



Guidelines for Communicating about Your Grant

Congratulations on your recent grant from the Ocean Reef Community Foundation. We are pleased to provide funding to your organization. Sharing the news of your grant presents an opportunity to promote your good work and your role in the community, recognizes the Foundation and Ocean Reef Community for our support and encourages others to give.

Proper Use of Ocean Reef Community Foundation Logo & Name

LOGO: Request our logo by sending an e-mail with the intended use and any particular file type needed to foundation@oceanreef.com so that we can send the appropriate logo and resolution for your particular project. **DO NOT COPY THE LOGO FROM OUR WEBSITE.**

NAME: Whenever identifying the Ocean Reef Community Foundation, please **DO NOT shorten to "Ocean Reef" without the words "Community Foundation" or use the word "Club"** (as in Ocean Reef Club, a distinct and separate entity). Appropriate abbreviations (acceptable after using the full name at least once) include "ORCF" or "the Foundation."

SIGNAGE: If it is appropriate to recognize our donation with signage, **please contact us to coordinate an approved sign and we will cover the costs.** Please also note that signs should be well maintained in perpetuity or removed; funding will also be considered to repair or replace signage.

1. EXPECTATIONS. The Foundation requires the following of grantees:

- Include the Foundation's logo or name in all advertisements, promotional materials, social media and website posts, press releases or other press coverage, signage, program materials, brochures, applications, et al related to the specific grant project (except in cases where the Foundation is a relatively small funder and space does not permit).
- Announce your grant/project to your supporters through your organization's own publications, social media platforms, newsletters and e-communications, annual reports, website, etc.
- Tag us in all related social media posts: [@oceanreefcommunityfoundation](https://www.instagram.com/oceanreefcommunityfoundation) and [@heartfoceanreef](https://www.instagram.com/heartfoceanreef).
- Announce your grant/project to the public through a press release or invitation to media in your area either on receipt of funding or at a logical point in advertising the program, a project being installed/opening or program beginning or to share results of a completed project as appropriate
- Coordinate with the Foundation Executive Director on any potential press opportunities related to the project (for instance, a ribbon cutting)

2. REPORTING. Please be aware that you will be expected to document at least one effort made to acknowledge our support and provide samples with your required Grant Recipient Report in order to be considered for future funding. The Foundation will expect to receive:

- Final versions of all promotional and program materials for the grant project
- Samples of coverage/promotion (social media posts, press, website posts, emails, newsletters, etc.) of any projects supported by the Ocean Reef Community Foundation
- Photos of any signage and/or copies of (or links to) any video footage referring to Ocean Reef Community Foundation supported projects

Please contact the Foundation at (305) 367-4707 or foundation@oceanreef.com with any questions. We are happy to review your drafts.