



Grantee Communications Guidelines

The James Irvine Foundation believes that the strategic use of communications can help you succeed in your Irvine-funded efforts and increase the effectiveness of our grantmaking. Accordingly, we encourage you to consider announcing your Irvine grant through traditional media and social media, as appropriate. Because we seek to inform stakeholders about the progress, achievements, and lessons learned by our grantees, we provide the following guidelines to assist you.

Reviewing the Foundation

We encourage you to share how your experience has been with Irvine by submitting a review via Grant Advisor (<https://grantadvisor.org/>). This website allows grantees to anonymously describe the process of applying for a grant. We welcome all input and encourage you to share your perspective.

Acknowledging the Foundation

Your communications should focus on your organization and work, not on Irvine. However, if you acknowledge the Foundation's support, you could note that on any web pages about the project and in any announcements or other materials funded by this grant. In the case of multiple funders, Irvine should be included in your list of funders. **We therefore request the opportunity to review a draft of any announcement of your grant to ensure that Irvine is presented accurately and consistently.**

We also want to share with you approved language for some common ways grantees acknowledge the Foundation's support:

- In any grant announcements or materials funded by the grant, please use the following credit:
The [project/event] is supported by a grant from The James Irvine Foundation.
- If you choose to describe the Foundation in more detail, please use the following paragraph:
The James Irvine Foundation is a private, nonprofit grantmaking foundation dedicated to expanding opportunity for the people of California. The Foundation's grantmaking focuses on expanding economic and political opportunity for families and young adults who are working but struggling with poverty. Since 1937 the Foundation has provided more than \$1.76 billion in grants to nonprofit organizations throughout California. With about \$2.3 billion in assets, the Foundation made grants of \$91 million in 2017.
- If you are regranteeing Irvine funds to other organizations, Irvine's support should be noted in your communications with the sub-grantee. Please use the following credit for such communications:
This grant is awarded by [your organization] with funding from The James Irvine Foundation.
- If sub-grantees choose to recognize the source of funds for their grant, please ask them to use the following credit:
The [project/event] is supported by a grant awarded by [your organization] with funding from The James Irvine Foundation.



- If research or other work generated with Irvine support advocates a point of view, please use the following disclaimer:

The opinions expressed in this report are those of the authors and do not necessarily reflect the views of The James Irvine Foundation.

Please forward us a final copy of all external communications, such as news releases, newsletters, email announcements, website copy, fact sheets or any other materials that recognize the grant.

If you believe that publicly recognizing Irvine's funding of your work may not be appropriate — either for your organization or for us — please contact us to discuss options.

Irvine communications about grantees

Irvine sends out quarterly news releases to announce recent grants. We also promote some grantees on our website, via social media (Twitter and Facebook), and in a variety of printed and online publications. **Please let us know when you have milestone events in your Irvine-supported project.** We are always looking for story and photo opportunities for our publications and website. If we plan to feature your grant, we will contact you. We encourage you to read the latest about Irvine and our grantees on Twitter ([@IrvineFdn](https://twitter.com/IrvineFdn)) and Facebook page <http://www.facebook.com/irvinefoundation>. We also ask that you highlight the appropriate Facebook page or important people within your organization who we should follow on Twitter so that we can stay abreast of your work and promote your relevant activities.

Sending photos to the Foundation

We are actively building a collection of grantee photos (high-resolution, digital images) and ask that you send us photos that may be used to help promote or spotlight the project for which you received a grant. We prefer photos of candid moments or action shots of grant-related activities and in high-resolution (at least 300 dpi) JPGs. You may submit up to five images.

Prior to sending us your photos, please ensure you have written consent from individuals in the photos. We will archive your photos on file for use on the Foundation's website, presentations related to our grantmaking areas and other materials that relate to our work in California. We will be sure to credit your organization each time we use your photos.

Irvine logos

Grantees can use Irvine logos in print or online materials. Please do not download the logo from our website as it is too low resolution for most uses. You can request a logo in many different formats and types by contacting the staff listed below.

Linking to the Foundation's Website

The Foundation provides live links to each grantee's website from the searchable grants database on our website. We encourage you to link back to Irvine's [website](http://www.irvine.org) as appropriate. We have web-ready logos for you to use to link back to our website.

Statements for the Media

Irvine grantees occasionally need a statement from a member of our staff for use in press announcements or have other media-related questions. We cannot always accommodate this, but please contact the staff listed below for assistance in this regard.



Sharing News Coverage

Please forward a copy of any media coverage generated by activities funded by this grant. Not only do we appreciate the opportunity to learn how grantees' work is reaching the public, but we also would like to help promote your work via our [blog](#). We also often use social media channels to help promote the work of our grantees.

Communications Help for Smaller Organizations

The Foundation makes grants to organizations of all sizes, including many who may be new to strategic communications. Excellent resources are available to help nonprofits with communications strategies:

- *The Communications Toolkit — A Guide to Navigating Communications for the Nonprofit World*, was created by Cause Communications, and funded in part by Irvine. To download a copy of the toolkit, visit <http://www.hersheycause.com>.
- Spitfire Strategies has created an online interactive tool to help nonprofits with communications. It is available at <http://www.spitfirestrategies.com>.

Contact Us

To provide any of the materials requested in these guidelines, and for any questions or requests, please contact our Communications Associate, Jessica Bazàn, at jbazan@irvine.org or call (415) 356-9940.

We look forward to working with you!