



All ProAction Cops & Kids 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 ProAction. Please ensure that ProAction's role in supporting your program is a part of your message. ProAction encourages you to seek media attention for your program.

- **ProAction Cops & Kids must approve any news releases, media alerts** or other print materials before they are sent out to the media or public, regardless of whether they have been initiated by you, TPS Public Information Unit or an outside partner in your program (i.e. City of Toronto Parks, YWCA, etc.)
- Please refer to us as **ProAction Cops & Kids**, with absolutely no variation, in your first reference to us in your written material. In the second reference you may refer to us as just ProAction.
- On all press releases, promotional materials, or when you are speaking to media about your program, you must include the following sentence:
“(Program) is funded by ProAction Cops & Kids, a charitable organization that provides funding for Toronto Police programs for youth at risk.”
- ProAction's organizational summary must also be included on any news releases, media alerts and other print materials. 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 youth at risk. Our goal is to build trust and mutual respect between cops and youth, helping kids at risk before they become kids in trouble.
- **Please notify ProAction staff of any and all media opportunities for your program**, regardless of whether they have been initiated by you, the TPS Public Information Unit or another of your partners in the program. If you are aware that media will be attending your event, or if you have sent out invitations to media, ProAction staff must be notified so they can attend the event, assist with creating/editing media materials and provide you with briefing notes for potential interviews.

Failure to refer to ProAction Cops & Kids correctly verbally or in print, as well as failure to notify us in advance of media opportunities for your program/event, will be considered when reviewing your program applications for ProAction funding in the future.

ProAction Logo

- Please ensure that the official ProAction Cops & Kids logo is prominently displayed on all flyers, websites and any other promotional materials for your program, whether they are produced by you or another of your partners in the program.
- Draft materials must be emailed to ProAction for approval of logo use.
- ProAction's official logo can be obtained by emailing meredith@copsandkids.ca.

ProAction Signage

- ProAction has 2 types of signage available for display at your program:
 - Large banner with grommets suitable for outdoor use and in large venues
 - ProAction vinyl banners, which may be displayed as one long sign or cut into pieces for smaller signage.
- All signage may be reserved by phone at 416-222-7011 and picked up at the ProAction office on the 6th floor of Toronto Police Headquarters.
- If you are stationed in Divisions 41, 42 or 43, you may obtain a large banner from P.C. Jill Davey at 41 Division. P.C. Davy can be reached at 416-808-4127.

Photo & Release Forms

- Please take photos of police and youth interacting during your program. Forward your picture to the ProAction office along with your program report and release forms, signed by the participants in your program, which you were given when your program was approved for funding.
- Information and photos may appear on the ProAction website, in the ProAction NewsBrief distributed to our donors and/or in other promotional materials.

Please contact Meredith Hopper, ProAction's Communications Coordinator, with any comments or concerns regarding these guidelines at 416-222-7011 or meredith@copsandkids.ca.