



Acknowledgment guidelines for funding from the Watford Community Fund

- **Public announcements and social media**

- Timing: Announce the funding within 30 days of receiving it.
- Channels: Share the news on your website, social media (Facebook, Twitter, Instagram, LinkedIn), and in newsletters or press releases.
- Content:
 - Mention the grant from the Watford Community Fund by name.
 - Describe briefly how the funding will support your mission and benefit the community.
- Tagging: Use the hashtag #WatfordCommunityFund in your posts and tag the official @watfordcouncil and @watfordandthreeriverstrust
- Example social media message: We are thrilled to announce that we've received a grant from the Watford Community Fund! This support will help us [specific impact, e.g., provide meals to more families in need]. Thank you, Watford Community Fund, for helping us make a difference!"

- **Website acknowledgment**

- Place an acknowledgment of the Watford Community Fund's support on your website's homepage or in a dedicated section such as "Our Supporters" or "Funders."
- Use the Watford Community Fund logo (ensure to request a high-resolution logo and comply with any usage guidelines).
- Include a brief description of the funded project, how it aligns with your goals, and the impact it's expected to have.

- **Printed materials**

- Include Watford Community Fund logo on all materials, including OOH banners and posters.
- Acknowledge the Watford Community Fund's support in printed materials related to the funded program, such as event programmes, brochures, and annual reports.
- Include a section that credits Watford Community Fund, ideally in the "Acknowledgments" or "Funding Support" section.
- Example printed acknowledgment: "This project is made possible thanks to the generous support of the Watford Community Fund."

- **Press releases and public statements**

- Include Watford Community Fund logo.
- If issuing a press release about the funding or any related project launch, include the following approved messaging to represent the partnership: "We are grateful to have received support from the Watford Community Fund. Their commitment to fostering community well-being aligns perfectly with our mission, and this funding will allow us to [describe project impact briefly]."
- Where possible, quote a representative from the Watford Community Fund to strengthen the connection. Please reach out to communications@watford.gov.uk who will supply an approved quote.



- Please include the following copy in your 'Notes to Editor' section:
"[The Watford Community Fund](#) is an initiative dedicated to raising funds for local charities and awarding grants to frontline organisations, with the aim of making a tangible difference to those in need across the town. This year, the fund has taken a flexible approach, focusing on supporting residents through the ongoing cost-of-living crisis and facilitating community events.

Grants typically range from £1,000 to £2,000, providing crucial financial support to organisations addressing a variety of local challenges. Further details, including eligibility criteria and how to apply, can be found on the Watford Community Fund page."

- **Events and activities**

- Acknowledgment in events: If the funding supports an event or programme, recognise the Watford Community Fund during the event. This could include a verbal acknowledgment, logo display, or programme credit.
- Include Watford Community Fund on all promotional materials.
- Submit to Watford Actually calendar with event information, format event title as follows: "Watford Community Fund: [Enter Event Name],
<https://www.watfordactually.com/upcoming-events>
- Speaking opportunities: Consider inviting a representative from the Watford Community Fund to speak at events related to the funded programme.
- WBC communications support: Please reach out to our Corporate Communications and Campaigns Team (communications@watford.gov.uk) to help promote your event across WBC social media channels.
- After the event, please send photos to be included on the Watford Community Fund website and shared across WBC and W3RT channels.

Approved partner messaging

To maintain consistent language when acknowledging the Watford Community Fund, use the following templates in public communications.

- **General statement:** The Watford Community Fund is dedicated to making a lasting impact in our local community by supporting initiatives that promote well-being, equity, and opportunity for all. Their support has been crucial in enabling [your organisation's name] to [describe impact]."
- **Boilerplate for longer acknowledgments:** "We are deeply appreciative of the Watford Community Fund's support for [project name or purpose]. Through this funding, we're able to [mention specific impact or activities, e.g., provide meals, increase mental health support, etc.], contributing to a healthier, more connected community. This partnership exemplifies our shared vision of a resilient and thriving Watford, where everyone has the opportunity to flourish."



Branding and logo use

When using a logo in promotional materials, follow these best practices:

- **Maintain logo integrity:** Use the logo in its original form, without altering its colours, proportions, or elements. Avoid stretching, distorting, or applying effects that compromise its clarity and recognisability.
- **Respect clear space:** Allow adequate space around the logo, free from text or other elements, to ensure visibility and avoid clutter.
- **Choose appropriate backgrounds:** Place the logo on a background that ensures it is highly visible. Avoid backgrounds with colours or patterns that clash with the logo or obscure it.
- **Use high-resolution images:** For print and digital materials, use a high-resolution version of the logo to ensure sharpness and professionalism.
- **Optimise for different formats:** Adjust the logo size and positioning for various formats (e.g., social media, banners, posters) without compromising brand standards.
- **Consistency:** Ensure that all materials using the logo or mentioning the Watford Community Fund are consistent with the approved messaging to reflect the professionalism of the partnership.