



United Way
of Greater Battle Creek

Identification Policy For United Way Funded Programs

Introduction

The purpose of United Way of Greater Battle Creek's Identification Policy is to promote United Way and educate the public about the impact it makes in the community. The more good will is generated for United Way, the more successful the organization will be and the more impact it can have in the community. Promoting United Way of Greater Battle Creek comes back full circle to directly benefit Program Delivery Partners by creating a stronger United Way, which can provide more support for vital community programs.

This policy describes the requirements for the use of United Way's new logo and language describing United Way of Greater Battle Creek. The new logo must be used on all new communication material, with the old logo no longer used by December 31, 2006. Proper use of the logo is critical because United Way of America research shows that United Way's brand is valued at \$34.7 million, an investment that needs protecting and promoting. Correct use of the brand locally can bring credibility to organizations associated with United Way and can further enhance the brand value.

Any questions regarding this policy or questions regarding logo use or creation/distribution of news releases should be addressed to Marketing staff at United Way of Greater Battle Creek.

Program Delivery Partners

(Agencies with programs funded for a three-year cycle from the Community Solutions Fund)

Upon receipt of funding from United Way of Greater Battle Creek, Program Delivery Partners must comply with the following:

- 1) Include information about United Way of Greater Battle Creek in any news release concerning the funded program. United Way's logo should be used, along with the following statement: "*Agency Name* partners with United Way of Greater Battle Creek to solve community problems."
- 2) Use United Way's logo and the wording "*Agency Name* partners with United Way of Greater Battle Creek to solve community problems" on all agency communications about the funded program. It is preferred that the logo be used on all the program delivery partner marketing material, but in cases where that is not possible, United Way's logo must, at a minimum, be used on all communication about the funded program. Such communications include, but are not limited to, news releases, brochures, letterhead, catalogs, videos, annual reports, posters, paid advertisements, public service announcements, public signage, web sites and other marketing tools. Every effort should be made to use the wording, but United Way of Greater Battle Creek understands that not all marketing material can accommodate additional wording. In such cases, just the logo may be used. In cases where an agency receives program funding from more than one United Way, just the United Way logo may be used, without the wording "Program Delivery Partner."
- 3) Acknowledge the relationship with United Way of Greater Battle Creek at all public events, including open houses, annual meetings and news conferences. Acknowledgment may be done verbally or by displaying United Way's logo.

Opportunity Grant Recipients

United Way of Greater Battle Creek releases information to the news media about Opportunity Grant recipients. If the Opportunity Grant recipient is not a Program Delivery Partner, only communication

about the Opportunity Grant should include United Way's logo or information. All other general communication about the Opportunity Grant recipient should not include United Way's logo or information.

Exceptions

Exceptions to this Identification Policy may be requested 30 days in advance of the date a decision is needed. They should be submitted in writing to the Marketing and Communications staff of United Way of Greater Battle Creek. If Marketing staff deem it necessary, the staff may call a meeting of an ad hoc committee, consisting of representatives from the Community Relations Committee, the Board of Directors and the Planning & Investment Committee, to review the request.

Acknowledgment of Receipt of Identification Policy

United Way of Greater Battle Creek requests that representatives from all Program Delivery Partners acknowledge they have received and read the Identification Policy. Executive Directors are encouraged to share this policy with appropriate staff and ask for their compliance.

Executive Director

Date

Board President

Date

Name of Agency/Organization

Name of Funded Program

Contact person responsible for media/print communications: _____