Acknowledgement toolkit

How to acknowledge and celebrate your grant from Milton Keynes Community Foundation

MK Community Foundation

Funding Fairness

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Intro

We are Milton Keynes Community Foundation. Our mission is to build a fairer, more inclusive community, by sending funding where it’s needed most in Milton Keynes.

As Milton Keynes’ place-based funder since 1986, we distribute grants from £3,000 to £100,000 and over. To be awarded a grant from Milton Keynes Community Foundation is a cause for celebration!

Acknowledging your grant from us is an important part of your project. It’s your opportunity to credit our support and to thank the continued support of our donors, without whom our funding would not be possible.

Acknowledging your grant also helps raise awareness of MK Community Foundation locally, so that more charities and groups know we are here to support them.

Planning your acknowledgement

Every recipient of a grant needs to acknowledge our support publicly.

All acknowledgements should be prominent, with the level of prominence proportionate to the size of grant. Please bear in mind that every project is different so not everything in this toolkit will be relevant to you. It’s best to have acknowledgement planned in from the start.

Thinking about it early in the process and allocating an appropriate budget will help you to acknowledge your funding in ways that not only meet our requirements but are also tailored and suitable for your project.

We hope you’ll find everything you need to plan your acknowledgement included in this toolkit.

Still have questions? Just reach out to us and we’ll be happy to help, email marketing@mkcommunityfoundation.co.uk

How to acknowledge your grant

The four grids below show where you should be acknowledging our funding. Every project is different and not everything on the list will be relevant to every project.

Seed Grants £0 - £750

Activity Associated with project	Acknowledgment statement	Acknowledgement logo	MKCF Quote	MKCF 'About Us' statement/notes to editors	MKCF Interview	MKCF representative attends launch
PR activity: for example; grant announcements, launch or milestone press releases, interviews, speeches.		✓				
Digital: for example; websites, intranets, videos and blogs, presentations, educational materials, newsletters.		✓				
Social media channels: acknowledgment of funding in posts on social media channels for example: Facebook, Instagram, Twitter / X, YouTube, LinkedIn, etc	✓	✓				
Launch, opening or milestone events: material including: invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, promotional gifts, uniforms, branded clothing, lighting, gobos, presentations, videos, cakes etc	✓	✓				
Advertising: newspaper, out of home, TV or radio advertising		✓				
Printed materials: or example; posters, flyers, brochures, tickets, invitations and banners, maps, postcards		✓				
Corporate materials: annual reports, impact reports		✓				
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats		✓				
Museum or library exhibits: exhibitions or artefact displays, interpretation panels , narrative, guides/maps, tickets and related materials including out of home, newspaper or digital advertising campaigns		✓				
Funding of staff or placements: job descriptions or job adverts, staff uniforms		✓				

Sapling Grants £750 - £5,000

Activity Associated with project	Acknowledgment statement	Acknowledgement logo	MKCF Quote	MKCF 'About Us' statement/notes to editors	MKCF Interview	MKCF representative attends launch
PR activity: for example; grant announcements, launch or milestone press releases, interviews, speeches.		✓				
Digital: for example; websites, intranets, videos and blogs, presentations, educational materials, newsletters.		✓				
Social media channels: acknowledgment of funding in posts on social media channels for example: Facebook, Instagram, Twitter / X, YouTube, LinkedIn, etc	✓	✓				
Launch, opening or milestone events: material including: invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, promotional gifts, uniforms, branded clothing, lighting, gobos, presentations, videos, cakes etc	✓	✓				
Advertising: newspaper, out of home, TV or radio advertising		✓				
Printed materials: or example; posters, flyers, brochures, tickets, invitations and banners, maps, postcards		✓				
Corporate materials: annual reports, impact reports		✓				
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats		✓				
Museum or library exhibits: exhibitions or artefact displays, interpretation panels , narrative, guides/maps, tickets and related materials including out of home, newspaper or digital advertising campaigns		✓				
Funding of staff or placements: job descriptions or job adverts, staff uniforms		✓				

Oak Grants: £5,001 - £10,000

Activity Associated with project	Acknowledgment statement	Acknowledgement logo	MKCF Quote	MKCF 'About Us' statement/notes to editors	MKCF Interview	MKCF representative attends launch
PR activity: for example; grant announcements, launch or milestone press releases, interviews, speeches.	✓	✓	✓	✓		
Digital: for example; websites, intranets, videos and blogs, presentations, educational materials, newsletters.	✓	✓	✓			
Social media channels: acknowledgment of funding in posts on social media channels for example: Facebook, Instagram, Twitter / X, YouTube, LinkedIn, etc	✓	✓	✓			
Launch, opening or milestone events: material including: invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, promotional gifts, uniforms, branded clothing, lighting, gobos, presentations, videos, cakes etc	✓	✓	✓	✓		✓
Advertising: newspaper, out of home, TV or radio advertising	✓	✓	✓			
Printed materials: or example; posters, flyers, brochures, tickets, invitations and banners, maps, postcards	✓	✓	✓			
Corporate materials: annual reports, impact reports	✓	✓	✓			
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats		✓				
Museum or library exhibits: exhibitions or artefact displays, interpretation panels , narrative, guides/maps, tickets and related materials including out of home, newspaper or digital advertising campaigns		✓				
Funding of staff or placements: job descriptions or job adverts, staff uniforms		✓				
High Quality Photography must be supplied						

Large Strategic & Transformational: £10,000 +

Activity Associated with project	Acknowledgment statement	Acknowledgement logo	MKCF Quote	MKCF 'About Us' statement/notes to editors	MKCF Interview	MKCF representative attends launch
PR activity: for example; grant announcements, launch or milestone press releases, interviews, speeches.	✓	✓	✓	✓	✓	
Digital: for example; websites, intranets, videos and blogs, presentations, educational materials, newsletters.	✓	✓	✓	✓		
Social media channels: acknowledgment of funding in posts on social media channels for example: Facebook, Instagram, Twitter / X, YouTube, LinkedIn, etc	✓	✓	✓			
Launch, opening or milestone events: material including: invitations, tickets, speeches, badges, posters, signage, press releases, interviews with the media, promotional gifts, uniforms, branded clothing, lighting, gobos, presentations, videos, cakes etc	✓	✓	✓	✓		✓
Advertising: newspaper, out of home, TV or radio advertising	✓	✓	✓			
Printed materials: or example; posters, flyers, brochures, tickets, invitations and banners, maps, postcards	✓	✓	✓	✓		
Corporate materials: annual reports, impact reports	✓	✓	✓	✓		
Signage for buildings, structures or outside spaces: including corporate signage temporary and permanent, wayfinding signage, funders boards, plaques, window stickers, flags and banners, doormats	✓	✓				
Museum or library exhibits: exhibitions or artefact displays, interpretation panels , narrative, guides/maps, tickets and related materials including out of home, newspaper or digital advertising campaigns	✓	✓				
Funding of staff or placements: job descriptions or job adverts, staff uniforms	✓	✓				
High Quality Photography must be supplied						

Websites and Intranets

- If we are the main funder for the project, our preferred location for our standard logo and acknowledgment logo is a standalone position at the top of the home page of the project website.
- If we are one of multiple funders, our preference is for other funders logos and our acknowledgment logo to be shown in order of size of grant given.
- A quote can be provided for the page if required. Please contact our Marketing Team at: marketing@mkcommunityfoundation.co.uk

Social Media

- A post on social media acknowledging your funding should be shared after your grant has been awarded.
- Posts should reference Milton Keynes Community Foundation and thank our donors.
- Please follow and tag us in your posts. You can also use the hashtags #FundingFairness #FundedByMKCF
- Our acknowledgement logo should be shown on profiles and posts on Facebook, Instagram, LinkedIn, Twitter/X and other social media channels as required.

How to find us:

- X FKA Twitter - @MKComfoundation
- Facebook - @Milton Keynes Community Foundation
- Instagram - @mkcomfoundation
- LinkedIn - @MK Community Foundation

Offsett Projects 2024

Printed Materials

- Acknowledgement of our funding should be highly visible on all printed material related to the project.
- If we are the majority funder for the project, our preferred location for our acknowledgement logo is a standalone position, away from other funder logos at the top left or top right of any material.
- If we are one of many funders our preference is for other funder logos and our acknowledgement stamp to be shown in order of size of grant given.

Ukraine Appeal Poster 2024

MK Pride Festival Programme 2024

Public Relations

- Acknowledgement of our funding should be included in press releases that announce:
  - development phase funding
  - delivery phase funding
  - key milestones
  - launch/opening events
- Press releases created and issued jointly, should include a quote from a MKCF representative.
- Our funding should be referenced in interviews with the media.
- For quotes and sign off of all press releases please contact the Marketing and Communications Manager.
- Our approved wording for Notes to Editors should be included in all press releases. See the Notes to Editors section of this toolkit.
- Our funding should also be referenced in future anniversary or celebratory events.

Signage for buildings, structures and external spaces

- Acknowledgement of our funding should be highly visible on all main signage related to the project.
- If we are the majority funder of the project our preferred location for our acknowledgement logo is a standalone position, away from other funder logos.
- If we are one of many funders our preference is for other funder logos and our acknowledgement stamp to be shown in order of size of grant given.
- On funders boards, if we are the majority funder our preferred location for our acknowledgement stamp is a standalone position. If we are one of many funders then the acknowledgement logo can be used in order of the size of grant given.
- Signage should be placed in prominent locations at entrances (integrated into the fabric of the building if possible), on gate entry signs, opening hours signs, entry window ticket desks and in other prominent locations where it will be visible to visitors.

Signage for buildings, structures and external spaces

- Signage should not be obstructed and must be produced at a size that is visible to pedestrians or motorists as appropriate.
- For capital works projects (restoration, nature conservation, townscape) large site boards/hoardings featuring acknowledgement should be displayed while work is taking place.
- The signage should be in place within 30 days of the start of the project, (temporary signage if appropriate) and permanent within 30 days of completion for the lifetime of the project, or in perpetuity if a permanent space.
- Proposed signage with detail of location/photos to be sent our Marketing and Communications Manager for approval.

Launch, celebration and anniversary events

- Acknowledgement of our funding should be highly visible at opening, launch or celebration events and referenced in speeches.
- Acknowledgement logo, statement, quotes etc should be included in all promotional activity, event materials and branding related to the opening/launch.
- If we are the majority funder we require a standalone position, away from other funder's logos. Our preferred position for our acknowledgement logo is the top left or top right of any material.
- If we are one of many funders our preference is for logos to be shown in order of the size of grant given.
- For grants over £20,000, a MKCF representative should play a major role in the launch event and in interviews with the media.
- Acknowledgement of funding should be referenced in future anniversary/celebration events.

MK Pride Festival Community Tent 2024

Groundbreaking Ceremony at Camphill MK Communities

Photography

- As part of your grant impact evaluation report, you will need to submit images of your project. We also require images for use on our website and to provide to the media. We are looking for the very best images to illustrate the positive and lasting change your project has created for people, communities and MK.

- We are looking for well executed photos that have good composition and tell a story. We are particularly looking for photography that is full of life – rich with colour, energy, character and most importantly people. Contact our Marketing and Communications Manager for more detail.

- Please send images of your project to our Marketing and Communications Manager and **marketing@mkcommunityfoundation.co.uk**

- Please include the relevant image permissions and credits. If we use your image we will credit your project.

How to talk about your grant

How to write our name

Milton Keynes Community Foundation

In titles and headlines you should always use Milton Keynes Community Foundation in full.

Where our name is used a number of times an abbreviated form can be used ‘MK Community Foundation’ but not in titles or headlines. If the sentence structure requires use of 'the' ahead of our abbreviated name, it should be a lowercase 't' on 'the'.

The abbreviations MKCF must not be used.

Our acknowledgement statements

The following statement should be used to acknowledge the funding of your project by Milton Keynes Community Foundation

Long version

Through the generosity of its fundholders and supporters, Milton Keynes Community Foundation sends funding to charities and projects that need it most. [Name of your project} is made possible by Milton Keynes Community Foundation. Thanks to its donors, we have been able to [short description of your project].

Shortened version

[Name of your project] is made possible by Milton Keynes Community Foundation. Thanks to its donors, we have been able to [short description of your project].

About us statement

This standard introduction should be used on websites to describe the organisation in more detail. This should link to mkcommunityfoundation.co.uk

Long version

Milton Keynes Community Foundation is a grant-giving charity sending funding where it’s needed most. Established in 1986, it supports local communities by providing grant funding to voluntary, cultural and community groups working across the city.

MK Community Foundation manages various funds which are used to sustainably support projects aimed at strengthening communities and improving local lives.

Its mission is to create a fairer, more inclusive Milton Keynes.

Notes to editors

This statement should be included as notes to editors in all press releases relating to your project.

About Milton Keynes Community Foundation

Milton Keynes Community Foundation is a grant-giving charity sending funding where it's needed most in MK.

Established in 1986, MK Community Foundation is dedicated to supporting local communities by providing grant funding to voluntary, cultural and community groups working across the city.

Its mission is to create a fairer and more inclusive Milton Keynes.

mkcommunityfoundation.co.uk

Example social media posts

Please ensure that you correctly tag us in your social media content so that we can see and share your acknowledgment.

Example post 1

We're thrilled to announce that our project, (PROJECT NAME), has been funded by MK Community Foundation! This support will allow us to (INSERT WHAT PROJECT WILL ACHIEVE). Thank you for helping us make a difference in our community!

Example post 2

[Name of your project] is made possible by Milton Keynes Community Foundation. Thanks to its donors, we have been able to [short description of your project].

Example post 2

[Name of your project] is made possible by Milton Keynes Community Foundation. Thanks to its donors, we have been able to [short description of your project].

Example social media posts

If you have been asked to use our separate ‘funded by’ acknowledgment logo, you will need to ensure that you mention and correctly tag the supporting fundholder within your social media content.

Made possible by

Fundholder logo

Example post 1

We’re thrilled to share that our project, (INSERT PROJECT NAME), has been funded by the @MKComFoundation, thanks to the generous support of @FUNDHOLDER! This funding will enable us to (INSERT WHAT PROJECT WILL ACHIEVE). We couldn’t do this without you—thank you for helping us make a real difference in our community!

Example post 2

Exciting news! With the amazing support of @FUNDHOLDER through the @MKComFoundation, we’ve just (INSERT RECENT ACTIVITY). Your generosity is helping us build a stronger, more vibrant community. Thank you for making this possible!

Example post 2

We’re beyond excited to announce that our project, (INSERT PROJECT NAME), has been generously funded by the @MKComFoundation, with special thanks to @FUNDHOLDER for making this possible! With this incredible support, we’ll be able to (INSERT WHAT PROJECT WILL ACHIEVE), bringing positive change to our community. We can’t wait to get started and share our progress with you—stay tuned for updates!

How to use our acknowledgment logo

How to use our acknowledgment logo

- Our acknowledgement logo must be used to acknowledge funding from Milton Keynes Community Foundation.
- Our logos cannot be altered or changed in any way and must be used as outlined in this toolkit.
- Please ensure you have downloaded the latest versions of our acknowledgement logos.
- Please follow and tag us in your posts. You can also use the hashtags #FundingFairness #FundedByMKCF
- Our acknowledgement logo should be shown on profiles and posts on Facebook, Instagram, LinkedIn, Twitter/X and other social media channels as required.

Which acknowledgement logo to use

Our acknowledgement logo is available in colour, white and black.

The colour and white acknowledgement logos are our preferred options.

Option 1A - colour

Option 1B - white

Which acknowledgement logo to use

Our acknowledgement logo is available in colour, white and black.

The colour and white acknowledgement logos are our preferred options.

Option 1C - black single colour

Which acknowledgement logo to use

In some instances, the grant funding you receive for your project will have been made possible through the ongoing support of our fundholders.

You will therefore need to use a separate acknowledgment logo. This logo includes and acknowledges the fundholder that has supported your project's funding.

We will let you know if you are required to use this logo when your grant has been awarded. This will be sent to you separately.

Option 2 - single colour

Made possible by

Fundholder Logo Here

Our colours

Primary colour palette

Pink	Purple	White
CMYK 0, 100, 0, 0	CMYK 60, 90, 0, 0	CMYK -
RGB 230, 0, 126	RGB 130, 55, 140	RGB 255, 255, 255
HEX E6007E	HEX 82378C	HEX FFFFFF
LAB 51, 78, -1	LAB 37, 42, -33	LAB 100, 0, 0
PMS 219 C	PMS 2612 C	PMS -

Acknowledgement sign off

All promotional materials and branding featuring our acknowledgement stamp or acknowledgement logo should be sent to our Marketing and Communications team for sign off.
Sign off must be obtained before production.
Please allow 7 days for approval from the Marketing team.

For queries regarding acknowledgement, please email marketing@mkcommunityfoundation.co.uk

How we will assess if your acknowledgement meets our requirements:

- We will assess whether you have met the requirements outlined in this toolkit.
- Failure to correctly acknowledge our funding will affect your Group Profile score. This could impact your ability to apply for grant funding in the future.
- If our acknowledgement logo has been applied incorrectly you may be asked to replace it.