



FUNDER RECOGNITION GUIDELINES – MAJOR GRANTS (\$15,000 +)

All ProAction funding is raised from private donors. The more donors hear about your program (from us or in the media) the more likely it is they will continue to support us. Please ensure that ProAction's role in supporting your program is a part of your message.

1. Use of ProAction Cops & Kids Name and Logo

The ProAction Cops & Kids name and official logo should be used consistently and according to guidelines for all materials¹ related to the program.

Official logos can be obtained by e-mailing holly@copsandkids.ca.

ProAction must receive a copy of all materials prior to circulation or production to approve the use of the logo and representation of ProAction.

ProAction as a Major Funder

ProAction may only be referred to as the Funder or Major Funder on all materials and when speaking about the program.

As the primary funder, ProAction's logo should appear first and the size of the logos should be representative of the level of contribution.

Program funders shall appear above program partners on all program materials and when speaking about the program.

2. Websites

The ProAction Cops & Kids official name and logo must appear on the program website with a link to the ProAction website.

ProAction may only be referred to as a Funder or Major Funder (as opposed to partner).

3. News Releases and Media Alerts

On all press releases, promotional materials, or when you are speaking about the program, the following sentence must be included:

“(PROGRAM) is funded by ProAction Cops & Kids, a charitable organization that provides funding for Toronto Police Programs for youth at risk.”

¹ “Materials” refers to any promotional items used for the program including but not limited to website, flyers, news releases, event programs, t-shirts, product, awards, and any other type of printed or marketing materials.

Whenever possible, ProAction's boiler plate should also be used on all print material, including and specifically on all news releases and media alerts. It should appear as follows at the end of the release or alert:

About ProAction Cops & Kids:

ProAction is a charity that funds projects and activities, initiated and run by police officers, which engage kids at risk. Its goal is to build trust and mutual respect between cops and kids, helping kids at risk before they become kids in trouble.

4. Media Relations

ProAction would like to hear about all media opportunities for your program. If you are aware that media will be at your event, please contact us.

Not only will ProAction staff try to attend the event, we can also assist with media material and provide you with briefing notes for potential interviews. In addition, we will provide a ProAction backgrounder to include in the program media kits.

Please contact our office at [416-222-7011](tel:416-222-7011) for more information.

5. Events

A) Signage

All signage must have the official ProAction Cops & Kids name and logo and a draft may be sent to the ProAction office for approval prior to printing. ProAction signage should be visible at all events related to the program.

B) Script

ProAction should be mentioned as a "Major Funder" in the opening and closing remarks at all major events relating to the program.

ProAction's President (or designate) shall be invited to say a few words at any major event (i.e. kick-off, tournament, year end celebration)

C) Invitations

Invitations to all major events related to the program shall be issued to ProAction. The invitation may be sent directly to the ProAction Grants Officer, who will confirm attendance of any staff or board members and report the final number to the Program Coordinator.

6. Photos & Release Forms

Please take photos of police and youth interacting during your program and forward digital copies with signed release forms (attached) to ProAction with your program report.

Information and photos may appear in the ProAction news brief distributed to donors, on the ProAction website, or in promotional material such as brochures.