



Grantee Communications Toolkit

Sharing the good work you do raises visibility of your mission and builds partnerships and alliances to reach your audiences, the public and others who can support your organization. Acknowledging your grant helps the community understand how The Raymond John Wean Foundation supports organizations in the Mahoning Valley and can be leveraged when approaching other potential funding sources.

Expectations

We encourage you to find creative ways to talk about your work, tell your story and announce your Wean Foundation grant award. There are a number of tools to reach your audience including:

- Traditional media (radio, TV, print)
- Digital media (website, email and online communications)
- Social media (Facebook, Twitter, Instagram, LinkedIn, etc.)

Communications

The Wean Foundation invests in building the marketing and communications capacity of its grantees to increase exposure for their programs and projects each quarter via a press release distributed to local media and Facebook messaging. The press release, which can be used to promote your work, is available on our website under the “News & Press” section.

Guidelines

Please follow these guidelines when recognizing the Foundation’s support.

- In the first use of the Foundation’s name in a press release or other communication, please use the Foundation’s complete name capitalizing the “T” in “The”: The Raymond John Wean Foundation.
- Additional uses of the name can simply be the less formal “the Wean Foundation” or simply “the Foundation.”
- Use “private foundation” when describing our Foundation type.
- Acknowledge our support using the following language: “funded by or funded in part by,” “in partnership with” or “supported by or supported in part by.”
- For Resident Engagement grantees be sure to note that the grant was awarded by Resident Engagement Grants, a program of The Raymond John Wean Foundation or the grant was awarded by The Raymond John Wean Foundation’s Resident Engagement Grants program.
- Please use the following “boilerplate” description as needed in your communications and materials:
 - The Raymond John Wean Foundation is dedicated to community building in underresourced communities of Warren and Youngstown in Ohio’s Mahoning Valley. The Foundation leverages a dynamic combination of grantmaking, capacity building, convening, and partnerships to provoke new thinking, strengthen communities, and disrupt the status quo to achieve its vision: empowered residents creating an equitable Mahoning Valley.
- Include a link to our website: weanfoundation.org
- Photos/Biographies: All rights associated with the use of the name, image and likeness of the Wean Foundation and staff are owned by the Wean Foundation and may not be used without prior written approval.
- Quotes: A quote from Foundation staff may be provided upon request.
- Logo and brand assets: Our logo, colors and graphics may be provided upon request.

- Online Tools
 - Website: Include a hyperlink to weanfoundation.org
 - Facebook: Tag and “Like” our page at www.facebook.com/TheRaymondJohnWeanFoundation
 - LinkedIn: The Raymond John Wean Foundation at www.linkedin.com/company/the-raymond-john-wean-foundation/
- Assistance: If you need assistance for the development of a press release or other announcement, please reach out to the Foundation.

Please stay in touch

A grant from the Wean Foundation is a partnership. Your story is our story and we are excited to support your growth and work as an ongoing collaboration to create an equitable Mahoning Valley. Please share with us copies of publicity or media coverage related to the grant including photos, posts, success stories, clippings, links to stories, e-blasts, newsletters, etc.

Contact

For questions regarding resident engagement grants, contact residentengagement@weanfoundation.org or call (330) 394-5600 to reach the main office.