

January 2023

# Amplification Package

for community foundations

## Community Services Recovery Fund



Canadian  
Red Cross



COMMUNITY  
FOUNDATIONS  
OF CANADA



United Way  
Centraide  
Canada



Funded by the  
Government of Canada's  
Community Services Recovery Fund

Canada 



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## How to Use this Package

This Amplification Package provides templates and communications content for the Community Services Recovery Fund. We encourage you to use this Amplification Package for your communications, outreach and community engagement.

We have provided a variety of resources and templates here to help you keep your communications consistent with the brand we have created together with the Canadian Red Cross and Community Foundations of Canada. We encourage you to use this Amplification Package for your communications, outreach, and community engagement. You know your communities best and the best way to connect with them. This material provides you with tools to support you in your work. Please feel free to adjust as needed to your local context.

**Questions:** If you have any questions, please reach out to [bchaly@unitedway.ca](mailto:bchaly@unitedway.ca).

## January 6 Launch Scenario

The application period will officially open on January 6 at 10am ET and applicants can submit applications. Applicants have the option to complete a Where to Apply Questionnaire on the Community Services Recovery Fund website to suggest which National Funder may be the best one to apply to.

There will be a Ministerial social media announcement to accompany the launch of application intake. The details of this event will be shared once they are confirmed.

## Key Messages

### About the Community Services Recovery Fund

- The Community Services Recovery Fund is a \$400 million investment from the Government of Canada to support charities, non-profits, and Indigenous



Governing Bodies as they focus on how to adapt their organizations for pandemic recovery.

- The Community Services Recovery Fund will provide funding to Community Service Organizations. Community Service Organizations include non-profit organizations, Indigenous Governing Bodies or Registered Charities located in Canada that provide services to communities in Canada.
- The Government of Canada recognizes that our long-term recovery from the COVID-19 pandemic will require a more inclusive model of economic growth to create better opportunities for all Canadians.
- Now more than ever, charities, non-profits, and Indigenous Governing Bodies are playing a key role in addressing persistent and complex social problems faced by all Canadians.
- From the beginning of the COVID-19 pandemic, charities, non-profits, and Indigenous Governing Bodies across Canada have shown impressive stamina and creativity in their response to the diverse and increasingly challenging needs of their communities.
- The Community Services Recovery Fund responds to what charities, non-profits, and Indigenous Governing Bodies need right now and supports them as they adapt to the long-term impacts of the pandemic.

## Application Details

- The Community Services Recovery Fund is now open for applications. Visit [www.communityservicesrecoveryfund.ca](http://www.communityservicesrecoveryfund.ca) to find out where to submit your application. The deadline for applications is February 21, 2023 at 5:00pm PT.
- The Community Services Recovery Fund is open to Community Service Organizations. Community Service Organizations are non-profit organizations, Indigenous Governing Bodies, or Registered Charities located in Canada that provide services to communities within Canada.
- Projects funded by the Community Services Recovery Fund will work within one of the Project Focus Areas: Investing in People, Investing in Systems and



Processes, and Investing in Program and Service Innovation and Redesign. Projects may touch on more than one Project Focus Area, but applicants will be asked to select a primary focus area that reflects the project's main intention.

- Applicants are encouraged to review the [Applicant Guide](#) for details about the funding available, detailed eligibility criteria, eligible expenses, assessment criteria and more.
- If you have any additional questions, please reach out to [INSERT YOUR UWC EMAIL] or visit [www.communityservicesrecoveryfund.ca](http://www.communityservicesrecoveryfund.ca). Applicants are also encouraged to sign up for a webinar to learn more about How To Apply to the Community Services Recovery Fund.

## About National Funders

- The Community Services Recovery Fund will be delivered through three National Funders – Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada. These National Funders will be responsible for establishing open application processes to distribute funding to eligible charities, non-profits, and Indigenous Governing Bodies across Canada.
- The National Funders – the Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada – are working together with their combined national reach and local expertise to deliver the Community Service Recovery Fund from coast to coast to coast.

## Letter to Potential Applicant

***To be sent only after the January 6, 2023, public announcement by the Government of Canada.***

Email Banner: [here](#)



**Subject line:** Applications Open: Community Services Recovery Fund

Dear [insert salutations as appropriate],

We are pleased to announce that the Community Services Recovery Fund is now open for applications.

The Community Services Recovery Fund is a \$400 million investment from the Government of Canada to support charities, non-profits, and Indigenous Governing Bodies as they focus on how to adapt their organizations for pandemic recovery. **[United Way Centraide Name]** is working in collaboration with United Way Centraide Canada, the Canadian Red Cross, and Community Foundations of Canada to distribute funding. This fund supports Community Service Organizations, including non-profit organizations, Indigenous Governing Bodies, and Registered Charities located in Canada.

We encourage you to read the eligibility criteria and learn about the program on the [Community Services Recovery Fund website](#). The deadline for applications is February 21, 2023 at 5:00pm PT.

Sincerely,  
[Signature]

## Website Copy

***To be posted only after the January 6, 2023 public announcement by the Government of Canada.***

**[United Way Centraide Name] takes part in the Community Services Recovery Fund – a \$400 million investment in Community Services Organizations**

Now more than ever, Community Service Organizations (charities, non-profits, and Indigenous Governing Bodies) are playing a key role in addressing persistent and





complex social problems faced by all Canadians. The Community Services Recovery Fund is a \$400 million investment from the Government of Canada to support charities, non-profits, and Indigenous Governing Bodies as they focus on how to adapt their organizations for pandemic recovery.

**[United Way Centraide Name]** is proud to be delivering the Community Services Recovery Fund. This fund is a collaboration between the Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada to provide funding to Community Service Organizations, including non-profit organizations, Indigenous Governing Bodies or Registered Charities located in Canada. The Community Services Recovery Fund responds to what Community Service Organizations need right now and supports organizations as they adapt to the long-term impacts of the pandemic.

Applications are now open, and non-profit organizations, Indigenous Governing Bodies, and charities must apply by February 21, 2023 at 5:00pm PT. Visit **[www.communityservicesrecoveryfund.ca](http://www.communityservicesrecoveryfund.ca)** to find out more about how to apply, explore resources for applicants, and submit your application.

## Press Release

The following is the Government of Canada's press release that will be released once it has been finalized on January 6.

### **Community Services Recovery Fund application process opens to support pandemic recovery**

National Funders will distribute funding to community service organizations

January 6, 2023 | Ottawa, Ontario | Employment and Social Development Canada



Today, the Minister of Families, Children and Social Development, Karina Gould, together with the Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada, announced that the application process for the Community Services Recovery Fund is now open. The application process is managed by these National Funders in order to reach a broad and diverse range of community service organizations, such as charities, non-profits and Indigenous governing bodies.

The Community Services Recovery Fund is a historic one-time investment of \$400 million that will help community service organizations to adapt, to modernize and to be better equipped to improve the efficacy, accessibility and sustainability of the community services that they provide, so they can continue to support communities across Canada through the pandemic recovery and beyond.

Community service organizations are at the forefront of addressing communities' needs, especially during the COVID-19 pandemic. Since the early phases of the pandemic, they have struggled with increased demand for their services, reduced revenues, declines in charitable giving due to the rising cost of living, and a greater need to make use of digital tools. Many of them are struggling to recover and adapt their services to the changing needs of communities across Canada.

Applications for funding can be submitted to the National Funders from now until February 21, 2023. Organizations are encouraged to complete the interactive quiz to determine where and how to apply. Additional information and resources, including an applicant guide, can be found on the Community Services Recovery Fund website. The National Funders are also holding a webinar on January 12, 2023, to help organizations understand the application process.

For more information, visit the [National Funders' Community Services Recovery Fund website](#). Eligible organizations can also [register for the webinar](#) through the website.





## Quotes

"The Government is supporting the long-term COVID-19 pandemic recovery in communities across Canada through this historic fund. This transformational investment with the National Funders supports a more inclusive model of economic growth that creates opportunities at the community level. The Community Services Recovery Fund will strengthen the ability of community service organizations, including charities, non-profits and Indigenous governing bodies, to deliver services and resources where they will have the most impact." – Minister of Families, Children and Social Development, Karina Gould

"The Government of Canada continues to demonstrate its commitment to supporting Canadians as we recover from the prolonged impacts of the COVID-19 pandemic. The Canadian Red Cross is pleased to be a National Funder of the Community Services Recovery Fund that will provide funding to help non-profits, registered charities and Indigenous governing bodies adapt to ensure they are able to continue to provide vital services and programs in their communities." – Conrad Sauvé, Chief Executive Officer, Canadian Red Cross

"The Community Services Recovery Fund will change the reality for thousands of charities, non-profits and Indigenous governing bodies from coast to coast to coast. Throughout the COVID-19 pandemic, these organizations have stood up for and supported their communities. We will be forever grateful for their efforts. Now, through this Fund, community foundations will support projects at charities, non-profits and Indigenous governing bodies that invest in their internal systems and processes, making them more resilient for the future." – Andrea Dicks, President, Community Foundations of Canada

"The Government of Canada has entrusted United Way Centraide Canada and our partner National Funders to deliver the Community Services Recovery Fund. Our national network of local community experts is working hard to support charities



and non-profits serving our diverse communities to ensure they can access this important funding they so greatly deserve.” – Dan Clement, President and Chief Executive Officer, United Way Centraide Canada

## Quick Facts

- The Community Services Recovery Fund is open for applications from January 6 to February 21, 2023, through the National Funders. Funded projects will begin May 1, 2023, and will continue into 2024.
- The Community Services Recovery Fund has two funding streams: one for local or regional community service organizations serving a portion of a province or territory, and one for community service organizations serving the entire country, an entire province or territory, or multiple provinces or territories.
- Funding from the Community Services Recovery Fund will enable community service organizations to invest in their own organizational capacity under one of the three project focus areas:
  - Investing in People: projects that focus on how organizations recruit, retain, engage and support their personnel.
  - Investing in Systems and Processes: projects that invest in the systems and processes involved in creating the internal workings of an organization’s overall structure.
  - Investing in Program and Service Innovation and Redesign: projects primarily focused on program and service innovation and redesign using information gained during the COVID-19 pandemic.
- The Community Services Recovery Fund builds on the successful delivery of the \$350-million Emergency Community Support Fund, where the Government funded over 11,570 projects serving vulnerable populations during the COVID-19 pandemic.

## Associated Links

- [National Funders’ Community Services Recovery Fund website](#)



## Image Bank and Guidance

We have curated an [Image Bank](#) aligned with our brand guidelines. These images are meant to be diverse and inclusive—we want every community to see themselves in our imagery. We also encourage you to use photos from your community if you have the appropriate licences and consent forms.

## Template Graphics

We've created a [suite of graphics](#) to put on your website and use in social media. These are easily editable to accommodate your text and images of choice. Please feel free to customize these graphics to best suit your local community.

Here is a series of social media shareable templates that you can customize with your captions and logo and then use on your website and social media platforms:

Rectangle Socials: [here](#)

Square Socials: [here](#)

## Social Media Copy

***To be posted after application portals open on January 6, 2023.***

### Twitter

Now more than ever, charities, non-profits, and Indigenous Governing Bodies are playing a key role in addressing persistent and complex social problems faced by all communities, the #CommunityServicesRecoveryFund, funded by @ESDC\_GC, is supporting organizations as they strengthen and adapt. Learn more: [www.communityservicesrecoveryfund.ca](http://www.communityservicesrecoveryfund.ca)

We are now accepting #CommunityServicesRecoveryFund applications. With this funding provided by @ESDC\_GC, we will support a broad and diverse range of charities and non-profits to adapt and modernize so they can better support



recovery in their communities. Find out if your organization is eligible and how to apply: [www.communityservicesrecoveryfund.ca](http://www.communityservicesrecoveryfund.ca)

Is your organization looking to adapt and modernize your internal processes as you recover from the pandemic? The #CommunityServicesRecoveryFund is an opportunity to receive funding to support this process! Visit our website for details visit: [www.communityservicesrecoveryfund.ca](http://www.communityservicesrecoveryfund.ca)

From developing new communications plans to enhancing existing accounting systems, the #CommunityServicesRecoveryFund responds to the adaptation and modernization needs of non-profit and charitable organizations facing immediate and long-term impacts of the pandemic as they continue to support communities. Find out if your organization is eligible and how to apply: [www.communityservicesrecoveryfund.ca](http://www.communityservicesrecoveryfund.ca)

## **Facebook and Instagram**

We are proud to be one of the participating United Way Centraides across Canada taking part in the Government of Canada's #CommunityServicesRecoveryFund, a collaboration between Canadian Red Cross, Community Foundations of Canada, and United Way Centraide Canada. The #CommunityServicesRecoveryFund will support a vast array of Community Service Organizations as they recover from the pandemic.

The #CommunityServicesRecovery Fund aims to support the adaptation and modernization needs of non-profit and charitable Community Service Organizations facing immediate and long-term impacts of the pandemic as they continue to support communities.



## Brand Guide

**Brand Guide:** [here](#)

**Font:** Poppins | **Colours:** Grayscale

**Tone:** It is important that communities and individuals across Canada can see themselves in the brand. There should be diverse representation and a genuine feeling to the visuals.

## Government of Canada Recognition

It is recommended that you tag the appropriate Government of Canada social media accounts in any program promotions or announcements as appropriate. Additionally, please recognize the financial contribution of the Government of Canada in the following ways:

- **Twitter:** Give acknowledgement if space permits and if appropriate/relevant.
- **Facebook or Instagram:** Include the funding line and the Canada wordmark in an appropriate location.
- **YouTube and other videos:** Include the printed funding line and the Canada wordmark at the end of the video. Possibly include a voiced funding line.
- **Social media releases:** Include the funding line and, if graphics are used, the Canada wordmark.
- **Blogs:** Include the funding line and, if graphics are used, the Canada wordmark, in an appropriate location.

## Recognition Requirements

The Government of Canada's financial contributions must be recognized in all communication activities, publications, advertising, and press releases regarding the project following the requirements and guidelines shared below.



## **In press releases:**

Please include either the following quote from the Minister or a quote from your local Member of Parliament:

“The Government is supporting the long-term COVID-19 pandemic recovery in communities across Canada through this historic fund. This transformational investment with the National Funders supports a more inclusive model of economic growth that creates opportunities at the community level. The Community Services Recovery Fund will strengthen the ability of community service organizations, including charities, non-profits and Indigenous governing bodies, to deliver services and resources where they will have the most impact.” – Minister of Families, Children and Social Development, Karina Gould

## **In products without graphics:**

The following funding acknowledgement line should be used either by itself at the bottom of the text, elsewhere in the template, or integrated into the body of the text.

- Funded by the Government of Canada under the Community Services Recovery Fund

## **In products with graphics:**

The Government of Canada must be recognized by the [funding acknowledgement line and the supplied Canada logo](#). This logo must be of equal size to other logos used in the product. Typical logo placement locations include the inside front cover, the title page, the back cover, or the bottom of the website or template.

## **In events:**

Funding recipients must reasonably cooperate with representatives of the Government of Canada during any official news release or ceremonies relating to the announcement of the project.