

Grant Recipient Communications Toolkit

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Introduction

Congratulations! We're proud to support your project through the Mental Health Foundation of Nova Scotia's Community Grants! Thank you for creating meaningful mental health and addictions support in your community. Your project is part of a growing network of community-led support helping Nova Scotians connect, thrive, and know they are not alone.

Donations to the Mental Health Foundation of Nova Scotia help fund local mental health and addictions projects designed by communities, for communities. Our donors value seeing the difference their support makes, and we're always proud to share the impact of your work.

Please use this toolkit to help spread your good news and be sure to tag us on social media so we can share too!

If you have questions related to the communication of your grant funding, including logos, please contact:

Sam Madore, Manager of Marketing & Communications
communications@mentalhealthns.ca
(902) 717.5981

Does this toolkit meet your needs? Please share your feedback - communications@mentalhealthns.ca

Recognizing the Mental Health Foundation of Nova Scotia's Support

Acknowledging our support helps demonstrate the importance of investing in community-based mental health and addictions projects and highlights the many ways communities across Nova Scotia are creating connection and support. Please recognize the grant funding you received from the Mental Health Foundation of Nova Scotia **in any public communications related to your funded project.**

Make sure both written and verbal recognition uses the full name: **Mental Health Foundation of Nova Scotia** *Please don't use abbreviations or shorter variations

Statement of Acknowledgement

In written, print, and on-screen communications, please use **the Mental Health Foundation of Nova Scotia's logo** with the following statement: *Proudly supported by the Mental Health Foundation of Nova Scotia.*

In public verbal communications, please include that the project is "... supported by the Mental Health Foundation of Nova Scotia."

Where do I include this recognition?

Please recognize the Mental Health Foundation of Nova Scotia's support in communications and promotional materials **related to your funded project.**

We've created two visual assets to help you recognize your funding:

Grant Recipient Badge: For use on your organization's website to identify you as a Mental Health Foundation of Nova Scotia grant recipient.

Funding Acknowledgement: Our "Proudly Supported by" logo treatment for use on social media graphics, print, and other promotional materials related to your funded project.

The guide below outlines where and how to use both.

Project activities or events	Please include the Funding Acknowledgement on printed materials, including: • Posters and event programs • Pamphlets / brochures • Videos • Presentations / slides • Promotional materials such as brochures, banners, flyers and print/online ads
Website and social media	Website • Please display the Grant Recipient Badge on your website for the duration of your funded project. Where possible, please link to our website: www.mentalhealthns.ca Social Media Please use the Funding Acknowledgement on graphics related to your funded project tag @MentalHealthNS, and use the hashtag #MentalHealthNS.

Press releases, media pitches, media backgrounders, fact sheets or any other materials created for reporters	• Please include the Funding Acknowledgement in press releases and/or promotional material where visual acknowledgement is appropriate • Include the following boiler plate text in any official press releases: <i>About the Mental Health Foundation of Nova Scotia</i> The Mental Health Foundation of Nova Scotia is the province's only health foundation dedicated exclusively to funding mental health and addictions support. Through the generosity of donors and partners, the Foundation invests in local projects designed by communities, for communities – helping create stronger circles of support for Nova Scotians across the province. Visit www.mentalhealthns.ca to learn more.
Media interviews	• Please mention the Mental Health Foundation of Nova Scotia in interviews and/or pre-interviews with journalists. Example: "... and this work is made possible with funding from The Mental Health Foundation of Nova Scotia..."
Other materials	Please use the Funding Acknowledgement in any other promotional materials related to your funded project. Please contact us if you have questions!

Social Media

We love to highlight the important work of grant recipients on our website, social media, at fundraisers, events, and more. To do this, we rely on the information from your interim, final reports, and ongoing communications.

Social Media Tags

Remember to tag us using **@MentalHealthNS** and **#MentalHealthNS** when posting to social media about your funded project.

Mental Health Foundation of Nova Scotia Social Media Handles

- **Facebook:** [@mentalhealthns](https://www.facebook.com/mentalhealthns) / Mental Health Foundation of Nova Scotia
- **Instagram:** [@mentalhealthns](https://www.instagram.com/mentalhealthns)
- **LinkedIn:** [@mentalhealthns](https://www.linkedin.com/company/mentalhealthns) / Mental Health Foundation of Nova Scotia
- **YouTube:** [www.YouTube.com/mentalhealthns](https://www.youtube.com/mentalhealthns)

Hashtags

- **#MentalHealthNS**

Sample Social Media Posts

The following three examples below can be adapted to recognize your funding, highlight project activities, and share the impact of your work in your community.

1. Announcing your grant

We're excited to share that [ORGANIZATION] has received funding from the Mental Health Foundation of Nova Scotia for [PROJECT NAME]. Through [BRIEF DESCRIPTION], we'll [EXPECTED IMPACT].

We're grateful for this investment in mental health and addictions support in our community.
@MentalHealthNS #MentalHealthNS

2. Sharing your project in action

[PROJECT NAME] is bringing [PEOPLE/ COMMUNITY] together through [ACTIVITY].

With support from the Mental Health Foundation of Nova Scotia, we're [SHORT DESCRIPTION OF WHAT'S HAPPENING/ IMPACT]. @MentalHealthNS #MentalHealthNS

3. Sharing your impact

[QUOTE OR OUTCOME]. Thanks to funding from the Mental Health Foundation of Nova Scotia, [PROJECT NAME] has [SHORT DESCRIPTION OF IMPACT].

We're proud to be creating connection and building stronger circles of support in our community.
@MentalHealthNS #MentalHealthNS

Photos/Video:

Whenever possible, use photos and videos that show your project in action and reflect the people, connection, and community at the heart of your work. **Show the work, not just the group photo.** Look for the authentic moments that help tell the story of what participants are doing, experiencing, or creating together.

Always ensure you have appropriate consent before sharing identifiable images of participants. Where privacy or anonymity is important, consider detail shots, photos from behind, or images focused on the activity rather than the individual.

Please note: When possible, include image descriptions or alt text to ensure your content is accessible to all audiences.

Photo Examples:



Mental Health Foundation of Nova Scotia Logo Use

The Mental Health Foundation of Nova Scotia logo is an important visual representation of our organization and our work supporting mental health and addictions projects across the province. It’s important that our logo be used consistently as outlined below. If you have any questions regarding appropriate logo use, please contact our communications manager at communications@mentalhealthns.ca.

Logo Use

Maintain visibility and integrity of logo. Always leave adequate clear space around the logo so it remains visible and distinct from other text, logos, and graphics. As a guide, maintain clear space equal to the height of the word “Nova Scotia” in the logo on all sides.

To avoid an unwanted white square background behind our logo or badge, please use the .PNG logo file that features a transparent background.



X= height of “Nova Scotia”

Grant Recipient Badge

For use on your organization’s website.



Funding Acknowledgement

For use on social media, print, and other promotional materials.

PROUDLY SUPPORTED BY



Incorrect Logo Use

The Mental Health Foundation of Nova Scotia logo helps to maintain consistency and the integrity of our brand. Please take care to maintain the integrity of our logo and the Grant Recipient Badge.

Do not:

- Change the logo proportions (i.e. squeeze or stretch the logo)
- Change the logo colours
- Change the brightness/contrast
- Cover the logo or place text or elements too close
- Use a low-resolution logo file for print materials