

A guide to sharing your good news: Photography and Media Usage



Congratulations! Your group has been awarded funding through Leicestershire and Rutland Community Foundation. This guide will support you to share your successes with us.

Our aim is to encourage **more and more people to give through the Community Foundation** - so we can keep supporting groups like yours. As you transform your grant into positive change in your community, we ask that you let us share your experiences with our supporters and donors.

By sharing your news with us (via photographs and social media) it will help to increase your public profile, as well as demonstrate the impact of how well your project has gone for further funding/other funders.

LRCF's Photography and Media Usage



As per The Grant Agreement (Terms and Conditions) – Section 6. Photography and Media Consent:

- You agree where possible to send photographs in any Interim reporting requested and in your End of Grant Report.
- You agree that for any photographs sent to Us, it is your responsibility to have gained and retained signed permission from anyone featured in the image.
- You agree that photographs you send to LRCF can be used at no cost for purposes including but not limited to: Our Website, Social media, printed reports, leaflets, case studies, factsheets, marketing – all of which help encourage donors to support local needs.

You understand that:

- All images will be held in accordance with the UK Data Protection Act 2018.
- I can ask LRCF to stop using the images at any time, in which case they will not be used in future publications but may continue to appear in publications already in circulation.

Use of Imagery



Why do we ask you to send photographs?

Photographs are a great way for us to show people (such as donors or potential donors) the fantastic work you are doing with your grant. Pictures or short videos can help the audience to understand the complexity and value of the project/work that you do and visualise your story.

How do we use the photographs you send to us?

We may use pictures that you send to us in a variety of ways, including (but not limited to):

- Our Website
- Social Media including: Twitter, Facebook, LinkedIn, YouTube, Instagram
- E-marketing
- Reports
- Case Studies for Donors
- Posters

What sort of photographs do we want you to send?



Images are best for us if they are:

- Landscape (horizontal)
- Colour (if possible)
- High Resolution but can be taken on a phone or similar device
- Show pictures that tell a story, before/after pictures, equipment the grant paid for, trips, projects or activities “in action”

We understand that your work is often sensitive, and photography and video can be difficult, so for sensitive projects with vulnerable service users some ideas for pictures include:

- Backs of heads/ no faces visible
- Hands doing activities, or the completed activity (craft, music etc)
- Staff or volunteers rather than service users
- Equipment purchased with the grant (e.g. food parcels/craft boxes/sports equipment)



Sharing your news on Social Media

If you're already confident in sharing good news from your group - great!

All we ask is that you **mention your grant from us and** share how it has helped your group. Here are some real examples of how some of LRCF's funded groups have shared the news of their grant:

Via Twitter:

What a fantastic time the [@OHCRutland](#) members had yesterday at [@WinterWonderLDN](#) made possible through grants received from [@AvivaUK](#), [@LLRFoundation](#) and [@RutlandRAP](#) who funded the coach and the Leaders needed to support the members.
<https://outofhoursclubrutland.co.uk/2019-gallery>



***Four of our young people have secured apprenticeships!
Can't believe how far they have come in such a short time.
Thanks to @LLRFoundation for funding our plumbing & plastering facilities, via the Donor Matching Scheme***



Sharing your news on Social Media

Here are some real examples of how some of LRCF's funded groups have shared the news of their grant:

Via Facebook:



We are pleased to have been awarded a grant from Leicestershire and Rutland Community Foundation to support our urgent work in St Matthews.

The grant is awarded on behalf of National Emergencies Trust

The funding will help us to buy a catering fridge, further food provisions and continue our support to those most in need.

[Leicestershire and Rutland Community Foundation,](#)

Let's get connected

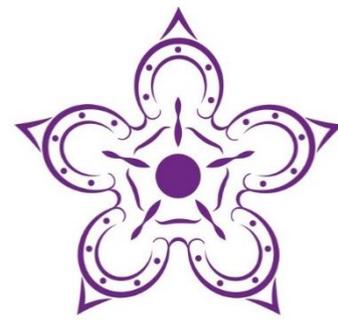
We share our news, and news from the groups we support on our website and social media platforms:

Facebook: <https://www.facebook.com/LLRCommunityFoundation/?ref=hl>

Twitter: <https://twitter.com/LLRFoundation>

LinkedIn: <https://www.linkedin.com/company/leicestershire-and-rutland-community-foundation>

Once we're connected, we can share news easily



Why not make a Thank You video?

It means a lot to the donors to know their grant has made a difference. Take a short video of the workers and if possible the people it benefits talking about what they do. Explain how the grant helped and send it to us or post it on social media

Please also remember to use our logo on publications! Pick it up here:

<https://www.llrcommunityfoundation.org.uk/for-funded-groups/>

Keep in touch - we love to hear how your grant is transforming lives. You can drop us an email at grants@llrcommunityfoundation.org.uk