



## GRANTEE COMMUNICATION GUIDELINES

The Barr Foundation recognizes the power of strategic communications to advance mission. So, we encourage you to announce your grant and, as appropriate, share important updates, milestones, and impacts via your organization’s website, blog, social media, and outreach to media outlets. These communications should focus on your organization, priorities, and/or on those who benefit from your work. Barr should not be the focus. Yet, we are proud to be associated with those we fund. When Barr is recognized for its support, we believe it also serves the Foundation’s goals and mission, drawing positive attention to our partners and their work, while also helping to build understanding of Barr and its priorities.

### Our Brand

Grantees may use Barr Foundation logos in print or online materials. These are available for download in many different formats and types on the [Grantee homepage](#). We ask that you adhere to our brand guidelines when using our logo.

### Acknowledging the Foundation

For the duration of your grant, we ask that you acknowledge Barr as you do any other supporters. For example, please note the Foundation’s support on any web pages, announcements, or printed materials about the work supported by your grant. Here are some guidelines for acknowledging Barr:

#### **In any grant announcements or materials funded by the grant, use the following credit:**

- The [organization/project/event] is supported by a grant from the Barr Foundation.
- This [project/event] is made possible thanks in part to support from the Barr Foundation.

**Please note: We don't consider "The" to be part of the Barr Foundation's official name.**

- We do use 'the' in sentences like the following: "We would like to thank the Barr Foundation." (not "We would like to thank Barr Foundation."). And we will use "The" if Barr Foundation leads a sentence. For example, "The Barr Foundation believes that students deserve an exceptional educational experience."
- If just referring to "Barr," no article is needed – "We love working with Barr!" (not "We love to work with the Barr.")

**If you choose to describe the Foundation in more detail, please use this wording:**

The Barr Foundation's mission is to invest in human, natural, and creative potential, serving as thoughtful stewards and catalysts. As stewards, Barr nurtures vital community assets. As catalysts, the Foundation advances breakthrough ideas to shape our collective future. Based in Boston, Barr focuses regionally and selectively engages nationally. We work in partnership with nonprofits, foundations, the public sector, and civic and business leaders to elevate the arts and creative expression, advance solutions for climate change, and connect all students to success in high school and beyond.

Founded in 1997, Barr has grown to become one of the largest private foundations in New England and has contributed over \$1 billion to charitable causes. We focus our grantmaking on arts and creativity, climate, and education – complemented by grants to strengthen New England's social sector and for targeted special initiatives.

A set of [core values](#) defined by our founding trustees express our beliefs about what constitutes effective philanthropy and guide how the Barr Foundation carries out its mission. Barr is committed to strive for impact, act with humility, invest in leaders, take the long view, center racial equity, embrace risk, and demonstrate curiosity. These values also guide our hiring process and the workplace culture that we shape together. We aim to make Barr an inclusive workplace where all team members can bring their full and authentic selves and be supported to learn and grow. For more information, visit [barrfoundation.org](http://barrfoundation.org).

**If you are regrating Barr funds to other organizations, Barr's support should be noted in your communications with the subgrantee.**

- *This grant is awarded by [your organization] with funding from the Barr Foundation.*

- If subgrantees choose to recognize the source of funds for their grant, please ask them to use the following credit:
  - o *The [organization/project/event] is supported by a grant awarded by [your organization] with funding from the Barr Foundation.*

**If research or other work generated with Barr support advocates a point of view, please use the following disclaimer:**

- The opinions expressed in this report are those of the authors and do not necessarily reflect the views of the Barr Foundation.

You are welcome to use any of the above, as applicable, to your grant, and do not need to seek approval from Barr before publishing. If you wish to include custom acknowledgement language, we request that you give us an opportunity to review a draft. In all cases, please forward us a final copy of all external communications materials such as press releases, newsletters, email announcements, website copy, fact sheets or any other materials that recognize your grant from the Barr Foundation.

If you believe that publicly recognizing Barr’s funding of your work may not be appropriate — either for your organization or for us — please contact your program officer.

### **Featuring Grantees in Barr Foundation Communications**

Barr lists all of its grants on our [online grants database](#) and we frequently feature grantees on [our blog](#), in our [e-newsletter](#), and via our social media channels. We are always interested in helping to amplify the good work of our partners. So, please let us know when you have milestone events in your Barr supported project. You may forward along any news updates to us via email at [communications@barrfoundation.org](mailto:communications@barrfoundation.org), or tag us directly on socials.

### **Connecting with the Barr Foundation on Social Media**

We encourage you to follow Barr on [LinkedIn](#) and [BlueSky](#). We also ask that you let us know the best social media profiles for your organization and key staff for us to connect with and follow. You can also [sign up for our e-newsletter here](#).

## Sharing Photos with the Foundation

A picture is worth 1,000 words, especially when it features people from your organization and communities. We encourage you to share high-resolution photos with us that we might use to amplify your work through Barr's digital communications.

### Before sending us your photos:

- Ensure you have consent to share the photos from the people appearing in the photos and from the photographer
- Gather information like the photographer name, event name and date, and a brief description so we can give credit where credit is due

### How to send:

- Upload photos and credits via a sharing service like Dropbox, WeTransfer, or Google Drive and send a link to the communications team. Feel free to send multiple links.

If you're having trouble, [reach out](#)—we're here to help.

## Requesting Statements for the Media

Members of the Barr Foundation staff are happy to provide quotes for use in grantee press announcements when helpful. Please [contact the communications team](#) for assistance.

## Sharing News Coverage

Please [forward links](#) to any media coverage generated by activities funded by this grant. We appreciate the opportunity to learn how grantees' work is reaching the public, and we are often able to share such updates with our networks via our website, newsletter, or social channels.

## Writing for the Barr Foundation Blog

Sometimes, grantees will write about their work, learnings, or share new research for the Barr Foundation blog. We encourage guest authors to review the [Guest Blog Guidelines](#) for general tips and guidance throughout the writing process.

## Have questions?

For any questions or requests, please contact Barr's Communications team ([communications@barrfoundation.org](mailto:communications@barrfoundation.org)). We look forward to working with you!