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
HOW TO USE THIS BRANDING 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.

ANNOUNCEMENT REQUIREMENTS

If you receive funding through the Community Services Recovery Fund, the Government of Canada reserves the right to make the initial announcement about the funding. No public announcements about funding decisions can be made until after the Government of Canada announcement.

After this initial announcement, funded projects must respect the following notice periods:

Official ceremonies – Funding recipients must provide twenty-five (25) working days notice to the National Funder through which you 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.

When reaching out to your National Funder be sure to share all relevant information about the announcement event. This could include
- Promotional plans (if applicable)
- Media outreach plans (if applicable)
- Attendees or special guests (if applicable)

No public announcements about funding decisions can be made until after the Government of Canada announcement.
Publications, press releases, and advertising – Funding recipients must provide twenty (20) working days notice to your National Funder of any and all communications activities, publications, advertising, and press releases.

When reaching out to your National Funder be sure to share all relevant information about the communications activities, publications, advertising, and press releases. This could include:

- Press release (if applicable)
- Advertising plans (if applicable)
- Communications plans (if applicable)
- Publications overview (if applicable)

RECOGNITION REQUIREMENTS

Government of Canada

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 press releases to their National Funder within the required notice period outlined above. The Government of Canada may provide a quote to be included in your press release. Press releases must also include the standard recognition logo as follows (available to download here):

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No public announcements about funding decisions can be made until after the Government of Canada announcement.
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):

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

Canada

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 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:

No public announcements about funding decisions can be made until after the Government of Canada announcement.
- **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.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Linkedin Page</th>
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<tbody>
<tr>
<td>Employment and Social Development Canada (ESDC)</td>
<td>@ESDC_GC</td>
<td>@employment and social development canada</td>
<td>@esdc.gc</td>
<td>Emploi et Développement social Canada (ESDC) / Employment and Social Development Canada (ESDC)</td>
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<td>Community Foundations of Canada</td>
<td>@CommFdnsCanada</td>
<td>@CommunityFdnsCanadaHome</td>
<td>@commfdnscanada</td>
<td>Community Foundations of Canada</td>
</tr>
</tbody>
</table>

*No public announcements about funding decisions can be made until after the Government of Canada announcement.*
National Funder Recognitions
You are strongly encouraged to recognize the National Funders in your public communications about your project. You may do so by using the following logo files (available to download here) and by tagging National Funders using the social media handles above.

Community Services Recovery Fund

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 community service organizations, including charities, non-profits and Indigenous governing bodies, as they adapt and modernize their organizations.

- As the long-term recovery from the COVID-19 pandemic continues, we welcome the Government of Canada’s push for a more inclusive model of economic growth that creates opportunities for everyone in Canada.

No public announcements about funding decisions can be made until after the Government of Canada announcement.
Now more than ever, community service organizations, including charities, non-profits and Indigenous governing bodies, play a key role in addressing complex social problems faced by many communities across Canada.

From the beginning of the COVID-19 pandemic, community service organizations, including charities, non-profits and Indigenous governing bodies, across Canada have shown impressive stamina and creativity in their response to the diverse and increasingly challenging needs of their communities.

To support the vital work done by these organizations, the Government of Canada provided $400 million to Employment and Social Development Canada to create the Community Services Recovery Fund.

The Community Services Recovery Fund responded to what community service organizations, including charities, non-profits and Indigenous governing bodies, needed and supports them as they adapt to the long-term

As community service organizations, including charities, non-profits and Indigenous governing bodies, across Canada work to support recovery in their communities, the Community Services Recovery Fund will help them adapt and modernize their operations to grow their support in communities.

The Government of Canada delivered the Community Services Recovery Fund through three National Funders – Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada. The National Funders distributed funding to eligible community service organizations, including charities, non-profits, and Indigenous governing bodies, providing services in communities across Canada.

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.

No public announcements about funding decisions can be made until after the Government of Canada announcement.