



Grant Communication Guidelines

When news of a grant made by Waco Foundation is publicized, the benefits are widespread:

- You receive positive attention for the important work you are doing in your community which in turn, can spark the interest of other donors.
- Waco Foundation and its partners are recognized as well, which can promote additional charitable giving in Waco and McLennan County.
- Other nonprofit organizations learn about the Foundation's grant-making programs and potential opportunities for collaboration.

Members of the media are interested in hearing directly from a nonprofit organization and the people it serves. You are the most knowledgeable about the programs, events, and results you have achieved with the support of funders, including the Foundation. By coordinating our efforts, we can be more successful in informing the public about your work and its impact in the community.

Please forward this information to the person who is responsible for publicizing your grant.

Grant Recipient Responsibilities:

The following guidelines are intended to assist in the communication of your grant:

1. **Contact the local media**, including weekly community newspapers and special interest publications and the local TV stations, with a news release about your grant. Guidance for how to write about Waco Foundation is below. **Note: Send your news release to nkelinske@wacofoundation.org for review prior to releasing it to the media.**
2. **Include news of your grant in any publications you produce for distribution.** This includes news releases, newsletters, brochures, annual reports, board minutes, lists of supporters, etc.
3. **Provide Waco Foundation with any high resolution pictures** you have taken of your event or program. The Foundation will promote your program as part of an effort to inform donors about their contributions. Pictures of your event are the best way for people to learn

about what you do. Pictures can be emailed to the Director of Grants & Capacity Building at Waco Foundation: nwynter@wacofoundation.org.

4. **Acknowledging Your Grant.** Use the following language to acknowledge your grant from Waco Foundation:

This grant was made possible by the (name of fund listed in your grant letter) of Waco Foundation.

-or-

This project was funded (or funded in part) by a grant from the (name of fund listed in your grant letter) of Waco Foundation.

Always use our full name, “Waco Foundation,” when referencing the Foundation.

5. **When Describing Waco Foundation, Use the Following Language:**

The mission of Waco Foundation is to promote solutions to community challenges, strengthen local nonprofits, engage philanthropists and manage charitable assets in order to improve quality of life in McLennan County.

6. **Waco Foundation Logo.** Organizations may only use authorized copies of Waco Foundation’s logo provided directly by the Foundation. To request an authorized copy of Waco Foundation’s logo for use in any materials, email Natalie Kelinske at nkelinske@wacofoundation.org.

If you have any questions about publicizing your grant, please contact Nicole Wynter at nwynter@wacofoundation.org.