



# FUNDING ACKNOWLEDGEMENT REQUIREMENTS

## Tree Fruit Competitiveness Program Projects

Your project is funded by the BC Ministry of Agriculture's Tree Fruit Competitiveness Program, a program delivered jointly by the BC Fruit Growers' Assoc. (BCFGA) and the Investment Agriculture Foundation of BC (IAF).

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 desired.

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

The 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 in hard copy, electronic or social media formats.

### FUNDING ACKNOWLEDGEMENT REQUIREMENTS PROCESS

#### Requirements Received

- Funding Acknowledgement Requirements received



#### Review Requirements

- Review Requirements
- Share Requirements with Team



#### Design Materials

- Request logos from IAF
- Design project materials



#### Submit Materials

- Submit materials to IAF 10-15 days in advance
- IAF submits to BC Government for review



#### Feedback from IAF

- IAF provides BC Government feedback
- Resubmit updated material (if required) for approval



#### Approved

- Upon approval notice from IAF can be materials distributed

## ACKNOWLEDGEMENTS

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.

Please talk to us early 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.

### GRAPHIC IDENTIFIERS

Where feasible, graphic identifiers should be used in reports, publications and materials such as websites, brochures, posters, presentations and signs.

There are two options for identifying the participation of the BC Ministry of Agriculture, the BC Fruit Growers' Assoc. and the Investment Agriculture Foundation in a project:

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

FUNDING PROVIDED BY:



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

Please contact the IAF Communications team to request the required Logos (graphic identifiers). Please specify what type of files you require (i.e. EPS, PNG) or the type of project you are working on (i.e. brochure, website, etc.).

## 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.

1. Where the Tree Fruit Competitiveness Program is the sole funding partner:  
*This project is supported by the BC Government's Tree Fruit Competitiveness Program; delivered by the BC Fruit Growers' Assoc. and Investment Agriculture Foundation of BC*
2. Where there are multiple funding partners:  
*Funding support provided, in part, by the BC Government's Tree Fruit Competitiveness Program; delivered by the BC Fruit Growers' Assoc. and the Investment Agriculture Foundation of BC*

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.

## 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, the BC Fruit Growers' Assoc. or the Investment Agriculture Foundation of BC.*

## SUBMITTING MATERIALS FOR APPROVAL

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. IAF 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 **ten business days** and sometimes longer, depending on the type of material being reviewed. IAF's Communications staff recommends you submit materials fifteen 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.

IAF Communications Team  
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