

Ontario
Trillium Foundation



Fondation Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario

Ontario Trillium Foundation's **PUBLIC RELATIONS TOOLKIT**

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SECTION 1: RECOGNIZING OTF SUPPORT

Recognition Requirements

In order to maintain the highest standards of public accountability and to ensure transparency regarding the distribution of public funds, the Ontario Trillium Foundation (OTF) has established recognition requirements for grantees.

Grantees must observe the requirements described in OTF's [Recognition Policy](#), as well as other requirements that may be included as part of the Grant Contract. OTF has assigned a [Public Relations Associate](#) to your grant who is available to answer communications questions, even after your recognition event has been completed.

Publicly recognizing your OTF grant is a great way to promote and celebrate the important work your organization is doing. We are here to help you organize an opportunity to publicly recognize your OTF funding, while ensuring that the local Member of Provincial Parliament (MPP) and an OTF representative are invited to participate.





Official OTF Grant Announcement

OTF requires all grantees to observe both a media and social media silence about your grant until we issue a media release, and the grants are posted to our website. This usually occurs within a month of your notification but can be subject to change. Until then, grantees **must not make any public or media announcements** unless initiated by the local MPP and the grantee has contacted their OTF Public Relations Associate. However, you can use this time to plan your announcement if you chose to do an event at the start of your grant. Please note, OTF requires a minimum of three weeks' notice for your recognition event.



Members of Provincial Parliament (MPPs)

OTF is committed to recognizing the Government of Ontario as its funder by requiring grantees to invite their local MPP, regardless of party affiliation, to participate in grant recognition events. When preparing your event, check the [Legislative Calendar](#), where you will find calendars for 2019, 2020 and 2021, to plan around the MPP's schedule if the Legislature is in session. When the Legislature is in session, Fridays (Constituency days) will work better for your MPP as they are required to be at Queen's Park from Monday to Thursday.

Are you hosting your event outside of the riding you are located in? If yes, then you can invite your local MPP as well as the MPP representing the area where your event is taking place. If you're unsure which MPP to invite, contact your Public Relations Associate, or refer to the [Elections Ontario website](#).

If you are planning to invite an MPP who is a Cabinet Minister, you will want to provide more than three weeks' notice as their schedules are planned well in advance. In these instances, one month's notice would be preferable. Your Public Relations Associate can help you with the invitation and follow up.



Ontario Trillium Foundation Volunteers

Your Public Relations Associate will arrange to have a volunteer from the local OTF Grant Review Team speak at your event. Our volunteers are locally-based and review all applications along with our Program Managers, which is why they love the opportunity to see grants in action! Please do not contact OTF volunteers on your own, invitations for volunteers are to be issued by your Public Relations Associate.

There are rare occasions when our volunteers' schedules may not work with the date you've selected. If this happens, we ask the MPP to speak on our behalf and officially present your organization with your OTF plaque. Nevertheless, we will always do our best to have someone there from OTF.

SECTION 2: PLANNING YOUR OTF RECOGNITION EVENT

Whether you are new to event planning or well versed in communications, Public Relations Associates are here to help you.

Your recognition event, or grant announcement, can take place at the beginning, middle or end of your grant – whenever it makes the most sense for your organization to do it. Your MPP's office may also contact you to set up an announcement opportunity early on.

As there are several hundred OTF recognition events each year, **we require a minimum of three weeks' notice** so that we and the MPP have sufficient time to prepare, and that you have time to plan the event you envision. Late notice of your event may mean that either your MPP and/or OTF volunteer will not be able to attend, or OTF may ask for a new date.



Inform and Confirm

- Please review and submit your Grant Contract before publicly announcing your OTF grant.
- Contact your OTF Public Relations Associate to discuss ideas and event protocols.
- Set a date, time, location and agenda.
- Invite your local MPP.
- Your Public Relations Associate will arrange for an OTF volunteer to attend.
- Invite key supporters, staff, volunteers, and the community, if appropriate.
- Stay in touch in the weeks leading up to your event, providing updates that can be shared with the MPP and OTF volunteer.
- OTF posts all recognition events on its [Events Calendar](#). If there is a reason that you would not like it posted (e.g., privacy), please make your Public Relations Associate aware of this.



Set the Stage

- Be sure to have your OTF plaque at the event so it can be formally presented to your organization by an OTF volunteer and your MPP. If you are part of a collaborative initiative and don't have the OTF plaque, please check with the organization doing the administrative work of the grant.
- Your Public Relations Associate can send you recognition materials free of charge. Let us know what you want and where to send them. OTF volunteers do not bring plaques or recognition materials with them to events.
- It is not necessary to rent space, hire a caterer or a photographer.
- If you want to have refreshments and/or snacks, please remember this is not an expectation.



Media and Public Awareness

- Holding an OTF recognition event and inviting the media is a great way to create “buzz” in your community.
- Your Public Relations Associate will review your draft media release, media advisory and agenda to ensure it meets OTF’s recognition protocols.
- A quote from your MPP will be attained by your Public Relations Associate for the media release.
- Prepare a list of media outlets to invite (print, online, radio, television). If there are reporters who have written stories about your organization in the past, invite them back to learn more.
- If your story is not covered by the media, you can email your media release and a photo from the event (with a listing of who’s who from left to right) later that day or the next. There is a chance that the outlet will use it at a later date – nothing ventured, nothing gained!



Pictures and Reporting

- Arrange for someone within your organization who enjoys taking pictures to bring a camera.
- You will want your own photos to post on social media, your website, a newsletter, etc.
- If using social media, be sure to tag us:
 - [Facebook](#) (Ontario Trillium Foundation)
 - [Twitter](#) (@ONTrillium)
 - Instagram (@ONTrillium)
 - [LinkedIn](#) (Ontario Trillium Foundation)
- Send us your pictures immediately following the event. We may include a picture from your event in our future publications.
- Send us links to any news coverage you received and be sure to include these in your final report as well.

SECTION 3: WHAT SHAPE WILL YOUR OTF RECOGNITION EVENT TAKE?

Recognition events are great ways to showcase how your organization is making your community a healthier and more vibrant place. You can hold a stand-alone recognition event or incorporate it into another event. How will you tell *your* story?



SECTION 4: BRAND AWARENESS

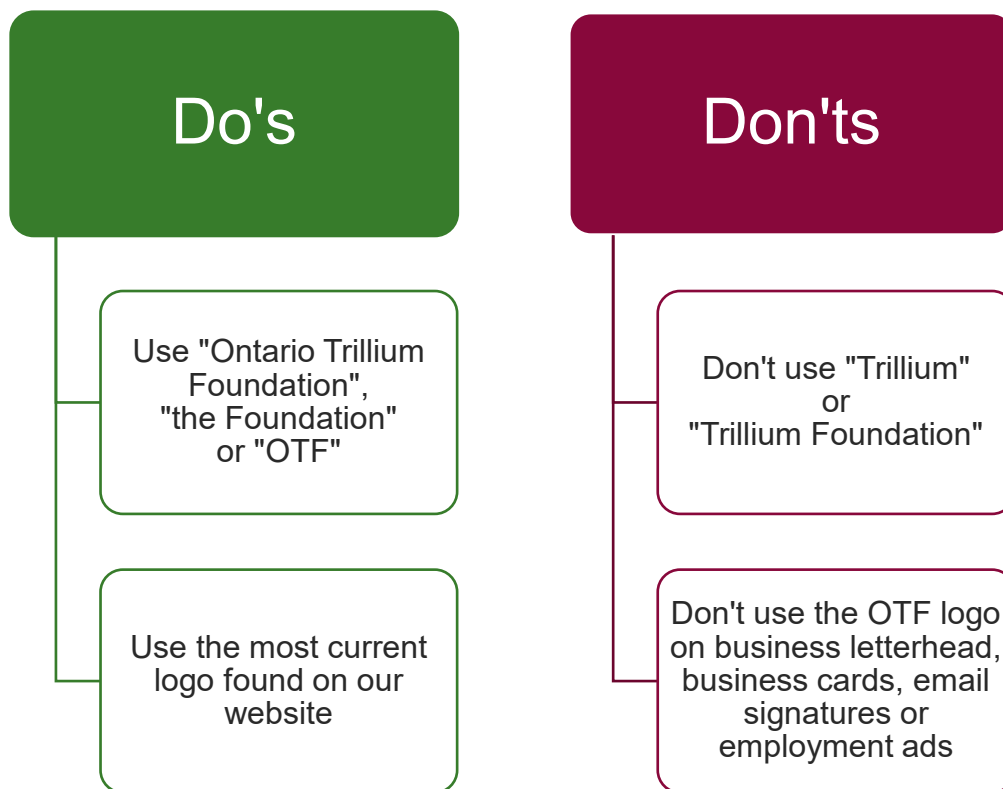
OTF logo and Name

As part of a grantee's recognition requirements, you must:

- Use the [OTF logo](#) and name according to our [logo usage guideline](#) (pdf).
- Acknowledge the funding in social media, media releases, media interviews throughout the life of the grant, annual reports, newsletters, social media activities, viral videos and promotional materials, both online and in print.
- If you are purchasing a vehicle, creating information materials, online videos, et cetera, as a direct result of your grant, OTF asks that our logo be added.

Use the following tagline when acknowledging OTF, if space is available:

The [Ontario Trillium Foundation](#) (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. OTF awarded \$108 million to 629 projects last year to build healthy and vibrant communities in Ontario



SECTION 5: FREQUENTLY ASKED QUESTIONS

Why do we need to provide a minimum of three weeks' notice for our recognition event?

Recognition events are your opportunity to shine the spotlight on your work. You want to give yourself enough time to plan and have key supporters, partners and members there. MPPs' schedules are booked in advance and Provincial Ministers' schedules are booked even further ahead. OTF volunteers will also need time to arrange their schedules in order to be there.

Do we need to do a formal announcement before posting the OTF logo on our website or adding it to materials related to our grant?

You can start using the logo as soon as your grant appears on OTF's website, following the official announcement. Your formal OTF announcement, or recognition event, can take place at any time during your grant. If you have questions, please contact your [Public Relations Associate](#).

I would like to announce my grant right away with a media release and do a recognition event later in the life of the grant. Is this possible?

Yes. This is a great idea and a good way to generate buzz about your project.

What are the best days of the week to host the OTF recognition event?

Fridays and weekends are best for MPPs when the Legislature is in session. If you host your event during the day, mid-week, please keep in mind that your guests may be working and unable to attend.

Can I invite an OTF representative to more than one event over the course of our grant?

We would be more than happy to see if someone is available to attend your event(s). You may have a multi-year grant and want us to participate in a grant announcement and a program launch. Or, if you've done a ground-breaking ceremony and are planning a ribbon-cutting, we'd love to be there as well!

My project has a regional or city-wide scope, should I invite more than one MPP?

Yes. If your project involves multiple communities and ridings, you can invite more than one MPP. Protocol dictates that the MPP of the riding the event is hosted in should speak first about your OTF-funded project. It can then be followed by the MPP where your head office is located. Your Public Relations Associate can work with you on the protocol.

What should be the speaking order at my event? Is there an OTF protocol?

Great question! See our sample agenda in the appendix for a detailed agenda and speaking order.

How much time should each speaker be allotted?

We recommend allocating 2-3 minutes per speaker. This may vary on the type of event and how many speakers you have on the agenda.

I'm creating a media release, signage, an ad, t-shirts or other materials directly associated with my OTF-funded project. Should I send a draft copy to OTF prior to it going into production?

Yes. OTF should approve any drafts that include the OTF logo and name.

Does your organization have a photo release form and when should it be used?

Before posting images from your OTF recognition event that include youth under the age of 18, be sure you have a signed consent form from their parent or legal guardian. If you do not, OTF has provided a photo release for you to use (on page 16). If OTF asks to use your photo for one of our publications, or to post online, we will need our photo release form to be signed and returned.

Media Advisory vs Media Release

Media Advisory:

A media advisory is the 'heads up' to alert local media to your event and get them interested in your organization's "story". It tells reporters **WHY** they should attend the event, **WHO** the key speakers are, and **WHAT** they will learn. It also provides information on **WHEN** and **WHERE** the event will be held.

A media advisory should be emailed to outlets one week ahead of your event. If your event is scheduled to run longer than one hour, please include the time of the remarks/ceremony so media are there for the big news! Your Public Relations Associate is here to help you craft your media advisory, if needed. OTF does not issue media advisories on behalf of grantees.

Tips:

- A media advisory is one page.
- Use your letterhead or logo to identify your organization.
- Use a headline that describes your event: e.g. MPP to announce funding for local children's charity or a newly accessible pool is sure to create a "big splash".
- Include a contact name/email/phone number for media to call if they have questions.

Remember: Don't give your story away before your event! Media advisories should include just enough detail to create interest (do not include grant amount or quotes from representatives).

Media Release:

This is your opportunity to tell your story. A media release is issued on the day of your event to reporters (or emailed out afterwards to any outlets who weren't able to go). It should include quotes from the MPP and one of your representatives and convey what happened at your event.

Don't assume that everyone knows about your project or your work in the community. Write it in a way that makes this clear. Your Public Relations Associate can assist you in preparing media releases and will get you a quote from your MPP. OTF does not issue media releases for recognition events.

Media release tips:

- Limit length to one page.
- Use plain language - avoid jargon or technical terms if your audience is the general public.
- The first paragraph should convey who, what, where, when and why.
- The second paragraph is for the MPP quote.
- The third paragraph further describes your initiative.
- The fourth paragraph for a quote from your representative.
- The fifth/six paragraph is for your organization's "mission statement" (e.g.: what you do, history in the community, upcoming events, and your website address).
- The final paragraph is for the OTF tagline, which your Public Relations Associate will add.

Two Media Release Options:

We've added two different media release styles for you to choose from, if needed.

APPENDIX 2

Sample Media Advisory

MEDIA ADVISORY

Date

New Counselling Programs at NAME

WHAT -

On Thursday, March 19th at 10:00 a.m., RIDING MPP NAME will be at the ORGANIZATION as it prepares to launch a new Peer Counselling Program for Immigrant Women. The new, multi-lingual and culturally-supportive program will be a welcome addition to the services the Centre offers to women in TOWN/CITY.

MPP NAME and NAME, an Ontario Trillium Foundation volunteer, will attend the launch and will formally present ORG Name with a plaque to mark the work done as a result of receiving a grant from the Foundation in late 2017.

NAME, Executive Director of the Centre, will be talking about this new program and its expected impact in the community.

WHO -

NAME, MPP for RIDING NAME
NAME, Ontario Trillium Foundation, Grant Review Team volunteer
NAME, Executive Director, NAME of Organization
(List any other speakers)

WHEN -

Friday, March XX, 2018
10:00 a.m.

WHERE -

Name
Address (and if at a community centre/arena, list room)
Town/City, ON

PHOTO & INTERVIEW OPPORTUNITIES AVAILABLE

For more information, please contact:

NAME, Executive Director
Name of Organization
Phone number
E-Mail

APPENDIX 3

Sample Media Release: Option 1

MEDIA RELEASE

Date

\$70,000 OTF Grant Gives Community Centre a Lift

Town/City – On Tuesday, the TOWN Community Centre welcomed members of the public to an Open House and ribbon-cutting ceremony to mark the addition of an elevator and accessibility upgrades to the century-old building. Local MPP NAME and OTF Grant Review Team member NAME were on hand to congratulate the Centre’s members and hear more about how the \$70,000 KIND OF grant increased accessibility at the Centre is already making a difference.

“This investment by the Ontario Trillium Foundation to install an elevator in this heritage building is great news for many in our community,” said NAME, MPP for RIDING. “There are many in the community who will benefit from this and it ensures that the space remains accessible for all.”

In addition to the installation of an elevator, accessibility upgrades included the addition of a ramp at the primary entrance and modifications to existing washroom facilities. The Centre is used by a variety of community organizations for meetings, celebrations and fundraisers. And thanks to the \$GRANT AMOUNT from the Ontario Trillium Foundation, people of all abilities will be able to access both levels of the building.

“The impact of this Ontario Trillium Foundation grant cannot be underestimated,” said NAME, Chair of the NAME Community Centre. “This grant has allowed needed renovations to be made. Our Hall is completely accessible and we can now accommodate everyone with mobility issues and serve our community better.”

The NAME Community Centre is committed to preserving this space and ensuring that it remains accessible for many community activities over the course of the year. If you wish to enquire about using the space for your meeting or hosting an event, please visit the website at: www.anycommunitycentre.ca

The [Ontario Trillium Foundation](http://www.ontariotrilliumfoundation.ca) (OTF) is an agency of the Government of Ontario, and one of Canada’s leading granting foundations. OTF awarded \$108 million to 629 projects last year to build healthy and vibrant communities in Ontario.

Media Contact:

NAME, Executive Director

Name of Organization

Phone number

Email

APPENDIX 4

Sample Media Release: Option 2

MEDIA RELEASE

Date

\$70,000 OTF Grant Gives Community Centre a Lift

City/Town - On Tuesday, the TOWN Community Centre welcomed members of the public to an Open House and ribbon-cutting ceremony to mark the addition of an elevator and accessibility upgrades to the century-old building. Local MPP NAME and Ontario Trillium Foundation (OTF) volunteer NAME were on hand to congratulate the Centre's members on the work done after receiving a \$70,000 OTF grant in YEAR (if an older grant) and hear more about how increased accessibility at the Centre is already making a difference.

Quotes:

"This investment by the Ontario Trillium Foundation to install an elevator in this heritage building is great news for many in our community. There are many in the community who will benefit from this and it ensures that the space remains accessible for all." - NAME, MPP for RIDING

"The impact of this Ontario Trillium Foundation grant cannot be underestimated. This grant has allowed needed renovations to be made. Our Hall is completely accessible, and we can now accommodate everyone with mobility issues and serve our community better." - NAME, Executive Director, ORGANIZATION

Quick facts:

- Installation of an elevator
- Accessibility upgrades included the addition of a ramp at the primary entrance
- Modifications to existing washroom facilities
- The Centre is used by a variety of community organizations for meetings, celebrations and fundraisers
- People of all abilities will be able to access both levels of the building
- For more information, please visit the [website](#) or [Facebook page](#). Follow NAME OF ORGANIZATION on Twitter [@communitycentre](#)
- The [Ontario Trillium Foundation](#) (OTF) is an agency of the Government of Ontario, and one of Canada's leading granting foundations. OTF awarded \$108 million to 629 projects last year to build healthy and vibrant communities in Ontario.

Media Contact:

NAME, Executive Director
The Community Centre
123.456.789 ext. 222
jjohnson@communitycentre.ca

Supporting links:

- [Ontario Trillium Foundation](#)
- Learn more about OTF's [Investment Strategy](#)

APPENDIX 5

Sample Agenda

AGENDA Organization Name

Friday, August 22, 2018 at 10:00 a.m.
Address (include any parking details if parking isn't onsite)
Contact: Name, title, cell #:

Speakers:	XXX, MPP for XXXXX NAME, Ontario Trillium Foundation volunteer NAME, TITLE, Organization Name List other speakers
Emcee:	NAME, TITLE, ORGANIZATION
Attending:	Representatives of the Organization Name (and any others you wish to list)

9:45 a.m. Guests begin to arrive for recognition event

10:00 a.m. Event begins

10:15 a.m. Emcee begins with Welcome and Introductions

Emcee to introduce Name, MPP for Riding

- MPP XXX to speak (approx. 2-3 minutes)

Emcee to introduce NAME, Ontario Trillium Foundation volunteer

- OTF rep to speak approx. 2 minutes
- When done their remarks, they will invite MPP XXX to join them in presenting the OTF plaque to Your Organization's representative(s)
- PHOTO-OP

Name, Organization Name

- 3-5 minutes

Emcee thanks everyone for coming and discusses the rest of your event (if it includes more than an OTF presentation). They will ask all speakers and representatives from your organization (i.e. Board) or VIPs to come together for a group photo.

10:30 a.m. Remarks conclude

APPENDIX 6

Photo Release Form



800 Bay Street, Fifth Floor / 800 rue Bay, 5^e étage, Toronto, ON, M5S 3A9 • 416.963.4927 • 1.800.263.2887 • Fax / Télécopieur 416.963.8781 • TTY / ATS 416.963.7905 • www.otf.ca

Release and authorization

I, the undersigned, hereby grant the Ontario Trillium Foundation the right to use the photograph of me (us) for reproduction and communications use and distribution on its behalf.

I grant the Foundation and its agents the perpetual and non-exclusive right to use my image and name of the group in communications alone or with other images and materials and waive any right to inspect or approve the finished communications. I understand and agree that I will receive no monetary compensation for such use.

ACCEPTED AND AGREED TO BY:

Signature	
Name	
Organization	Date
Address and Telephone Number	

A separate release form must be completed and signed by each individual who is photographed. The parent or guardian of any individual under the age of 18 should complete the box below.

I hereby certify that I am the parent or guardian of the below-named minor who is under the age of 18 years. I consent that any images of the minor and use of the minor's name may be used and disclosed for the purposes and under the rights set out above.

Name of Minor	
Name of Parent or Guardian	
Signature of Parent or Guardian	
Organization	Date
Address and Telephone Number of Parent or Guardian	

Personal information collected pursuant to this form is collected in compliance with the *Freedom of Information and Protection of Privacy Act*. The information will be used for purposes described on this form and for no other purpose without your consent. If you have any questions, please contact a Public Relations Associate at 416-963-4927 or 1-800-263-2887.