

THE COMMUNITY FOUNDATION OF THE EASTERN SHORE, INC.

1324 Belmont Avenue, Suite 401
Salisbury, Maryland 21804

Grantee Publicity Standards

The Community Foundation of the Eastern Shore is pleased to have provided funding to your organization. Acknowledgement of the Community Foundation of the Eastern Shore's funding of your projects should be included in all press releases, newsletters, brochures, annual reports and other promotional materials. By doing so, you will help the community understand how the Community Foundation of the Eastern Shore supports outstanding organizations in the Lower Eastern Shore.

The following standards apply to your grant:

- **Acknowledgement of the grant (this information must be included):** Please acknowledge that The Community Foundation of the Eastern Shore has helped to make your program possible.

Example: *Funding for the XYZ project was provided by the Community Foundation of the Eastern Shore.*

- **Use of Community Foundation Logo** – Brochures, flyers, announcements or other printed/electronic materials supporting your project should bear the CFES logo. The logo should be used in its entirety and shall always be large enough to be legible and readily recognizable. The logo may be used in black and white, or the official CFES colors. To request an electronic copy of the logo, please contact the Community Foundation's Marketing Director or Program Officer or visit http://www.cfes.org/grants_publicity_standards.php to download.



- **Additional text to include (this text is optional, space permitting):**

The Community Foundation of the Eastern Shore is a charitable foundation dedicated to improving the quality of life for residents of Somerset, Wicomico and Worcester Counties by building charitable funds, maximizing benefits to donors, making effective grants and providing leadership in addressing community needs.

- **Link to us on your website**
Work with us to help boost the presence of local nonprofits on the web. We can help you link to us and are happy to include you on under the nonprofit links on the CFES site.
- **Send us copies of photos illustrating your organization and program**
We would appreciate copies (electronic preferably) for use in our annual report, newsletters, and other publications throughout the year. If possible, please identify individuals in the photo as well as the event/location and date.
- **Put us on your PR mailing list, invite us to your events, show off your work!**
We would appreciate receiving copies of news releases and newsletter articles that mention the Community Foundation of the Eastern Shore, as well as any newspaper articles that mention that you have received funding from us. Please send copies to the above address.

If you have any questions about these guidelines, please contact us at (410) 742-9911.