

Recognizing HWI Funding

Updated 13 September 2022

Congratulations on receiving a grant through the Healthy Watersheds Initiative. This is an exciting year for freshwater work, and we're looking forward to working with you and hearing about your team's progress in the months ahead.

These guidelines will help you recognize funding received through the Healthy Watersheds Initiative, which is delivered by the Real Estate Foundation of BC (REFBC) in partnership with the Province of British Columbia and Watersheds BC (WBC).

By acknowledging the Healthy Watersheds Initiative, project teams help to build awareness and support for public investments in watershed conservation and restoration work. Recognition statements also help audiences understand where this funding came from, how it's connected to the Province's Economic Recovery Plan, and what kinds of projects the Healthy Watersheds Initiative is supporting.

Recognizing Support

We encourage project teams to acknowledge support from the Province of BC, REFBC, and WBC, through the Healthy Watersheds Initiative, in all public communication related to their projects, including online and on social media, at events, and in publications and promotional materials.

Suggested Statement:

"This project was supported through the Healthy Watersheds Initiative, which is delivered by the Real Estate Foundation of BC and Watersheds BC, with financial support from the Province of British Columbia as part of its \$10-billion COVID-19 response."

To acknowledge financial support, project teams may use the suggested statement in combination with the REFBC and WBC logos. For major announcements, project teams may also wish to use the Province of BC's logo.

See details on logo files further below.

The table below includes examples and suggestions for when and how to recognize support.

Context	Examples of ways to recognize support
Media releases and interviews	<ul style="list-style-type: none"> • Include the suggested statement in releases and announcements. • Reference the Healthy Watersheds Initiative in boilerplate statements. • If appropriate, request a quote from the Healthy Watersheds Initiative.

Publications and promotional materials	<ul style="list-style-type: none"> • Include the suggested statement in publications and materials. • Include the Healthy Watersheds Initiative logo and, if appropriate, REFBC and WBC's logos. • Consider requesting permission to use the Province of BC's logo. • Include boilerplate statements on the Healthy Watersheds Initiative and funding partners in an acknowledgments section.
Websites and social media	<ul style="list-style-type: none"> • Include the suggested statement on project web pages. • Include a link to healthywatersheds.ca. • Include the Healthy Watersheds Initiative logo and, when appropriate, the REFBC and WBC logos. • Tag the Healthy Watersheds Initiative (@healthywatersbc) in social media posts and use #HealthyWatersBC.
Events	<ul style="list-style-type: none"> • Include the suggested statement on event invitations, programs. • Acknowledge the Healthy Watersheds Initiative, REFBC, Watersheds BC, and the Province of BC in opening statements. • Include the Healthy Watersheds Initiative logo on slides, visuals and, when appropriate, the REFBC and WBC logos as well. • If appropriate, invite a representative from the Healthy Watersheds Initiative staff and advisory team to attend and/or speak at your event. • If inviting an MLA, MP, or senior government official, provide advance notice to the Healthy Watersheds Initiative team and, if possible, request to use the Province of BC's logo.

The examples above are intended as *suggestions*. While we ask that the Healthy Watersheds Initiative is recognized in some way in all public communication, project teams can choose the types of recognition that are the best fit for their audiences, communities, and communication formats.

Logo Files

The Healthy Watersheds Initiative, REFBC, and WBC logos are available to download at healthywatersheds.ca/logos.

- For questions relating to the HWI and REFBC logos, please contact Cheyenne Berghenengouwen, Communications Manager, HWI (cheyenne@refbc.com)

For major announcements, the project teams may also wish to use the Province of BC's logo (the "BC Mark"), which is protected by copyright and requires permission to use. To request permission, complete an [Application for Third Party Use](#) form and include a copy of your proposed communications material.

Boilerplates & Links

For longer publications and project websites, project teams may wish to include a more information about the Healthy Watersheds Initiative, the Real Estate Foundation of BC, Watersheds BC, and the Province's COVID-19 response.

The following statements and links may be used:

The **Healthy Watersheds Initiative** is a \$27-million program, supported by the Province of BC, to stimulate British Columbia's economic recovery through investments in watershed conservation and restoration. The Real Estate Foundation of BC is administering funding for this program and working with Watersheds BC to support the successful implementation of more than 60 watershed security projects in communities across the province.

Web: <https://www.healthywatersheds.ca>

The **Real Estate Foundation of BC (REFBC)** is a philanthropic organization working to advance sustainable, equitable, and socially just land use and real estate practices across BC. Since 1988, REFBC has granted over \$100 million to organizations working to strengthen communities, protect our shared land and water, and advance sustainable real estate practices.

Web: <https://refbc.com>

Watersheds BC is a capacity building initiative supporting local watershed governance and security. Watersheds BC provides training, resources, and peer-to-peer support to local government staff, First Nations, watershed boards and roundtables, regional provincial staff, and other watershed professionals.

Web: <https://www.watershedsbc.ca>

The **Province of BC** has invested \$37 million (including \$27 million through the Healthy Watersheds Initiative) for projects that support healthy watersheds, species, and ecosystems, and create new jobs in areas that are critical to help communities adapt to the effects of climate change. This funding is part of the Province's \$10-billion COVID-19 response to help people in hard-hit industries.

Web: <https://strongerbc.gov.bc.ca>