

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

## LOGO

Include the 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.

## SOCIAL MEDIA

Include, mention or tag MHHC accounts on Twitter, Instagram, and LinkedIn



@mbhabitat



@manitobahabitat



Manitoba Habitat Heritage Corporation  
#MHHC



link to [mhhc.mb.ca/the-conservation-trust/](http://mhhc.mb.ca/the-conservation-trust/)

## SIGNAGE

Please contact us if you are planning to install a sign at the project site that will recognize the Trusts 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 Trusts. 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 Trusts are included.

## EVENT

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

## ADDITIONAL RECOGNITION IDEAS:

### 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. [Click here](#) for a sample photo release form. From time to time the Trusts will feature project stories in newspaper ads, print materials and on our website. Please include all relevant photo information (name, location, photo credit).

### KEEP US IN THE LOOP

Sending out a news release? Is your project having big impact? Are there strong visual elements and great spokespeople? MHC may feature grantees in promotional communications such as news releases 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 your Grants Associate or [granting@mhhc.mb.ca](mailto:granting@mhhc.mb.ca)

## STANDARD DESCRIPTION OF THE TRUSTS

### **Funding acknowledgement:**

Manitoba Habitat Heritage Corporation is pleased to partner with \_\_\_\_\_ to support nature-based approaches to climate change. The Conservation and GROW Trusts are Manitoba Climate and Green Plan Initiatives, administered by MHHC.

### **Longer funding acknowledgement:**

Manitoba Habitat Heritage Corporation is pleased to partner with \_\_\_\_\_ to support nature-based approaches to climate change. The Conservation and GROW Trusts are Manitoba Climate and Green Plan Initiatives, administered by MHHC. Trust funds provide new opportunities to improve wildlife, water, and soil conservation 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.

See <https://www.mhhc.mb.ca> for more information about the Trusts