



Grantee Guidelines

The purpose of this document is to outline the grantee expectations and requirements.

Grantee Responsibilities

By accepting this award, the Grantee is acknowledging it agrees to uphold the terms and conditions outlined here, including but not limited to:

- Agreeing to expend the entire grant amount for the purposes outlined in the original grant request;
- Agreeing to notify Jewish Home of Cincinnati (JHC) in writing of any changes to the objectives, methods, or timeline of the project for which grant funds have been awarded; and
- Agreeing to appropriately credit and recognize Jewish Home of Cincinnati for the project for which grant funds have been awarded.

Grant Recognition Guidelines

Public recognition of this grant is important to sustain and encourage future contributions. JHC receives contributions from generous donors who need to see and understand the connection between their contributions to JHC and the programs supported by this grant to further support JHC initiatives

Grant recipients are asked to credit JHC as space is available in all promotional materials for the funded initiative(s) including, but not limited to: news releases, direct mailings, posters/flyers, invitations, radio and television spots, programs, social media posts, e-communications, vehicles, handouts.

Name and Brandmark Usage

The official JHC logo should be used on all print or digital media related to the funded program when the media source allows for artwork such as logos. Logo must be supplied by Jewish Home of Cincinnati and conform to the Style Guidelines at the end of this document.

Logo size and placement should be proportional to Jewish Home of Cincinnati's support comparative to other sources of funding.

Newspaper/Magazine Advertising

Any advertising for the funded program, regardless of size or length, should credit Jewish Home of Cincinnati with the logo or with a text statement recognizing Jewish Home of Cincinnati support.

News Releases

News releases about the funded programming must credit JHC, for ex: "Support for this program was provided by Jewish Home of Cincinnati."

Event Signage

Wall/Poster text must include Jewish Home of Cincinnati logo.

Electronic Recognition

Broadcast Advertising

Include JHC in all radio and television spots promoting the funded programming. Radio spots should give verbal credit to Jewish Home of Cincinnati (ex: "Funding support comes from Jewish Home of Cincinnati") and television spots should include Jewish Home of Cincinnati logo.

Digital Advertising

Logo credit should be provided in all digital advertising for the funded programming. Acknowledgement of Jewish Home of Cincinnati support should be proportional to its share of support compared to other sources.

Changes to Project Scope

Grantees must notify Jewish Home of Cincinnati of any substantial changes to the scope of the project as soon as possible. Changes in project scope will be evaluated on a case-by-case basis but may result in a partial or full refund of the grant award.

Final Report

Grant recipients must submit a Final Report within 60 days of the completion of the project/funding period. Failure to submit your final report in a timely fashion may result in ineligibility for future funding from Jewish Home of Cincinnati.

Photographs

When possible, as a part of the final report, we ask grant recipients to submit photographs that highlight the funded programming. Jewish Home of Cincinnati will assume that we have permission to use and share these photographs and any attributions (if provided), unless

expressly told otherwise. We understand the importance of privacy for your clients, so please submit pictures only when appropriate and with permission.

Proof of Grant Recognition

PDFs or JPGs of press releases, copies of publications or media coverage that mention your grant should also be submitted along with your final report.

Additional Information

If you have additional questions regarding this document, your award, or the decision-making process used by the committee to determine your award, please feel free to contact:

Nina Perlove

Executive Director

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513-766-3359

Branding Style Guide LOGO USAGE

APPROVED



NOT APPROVED



Logo should be contained within a white field when placed against a contrasting color or photo.



Tagline must be at minimum 7' in size and positioned as shown when displayed within the logo unit.

Investing In and Impacting Seniors' Lives

Tagline must be displayed in one single line and not stacked. When used on marketing collateral, it should be used as an item of focus and separated from the logo.



DO NOT try to recreate logos. Contact JHC for approved logo files.