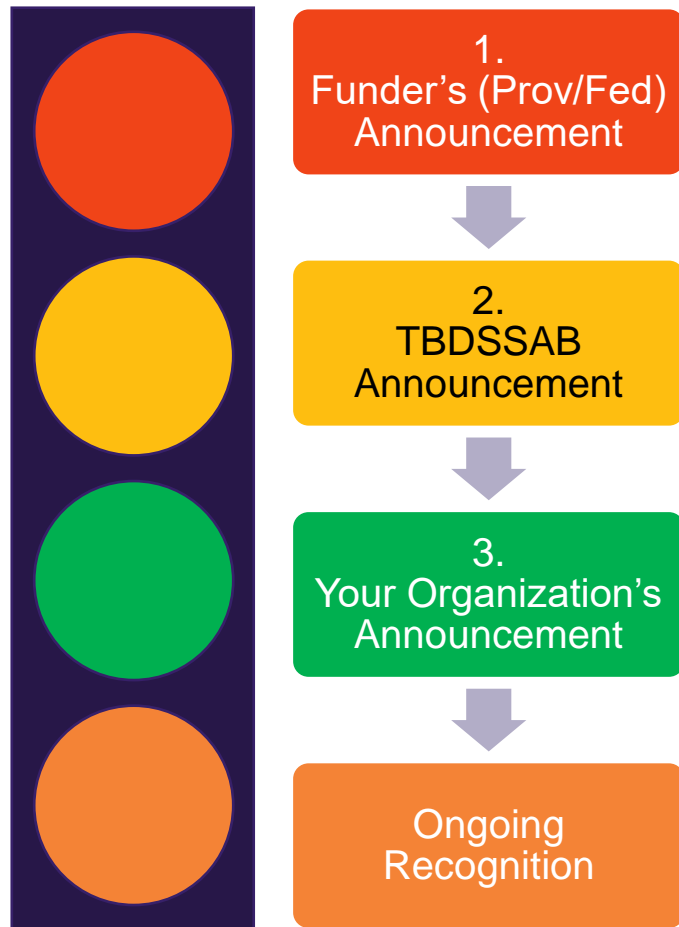
- TBDSSAB may request a quote or photo(s) from funding recipients for inclusion in media releases or announcements.
- If TBDSSAB is contacted by media, we may reach out to funding recipients to participate in interviews.
- We will share the initial funding announcement across our social media platforms. If your organization wants to like/share our post in place of/in addition to your own announcement, you are welcome to do so.

## What we expect from you:

- You will follow the guidelines set out in this toolkit.



# Funder's Announcement



## Funder's Announcement

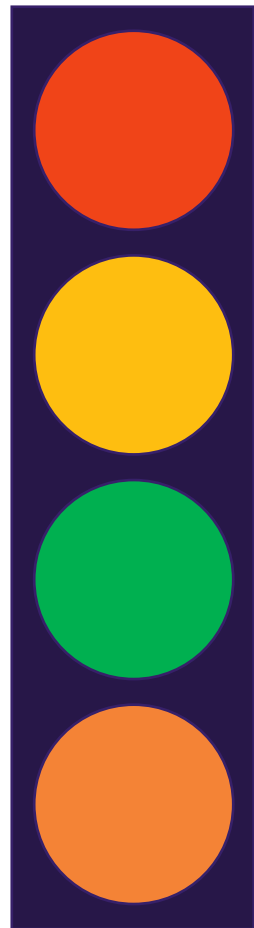
Funding announcements must comply with the requirements established by TBDSSAB's funders (if applicable). Our funders at the Provincial or Federal level will make the first announcement.

This announcement often references the total amount of money allocated to TBDSSAB, without mentioning specific funded projects or local organizations.

**Not sure if your funding has been announced?  
Please contact us.**



# Funding Announcement Guidelines



## TBDSSAB Announcement

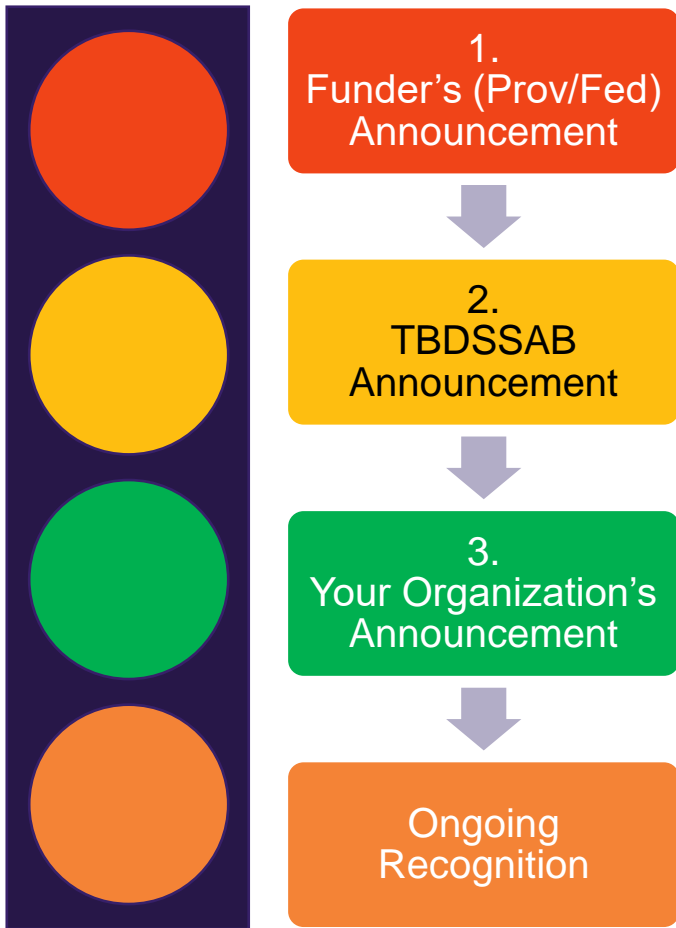
After the Funders have announced the funding on a broader scale, TBDSSAB will make a local announcement about specific projects. This announcement/event will be hosted by TBDSSAB, with approval and participation from Funders.

In most cases, TBDSSAB will invite Funding Recipients to participate in this announcement and may request a quote &/or photo(s) for the media release.

**Not sure if your funding has been announced?  
Please contact us.**



# Your Organization's Announcement



## Your Organization's Announcement

After the Funders and TBDSSAB have had an opportunity to announce the funding, the Funding Recipients can make a more detailed announcement about their initiative.

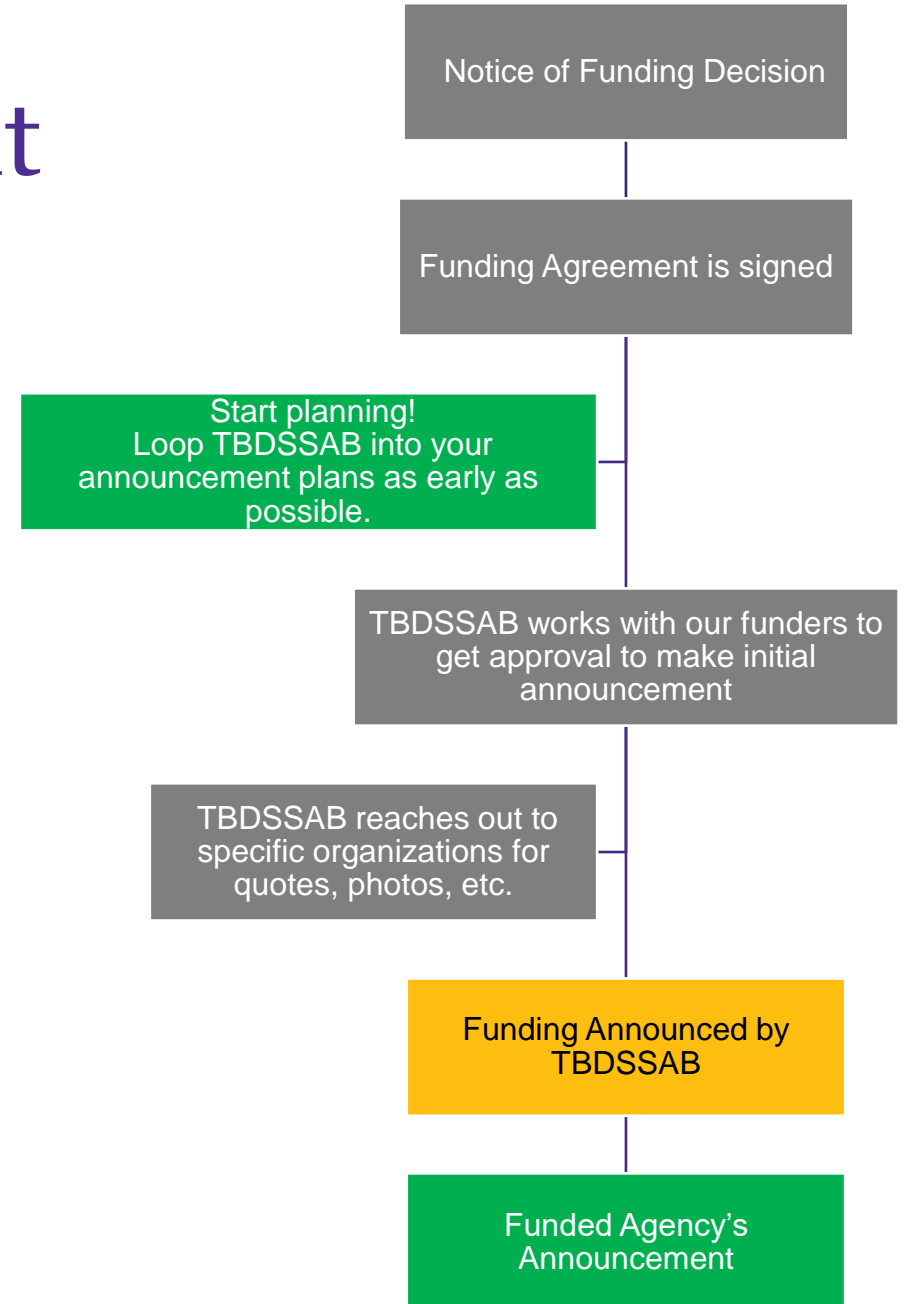
This event/announcement will be hosted by the Funding Recipient in collaboration with TBDSSAB. TBDSSAB's Communications team will review your draft media release, advisory, and agenda to ensure it meets recognition protocols.

**Ready to get started? Turn to the next page.**



# Planning an Announcement

- **Step 1:**
  - Confirm your funding agreement is signed and finalized.
- **Step 2:**
  - Once approved to make the announcement, contact TBDSSAB at least four (4) weeks before the event to set a mutually agreeable date.
  - TBDSSAB will arrange for the appropriate attending representatives to attend and make remarks if required.
  - A quote from TBDSSAB will be provided for your media release.





# Funding Recognition Statement

**Space permitting, we suggest the following funding recognition statement:**

“funded by The District of Thunder Bay Social Services Administration Board through the [funding program name].”

**Where space is limited, use the short version:**

“funded by TBDSSAB through [the funding program name]” or “with funding from TBDSSAB through [the funding program name]”

## **Examples:**

*“New Co’s new food hamper program is funded by The District of Thunder Bay Social Services Administration Board (TBDSSAB) through the Food Security Fund.”*

*“New Co is launching a new homelessness prevention program with funding from TBDSSAB through the Community Homelessness Support Program.”*



# Quick Reference Guide: Announcements

After receiving approval to announce your funding, the following can be used as a guide.

	In-Kind Support	Core Funding	Grant Funding	Approval required from TBDSSAB?
<p><b>Media Relations</b> Acknowledge TBDSSAB funding in all media release(s) or interviews about the funded initiative. At least one quote from a TBDSSAB representative should be included in media releases. Two (2) weeks notice required.</p>	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Media Event</b> A representative from TBDSSAB should be invited to participate in any media events for funded programs/initiatives. Four (4) weeks notice required.</p>	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Grand Openings &amp; Ribbon Cutting Ceremonies</b> A representative from TBDSSAB should be invited to participate in any openings or ribbon cutting ceremonies for funded programs/initiatives. Four (4) weeks notice required.</p>	Optional	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



# Quick Reference Guide: Ongoing Recognition

After receiving approval to announce your funding, the following can be used as a guide.

	In-Kind Support	Core Funding	Grant Funding	Approval required from TBDSSAB?
<b>Social Media</b> Acknowledge TBDSSAB support on your social media platforms at least once per funding cycle. It is not necessary to include the TBDSSAB logo in social media graphics.	☑	☑	☑	☒
<b>Website</b> Include TBDSSAB logo on a funding recognition page or page dedicated to the funded initiative for the duration of the funding cycle.	☑	☑	☑	☒
<b>Print Materials</b> Recognize TBDSSAB funding on print materials (eg: posters, flyers, brochures) for the initiative.	☑	☑	☑	☑
<b>Annual Reports &amp; Newsletters</b> Recognize TBDSSAB support on a funding recognition page or in any story related to the funded initiative.	Optional	☑	☑	☒



# Using our Logo

Our logo must be clear, legible and recognizable in all printed and digital formats. The TBDSSAB logo is available as a .png or .eps file, in both the horizontal and vertical logo lock-up.

**Please follow the guidelines in this toolkit for using the TBDSSAB logo.**

[Download: TBDSSAB Logo Files](#)



THE DISTRICT OF THUNDER BAY  
SOCIAL SERVICES ADMINISTRATION BOARD

Horizontal (Primary)



THE DISTRICT OF THUNDER BAY  
SOCIAL SERVICES ADMINISTRATION BOARD

Vertical



# Logo Size & Spacing

## Sizing:

- Horizontal (Primary) logo lock-up: Minimum Size is 0.5" high from top to bottom (300 pixels per inch).
- Vertical logo lock-up: Minimum size is 0.8" high from top to bottom (300 pixels per inch).

## Spacing:

The logo should be surrounded by an area of white space proportional to 50% of the size of the logo icon.



# Logo Do's and Don'ts

Here are a few quick guidelines around how to use TBDSSAB's logo.

- ✓ Do use only the approved logo artwork and templates
- ✓ Do use the primary logo variant (horizontal, colour) whenever possible
- ✗ Do not alter the logo in any way
- ✗ Do not recreate or alter the logotype
- ✗ Do not skew, stretch, rotate, or recolour logo elements
- ✗ Do not add drop shadows or other effects
- ✗ Do not use poor contrast or put logo on a busy/patterned background
- ✗ Do not add taglines or slogans



✗ Do not skew



✗ Do not recolour



✗ Do not use poor contrast



✗ Do not alter logotype





# Appendices

Templates & Examples

# Media Release

Your media release title

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[Initiative] has received financial support from The District of Thunder Bay Social Services Administration Board through the [funding program name].

“Quote (optional),” TBDSSAB.

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- If you decide to make a formal **media release**, please send a draft for TBDSSAB approval at least two (2) weeks in advance of your preferred release date.
- Include a funding recognition statement in the body of your text.
- Please include room for an optional quote from TBDSSAB and/or government officials involved in the funding stream. TBDSSAB will coordinate any quotes with funding partners. Depending on the funding stream, more time may be needed.





# Media Event

Media advisory title

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[Your organization] will be joined by The District of Thunder Bay Social Services Administration Board on [DATE] to make an announcement.

--- Event details ---

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- If you decide to host a **media event**, please include TBDSSAB in the planning process as early as possible.
- In your agenda, allow room for remarks from a representative of TBDSSAB. In some cases, government officials may also wish to say a few words. TBDSSAB will coordinate this with funders as needed.
- To allow adequate time for scheduling and inviting the appropriate speakers, please provide at least 4 weeks notice.
- Include TBDSSAB in your Media Advisory for the event (see example)



# Website – Core Funding Recognition

Funding / Sponsors Page

Organization would like to thank the following funders and sponsors:

Logo

Other Funders

Other Funders

Other Funders

- If you will be adding information about a program receiving core funding from TBDSSAB to your **website**, or have an existing page for funders, please include the TBDSSAB logo.
- Include a link to our website, [www.tbdssab.ca](http://www.tbdssab.ca)
- Space permitting, please include a funding recognition statement in the body of your text.



# Website – Grant Funding Recognition

Your post/page title

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[Initiative] is funded by The District of  
Thunder Bay Social Services  
Administration Board through the  
[funding name].

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Funded by:

Logo

- If you will be adding information about this specific initiative funded via a TBDSSAB grant to your **website**, please include the TBDSSAB logo.
- Hyperlink the logo to our website, [www.tbdssab.ca](http://www.tbdssab.ca)
- Please include a funding recognition statement in the body of your text.



# Social Media

Your picture here –  
no TBDSSAB logo

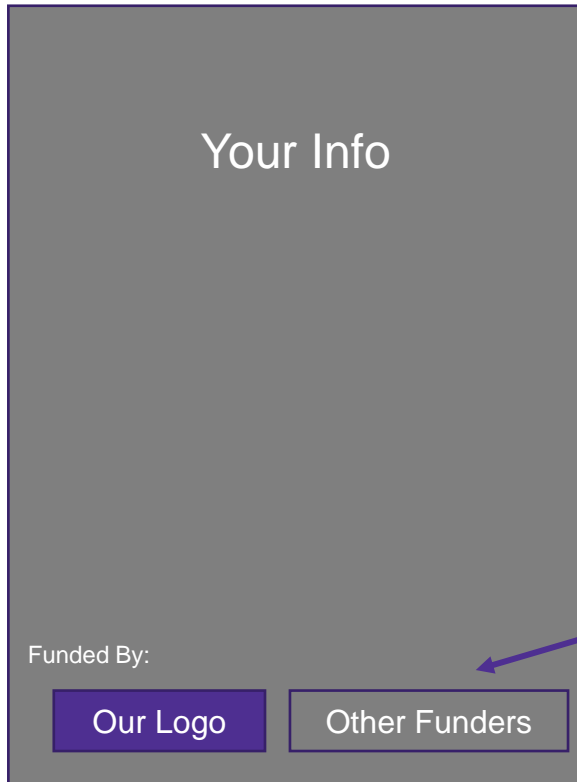
We are happy to announce our new food security initiative! [Description of initiative -----, -----, -----], Funded by @TBDSSAB through the Food Security Fund. -----, -----, -----, -----.

- When making your initial announcement on **social media**, please include a statement to recognize funding (and please tag/@ us).
- Given the space limitations of social media graphics, there is no need to include TBDSSAB's logo on your images. Mentioning us in your caption is sufficient.
- After the initial announcement, you do not need to mention the funding in every social media post, but if you tag us we will like and share with our followers.

**Our handle across platforms is @tbdssab**



# Print Materials



- If this initiative will involve print materials, such as **flyers, brochures, or posters**, please include the TBDSSAB logo and send us a draft to review. We will review to make sure the logo is used according to logo usage guidelines.
- TBDSSAB's logo should be less prominent than your own organization's logo with a header that makes it clear that TBDSSAB is a funder.



# Annual Report

Your annual report story title  
about the funding

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[Initiative] is funded by The District of  
Thunder Bay Social Services  
Administration Board through the [funding  
program name].

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- Please recognize the funding in your organization's **Annual Report**.
- If you have a funding recognition page in your annual report, please include the TBDSSAB logo and funding recognition statement.
- If you include a story about the funded initiative(s), please include the funding recognition in the body of your text.
- Please share your Annual Report with TBDSSAB

