



## FUNDING ACKNOWLEDGEMENT REQUIREMENTS BC Government's Buy Local Program Projects

Your project is funded in part by the BC Government's Buy Local Program, a program delivered by the Investment Agriculture Foundation of BC (IAF). Funding for this program has been provided by the BC Ministry of Agriculture.

These requirements have been developed to assist you, as a recipient, to appropriately acknowledge the source of funding in all communication materials and products related to your project. Additionally, these requirements will assist you to initiate a public announcement about your project, if proposed.

Many projects involve a number of individuals, organizations, third party contractors and other partners. **Please share this information with all those involved in the delivery of your project.** You are required to ensure that the requirements are applied consistently in all project communications, materials and products, failure to do so may put committed funding at risk.

### PUBLIC ANNOUNCEMENTS

Section 11 of IAF's Contribution Agreement stipulates that funding recipients will not make a public announcement about the project, whether about project funding, results, or anything whatsoever, without the prior consent of IAF and the Province of British Columbia. **The BC government will work with each successful applicant to announce their project as they are approved. Recipients will not make any announcement concerning their project without the prior consent of the BC Ministry of Agriculture.**

Please note that "public" generally refers to anyone outside of the funding recipient's organization. These rules do not apply to project-related communications with your directors, employees, project-related contractors and other project funders or contributors. They do apply to any "public" communications, including your clients or membership.

### ACKNOWLEDGEMENTS

Section 11 of the Contribution Agreement address the issue of funding acknowledgements. Recipients of funding are expected to include appropriate acknowledgements on all project-related **communication materials and products**. Acknowledgements typically include graphic identifiers and written statements. Not all communication materials and products require both. In special circumstances only, where space does not permit, no acknowledgement is required (e.g., Twitter, in-store channel strips, restaurant menus).

#### CHECKLIST

- I have shared this information with the others involved in this project (including contractors).
- My project involves other funding partners AND I have talked to IAF Communications early to determine what is expected.
- I am planning to make a public announcement AND I have advised IAF Communications at least 4 weeks in advance.
- I am developing communication materials or products AND I have talked to IAF Communications early to determine what is expected.
- I have included the disclaimer statement in project reports.
- I have sent our materials to IAF Communications for review at 5-10 business days before publishing.

Please talk to us early on in the development of your communication materials and products to determine what is expected. If your project involves other funding partners, please talk to us to determine how these guidelines may be adapted to fit the unique circumstances of your project.

### 1. **Graphic Identifiers**

Where feasible, graphic identifiers should be used in reports, publications and materials such as websites, brochures, directories, banners, signs, retail flyers, print advertising, clothing, billboards, vehicles, and online advertising.

There are two options for identifying the participation of the BC Ministry of Agriculture and the Investment Agriculture Foundation in a project:

**Option 1 (Preferred Option):** The BC logo should be used to recognize the Province's support. IAF Communications staff will provide you with the logo and the Third Party Use form, which must accompany all materials submitted for approval.



**Option 2:** If no other graphic identifiers are used on a product, then the Province of British Columbia and the Investment Agriculture Foundation of BC participation may be made by a credit line only.

### 2. **Credit Line**

The credit line should always appear with the Province of British Columbia logo where feasible. The following statements are provided as samples. Please advise us if you would like to modify these acknowledgement statements or request an exemption.

*i) Where the BC Buy Local Program is the sole funding partner:*

*This project is supported by the BC Government's Buy Local Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.*

*ii) Where there are multiple funding partners:*

*Funding support provided, in part, by the BC Government's Buy Local Program; delivered by the Investment Agriculture Foundation of BC with funding from the Government of British Columbia.*

Exemptions to using the logo and credit line will be made when the amount of space is limited and/or it may not be suitable. Examples of exemptions are: in-store channel strips, shelf-danglers, restaurant menus, product labels, and certain types of product endorsements.

### 3. **Disclaimer Statement**

Disclaimers are required in reports and other publications, especially when they contain recommendations and opinions. Include this statement:

*The Government of British Columbia is committed to working with industry partners. Opinions expressed in this document are those of [the authors] and not necessarily those of the Government of British Columbia or the Investment Agriculture Foundation of BC.*

### **SUBMITTING MATERIALS FOR REVIEW**

Please submit all project-related communication materials and products to IAF's Communications staff prior to printing and distribution to ensure appropriate acknowledgements are included. The Foundation will coordinate the necessary approvals with the BC Ministry of Agriculture.

It is important to provide materials to staff well in advance of your distribution deadline, as it can take some time to review. The approval process can take up to five business days and sometimes longer, depending on the type of material being reviewed. IAF's Communications staff recommends you submit materials ten business days in advance.

### **CONTACT US**

We are here to answer your questions about these guidelines, provide appropriate graphic identifiers for your materials and work with you to apply these guidelines on your project's communication materials and products. Contact IAF Communications staff directly with any questions or to notify IAF of your intended communications activity.

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