



## Grantee Communication Expectations and Guidelines

Barancik Foundation understands the impact that strategic communication can have to advance your mission and leverage additional support. This is why we request you publicize your grant award as well as communicate accomplishments and milestones when the timing is appropriate. **All communications relating to your grant should focus on your organization, priorities, and those who benefit from your work.** Highlight *why* your work is important (see an example on page 3). The dollar amount of your grant, while noteworthy to news outlets, should not be the sole or main focus of your communications.

Please use this guide to assist you with grant communication requirements. We also have a dedicated staff member available to consult with you on your marketing and communications strategy, should you like help or have any questions.

### Contact:

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### Our brand

Please use "Charles & Margery Barancik Foundation" on first reference and "Barancik Foundation" in subsequent references within running text. The ampersand (&) should be used in our full name whenever possible. Please do not use "the" before our name. Do not use any alphabetical abbreviations.

Grantees may use our logos in print or online materials. [Please review our brand identity guidelines and download our logo here.](#) Any use of our logo and name should be reviewed and approved by Foundation staff prior to publication.

### Acknowledging the Foundation

We ask that you acknowledge Barancik Foundation as you would any other funder. Please note the Foundation's support on any digital/social media, announcements, or printed materials about the work funded by your grant. **However, do not gift the Foundation any physical plaques, awards, or mementos to thank us.** We prefer that you invest the money into your organization.

- In grant announcements or materials funded by the grant, please use one of the following credits:

*[Organization/project/event] is supported by a grant from Charles & Margery Barancik Foundation.*

*This [project/event] is made possible in part thanks to support from Charles & Margery Barancik Foundation.*

- If you choose to distribute a press release about our grant, please include the following boilerplate copy:

*The Charles and Margery Barancik family has long believed in the power of philanthropy to shape our world and enrich the lives of all people. It was the expression of this belief that led them in 2014 to establish Charles & Margery Barancik Foundation—a private, family foundation located in Sarasota, Florida. Barancik Foundation creates initiatives and awards grants in Sarasota and beyond in the areas of education, humanitarian causes, arts and culture, the environment, and medical research. For more information, visit [barancikfoundation.org](https://barancikfoundation.org).*

We request the opportunity to review any communications that describe our grant or your funded work prior to publication. Please forward a copy of communication materials such as news releases, newsletters, email announcements, website copy, fact sheets, or other marketing materials. **If you believe that publicizing our funding may not be appropriate, please contact us to discuss.**

### **Highlighting our partners**

We list all grants in our online grants database ([barancikfoundation.org/grants](https://barancikfoundation.org/grants)), and we frequently feature grantees on our website ([barancikfoundation.org/trending](https://barancikfoundation.org/trending)) and social media. We want to help promote your good work, so please share highlights, updates, and stories with us throughout the duration of your grant! We also encourage you to follow and tag us on [Facebook](#), [Instagram](#), and/or [LinkedIn](#).

## Photography and videos

People-centric visual imagery is one of the most effective communication tools. Please consider sharing high-resolution photos and videos with us that demonstrate your grant in action. We will be sure to credit your organization (and a photographer you designate) each time we use your photos, when possible.

## Media inquiries and statements

If you are contacted by the media regarding Barancik Foundation funding or work supported by Barancik Foundation, keep us in the loop. Members of our staff are happy to provide quotes when helpful.

## Sharing news coverage

Please forward links to any media coverage of efforts or activities funded by this grant. We appreciate the opportunity to know when and where Barancik Foundation is mentioned. We also want to be able to share updates with our Board as well as with our stakeholders through our website and social channels.

## An example of a news article we love

### Grief Support Through Tidewell Hospice Program Expands into Newtown

Tidewell Hospice is expanding its Blue Butterfly grief support program into Newtown in hopes of helping underserved children better cope with their loss and emotions. [One in 13 children in Sarasota, Manatee, Charlotte, and DeSoto counties will lose a parent before age 18.](#)

Tidewell's Blue Butterfly Newtown program will launch on Wednesday, Aug. 18, in partnership with Bethlehem Bible Church. The expansion, funded through a private donation from [Charles & Margery Barancik Foundation](#), will provide services at no cost to those enrolled in Newtown.

The grief support sessions were created for children ages 5-18 and their parents or caregivers. The sessions were developed by the program's director Danielle Visone, a licensed social worker and grief counselor, who leads the team of grief specialists and volunteers. Visone believes the twice-monthly program at

#### Why we love it

The headline doesn't focus on the grant amount.

The lead promptly explains why this work is needed and whom it will help.

Our support is appropriately mentioned, but it's not the focus of the story.

The story clearly states the vision and the "why" behind the project.

Bethlehem Bible Church is another step toward [creating equitable resources for children of color in the community](#).

[“We have this meal together where the kids are bonding, and the adults are bonding,” Visone said. “If you think about it from the kid’s perspective, they can sit next to someone who can finally understand and empathize. Those kids are thinking, ‘Wow, I’m not the only one that doesn’t have a mom.’”](#)

Visone, who lost her own father at a young age, said most children go through the grieving process at home. But some need additional support when they lose a loved one.

Losses such as a parent, older sibling, or even a close friend can devastate a child’s emotional well-being if they aren’t equipped with the right tools to navigate their grieving, Visone said.

[“No child should have to grieve alone,” says Teri A Hansen, President/CEO of Barancik Foundation. “Tidewell has long been critical in providing interventions for families experiencing the unimaginable. What’s equally praiseworthy is that the organization has been able to offer these supports free of charge.”](#)

The program melds a family-style group dinner with private, interactive therapy sessions, which separate children by age and are led by a medical professional and social worker. Parents are grouped separately from the children and participate in similar exercises. Caregivers also receive hands-on education about grief support.

Since its inception in 2018, what began as a small grief support program that worked with 10 children has grown into a service helping 250 active children. There are currently four families registered for the Newtown support groups, but Visone and Mason expect more in the coming months.

[To enroll or to learn more about the Blue Butterfly Newton program, contact 941-893-6610 or email \[BlueButterfly@tidewell.org\]\(mailto:BlueButterfly@tidewell.org\).](#)

The quote is again focused on why this work is important. No need to thank us in your quotes, unless our grant aims to leverage matching gifts or other support.

Whenever possible, we like to include a quote from our senior staff.

Our intent is to highlight the strength of *your* organization.

The article ends with a clear call to action.