



congratulations!

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

First of all, congratulations! The fact that you have received a grant from our ***Seeds of Hope*** granting program speaks to your dedication to your ministry, your initiative, and your good ideas. We are incredibly excited to see the good works that you will do with this award.

The United Church of Canada Foundation strives to help you – *and people like you* – create and sustain meaningful ministry across Canada. As a recipient of a ***Seeds of Hope*** grant, we hope that you can help us spread the news of our granting programs and inspire even more ground-breaking initiatives of faith.

This package contains everything that you need to tell everyone about your exciting project. We've included samples of announcements, letters, social media posts, and more that you can use as a foundation to effectively spread the news about your project.

Once again, congratulations! We could not be more 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 | ✓ How to use our logo |
| ✓ Grant follow-up report guidelines | ✓ Image use guidelines |
| ✓ Photo permission form and tips | ✓ Logos |



THE UNITED CHURCH OF CANADA
FOUNDATION

Focusing on the Future Together

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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 it as a **Seeds of Hope** recipient.

Linking your project with your **Seeds of Hope** grant helps other people know about the Foundation's granting program, which may lead to more people applying to a **Seeds of Hope** grant in the future. Furthermore, it is rewarding to our donors to see the impact of their generosity in the community.

Feel free to use the following examples to get you going:

Making your own announcements

...

Want to write your own announcements? That's great! Please make sure that your announcements have the following information in them:

1. A "Thank you" to the United Church of Canada Foundation
2. The United Church of Canada Foundation and / or the **Seeds of Hope** logo
3. A mention of the specific fund(s) you are receiving (found in your official grant letter)
4. A mention of the **Seeds of Hope** granting program

Social media announcements

...

Thank you, The United Church of Canada Foundation! [church or organization name] has been granted [grant amount] from the [grant / fund name] for our upcoming project, "[Project name as listed on your application]"! This grant is made possible through the **Seeds of Hope** granting program.

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

...

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

Church bulletin announcements

...

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 *Seeds of Hope* logos built into them. However, you will also have to produce your own materials related to your project: brochures, flyers, posters, websites, and more.

For these uses, we include copies of our logos to all award recipients. Included are PNG files. These 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 not, please tell us!

Here are some guidelines on how to properly use our logos:



1. Maintain legibility

...
Feel free 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

...
Digital & print versions of:



Seeds of Hope logo is available in outline and solid option:



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Print files: eps

Digital files: jpg, 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 to the Foundation. We use these reports to better inform the risks and needs of future applications, so that grants may be awarded to organizations for projects that have the highest chances of making a successful impact.

It is also important for you as an organization to write this report for your own records. No project ever happens 100% as intended, and these questions will help you identify areas that can be improved for future endeavors.

In a report of no more than four pages, 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 we want to use them to spread the good news about the Foundation's ability to help other people like you!

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





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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 _____

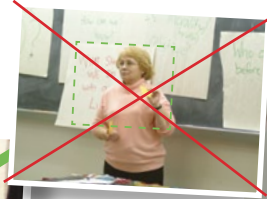
photo tips and tricks

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

...
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

...
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

...
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.

