Beneficiary Marketing and Communications Asset Pack: Energy Resilience Fund

Introduction

Congratulations on securing your grant with the Northern Powergrid Foundation, we look forward to collaborating with you and seeing your project develop from an idea into a reality which will empower your community to thrive!

At Northern Powergrid Foundation we want to do everything we can to help make this process as seamless as possible for you and support you in a number of ways as you navigate this exciting time for your community.

To help you, we have created this marketing and communications asset pack which contains some useful information on how you can use the brand and information from Northern Powergrid Foundation to showcase the great work you are undertaking using the grant funding we have provided.

If you need any further information or have any questions about how to promote your project, how to use our brand, or if you just want us to check over something for you, please do not hesitate to send us an email: *foundation@northernpowergrid.com*

Communications

We would be grateful for an acknowledgement of the grant in any communications you produce about your project. Whether that be on your website, in a local press report, or visually within your building or facility; we are happy for you to use our logo and we have attached different versions of the logo for you to use alongside some guidance on how and where they should be used.

Announcing your Grant

We would really appreciate it if you did not publicly announce your grant until you have formally accepted the grant agreement by signing and returning that document to us. We will also do the same and no communications will be issued by us until we are sure the grant has been agreed between both parties. After this agreement has been finalised, we may publicise this across our website and social media channels and we may also write press releases to be picked up by media outlets. If you do not want us to promote your grant or your project, please do get in touch with your reasons and we can have a discussion around next steps.

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Press Releases

You are more than welcome to approach local media outlets yourself to generate some positive coverage about your grant, organisation, and project. If you would like us to review this for you before you release it to the media, please feel free to do so using the email address above and one of the Foundation team will be more than happy to take a look over it for you and make any suggestions. We can also provide quotes from our Head of Foundation or a Foundation Trustee to support your project and press release.

Below is some copy and information about Northern Powergrid Foundation which you can include in your press release:

About the Northern Powergrid Foundation:

Northern Powergrid Foundation was established in 2022 to support communities in the Northern Powergrid region.

Initially funded by a £7.5million donation from Northern Powergrid (North East) plc and Northern Powergrid (Yorkshire) plc, the Foundation has enduring plans that goes beyond this to further support communities on an ongoing basis.

Northern Powergrid Foundation is a grant-making charity that helps communities in our region become more resilient to energy changes. So far, we've supported over 120 communities to create warm and safe spaces for residents. The projects not only strengthen community resilience but also promote greener energy. This includes installing solar panels and battery storage. The Foundation believes in the power of community. That's why funding and support is provided to help people adapt to environmental, economic and societal changes in the energy sector.

Northern Powergrid Foundation have ambitious plans to launch a range of projects and funding which on the following three key priorities:

- *Enhancing resilience*
- *Creating Opportunities*
- *Overcoming Barriers*

If you would like to know more about Northern Powergrid Foundation or are a business or organisation who would like to collaborate with us please visit the website; www.northernpowergridfoundation.com or send an email to; foundation@northernpowergrid.com

About Northern Powergrid Foundation Energy Resilience Fund:

Northern Powergrid Foundation Energy Resilience Fund has so far distributed over £1.5 million to charities, not-for-profit organisations, and community groups who are taking a proactive approach to support their

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community with energy resilience measures. These measures are designed to support communities during severe weather events and provide a place of shelter and support. The measures also help to reduce energy costs within a facility which enables greater investment into the activities and level of support available to the community.

Logo

We have provided two high resolution versions of Northern Powergrid Foundation logo which you may use in communications about work we are directly supporting with yourselves. We just ask that you:

- Don't amend the logo in any way including changing the colours.
- Only use the logo in line with communications that positively promote the grant funding you have received through the Northern Powergrid Foundation.

Photographs

We would love to see some photos of the project funded via Northern Powergrid Foundation and would encourage you to email them across to us at: *foundation@northernpowergrid.com* From time to time, we may use these images across our website and to create digital assets for use on social media. If you do not want your photographs used for these purposes, please let us know.

Upon completion of your project, we like to complete a site visit which will involve photography of a cheque presentation to yourselves and other members of your community. We may use, re-use, publish and re-publish photos which contain images of people. We ask that you check with anyone who may appear in a photograph that they understand that their image may be used and that they consent to this. We also ask that you get in touch if there are any images you do not wish us to use. Anyone under the age of 18 who may be photographed will need to have parental consent prior to photography taking place.

Other Hints and Tips:

- Always refer to us as *'Northern Powergrid Foundation'.*
- Ensure all your funders are thanked – it is nice to recognise everyone who has supported you with a project.
- Don't be afraid to shout about how great your project is and the impact it's had – No need to be modest – You've done something special in achieving grant funding and supporting your community!
- Document the projects journey from start to finish with photographs where possible.

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- Include quotes from the local community in any communications – Highlight the positive impact your project has had.
- Reach out if you need any help – Northern Powergrid Foundation team are always on hand to support and offer guidance wherever possible.

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Logos





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