



Halifax Regional Municipality

Public Acknowledgement of Financial Assistance

Guide for Recipients of Grants or Contributions from Halifax Regional Municipality



HRM GRANTS PROGRAM

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HRM Grants Program Guidelines

The following are guidelines are to better inform the public of financial assistance awarded under the HRM Grants Program portfolio.

Why is an acknowledgement important?

When you receive a grant or contribution from Halifax Regional Municipality you agree to publicly acknowledge this assistance.

Awareness of the scope and type of project funded by residents of the municipality helps to:

- Demonstrate to the residents of HRM how public money has been invested in community-based facilities and programs throughout the region;
- Encourage public support to continue to provide assistance to local volunteers;
- Raise awareness of the social and economic benefits of cooperation and collaboration between government and community-based non-profit organizations.

What forms of acknowledgement can be used to promote grants and contributions to community-based non-profit organizations?

After you receive a letter confirming that a grant or contribution has been awarded to your organization, there are numerous opportunities to publicize this assistance.

For example:

- A public service announcement or news release to publicize the launch of your project.
- A notice in your organization's newsletter or web site.
- An opening or unveiling ceremony.
- Signage at meetings (project planning meetings,

committee meetings, AGM, public meeting).

- Annual report.
- A product launch (video, CD, book, report, instructional material).
- Media interviews.

As a general guide, it is expected that you will acknowledge the municipality's assistance in financial, educational or marketing materials.

For example:

- Posters
- Flyers
- Banners
- Advertising
- Annual report
- Exhibition catalogue
- Book, booklet or brochure
- Map, interpretation panel, marker or signage for display
- Announcement, news release, invitations
- Event program
- Speeches
- Audio-visual materials created with the grant (CD, video, film ,web site etc)
- Plaque

Written Acknowledgements

The following paragraphs are examples of different forms of acknowledgement:

- *This project has been partially funded by the Halifax Regional Municipality through the [insert name of specific funding program here].*
- *The support of the Halifax Regional Municipality, through its [insert name of specific funding program here], is gratefully acknowledged.*
- *The production of this [insert description of specific item, event, performance etc here] has been made*

possible through a [insert description here - grant, contribution, donation] from the Halifax Regional Municipality.

- *This [insert name of specific building, site or amenity] has been supported through a [insert description here - grant, contribution, donation] from the Halifax Regional Municipality.*
- *This project is financially supported by Halifax Regional Municipality.*

Note: you are acknowledging an investment of public funds but this is not an endorsement by HRM of an individual, group, product or service. The municipality does not, for example, provide sponsorship to individuals or commercial ventures. If you are unsure of the correct form of acknowledgement to use for your project, please contact HRM staff.

The formal acknowledgement refers to the municipal government and should not refer to any individual or elected official by name. The HRM Community Grants Program, for example, is not a service provided by an individual, department or committee and therefore the credit is to the organization (Halifax Regional Municipality) as a whole.

If reference is made to a specific program it should always be preceded by acknowledging the Halifax Regional Municipality (HRM first followed by the name of the specific program).

Verbal Acknowledgements

If your project includes a catalogue, program, book or booklet and you would like to include a message of support, greeting to participants, or a foreword from an official of Halifax Regional Municipality (for example, the Mayor and Members of Regional Council) please notify the Office of the Mayor, 490-4010, or the Councillors' Support Office, 490-4050, well in ad-

vance of your printing deadline. Staff will prepare the written copy, a photograph (if applicable), logo etc.

Public Presentations

If you would like an elected official from Halifax Regional Municipality (the Mayor or Councillor) to attend a formal opening such as a news conference, an award ceremony, presentation, or promotional photograph please send your request to the Office of the Mayor or the Councillors' Support Office well in advance of your event. Every effort will be made to accommodate your request.

Staff or members of the HRM Grants Committee may be invited to attend public functions organized by grant recipients, but are not formally representing the municipality unless designated by an elected official, senior management, or the HRM Grants Committee.

Government Protocol

In general, if your project receives funding from more than one level of government the order of acknowledgement is federal, provincial, and then municipal. In some cases it may be appropriate to distinguish a primary contribution from a modest form of support, or a financial contribution from non-monetary support such as an in-kind contribution. Examples of these distinctions include:

- *A four-year sustaining grant for this project has been provided by [insert level of government and specific program here] with support from [insert level of government here].*
- *Core funding for this project has been provided by [insert level of government and specific program here] with additional support from [insert level of government].*

There are also numerous ways in which to distinguish between government and non-government contributors.

The following are some common examples:

- Sustaining partner
- Presenting sponsor
- Series presenter
- Major sponsor
- Official [insert type of product or service here]
- Professional services provided by [insert name of company]

Use of HRM Logo

The Halifax Regional Municipality corporate logo (see sample below) may be used by recipients of a grant or contribution on various audio-visual or printed materials to acknowledge the public's contribution, together with the logos of other government, corporate or private contributions. A logo sheet is available from the HRM Grants Program office.

The logo cannot be altered for any reason.

Use of the HRM logo is restricted to formal acknowledgements only, and is not to be used to imply any formal affiliation or generic endorsement. If you are unsure of the correct use of HRM's logo for your project, please contact HRM staff.

