

January 2023

Branding Toolkit

for Community Service Organizations

Community Services Recovery Fund



Canadian
Red Cross



COMMUNITY
FOUNDATIONS
OF CANADA



United Way
Centraide
Canada



Funded by the
Government of Canada's
Community Services Recovery Fund

Canada 



How to use this toolkit

This Branding Toolkit for Community Service Organizations provides templates and communications content for organizations receiving funding through the Community Services Recovery Fund. Upon signing your agreement, you must adhere to the requirements in this toolkit for your communications, outreach, and community engagement.

Please note: Applicants who are approved and receive funding through the Government of Canada's Community Services Recovery Fund will receive an updated toolkit with template press release, website copy, social media graphics, and copy to support the announcement of your funding. This will be provided in spring 2023 prior to the official announcement by the Government of Canada.

Announcement requirements

If you receive funding through the Community Services Recovery Fund, the Government of Canada reserves the right to make the initial announcement of the funding. After this initial announcement, funded projects must respect the following notice periods:

Official ceremonies – Funding recipients must provide twenty (20) working days notice to the National Funder through which you applied and received funding of any official ceremonies or events related to the announcement of the funding and promotion of the project. The Government of Canada reserves the right to approve the time, place, and agenda of the ceremony.

Publications, press releases, and advertising – Funding recipients must provide fifteen (15) working days notice to your National Funder of any and all communications activities, publications, advertising, and press releases.



Recognition Requirements

The Government of Canada's financial contributions must be recognized in all communication activities, publications, advertising, and press releases regarding the funded project following the requirements and guidelines shared below.

In press releases:

Funding recipients must provide the required notice period outlined above and include either a quote from the Minister (to be provided closer to the announcement date, likely Spring 2023) or a quote from your local Member of Parliament. Press releases must also include the standard recognition logo as follows (available to download [here](#)):

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Canada 

In products without graphics:

The following funding acknowledgement line should be used either by itself at the bottom of the text, elsewhere in the template, or integrated into the body of the text.

- Funded by the Government of Canada's Community Services Recovery Fund

In products with graphics:

The Government of Canada must be recognized by the standard recognition logo as follows (available to download [here](#)):



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This logo must be of equal size to other logos used in the product. Typical logo placement locations include the inside front cover, the title page, the back cover, or the bottom of the website or template.

In events:

Funding recipients must provide the required notice period outlined above and reasonably cooperate with representatives of the Government of Canada regarding recognition of the Government of Canada in any official press release or ceremonies relating to the announcement of the project.

In social media:

It is recommended that you tag the appropriate Government of Canada social media accounts in any program promotions or announcements as appropriate. Additionally, please recognize the financial contribution of the Government of Canada in the following ways:

- **Twitter:** Give acknowledgement if space permits and if appropriate/relevant.
- **Facebook or Instagram:** Include the funding line and the Canada wordmark in an appropriate location.
- **YouTube and other videos:** Include the printed funding line and the Canada wordmark at the end of the video. Possibly include a voiced funding line.
- **Social media releases:** Include the funding line and, if graphics are used, the standard recognition logo.
- **Blogs:** Include the funding line and, if graphics are used, the standard recognition logo, in an appropriate location.



Key Messages

The following Key Messages are for you to use when discussing the Community Services Recovery Fund. You are welcome to copy and paste the text exactly how you see it here.

About the Community Services Recovery Fund

- The Community Services Recovery Fund is a \$400 million investment from the Government of Canada to support charities and non-profits as they focus on how to adapt their organizations for pandemic recovery.
- The Community Services Recovery Fund will provide funding to Community Service Organizations. Community Service Organizations include non-profit organizations, Indigenous Governing Bodies, or Registered Charities located in Canada that provide services to communities in Canada.
- Now more than ever, charities and non-profits are playing a key role in addressing persistent and complex social problems faced by all Canadians.
- From the beginning of the COVID-19 pandemic, charities and non-profit organizations across Canada have shown impressive stamina and creativity in their response to the diverse and increasingly challenging needs of their communities.
- The Community Services Recovery Fund responds to what charities and non-profits need right now and supports organizations as they adapt to the long-term impacts of the pandemic.

About National Funders

- The Community Services Recovery Fund is being delivered through three National Funders – Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada.