

# How to announce your Power to Change investment

## Celebrating your community business

Version 3.6 June 2020

# Congratulations on becoming part of the community business movement!



1. How to talk about your award
2. How to use your beneficiary logo
3. Telling your story

**We are proud of the people and organisations we support. You are part of a network of community businesses across England and with you we want to build awareness and understanding of what community business can offer.**

As one of the community businesses Power to Change supports, we want to help you to communicate the achievements of your community business to those around you, be they media, politicians or the people in your neighbourhood.

This guide shows you how to use your beneficiary logo correctly, how to acknowledge your award publicly and how to refer to Power to Change in your communications. We are grateful for our support from National Lottery Community Fund and it's important they are included in our identity too.

If anything is unclear or you have questions about this guide then do get in touch with us. Let us know if you are not the right person in your organisation for communications and marketing so we can keep our contact database up to date.

Thank you.

**Mark Gordon**  
Director of Communications and Partnerships

# 1. How to talk about your award

## Acknowledging our investment in you

This section provides guidance on how to talk about Power to Change and includes compulsory wording for press releases. This text is updated frequently, so please check <https://www.powertochange.org.uk/press-and-media/> to ensure you have the most up-to-date template.

### When can you talk about your award?

We're as excited as you are about announcing your award. But you'll need to wait until all the paperwork is done to talk about it publicly.

### Press releases

If you are issuing a press release that mentions or relates to Power to Change or our grant funding then this needs to be approved by us in advance. We will pull out the stops to do this as quickly as we can but we do ask that you give us at least 48 hours' notice.

'Notes to editors' are normally required in press releases. They don't form part of the main text but are included after the contact details and provide helpful background information. You can find our notes to editors in the press release template in this pack. If you'd like a copy emailed to you so you can copy and paste it, email:

[press@powertochange.org.uk](mailto:press@powertochange.org.uk)

As well as referring to Power to Change, you must also include the 'Notes to Editors' description of the National Lottery Community Fund.

### Social media

Social media is a great way to share your successes and let people in your community know your news. You can also use it to share your news with us! Feel free to tag us on Facebook, Twitter and Instagram or to use those channels to contact us. We're on Twitter [@peoplesbiz](#), Facebook as [@communitybiz](#) and Instagram [@peoplesbiz](#).

### Some helpful definitions

**"Power to Change**, the organisation set up to grow and support community businesses in England..." Please describe us like this in press releases, and use the paragraph entitled 'About Power to Change' in the 'Notes to editors' section.

Please refer to us as 'Power to Change' not 'the Power to Change' unless there is another word attached, for example: 'the Power to Change grant' or 'the Power to Change team'.

### Community business

Whilst you will find lots of descriptions and criteria around community business on our website, particularly related to the grant application process, when it comes to talking about community business to the public, we like to keep it as simple as possible.

***'A community business is run by and for the local community. It uses its profits to make the local area a better place to live, work and visit. Examples include communities coming together***

***to save local shops from closure; to set up a community hub to provide a place for people to meet and work; or developing a community led housing project to help regenerate a local area.'***

Although it's important, a community business is not a proper noun so keep it as 'community business', not 'Community Business', whatever the context.

### Notes to editors

#### About the National Lottery Community Fund

- The National Lottery Community Fund supports the aspirations of people who want to make life better for their communities across the UK. We are responsible for giving out 40% of the money raised by the National Lottery and invest over £650 million a year in projects big and small in health, education, environment and charitable purposes.
- Since June 2004 we have awarded over £8 billion to projects that change the lives of millions of people. Every year we fund 13,000 small local projects tackling big social problems like poor mental health and homelessness.
- Since the National Lottery began in 1994, £34 billion has been raised and more than 450,000 grants awarded.

## 2. How to use your beneficiary logo

A mark of our investment in you

**As one of the community businesses we support, you must use our special beneficiary logo to show we have invested in you.**

Our grantee logo is made up of two elements:

- Power to Change logo
- National Lottery Community Fund beneficiary logo

The whole logo therefore shows both the source of your funding (Power to Change) and how it was raised (through the National Lottery Community Fund).

You should have received this logo with this document. You can also download it from [our website](#), as well as black and white versions, and different formats such as .jpg, .png (for online items) and .eps (for printed items such as signs).

### Examples of where you could use our logo

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| <input type="radio"/> Adverts         | <input type="radio"/> Presentations  |
| <input type="radio"/> Banners         | <input type="radio"/> Press releases |
| <input type="radio"/> Events          | <input type="radio"/> Site boards    |
| <input type="radio"/> Info boards     | <input type="radio"/> Stationery     |
| <input type="radio"/> Leaflets/flyers | <input type="radio"/> Social media   |
| <input type="radio"/> Newsletters     | <input type="radio"/> Vehicles       |
| <input type="radio"/> Posters         | <input type="radio"/> Websites       |

### On screen



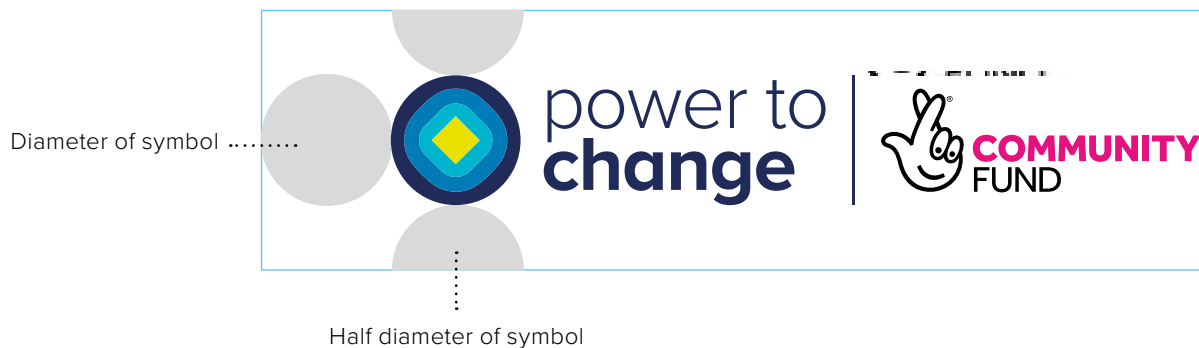
### Print

☐ Presentations

14mm



### Clear space



### 3. Telling your story

#### Celebrating you beyond your award

**We promote the great work done by community businesses across England by sharing inspiring community business stories like yours that can be picked up and amplified by the media and by organisations that are involved in our cause.**

#### **Why community business?**

The community business model is not new. Local people have long been rallying together to take control of facilities and services in their area. Now there are more than 7,000 community businesses in England, and are growing faster than charities and small businesses. But the time is now ripe for more people to get involved in community business to address the issues and needs in their local area.

Together with you, we at Power to Change will be building the case for this new economic model in the years to come.

#### **Why now?**

One of our objectives as an organisation is to build awareness and increase the involvement of the public in community business across England. We strongly believe that if people are made aware of all the benefits that businesses like yours bring to places and people, then more of them will be ready to become customers, volunteers, suppliers, mentors and trustees. And many will go on to set up community businesses of their own.

#### **Tell us your story**

So if you have a great story to tell then please let us know. It could be about your community business in general; it could be about a member of the team or volunteer; or just a funny anecdote that brings to life what you are about. We are interested in all your stories, big and small.

These may be newsworthy enough for local and national press, radio and even TV! We'll help you spot great media opportunities to promote your business.



#### **Get in touch**

If you need any help or you have a great story or idea to share, get in touch:

**[press@powertochange.org.uk](mailto:press@powertochange.org.uk)**

