

# FUNDING ACKNOWLEDGEMENT GUIDELINES

## Perennial Crop Renewal Program (PCRP)

### What is Funding Acknowledgement

Funding acknowledgement is exactly what it sounds like, acknowledging the funders that are making your project possible. It's important to the program funders that funding is appropriately acknowledged, and credit given on any public communications.

If you make a social media post, newsletter update, media release, or other public project communications, the material must be submitted in advance of publication for review and approval. This includes any reports or publications.

**You must submit material(s) and receive approval of all communications material(s) in advance of being made public to IAF's Communications Team.** Funding Acknowledgment approval must be received before your expense can be produced, used, or reimbursed.



### How to Acknowledge Funding

If you want to publicly share any communications materials that relate to your project you will need to acknowledge the Government of British Columbia, this includes for:

- Social Media Posts
- Videos
- Presentations
- Websites/Webpages
- Brochure
- Poster
- Newsletters
- Media Releases
- Report
- Event materials

## Announcing Project Funding

If you're looking to announce your project funding publicly, you must reach out to IAF with your proposed announcement at least four weeks in advance and IAF will help facilitate the approval process. If the Government of British Columbia haven't announced their investment in your project (i.e. through a media release), they may request that you wait to announce your project publicly until they have made an announcement.

## What to Include

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

### 1. Logos

The funders logo set should be included on all printed and electronic materials (publications, signage, presentations, promotional materials, publicity materials etc.).

Visit the [Project Resource Hub](#) to download the logos and guidelines.



### 2. Credit Statement

A credit statement should be included in reports, presentations, webpages, newsletters, videos, and media releases. This statement can be placed within the first couple pages or at the bottom of the item in an 'acknowledgment' section along with any project funders.

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

### 3. Disclaimer

A disclaimer is required in reports and other publications, especially when they contain recommendations and opinions. Please 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.*

## How to get Approval

### 1. Design Materials

Design material(s), include appropriate logos and/or credit line.

### 2. Submit Materials

Submit the material(s) on the [IAF Client Portal](#). Please submit material(s) at least 10 days in advance. IAF will facilitate the approval process with the program funders.

### 3. Address Feedback

IAF will provide you with the feedback received from the funders. If required, you may need to edit the material(s) and re-submit for approval.

### 4. Receive Approval

Once the materials have been approved by the funder IAF will notify you to confirm that the material(s) is approved for use.

### 5. Use Materials

Once approval has been given, you're free to use the material(s).

#### Need help with IAF's Client Portal?

Watch our tutorial on how to submit Funding Acknowledgment!

[Learn more](#)

## Questions?

Not sure where to put the logo and credit line? We're here to help! Reach out to the Communications team at [communications@iafbc.ca](mailto:communications@iafbc.ca) or give us a call at 250-940-6150.