



Guidelines for Publicizing and Acknowledging Your United Way of Western Connecticut Grant

Publicizing your grant is beneficial to both your agency and to United Way of Western Connecticut. We want everyone to know that we are working with valuable community partners like you to improve the lives of hard-working, struggling households in the communities we serve.

As a grant recipient, we ask that you do the following to publicize and acknowledge this grant:

1. Send a **press release** to local newspapers, online media (Patch, Daily Voice, Hamlet Hub, etc.), and radio stations. Media contacts can usually be obtained from the “Contact Us” section on the media’s website. Before sending it to media outlets, please email a copy of your press release for approval to Caroline LaFleur, Associate Director of Communications, at caroline.lafleur@uwwesternct.org. Do not use the United Way logo without prior approval. The second to the last paragraph of your press release should read as follows. Please use exact wording:

ABOUT UNITED WAY OF WESTERN CONNECTICUT

United Way of Western Connecticut improves the lives of hard-working, struggling households by mobilizing the resources of local communities to create lasting change. United Way helps residents across Northern Fairfield County, Southern Litchfield County and the City of Stamford by focusing on the vital building blocks for a good life: education, financial stability and health. It is particularly focused on a population identified as **ALICE® (Asset Limited, Income Constrained, Employed)**. By leveraging the collective power of the community, we are focused on creating an environment where individuals and families are self-sufficient and can achieve financial independence. For more information about United Way of Western Connecticut, please visit: www.uwwesternct.org. Like us on [Facebook](#). Follow us on [Twitter](#). Follow us on [Instagram](#). Watch us on [YouTube](#).

2. **Post news about the grant on social media** (Facebook, Twitter, etc.) For example: “ABC Agency receives \$10,000 grant from United Way. Grant will help 30 more child attend our program! (insert appropriate social media tag – see below)” We do not need to approve social media posts in advance.
 - a. **Facebook tag:** @unitedwaywesternct
 - b. **Twitter tag:** @uwwesternct
 - c. **Instagram tag:** @unitedwaywesternct
3. **Acknowledge United Way of Western Connecticut** in communications about the program we have funded (including websites, e-newsletters, printed materials, fliers, brochures, etc.) please use the following wording: **Made possible, in part, by United Way of Western Connecticut.**

A copy of the press release and examples of how you have acknowledged our funding in your agency communications will be requested as part of your interim and final reports to United Way of Western Connecticut.

If you have any questions about these guidelines or your United Way of Western Connecticut Grant, please contact Casey Levene, Vice President, Community Impact, at 203-297-6246 or casey.levene@uwwesternct.org.

Thank you!