



# congratulations!

## You've received a ***Seeds of Hope*** grant... Now what?

**You did it; congratulations!** Receiving a grant from our ***Seeds of Hope*** granting program is a testament to your dedication to your ministry, your initiative, and your good ideas. We are looking forward to the good works that you will do!

So, what's next? Well, you *may* be eager to get started (maybe you already have!) or perhaps you're still pursuing additional funding. No matter your situation, a great first step is communicating the news of your grant! You'll kindle the excitement for your project, and past grantees have told us that their ***Seeds of Hope*** grant has helped them secure other funding. Plus, sharing your story helps inspire others to learn more and apply!

This package contains everything that you need to help you effectively spread the news about your exciting project; sample announcements, letters, social media posts, and more!

Once again, congratulations! We are truly excited to see what you will do.

Erik Lo Forte  
Foundation Lead

### WE ARE HAPPY TO PROVIDE YOU WITH TOOLS YOU CAN USE:

- ✓ Announcing your project
- ✓ Grant follow-up report guidelines
- ✓ Photo permission form and tips
- ✓ Logos and tips
- ✓ Ready-to-use, custom social posts
- ... **and more!**



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**FOUNDATION**

*Focusing on the Future Together*

1 866 340-8223 • [fdn@united-church.ca](mailto:fdn@united-church.ca)  
[unitedchurchfoundation.ca](http://unitedchurchfoundation.ca)

# Seeds of Hope announcing your project

It's time to tell the world about your exciting project! In this section you will find some templates for you to easily announce your project and to identify your group as a **Seeds of Hope** recipient.

Linking your project with your **Seeds of Hope** grant helps others know about the Foundation's granting programs, leading to future innovation, good works and vibrant ministry. Foundation donors can see the impact of their generosity, and you could even inspire more support locally, too! Most importantly, we'll all see the Spirit alive across the church; a win any way you look at it!

## What should we include?

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We've provided you with some samples, but if you're writing your own announcements, please make sure to include the following:

1. A "thank you" to the **United Church of Canada Foundation** and a mention of the **Seeds of Hope** granting program (make sure to 'tag us' on social media!)
2. The **United Church of Canada Foundation** logo and/or the **Seeds of Hope** logo
3. The name of the fund(s) your grant is from (found in your grant letter)

## Social media announcements

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Social media is a great place to announce your grant! To help spread the word, we've created two graphics in Canva that you can easily customize!

Click the links below to access or email [fdn@united-church.ca](mailto:fdn@united-church.ca)

**Facebook graphic**  
**Instagram graphic**

Be sure to tag the Foundation in your post, and include the hashtag **#SOHSpring2024**

## Longer announcements for press releases, church annual reports, and more

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### HEADLINE

[Church or organization name] announces a grant of [grant amount]

### BODY TEXT

[Church or organization name] is happy to announce that they have received a grant of [grant amount] through the [grant / fund name], a part of **The United Church of Canada Foundation's Seeds of Hope** granting program.

This grant will help fund [Project name as listed on your application]. [Program description: what are the aims of the project; what will it accomplish; where and when will it take place, if applicable?]

The **Seeds of Hope** granting program supports innovative, unique, and much-needed projects which enable congregations and other United Church-affiliated individuals and organizations to live out the New Creed's call to seek justice, live with respect in creation and love and serve others. For more information, please visit the Foundation's website: [unitedchurchfoundation.ca](http://unitedchurchfoundation.ca)

## Church bulletin announcements

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Congratulations [church or organization name] on your grant of [grant amount] for your project "[Project name as listed on your application]".

The **United Church of Canada Foundation** is pleased to support you through the [grant / fund name], provided through the **Seeds of Hope** granting program.



# using the Foundation's logo

Our supplied templates already have The United Church of Canada Foundation and/or Seeds of Hope logos built into them. However, if you are producing your own materials related to your project (brochures, flyers, posters, websites, etc.), the tips below can be helpful.

We've included PNG files which are images that have transparent backgrounds, so that the logos will more seamlessly fit into your designs. Also included are JPGs and EPS vector images that should meet all your needs. If you're looking for something else, please let us know!

*Here are some guidelines for using our logos:*



## 1. Maintain legibility

You are welcome to make the logo as small or large as you want, but please ensure that it is legible and readable for its intended use. For example, a logo on a brochure does not have to be recognizable from someone standing 20' away, but the same logo on a poster does.

Also make sure that the logo isn't too "busy": try to place it on a solid colour, like white or black, instead of a busy background like on top of a photo.

## 2. Maintain aspect ratio

Please do not "stretch" or "squish" or reposition our logos when you are resizing them.

**Tip:** Holding down the Shift key while expanding or shrinking the logo will maintain the proper shape of the logo in most image-editing programs.



## 3. Give it space

Make sure that the logo has "breathing room" around it: it should not be placed right up against the edge of the page.

## 4. When in doubt, be kind

When in doubt, ask yourself if you think you are treating the logo fairly. If you are unsure, try to re-work your design so that you are more comfortable with how the logo is placed.



Too close  
There, that's better

## 5. Files we are happy to provide you with

UCCF\_Logo.eps  
UCCF\_Logo.jpg  
UCCF\_Logo.png



UCCF\_Seeds of Hope + UCCF Logos.eps  
UCCF\_Seeds of Hope + UCCF Logos.jpg  
UCCF\_Seeds of Hope + UCCF Logos.png



UCCF\_Seeds of Hope Logo.eps  
UCCF\_Seeds of Hope Logo.jpg  
UCCF\_Seeds of Hope Logo.png







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## *Seeds of Hope* grant follow-up report guidelines

**Seeds of Hope** grant recipients are required to submit a report of no more than 4 pages. A good way to organize your reporting is to consider the following elements:

**Project activity and outcomes**  
*Impact*

**Financial Accountability**  
**What you learned**

**Future Plans**  
*Relationship Building*

A thorough grant report allows your organization to share the story of your project in your own words. It can be used in your communications (think: annual report, case for support, local newspaper), can help secure additional funding for related and future projects, and will be invaluable to other organizations applying for **Seeds of Hope** grants.

*In your report, please answer the following:*

☐ Organization name, project name, awarded grant amount, awarding fund name, year of grant.

☐ Did you carry out the project as originally described? If not, what changed and why?

☐ Describe the both positive and negative aspects of the project, and anything that you would do differently if you did it again.

☐ What were the top three learnings that resulted from this work? What would you tell others who wanted to do something similar?

☐ What specific, measurable results have you accomplished? How do the results compare with the objectives identified in the proposal?

☐ What outcomes do you anticipate in the long term (three years or more) as the result of your project?

☐ What outcomes do you anticipate in the short term (over the next year) as the result of your project?

☐ Provide any anecdote(s) and/or testimonial(s) that help explain the success and impact of the project (e.g. a specific story of how it affected a participant or the community).

☐ What new and old relationships have been fostered as a result of the project?

☐ Describe in reference to the specific outcomes and goals listed in your proposal which ones were achieved, which ones were modified, and which ones were not obtained.

☐ How did you acknowledge the support of The United Church of Canada Foundation?

☐ How did your actual expenses and revenues compare with the project budget you submitted? Include brief notes to explain variances.

☐ How did you hear about the **Seeds of Hope** granting program?

☐ How did you find your experience working with The United Church of Canada Foundation? *Please provide feedback both on positive aspects and areas in need of improvement.*



*We may ask to use photos that you took in promotional material, like brochures, annual reports, or ads!*

*Your stories are inspiring, and can help spread the good news about the Foundation's ability to help other groups like you!*

*Please use our **Photo Permission Form** that follows to give the Foundation permission to use the photos that you send us.*

*We also love videos! Email us at **fdn@united-church.ca** to find out about our **EASY** video collection process!*





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## ***Seeds of Hope*** photo permission form

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

*I give permission to the United Church of Canada Foundation to use the images listed below to:*

- a. Create a record of the project*
- b. Promote the project, or the United Church of Canada Foundation*

*This may involve publishing the photo in print publications, advertisements, on the Foundation's website, and elsewhere in a responsible manner.*

### **File name or description of the image**

Image 1 \_\_\_\_\_

Image 2 \_\_\_\_\_

Image 3 \_\_\_\_\_

Image 4 \_\_\_\_\_

Image 5 \_\_\_\_\_

*By signing this form, I am confirming that I have the ability to give the United Church of Canada Foundation permission to use these images.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

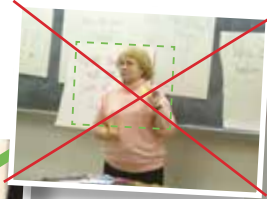
# photo tips and tricks

When your project is happening, we know that taking photos may be the last thing on your mind. However, documenting the project through photos is an incredibly important step – one that will help you better tell people about your event's impact and experience. After all, a picture is worth a thousand words!

*Here are a few tips that will help you take better project photographs:*



^ >> *The wood... the stretch... and focusing on the cups... when taking a picture look for 'movement' that helps move people's hearts.*



*The closer you get, the better >*

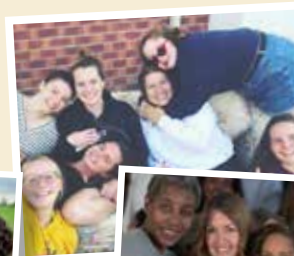


^ *Line-ups are so 1990s*



^ *Line-up 2020s-style*

*Quintessential selfie c. 2020 >*



< *Mob rules!*



^ *Balcony shots: kids stand out*

< *Group too big? Focus on a few*

## 1. Use your phone

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Instead of using a digital camera, why not use the high-resolution camera on your smartphone? These cameras are made to be easy to use and feature automatic focusing and other user-friendly tools.

## 2. Take some practice shots

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Go for a walk and try to take some interesting photos before your event! This will help you get the shots that you really want, when you really want them. As in the examples above, let elements in the photo guide the viewer's eye through the image in order to help tell a story.

## 3. Get nice and close

...

When framing your shots, think about taking a step or two forwards. We don't always need to see everybody's shoes: a good photo captures the emotion of the moment: concentrate on people's faces and hands, and you'll have good photos in no time!

## 4. Take photos of the process

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While your project is exciting, don't feel like all of your photos have to be taken at the very end! Photos of planning meetings, or set-up and take-down, are just as important to document the process!

## 5. Take lots (and lots) of pictures

...

Take more photos than you think you need! You never know when a picture that you think is perfect may not turn out. It's better to have too many photos than too few.

