

PUBLICITY GUIDELINES

Why publicize grants?

We invite all nonprofit organizations that receive grants through The Columbus Foundation to join us in promoting public understanding of the vital role philanthropy plays in strengthening and improving our community.

We are able to award grants to these organizations because donors have generously established unique funds and Supporting Foundations through The Columbus Foundation to support the causes they care about.

We encourage nonprofit organizations to publicize their grants and to recognize the donors who helped make the grant possible. We also encourage recognition of The Columbus Foundation's grant support when a general story about the organization is written. Sharing information about the grants received may help build additional support for nonprofit programs and others similar to it in our community.

General Publicity Guidelines

The Columbus Foundation requests that nonprofit organizations:

1. Include news of a grant in publications or digital media produced for internal or external audiences, such as print or e-newsletters, brochures, annual reports, lists of supporters, board minutes, websites, or social media.
2. Contact local media as appropriate.
3. Include The Columbus Foundation's logo on brochures, digital media, signs, or plaques that recognize funders at events or on facilities. Please visit our Resources page for logos and usage guidelines.
4. Provide a link to The Columbus Foundation's website, columbusfoundation.org, on your website.

Referring to The Columbus Foundation and its funds:

The name(s) of the fund(s) or Supporting Foundation that made the grant possible can be found in the official award letter.

Please refer to the Foundation as "The Columbus Foundation."

For example:

Grant from a single fund: e.g., Harrison M. Sayre Fund of The Columbus Foundation

Grant from multiple funds: e.g., Robert Bartels Fund, Henry E. Coyle Fund, and Alfred L. Wilson Charitable Fund of The Columbus Foundation

Grants from a Supporting Foundation: e.g., Columbus Youth Foundation, a Supporting Foundation of The Columbus Foundation.

Additional Guidelines for Major Arts Organizations

The Columbus Foundation requests that major arts organizations:

1. Use The Columbus Foundation's logo in the program book(s) and season brochure.
2. Place an advertisement, provided by The Columbus Foundation, in the organization's annual program book.

For any questions or additional information, please contact marketing@columbusfoundation.org