



Guidelines for Acknowledging Funding 2010 Industry Opportunities Fund

Assisting British Columbia's producers, processors, agri-businesses and rural communities to adapt, diversify and grow.

Policy:

These guidelines are designed to assist you in acknowledging funding received from the Investment Agriculture Foundation of B.C. (IAF) through the 2010 Industry Opportunities Fund. Funding for this program has been provided to IAF by the B.C. Ministry of Agriculture. The purpose of these guidelines is to ensure that acknowledgement and recognition of IAF and the Province of British Columbia is communicated in an effective, coherent and consistent manner.

Why

As stated in your Contribution Agreement or 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

Note:

Please advise your Program Manager or IAF's Communications staff prior to undertaking any project-related announcements, events or recognition activities.

Consider inviting IAF and provincial representatives to project-related events, official launches and other publicity-generating events. Having a provincial Minister or local Member of the Legislative Assembly at your event will raise the profile and harness more media attention, thus generating more publicity for your project. When sending out an invitation, it is a good idea to request a message that can be read out in case a provincial representative is unable to attend. Copy your Program Manager or IAF Communications so we can follow-up on your request. In both of these cases, three to four weeks advance notice is advisable.

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:

“Funding for this [project/report/publication/event/etc.] was provided in part by the Investment Agriculture Foundation of B.C. and the B.C. Ministry of Agriculture through the 2010 Industry Opportunities Fund.”

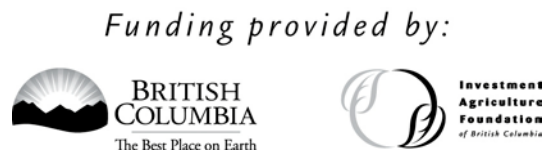
OR

“[We/name of applicant] wish to acknowledge the financial assistance of the B.C. Ministry of Agriculture and the Investment Agriculture Foundation of B.C. through the 2010 Industry Opportunities Fund, for making this [project/report/study/event/etc.] possible.”

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

“The Investment Agriculture Foundation of BC and the BC Ministry of Agriculture are pleased to participate in the [production/delivery] of this [project/publication/event, etc.] funded through the 2010 Industry Opportunities Fund. 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 Ministry of Agriculture.”

3. **Logos:** For projects which have received financial support from IAF, the B.C. Identifier, the IAF Logo, and the 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.



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:

Tel: (250) 356-1672

Email: info@iafbc.ca