



# THE CONSERVATION TRUST

A Manitoba Climate and Green Plan Initiative  
delivered by The Manitoba Habitat Heritage Corporation

Congratulations on receiving a Conservation Trust Grant. Please see below for guidelines on how to recognize the Conservation Trust's partnership on your project.

## Grant Recognition Guidelines

### Logo

Include the Conservation Trust logo on your website, newsletter, program, signage or any other communications tool available. To obtain our logo and graphic standards, please email your Trust Grants Associate.

### Signage

Please contact us if you are planning to install a sign at the project site that will recognize the Conservation Trust by name and/or logo.

### Additional options:

#### Media release

Prepare a media release about the grant you've received. Please see below for some text for how to recognize the Conservation Trust. Feel free to contact us before you send out a media release if you require additional information or a Trust quote for your release. If possible, please save a digital copy of any publications and include them in your project reporting.

#### Newsletter or program

Include an article about the grant in your print/electronic newsletter or program. If you require information or a Trust quote for your article, please contact us.

#### Advertising

If it is your usual process to prepare purchased advertisements recognizing contributions of sponsors and funders, please ensure the Conservation Trust is included.

#### Event

Host a media event or public celebration of your project. Please mention the Trust's role in your project.



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## **Additional Recognition Ideas**

In addition to the recognition options listed on the previous page, please consider the following opportunities:

### **Photos**

If you have digital photos of your project and permission to publish from any individuals (or guardians in the case of minors) who appear in the images, please send them to your Trust Grants Associate. From time to time the Conservation Trust will feature project stories in newspaper ads, print materials and on our website. Please include all relevant photo courtesy information.

### **Keep us in the loop**

Sending out a news release? Is your project having big impact? Are there strong visual elements and great spokespeople? The Organizations may feature grantees in its traditional and social media. Let us know what's happening in your organization and we'll consider it for upcoming multi-media communications activities.

**PLEASE NOTE:** Donors receive plaques, framed photos/posters or other mementos in recognition of their support. While these gestures are appreciated, they are often costly to the environment and for organizations to produce. Public recognition as described in this package is sufficient.

*If you need any of the above tools, or have any questions about grant recognition, please contact the Trust Team at 204.784.4354 (Toll free 1.833.323.4636) or [CTinfo@mhhc.mb.ca](mailto:CTinfo@mhhc.mb.ca).*



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## Standard Description of the Conservation Trust

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**Funding acknowledgement:** Manitoba Habitat Heritage Corporation is pleased to partner with \_\_\_\_\_ to support nature-based approaches to climate change. The Conservation Trust is a Manitoba Climate and Green Plan Initiative, administered by MHHC.

**Longer funding acknowledgement:**

MHHC is pleased to partner with \_\_\_\_\_ to support nature-based approaches to climate change. The Conservation Trust is a Manitoba Climate and Green Plan Initiative, administered by the Manitoba Habitat Heritage Corporation. Trust funds provide new opportunities to improve land, water, wildlife and soil health across the province and connect people to nature.

Originally envisioned in the 2017 Made-in-Manitoba Climate and Green Plan, the historic \$204 million Provincial endowment to create the Conservation, GROW, and Wetlands GROW Trusts with The Winnipeg Foundation generates annual interest revenues for conservation projects in perpetuity.

*For more information about the Conservation Trust contact  
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