Congratulations!

2023 PR & EVALUATION WORKSHOP
FOR GRANTEES OF THE
COMMUNITY FOUNDATION
OF MIDDLESEX COUNTY
Housekeeping

We are the **Community Foundation of Middlesex County**

*In announcements, once the full name is used, we may also be referred to as*

- Community Foundation
- CFMC

We are **not**
- Middlesex Community Foundation
- Middlesex Foundation
- The Foundation
When and How to Use Our Name

Community Foundation of Middlesex County with Fund(s) providing monies

◦ “grant funding provided by the Community Foundation of Middlesex County”
◦ “funded, or funded in part by the Community Foundation of Middlesex County”

◦ Community Foundation of Middlesex County/ABC Fund
◦ ABC Fund at the Community Foundation of Middlesex County
  ◦ Your grant agreement letter includes those Fund(s) that made your grant possible
Grantee Communications Kit

• Visit our website: MiddlesexCountyCF.org
• NonProfits > Resources > select Marketing Your Grant

Grantee Communications and Recognition Information

Congratulations on your award. Your grant from the Community Foundation of Middlesex County (CFMC) reflects on your hard work and dedication, and the news should be shared with your community.

- The downloadable CFMC Grantee Communications Kit provides guidance on the best ways to broadcast your achievements and outlines the Community Foundation’s expectations about spreading the word about your grant project.
- The spring 2023 OFMC Grantee PR & Evaluation Workshop will be held on Wednesday, July 26 at 12:00 p.m. via Zoom. To register, email Mary Dutton. The PowerPoint slides will be available here after the workshop.

We continue to spread the word and celebrate 25+ Years of Helping Good People Do Great Things and we need your help! We continue to gather short statements, stories, and quotes (as well as some photos and video messages) about how CFMC has helped your organization – how has a grant from CFMC impacted you and your work in the community?

You can share your quotes, statements, and photos HERE ... and if you have a video message, please email a cloud share link to Programs@MiddlesexCountyCF.org
When and How to Use Our Logos

- **PRIMARY LOGO.** Only use when "Philanthropy – Leadership – Legacy" is still legible.

Only use when the full name of Community Foundation of Middlesex County is used in writing.
Certain Grants Will Have Special Logo Use

Katchen Coley Conservation Fund
at the
COMMUNITY FOUNDATION
of Middlesex County

Also linked to on the Marketing Your Grant webpage.
Ways You Help Us Thank Our Donors

• Stories, Articles and Photos

• Thank You cards and letters

• Videos – Virtual highlights and quick messages; a sneak peak or a program clip or a simple thank you to the donors and funds that made your grant possible

• Site Visits (In-Person and Virtual)

• The Evaluation Narrative – it’s another story, it is a way to explain how the grant funding helped you make an impact

Thank you from Bielefield Elementary for sensory garden and pollinator pathway
How we use your stories and photos

• Email updates
• Social media
• Letters to donors and fund representatives
• Board of Directors Reports
• Annual Report to the Community
• Website
At-Risk Populations

- Ways to highlight great work and impact without featuring individuals
- Stock photos are great, just ensure licensing is secured
We Share Your Good News

CFMC Presents $25,000 Grant to Pathfinders for Deer Lake Project

Community Foundation of Middlesex County Presents $25,000 Grant to Pathfinders for Deer Lake Project Award made possible by the Mary Janvins and Natalie Janvins Wiggins Fund for Birds. Other Animals and Nature Middletown, CT – The Community Foundation of Middlesex County (CFMC) wrapped up its 25th anniversary celebration in December with a surprise $25,000 grant.

Liberty Bank, 41 Rotary Clubs, and Community Foundation of Middlesex County Raise Over $917,000 to Help Fill Thanksgiving Food Baskets This Holiday

Released on behalf of Liberty Bank in partnership with 41 local Rotary Clubs and the Community Foundation of Middlesex County (CFMC). Liberty Bank announced today that over $917,000 was raised during its 19th Annual Thanksgiving Drive. This will help ensure that more families in the areas.

Magic Food Bus at Middlesex Community College

Food insecurity is a crisis affecting universities and colleges across our country ... and right here in our community.

In 2016, Middlesex Community College (MC) staff and administration chose to address the issue head on and support their college community through a new initiative. Led by Professor Judith Felton (now retired), MC took inspiration from other community colleges addressing this issue and set the wheels in motion for their own, very special, food pantry.

Thanks to your generosity through the CFMC Unrestricted Fund, Live Local Give Local, and other funds, MC purchased a bus and partnered with nearby Vinal Technical High School whose students put their new skills to work transforming the ordinary vehicle into The Magic Food Bus.

Since its opening, The Magic Food Bus has provided 8,000 units of food to more than 1,750 students and their families in our community.

When good people work together, the results truly are magical! Thank you!

A Seri A. Rosenbaum Fund for Women & Girls grant ensures that girls in Middlesex County can take advantage of all that Girl Scouts of Connecticut (GSC) has to offer, from participating in summer camps to achieving top awards at the annual conference. Our friends at GSC shared two amazing stories with us about recent Gold Award recipients ... right here in our own back yard!

Cheyenne of Middletown learned that less than 10% of commercial pilots are females. She teamed up with her local Experimental Aircraft Association (EAA) chapter to help put together an educational event to teach young girls about aviation and aerospace, where they learned that just because they are a girl does not mean they cannot work in a male-dominated field. EAA Chapter 365 will continue to hold this event on July 17th each year, which they named National Young Aerospace Education Day.

Influenced by her passions for disability advocacy and the arts, Libby of Haddam founded Perceptions to combat the lack of understanding surrounding the concept of “disability.” Their mission is to give a voice to the voices of young artists, writers, and musicians with disabilities. Through exhibits, readings, social media posts, online events, and podcast episodes, Libby and the Perceptions team aim to share the diverse stories of the disability community. With over 1,000 sessions on its website, Perceptions strives to have a wide-reaching, permanent influence on its viewers and community members.
Have a Video Idea?

• Create (or adapt) a short video – and really, we mean short – 30 seconds to 2 minutes
• In the video –
  • You can say Thank You
  • You can show impact
  • You can highlight a program
  • Anything goes – we just would like to make the connection between the great work you do and the CFMC funding supporting that work
We Share Your Good News - Videos

CFMC does have a YouTube channel ... cfdnmc
And we have a special Video page on our website
Video File Sharing

• How to get it to us:
  • Send the video file via cloud share platforms to Programs@MiddlesexCountyCF.org
  • We will upload it to our YouTube Channel, use it on the website, and highlight it in our e-news stories as well when we meet with donors and friends.

or

• Send an “share link” from your own video site that we can share and post on our site
Copyright and Privacy

**A few things to keep in mind** when sharing stories, photos, and videos with CFMC:

1. **When sharing PHOTOS:**
   - Photos of your participants and clients - do you have signed releases stating that you (and your partners, collaborators, and funders) may use the photo in public-facing media?
   - Stock photos – did you purchase, including the licensing to use across media platforms?

2. **When sharing stories, articles, and quotes:**
   - Names – does the person know you will be using their name publicly? Or have you shortened or changed the names to protect privacy?

3. **When preparing and sharing VIDEOS:**
   - Music – copyright laws apply to all of us, and that includes the use of popular music. If you don’t have a license to use a popular song, then it cannot be uploaded to platforms like YouTube and Vimeo.
     - There are sites that offer free license music or low cost options like stock photos but for music.
Evaluation – Why?

**We** have a responsibility –
to report how the funds were used.

**You** have a responsibility –
to report how the funds were used.

- Our donors are interested in how you are improving/impacting the quality of life
- Our donors are interested in how – through a grant to your organization – they are helping their community
- Our partners are interested in how we are leveraging their dollars
- Our Committees and Board are interested in learning more about the work you do
Evaluation Timing

• Updates, invitations, and good news should be “ongoing”
  • The final evaluation report isn’t the only way to share updates
  • Did something spectacular, unforeseen, or just interesting occur? Let us know!

• Formal Evaluation Submission:
  • At the end of the grant or program (when funds are fully expended, when the program ends) submit the evaluation form supplied with your grant award
  • General Operating/Capacity Support grants to submit evaluations at end of organization’s fiscal year or outset of next CFMC grants process

• Interim evaluation is available for programs experiencing delays

• The evaluation form is always available on the website – Nonprofits, Forms & Guidelines
Evaluation Forms

Available on our website:

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**Grants**

- Grants Program
- Recent Grants
- Grant Making Timeline

**Resources**

- Guidelines
- Grant Evaluation
- Marketing Your Grant

Actual funding sources and expenses post program

Download Budget to Actual Summary Form (MS Word)

Grant Evaluation Form

CFMC Grant Evaluation
Organization Final Report on CFMC Grant Funding
Step 1 of 4

**COMPLETE THIS EVALUATION FOR the Community Foundation of Middlesex County Grant.**

**Instructions:** Complete the evaluation when the program is complete and/or the grant funding has been fully expended. The form is completed and submitted on the website. You may "Save and Continue Later" - the site will email you a link which is active for 30 days. Evaluation responses should include references and outcomes as connected to your original application. Complete all questions.

Certain documents are requested and are to be uploaded to the form. All items must be uploaded as PDF files or JPEG files.

Legal Name of Organization
General Reminder

We are unable to “view” an evaluation prior to submission – and cannot send a link to an evaluation in process – If you use the “Save and Finish Later” option, PLEASE COPY THE LINK as well as use the “send email option” prior to closing your browser window.

COPY THE LINK BEFORE YOU CLICK ‘SEND LINK’

Please use the following link to return and complete this form from any computer.

https://middlesexcountyefm.org/?gf_page=preview&id=33&gf_token=df182aef8357415fb7088da9141677ac

Note: This link will expire after 30 days.
Enter your email address to if you would like to receive the link via email.

TIP: Copying the link (and saving to a document or notes application) as well as requesting the link will ensure you have access to your in-progress evaluation – should for some reason the email with the link be delayed in arriving.
Evaluation

Programmatic vs Capacity vs General Operating

(hint ... it’s really all the same!)

• Programmatic – impact outcomes, number served, specific goals achieved

• Capacity / General Support – impact outcomes, number served, specific goals achieved
  • How did support for general operating help you serve the community?
  TIP: Tie the evaluation in to specific instances that were made possible.

• Capacity grants assist the organization by allowing it to provide programs and services. Therefore, the positive results of programming are the positive results of capacity support.
Evaluation Checklist

• Refer back to your original application
  o Did you meet the original goals & objectives in the application – how?
• Quantify who and how many served
• Quantify impact –
  o Did we accomplish what we hoped? Did we accomplish something not originally envisioned?
  o Did we serve the populace we identified?
  o Did the program move us forward in our mission?

(and of course, stories, photos, videos, quotes, news releases – all the wonderful things that share how our support helps YOUR great work!)
CFMC Social Channels

@CommunityFoundationMC

Community Foundation at Middlesex County
www.facebook.com/CommunityFoundationMC

@CFMC_CT

Tag your posts with @CFMC

Follow us and we’ll follow you!