



FUNDER RECOGNITION GUIDELINES

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.

Flyers / Websites / Print Material

Please ensure that the official ProAction Cops & Kids Durham Chapter logo is prominently displayed on all flyers, websites, or any other promotional materials for your event.

Draft materials must be emailed to ProAction for approval of logo use. ProAction's Durham logo can be obtained by emailing nicole@copsandkids.ca

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.

News Releases and Media Alerts

On all press releases, promotional materials, or when you are speaking about your program, please include the following sentence:

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

Whenever possible, ProAction's boiler plate should also be used on all print material, including news releases and media alerts.

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 kids, helping kids at risk before they become kids in trouble.

If you require assistance with media relations and/or press releases, please contact us at 416-222-7011.

Media Relations

ProAction would like to hear about media opportunities for your program. If you are aware that media will be at your event, please contact Nicole Benoit at nicole@copsandkids.ca

Program Reports

Program reports (as outlined in your approval notice) must be completed and returned to ProAction within one month of your program end date. Please include any media coverage (articles, newspaper clippings, etc.) with your program report.

Photo / Video Acknowledgment & Release Forms

Information and photos may appear on the ProAction website, in the ProAction Annual Report distributed to our donors and/or in other promotional materials.

Please take photos and/or videos of police and youth interacting during your program and forward them with signed release forms (attached) to ProAction's office along with your program report.

Once you have obtained written consent by getting your participants to sign the Photo / Video Acknowledgment and Release Form (included in this package), we encourage you to post photos and videos on your program's social media page(s). If you are on Facebook, please like: www.facebook.com/copsandkids.ca and mention "ProAction Cops & Kids" in your post that we receive a notification and can share your program news and photos with others. For Twitter and Instagram posts, please tag/mention: [@copsandkidsca](https://www.instagram.com/copsandkidsca)