



FUNDING ACKNOWLEDGEMENT REQUIREMENTS

Tree Fruit Industry Stabilization Initiative

OVERVIEW

These requirements are designed to assist you in acknowledging funding received from the Investment Agriculture Foundation of B.C. (IAF) through the Tree Fruit Industry Stabilization Initiative. Funding for this program has been provided to IAF by the BC Ministry of Agriculture & Food. The purpose of these requirements is to ensure that acknowledgement and recognition of IAF and the Province of BC is communicated in an effective, coherent and consistent manner. Failure to follow these requirements may put the committed funding at risk.

WHY

As stated in your Contribution Agreement or Service Contract, public acknowledgment is a condition when receiving funding from IAF. Public acknowledgment shows how public funds are being spent and raises public understanding of the economic and social benefits of agreements such as yours. When funded projects are successful, acknowledgment of government assistance can provide us with a valuable rationale to continue to support industry organizations in a tangible way.

WHEN

Once funding has been approved, there are numerous opportunities for acknowledging the IAF contribution, for example:

- during project launch or project-related events
- on project-related materials, promotions or publicity
- upon reaching a project milestone or successful project completion
- in media interviews or news releases

PROCEDURE

In general, you are requested to acknowledge the IAF funding in all project-related materials, activities or events. These three steps outline the basic procedure for appropriately recognizing the partners who are providing funding assistance for your project:

1. **Verbal or Written Acknowledgement:** IAF funding assistance should be acknowledged in any project-related interviews, presentations, publications, signage, promotional materials, publicity materials or other communications materials.

In publications, this wording is normally placed inside the document within the first couple of pages in an “acknowledgements” section. This is also a good place to acknowledge any other financial supporters, sponsors or other contributors. IAF funding assistance should be recognized using standard wording, such as one of the following:

“[Project/Program Name] is funded by the Government British Columbia through programs and initiatives delivered by the Investment Agriculture Foundation of BC.”

2. **Disclaimer:** Please also include the following disclaimer with the acknowledgement statement in publications:

“The Government of British Columbia and the Investment Agriculture Foundation of BC are pleased to participate in the [production/delivery] of this [project/publication/event, etc.]. We are committed to working with our industry partners to address issues of importance to the agriculture and agri-food industry in British Columbia. Opinions expressed in this [report, publication, etc.] are those of [organization name, the authors, etc.] and not necessarily those of the Investment Agriculture Foundation or the Government of British Columbia.”

3. **Logos:** For projects which have received financial support from IAF, the IAF Logo, BC Identifier and text “Funding provided by:” should also be included on all printed or electronic materials (publications, signage, presentation materials, promotional materials, publicity materials, etc.). Contact IAF Communications to obtain appropriate logos and usage guidelines.

funding provided by:



4. **Review of Materials:** Provide a draft copy of project-related products to your Program Manager or IAF Communications for review before printing, distributing or posting to ensure that contributors receive appropriate recognition.

ADDITIONAL INFORMATION

For questions, logos and material review, contact your Program Manager or IAF Communications:

IAF Communications Team

communications@iafbc.ca