

# Grantee Tool Kit

## 2024-2025

# Congratulations on receiving a grant!

In this Grantee Tool Kit, you'll find guidance on:

- ✓ Foundation Basics
- ✓ FAQs
- ✓ Foundation Contacts
- ✓ Brand Guidelines
- ✓ Acknowledgement Language
- ✓ Press Releases
- ✓ Social Media
- ✓ Logo Usage
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# Foundation Basics

Central Florida Foundation is the place for people who want to invest in their community. The Foundation serves as the region's community foundation and is home to more than 400 charitable funds. The Foundation manages and invests funds, offers personalized service and expert giving advice, connects caring people, businesses, governments and organizations to local initiatives that build and inspire community, and empowers them to make informed decisions that make a difference now and in the future. The Central Florida Foundation works with individuals, families, businesses, professional advisors and nonprofits.

**More Resources:** [CFF Fact Sheet](#) [cfffound.org](http://cfffound.org)



## COLLABORATION

We bring all the essential partners to the table—researchers, policy makers, business leaders, supporters and other stakeholders.



## IDEAS

We generate ideas to address the root cause of the challenge rather than simply fixing the symptoms.



## INVESTMENT

We connect strategy to philanthropy, coordinating community-wide investment into one-of-a-kind solutions.



## INNOVATION

We pilot big-picture, systemic solutions with the potential to change things for good. True impact requires unique approaches to issues.



## LEGACY

We create real, lasting change as stewards of our community's resources, passion and investment that will last well into the future.

# CFF Contacts

## Media & Communications Questions

### Laurie Crocker

Director of Marketing & Communications

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407.872.3050 x111

## Grant Questions

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Community Investment Manager

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# General FAQs



Content created with CFF's name and/or logo must be approved by CFF's Director of Marketing and Communications prior to publishing or sharing.

## Can I share on social media?

Yes, sharing on social media is allowed; however, there are guidelines to follow. Please see Social Media section for more details.

## Can I use the CFF logo?

Yes, if used within CFF guidelines, which you can find in the Logo section of this tool kit.

## How do I create content to share with our community?

This tool kit will contain templates and useful tips for sharing about your grant award with your community. We also recommend using tools, such as Canva, to create polished content.

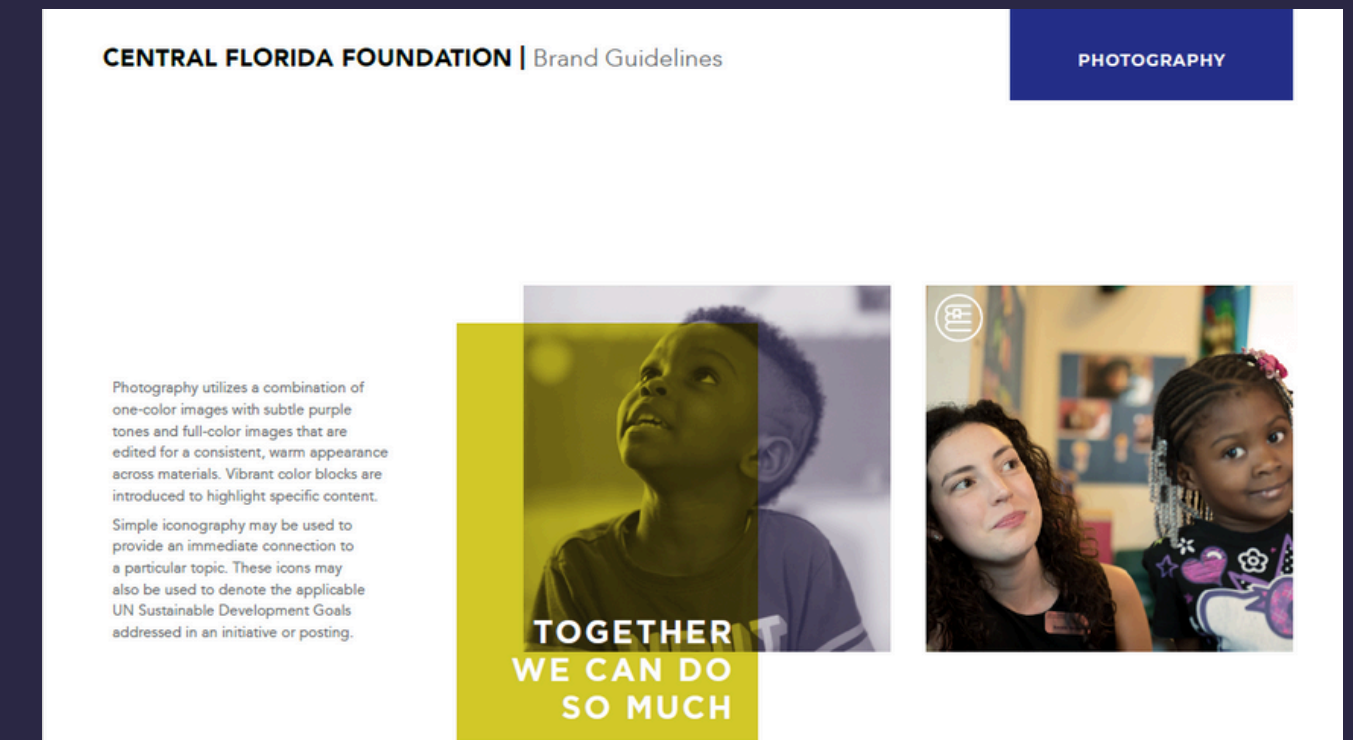
# Brand Guidelines



Brand Guidelines are an important part of helping our community recognize the Foundation and ensuring we maintain our voice.

Brand Guidelines are the style rules we follow when creating content. These guidelines include styles of font, colors, images, and more. If you have any questions on our Brand Guidelines, please reach out to our Director of Marketing and Communications.

Access CFF's Brand Guidelines [here](#).





# Acknowledgement Language

If you would like to acknowledge your grant on a website, newsletter, social media and/or other platforms, please refer to the options below.

## Long Form:

- If grant was awarded from **endowed Fund**:

“This project was funded [or funded in part] by a grant from [INSERT FUND NAME], an endowed fund at Central Florida Foundation. This endowment fund is a permanent community asset that was originally established by a generous individual whose desire was to help maintain and improve the quality of life in Central Florida. Their lasting contribution will help address current and future community issues forever.”

- If grant was awarded from **unendowed Fund**:

“This project was funded [or funded in part] by a grant from [INSERT FUND NAME], a Fund at Central Florida Foundation. This Fund was established by a generous individual and has a continued focus on improving [enter area of interest of designation].

# Acknowledgement Language

## Short Form:

- **Plaque**

Sponsored by [FUND NAME] at Central Florida Foundation

- **Social Media**

This project was funded [or funded in part] by a grant from [FUND NAME] at Central Florida Foundation.



Always refer to the Foundation first as “Central Florida Foundation.” You may use “Foundation” on second reference or use “[CFF]” after first reference and then subsequently use CFF in all further references.



# Press Releases

 Grantees are welcome to publish a press release using CFF's template provided to you in this tool kit.

 All press releases must be approved prior to publishing or distributing.

 If you have questions or would like help in completed a press release in relation to your grant, please contact us.

**Press Release**  
**Template**

# Social Media




Please use these hashtags, where applicable:  
**#cffound #communityfoundation**

We encourage you to share about your grant on social media; however, please follow these guidelines:

-  Tag Central Florida Foundation in your post or video. Click below to find your preferred platform.

**@cffound**     

We will do our best to share on our social media channels.

-  Any graphics created that include our logo or name must be approved.



We prefer for dollar amounts to not be the focus of a social media post; instead, we encourage you to share impact numbers or details of what the grant is supporting. If you need guidance with this, we're happy to help.

# Logo Usage



Each use of CFF's logo requires approval.

We encourage you to use our logo, with written approval, where suitable. Written approval can be obtained from our Director of Marketing and Communications via email.

Please let us know in your email how you plan to use the logo so we can send you the appropriate file format. If you are using the logo on the web, it should be linked to the Central Florida Foundation's website: [www.cffound.org](http://www.cffound.org).

# Approval Process



If you're unsure of whether an item needs approval, feel free to reach out to us.

Please send any curated materials in relation to this grant to our Director of Marketing and Communications for approval. Allow two [2] business days for a thoughtful response.

## Items Needing Approval

- ☒ Press releases
- ☒ Social media posts with CFF's name or logo
- ☒ Any website or newsletter graphic with CFF's name or logo

# Let Us Help Tell Your Story

We encourage you to send us copies of publications or media coverage that mention your grant. Please submit photographs – one or two images that best show your grant project, plus a brief description – that could be used for CFF’s social media, website and/or newsletter.

## Things to Remember

- ☑ Include any photography credit, if necessary
- ☑ Ensure your photos are clear and communicate a message.
- ☑ While we prefer hi-res images, iPhone and Android images are acceptable.

If your materials meet our current storytelling mission, we may contact you for a newsletter and/or blog post feature.

# Again, congratulations!

We're excited to work with you on making your grantee experience as impactful as possible.