

COMMUNICATION PROTOCOLS

Australian Communities Foundation (ACF) and its sub-funds are dedicated to building healthy, happy and resilient communities. Publicising, promoting and communicating this message is critical in making this happen, however it's important all references are legally correct.

WHO IS ACF?

ACF is a not for profit organisation that assists individuals, families corporations and charities to establish flexible and tax-effective giving solutions.

By using ACF structures and expertise, donors can make targeted grants to support causes and communities they care about.

As a community foundation, ACF pools donations and invests prudently. This enables ACF to make hundreds of grants each year to support important community and charitable projects in Australia and abroad.

ACKNOWLEDGEMENT

A sub-fund is a management account established as part of one of ACF's charitable trust funds. A sub-fund is not a legal entity and a sub-fund owner is not the Trustee. Sub-funds cannot be called a 'foundation' or a 'trust'.

For this reason:

- ACF should be acknowledged on publications, promotional materials and at events that our funding has supported.
- Permission must be sought from ACF before a sub-fund is acknowledged directly as many donors request anonymity.
- Donors should **not** be acknowledged individually unless otherwise instructed.

Example statements:

- *...is proudly supported by the (insert sub-fund name), a sub-fund of Australian Communities Foundation.*

- *We have been supported by Australian Communities Foundation through the (insert sub-fund name).*
- *Supported by Australian Communities Foundation.*

USE OF LOGO

The best way to acknowledge ACF is to use our logo which is available as a high-res jpeg on the ACF website.

In some instances, ACF sub-funds have a logo of their own. This may be used in conjunction with ACF's logo, however it **must not** be used as a stand-alone logo as sub-funds are not independent entities.

COLLATERAL

For events, ACF is happy to provide banners and information to assist with co-branding and show our support.

In addition, ACF has a variety of printed collateral available for distribution at events including single-page handouts and A5/A4 brochures.

MEDIA ENQUIRIES

A number of ACF staff are available for comment. To seek ACF comment, obtain collateral or enquire about staff availability for events, please contact:

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