

Communications guidance for grant-holders

The Foundation is keen to publicise and share the ideas and experience that emerge the work it funds. Here is a short list of our hopes and expectations in terms of communication matters for funded projects. Please do contact the Communications and Research Officer, Harriet Lowe (harriet.lowe@uk.ing.com), if you need further guidance or have a particular concern not mentioned here.

Reports, evaluations, videos and other materials

Please do send us copies of reports and other materials we have supported before publication. We would like to disseminate them through our website and networks.

In certain circumstances, we will wish to approve the final version of a report or other material before publication. If this is the case, we will tell you when your grant is awarded. If you have any questions about our role prior to publication, please contact Harriet Lowe.

Please see below for how to acknowledge the Foundation and use our logo.

Events, launches

Please do let us know about any events you organise in relation to the work we are supporting. We can, for example, help advertise through our networks and join social media activity on the day.

Media coverage

Please do let us know if you are planning media coverage and inform us about publicity received. We are happy to provide quotes for inclusion in press releases, if it is useful to you.

Please include the following paragraph in the Notes to Editors:

“The Baring Foundation is an independent foundation working to improve the quality of life of people experiencing disadvantage and discrimination. We aim to achieve this through making grants to voluntary and other civil society organisations and by adding value, including through promoting knowledge and influencing others.”

Acknowledgement, disclaimer and logos

Please acknowledge the Foundation’s support in all printed, electronic and other materials funded with our support. This includes: reports, leaflets and flyers, websites, videos, training materials, conference programmes etc.

The following text should be included in reports:

“Please note that the contents of this document are the sole responsibility of [your organisation’s name] and do not necessarily reflect the position of the Baring Foundation.”

Our logo is available in different formats. Please contact Harriet Lowe to request the format you need.

- The logo should be printed in colour wherever possible. It can be printed in black and white if you are only printing in greyscale.
- We prefer the logo to be on the back cover of reports. The front cover or inside front cover are also acceptable, for example, if space is limited.

For more guidance on how to use our logo, some short guidelines are available here:

www.baringfoundation.org.uk/logocommunications

If you are unsure about whether you need to include our logo, encounter problems in using it, or are unsure about the best solution for your design, please contact Harriet Lowe. We are happy to discuss.

Blogs and social media

We may ask you to write a blog about your work for our website. If you have an idea or topic you would like to write about, do feel free to contact us first. We are also happy to cross-post blogs or articles written for other purposes. Blogs are usually about 500 words in length.

We will follow you on twitter – please do follow us on @Baring_Found.

The Baring Foundation e-newsletter

We produce a regular email newsletter covering news relevant to all our programmes. Please do send us updates from your work that you would like to share with colleagues across the sector.

We will automatically sign you up to the newsletter when you are awarded a grant.

Photography and film

Please do send us any short films where you have them, as we would like to feature them on our website.

Where available, please do send us good quality images of your work for use on our website, in our annual report and other Foundation publicity. Please provide captions and credit lines.

Please note the two principles of the Foundation's photography policy: photographs of children under 18 must be accompanied by written consent of a parent/guardian; and all due care should be taken when identifying through publicity the identity of individuals who may be at risk of stigma or victimisation.