



# FUNDING ACKNOWLEDGEMENT REQUIREMENTS

## Perennial Crop Renewal Program (PCRP)

### Overview

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

Many projects involve several individuals, organizations, third party contractors and other partners. Please share this information with all those involved in the delivery of your project. As a recipient of funding, **you are expected to include appropriate acknowledgements on all project-related communication materials and products.** These requirements are part of your contractual obligation.

Funding acknowledgements typically include logos (graphic identifiers), a credit line (written statement), and/or a disclaimer statement. You must submit proofs of all communications materials in advance of being made public to IAF's Communications (Comms) Team.

### Why?

Public acknowledgment is a condition when receiving funding from government funders. 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.

### Public Announcements

The program funding partners will likely announce their investment in your project (i.e. through a media release). Until this media release is published no public announcement about your project / the funding amount is allowed. Please note this does not prevent you from completing project activities, this only applies to announcements about your project or funding.

If you would like to announce your project prior to the media release, the Government of BC may allow client-led funding announcements. If this is something you would like to pursue, please submit



your proposed announcement **at least four weeks in advance** and we will facilitate the approval process.

## Requirements

The IAF Comms Team is there to help with questions about funding acknowledgement requirements for each type of material. Materials can include:

- Website or webpage
- Newsletter
- Advertisements (print and digital)
- Social Media posts
- Signs
- Presentations
- Reports / Publications
- Brochures / Flyers
- Poster
- Public Announcements
- Events
- And more

If you are writing a report, typically, we recommend the acknowledgement appears near the front of a report or publication, at the bottom of the table of contents, an acknowledgement page or similar. Please reach out early if you would like more guidance on specific item requirements and placement.

In general, you are requested to acknowledge the IAF funding in all project-related materials, activities, or events through a combination of a credit statement, disclaimer, and logos.

### 1. Written or Verbal Acknowledgement

A credit line should be included in reports and other publications. For brochures, advertising, posters or displays, a written statement may not be required. The following statement is provided as a sample for inclusion in publications and communication materials. Please advise us if you would like to modify these acknowledgement statements or request an exemption.

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

We gratefully acknowledge the financial support of the Province of British Columbia through the Ministry of Agriculture and Food.

### 2. Disclaimer

Disclaimers are required in reports and other publications, especially when they contain recommendations and opinions. Please also include the following disclaimer with the acknowledgement statement:

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

The correct logo set should also be included on all printed or electronic materials (publications, signage, presentation materials, promotional materials, publicity materials, etc.). Visit the [Project Resource Hub](#) to obtain appropriate logos and forms.



When using the Province of BC logo, the province requires you to complete a 3rd party use form. Please submit this with your materials.

### Process

1. Requirements are received by project recipient
2. Requirements are reviewed shared with the project team
3. Materials are designed
  - a. Posters, reports, research summaries, ads, etc.
4. Materials are submitted to IAF communications via the [IAF Client Portal](#)
  - a. Submit proposed media releases and announcements **4 weeks in advance**, and most other materials **10 days in advance** of distribution
  - b. IAF will review the content, and forward for government review if required.
5. Feedback is received from IAF (via IAF Client Portal)
  - a. If edits are required, IAF will notify you. You are then required to complete those edits, and depending on complexity, resubmit.
6. Materials are ready for distribution
  - a. IAF will let you know once materials are approved and then you may distribute.

### Additional Information

For questions contact IAF Communications at [communications@iafbc.ca](mailto:communications@iafbc.ca)