



Funding Recognition Guidelines

Version Date: October 14, 2025



THE DISTRICT OF THUNDER BAY
SOCIAL SERVICES ADMINISTRATION BOARD

Introduction

This funding recognition toolkit is for organizations that 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:

- Operating / Core Funding
 - TBDSSAB provides operating funding to your organization to deliver services.
- Grant / Capital 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.



Operating / Core Funding

TBDSSAB provides operating funding to your organization to deliver services.

Includes:

- Funded Child Care and EarlyON programs
- Programs funded through Homelessness Prevention Programs operating funds
 - Emergency Shelters
 - Outreach services
 - Etc.

Requirements:

- Operating funding does NOT require approval from TBDSSAB to be discussed publicly. However, please notify us of your plans.
- TBDSSAB must be recognized as a funder in any media or promotion related to the funded program. See 'Funding Recognition Statement' section for suggestions.
- See 'Quick Reference Guide' section for additional information about planning events or media for your project/program.



Grant / Capital Funding

TBDSSAB is supporting your organization for a specific initiative.

Includes:

- Capital projects, including through HPP, COCHI/OPHI, or other funding streams.
- Expansions/new Child Care or EarlyON programs.
- One-time funding (ie: Food Security Fund & Community Homelessness Support Program)

Requirements:

- Announcements related to Capital / Grant funding must be approved by TBDSSAB. See “Funding Announcement Guidelines” section for details.
- Once the announcement is made, TBDSSAB must be recognized as a funder in any media or promotion related to the funded program. See ‘Funding Recognition Statement’ section for suggestions.
- See ‘Quick Reference Guide’ section for additional information about planning events or media for your project/program.



Quick Reference Guide: Media & Events

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?
Media Relations 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.	Optional	☒	☒	☒
Media Event A representative from TBDSSAB should be invited to participate in any media events for funded programs/initiatives. Four (4) weeks notice required.	Optional	☒	☒	☒
Grand Openings & Ribbon Cutting Ceremonies 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.	Optional	☒	☒	☒



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?
Social Media 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.	☒	☒	☒	☒
Website Include TBDSSAB logo on a funding recognition page or page dedicated to the funded initiative for the duration of the funding cycle.	☒	☒	☒	☒
Print Materials Recognize TBDSSAB funding on print materials (eg: posters, flyers, brochures) for the initiative.	☒	☒	☒	☒
Annual Reports & Newsletters Recognize TBDSSAB support on a funding recognition page or in any story related to the funded initiative.	Optional	☒	☒	☒



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]”

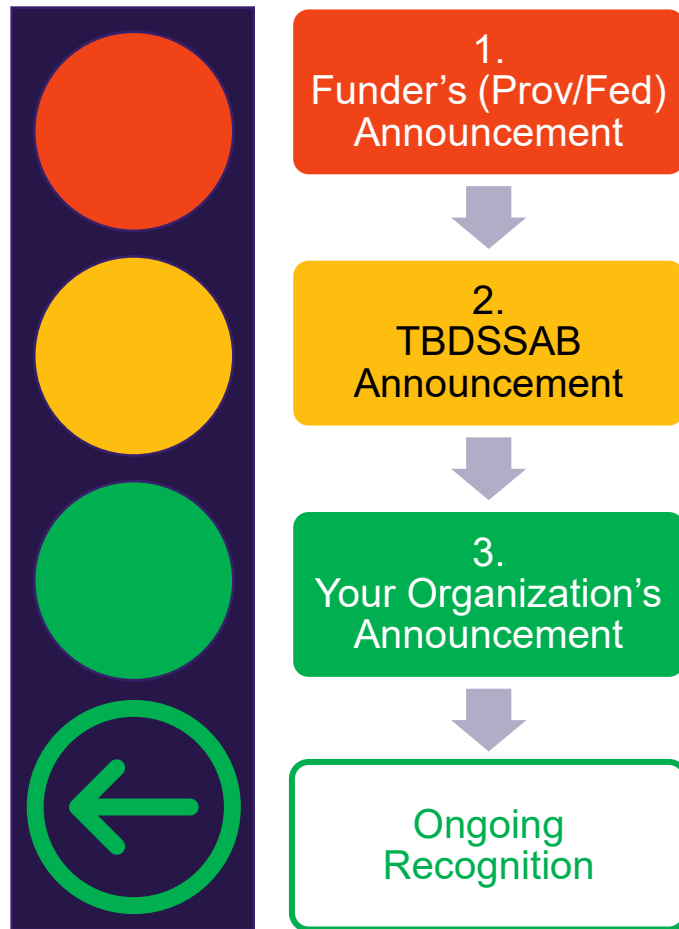
Examples:

“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.”



Grant/Capital Funding Announcement Guidelines



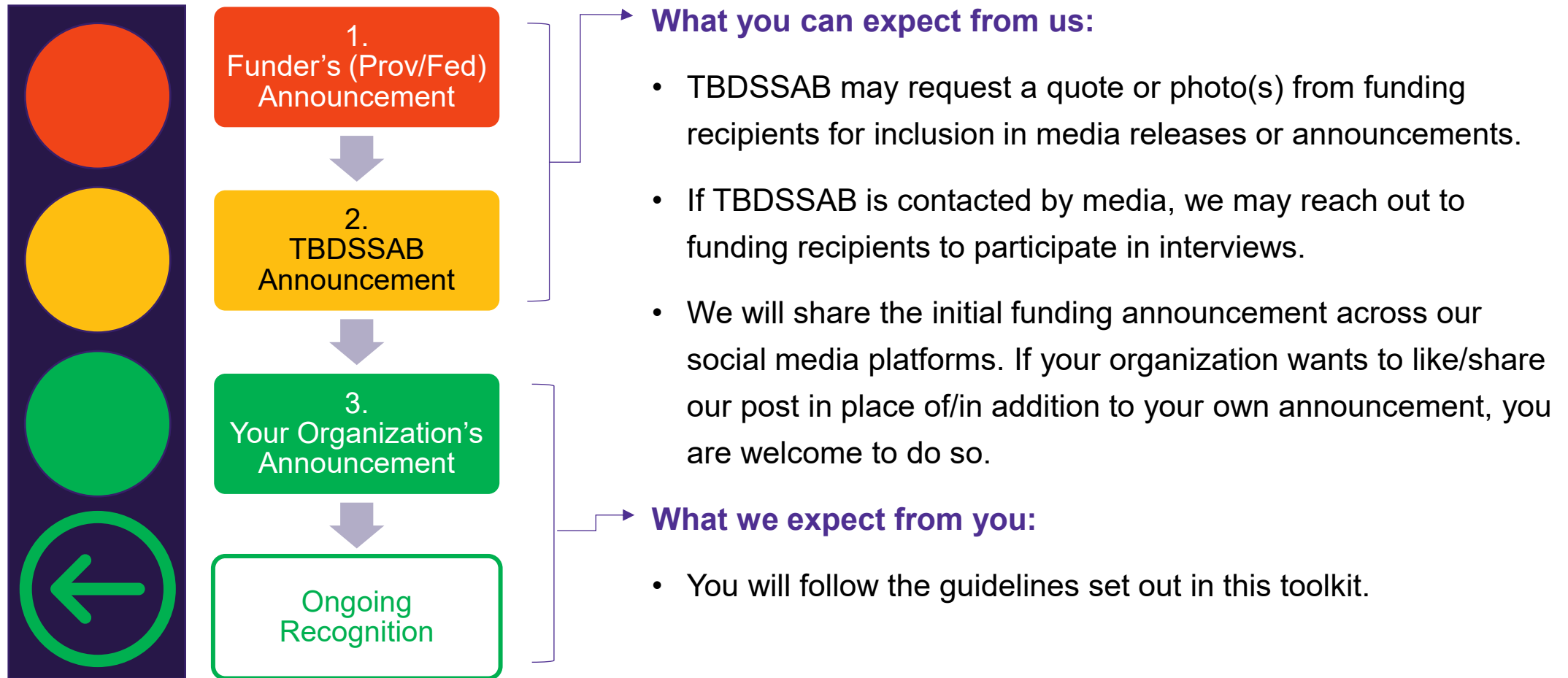
No announcements are to be made without approval from TBDSSAB. Contact TBDSSAB's Communications & Engagement team before making any public announcements or adding the TBDSSAB logo to your website.

Announcements, in general, must be made in this order:
1. Funder, 2. TBDSSAB, then 3. Funded Agencies

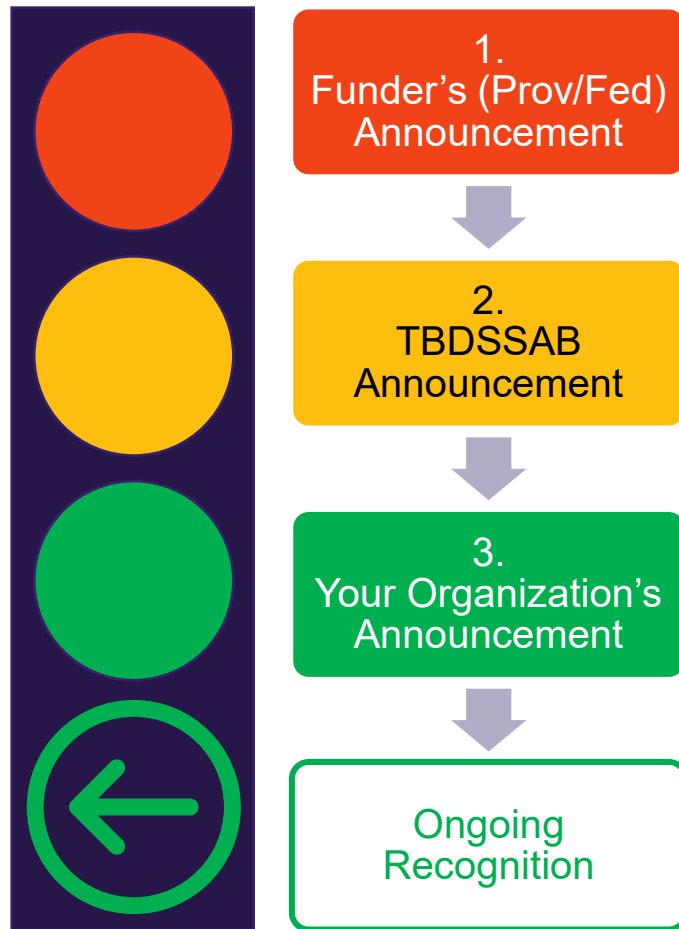
Carole Lem, Communications & Engagement Officer
communications@tbdssab.ca / Carole.Lem@tbdssab.ca
807-766-4219



Expectations



Funder's Announcement



Funder's Announcement

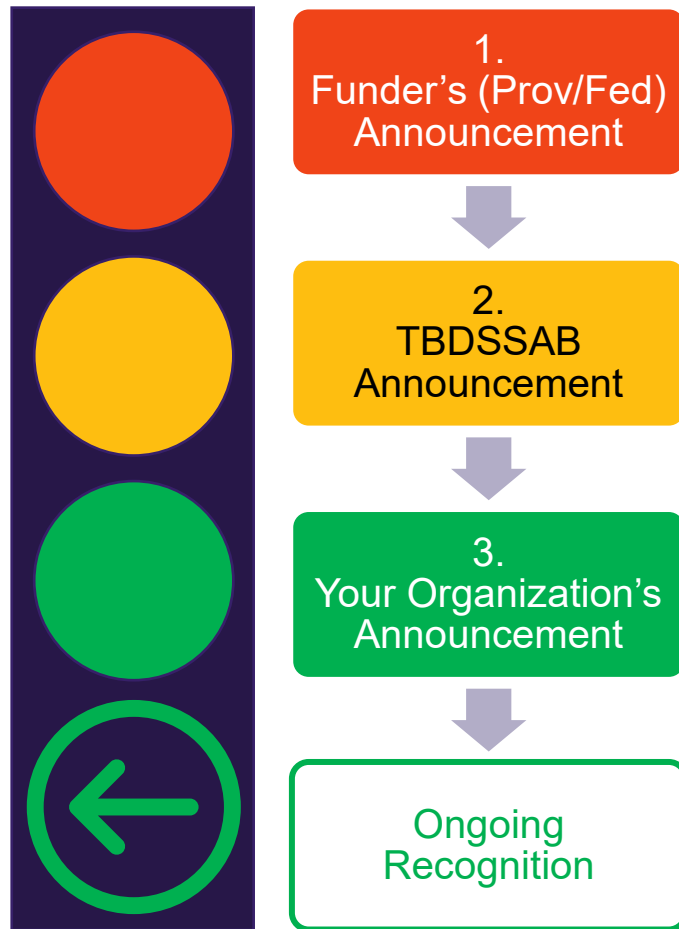
Funding announcements must comply with the requirements established by TBDSSAB's funders (if applicable). Our funders at the Provincial or Federal level will make the first announcement.

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.**



TBDSSAB Announcement



TBDSSAB Announcement

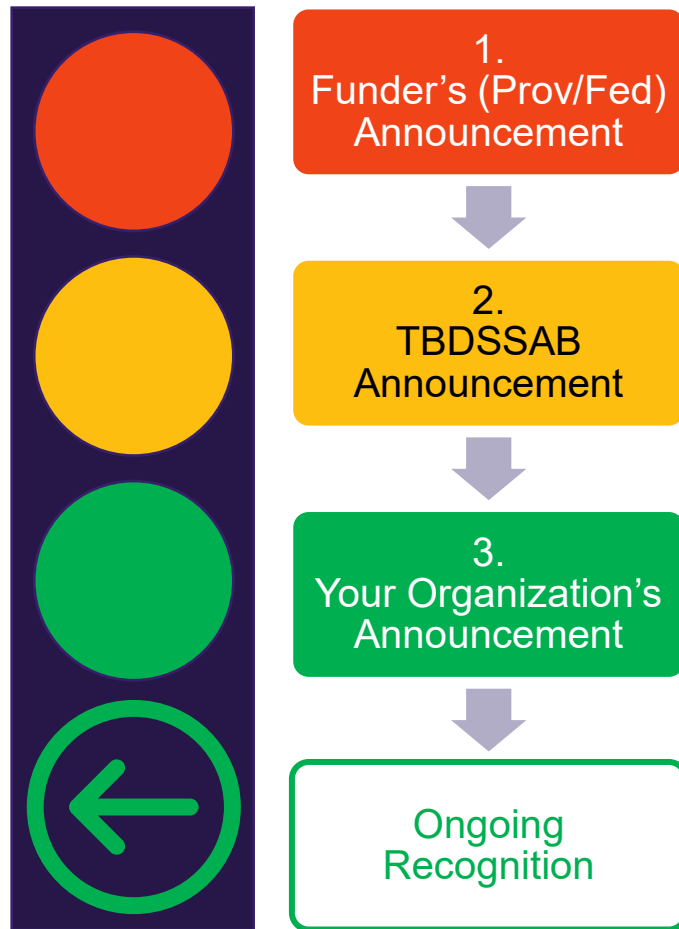
After the Funders have announced the funding on a broader scale, TBDSSAB will make a local announcement about specific projects. This announcement/event will be hosted by TBDSSAB, with approval and participation from Funders.

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.

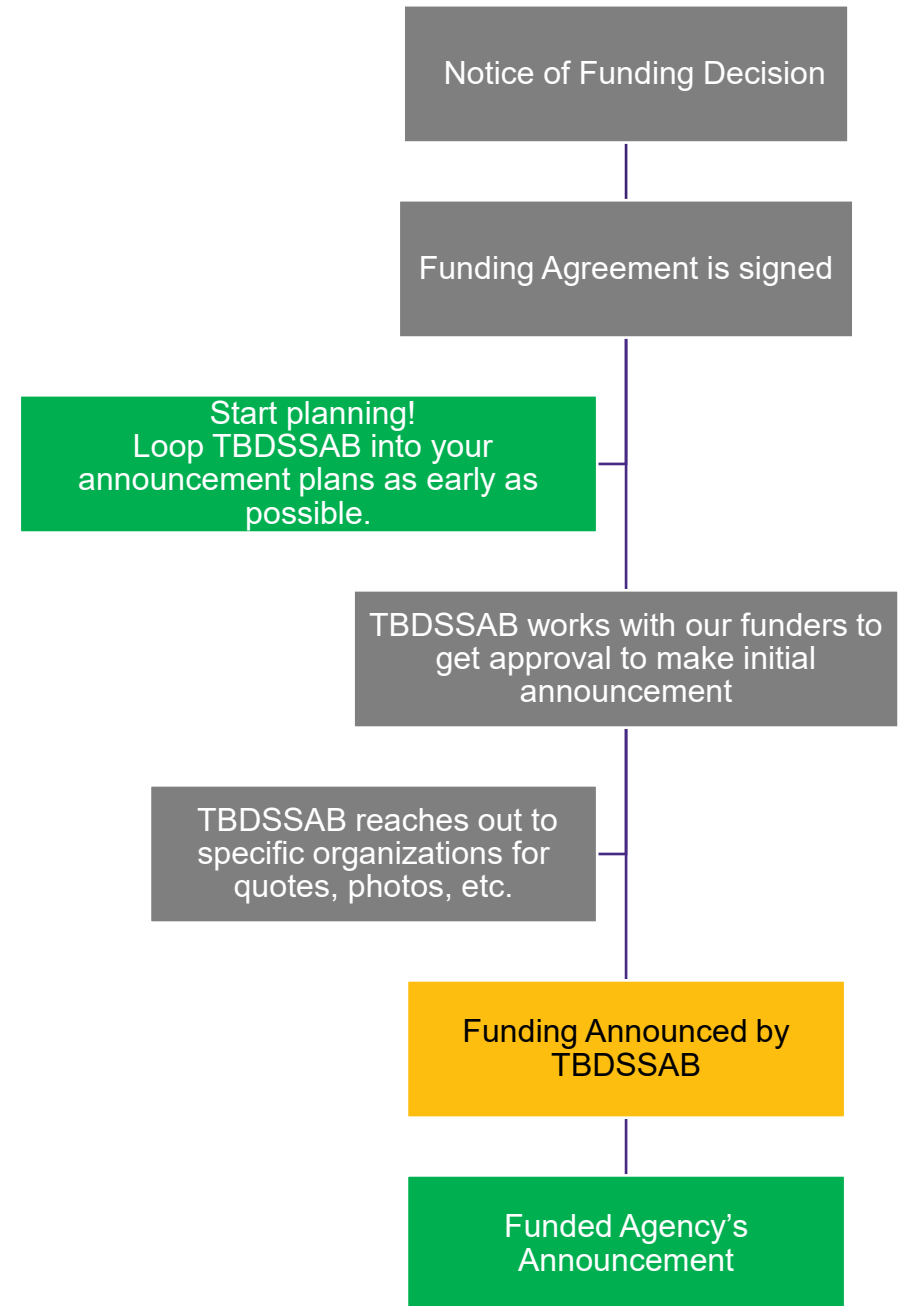
This event/announcement will be hosted by the Funding Recipient in collaboration with TBDSSAB. TBDSSAB's Communications team will review your draft media release, advisory, and agenda to ensure it meets recognition protocols.

Ready to get started? Turn to the next page.



Planning a Grant/Capital Funding 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.



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.

Any document or design using the TBDSSAB logo requires final approval by TBDSSAB.

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



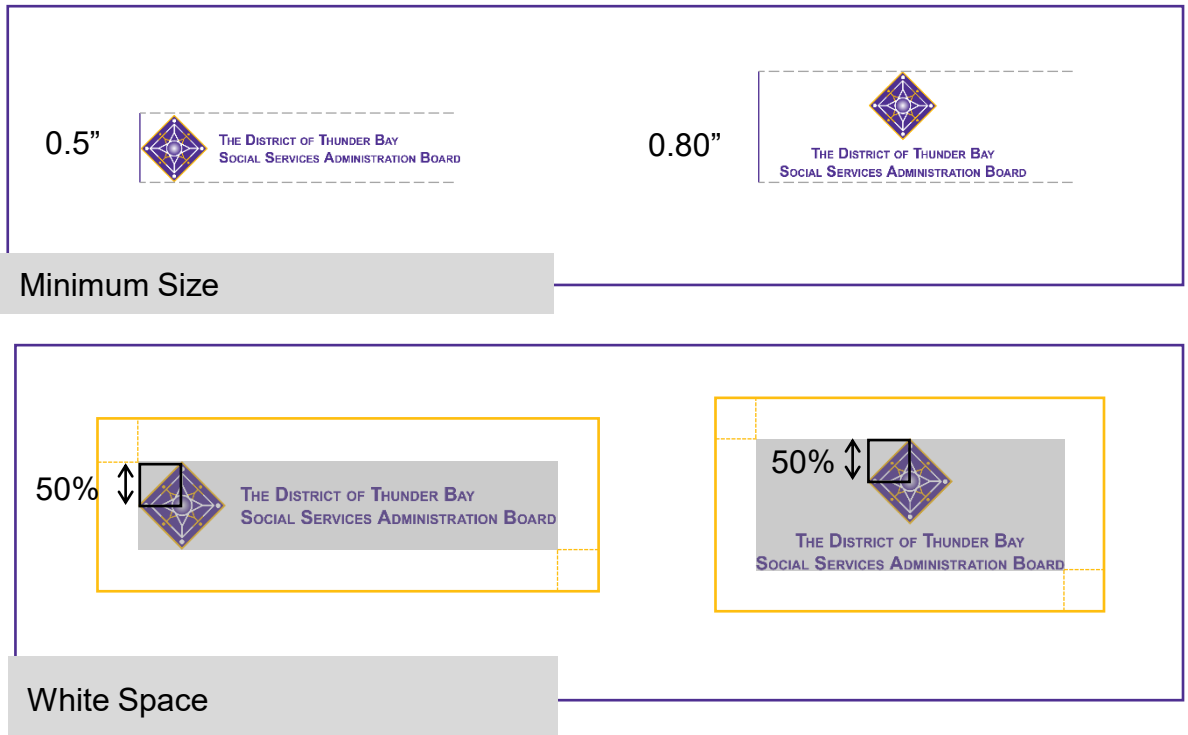
Logo Size & Spacing

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

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

“Quote (optional),” TBDSSAB.

- 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

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

--- Event details ---

- 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.
- If there are multiple funders, it is recommended to list in order of funding amount.
- Include a link to our website, 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

-----.

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

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
- Please include a funding recognition statement in the body of your text.



Social Media

Your picture here –
no TBDSSAB logo

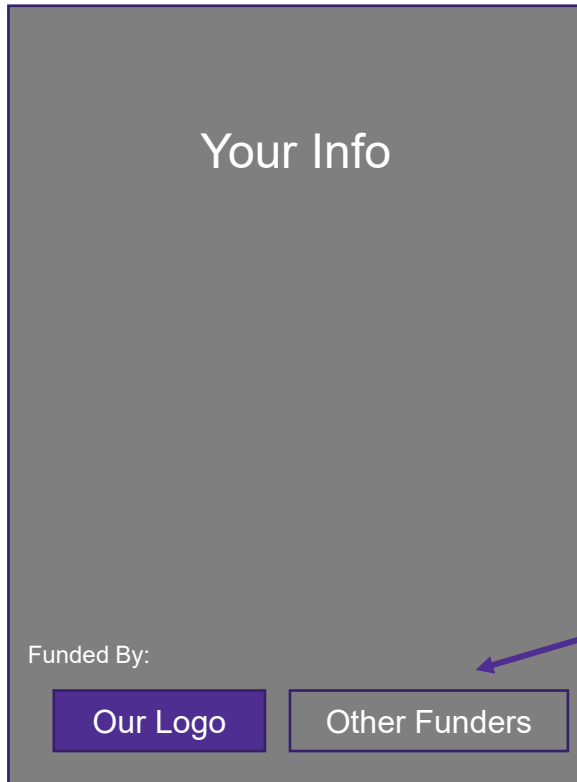
We are happy to announce our new
food security initiative! [Description
of initiative -----, -----, --
-----], Funded by
@TBDSSAB through the Food
Security Fund. -----, -----
--, -----, -----
-----.

- 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

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

- 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/or 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

