

Communications handbook for grant holders



Women in Democratic Republic of Congo (DRC) growing crops to achieve self-reliance - Jo Cox Memorial grantholder [Women for Women International International](#)

UK aid
branding

Sharing your
news

Useful
resources

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Women in Afghanistan learning sewing skills to secure their own income and support their families – Impact grant holders
[Afghan Aid](#)

Background to UK Aid Direct

UK Aid Direct is a £150 million programme currently changing the lives of more than *7.9 million of the world's poorest people with UK aid from the UK Government.

Funded by the Foreign, Commonwealth & Development Office, UK Aid Direct supports small and medium sized civil society organisations (CSOs), based in the UK and overseas, to achieve sustained poverty reduction and to achieve the [United Nations Global Goals](#).

Formerly known as the Global Poverty Action Fund (GPAF), the fund was relaunched in 2014 as UK Aid Direct. As a flexible fund, UK Aid Direct is adaptive and demand-led, responding to [key government priorities](#).

*Data taken from UK Aid Direct 2020 Annual Report.

MannionDaniels is the Fund Manager for UK Aid Direct. We are your main point of contact regarding communications enquiries and can be reached by emailing ukaiddirectcomms@manniondaniels.com

We are responsible for your grant announcement and will be in touch once you have signed your Accountable Grant Arrangement. We will guide you through the process of announcing your funding. The team will also help you to amplify the impact of your grant and provide you with regular fund updates and news through the quarterly grant holder newsletter, The Insider.



A young woman growing bananas as part of entrepreneurship training to improve self-esteem and income - Small Charities Challenge Fund grant holder [Peace Child International](#)

Branding essentials

It is a requirement for all projects in receipt of UK Aid Direct funding to acknowledge their funding from the UK government in all written materials and verbal statements. Please refer to your visibility statement for an overview of where you have agreed to include acknowledgement.

Using the UK aid logo helps to show that your project is receiving funding from UK taxpayers and also where the UK development budget is being spent.

Please ensure you always use one of the approved UK aid logos. See below for examples.



The logos can be downloaded from the GOV.uk [website](#); together with guidance on how the logos should be used.

If you require a logo in a different format or for Northern Ireland, please email the MannionDaniels Communications Team.

Here are some examples of UK aid branding in the field:

T-shirts:



Community Partnership grant holders Friends of Kipkelion Charitable Trust

Signs:



Small Charities Challenge Fund grant holders Water Works

A summary checklist of when you can use the UK aid logo

✓	Infrastructure (for example, bridges, buildings, walls)
✓	Education materials (for example, public health leaflets)
✓	Shipments and goods (for example, blankets and tents)
✓	Signs at distribution points
✓	Small packets (for example, medical supplies and malaria nets)
✓	Staff clothing, if part of effective programme delivery (for example, uniform for outreach staff)
✓	Communications or events associated with the programme (for example, annual reports, press releases, speeches / lectures, video content and websites)

When not to use the UK aid logo

✗	Partners' everyday stationary, including business cards
✗	An organisation's offices and office equipment
✗	Vehicles not exclusively used for Foreign, Commonwealth & Development Office projects
✗	Staff clothing, unless for programme delivery
✗	Small goods (for example, pens, mugs, toothbrushes etc.)
✗	School bags / books
✗	Clothing for beneficiaries

Exceptions to using the UK aid logo

If there is risk to:

- Safety and security, or loss of individual or organisational dignity
- Effective delivery of humanitarian aid
- Programme independence / credibility

Or:

- If the number of donors is too large for effective co-branding
- There is a special agreement in place with a specific organisation e.g. the International Committee of the Red Cross (ICRC) have a rule that they do not brand any assistance.

In all cases:

- Suppliers must agree exceptions with their Performance and Risk Manager and complete a visibility statement to this effect
- Exceptions must then be approved by the relevant Foreign, Commonwealth & Development Office (FCDO) head(s) of office / Head of Department. You are required to keep a record of this approval (for example, an email).

When to acknowledge UK aid

In addition to using the UK aid logo as described previously, grant holders should also acknowledge funding from the UK government in any interviews, press releases, public statements, social media and public communications.

For example, the Foreign, Commonwealth & Development Office (FCDO) expect - as a minimum - the following statement to be included in communications activity:

‘This project was funded with UK aid from the UK government’

or

‘This project was funded with UK aid from the British people’

or some appropriate, agreed variation.

Branding rules and permissions

Neither UK Aid Direct nor FCDO need to approve the use of its branding, providing all guidance in this document and in [brand guidelines](#) is adhered to. However, any materials where the branding is featured must not be damaging to the reputation of UK Aid Direct or the FCDO.

All materials where the branding is used must be in keeping with the UK government's wider strategic objectives. For example, we do not condone the use of the branding on material that is not in support of FCDO's wider strategic objectives. For more information on UK Aid Direct priorities, visit [UK Aid Direct website](#).

UK Aid Direct name

The name UK Aid Direct is a statement of intent to explain the core vision of the fund. You will need to write about the fund in reports and communications. UK Aid Direct must always appear as three written words. It should not be abbreviated, objectified or written as one word

Correct ✓

UK Aid Direct

Incorrect ✗

UKAIDIRECT

Common misconceptions:

- Hyphenation: UK – Aid – Direct
- Acronyms: UKAD, UK Aid D, ukad
- Abbreviations: UK aid, Aid Direct

Communications queries

For full guidance on using the UK aid branding and to obtain the UK aid logo, visit the [gov.uk website](https://www.gov.uk). If you have any queries regarding communications, you can also contact UK Aid Direct Communications Team on ukaiddirectcomms@mansiondaniels.com or speak directly to your Performance and Risk Manager.

Announcing and promoting your grant award

When to do it

We will be in touch with you when it is time to announce your grant.

Please wait until after:

- Your grant agreement has been signed and your visibility statement completed.
- You have attended a UK Aid Direct branding and communications webinar
- A formal announcement has been made, either by the Foreign, Commonwealth & Development Office (FCDO) or UK Aid Direct on the websites. We will inform you once this is due to take place.

Ideas on how you could promote your grant award

1. Consider the audiences you would like to reach
2. Think about how they like to receive information.

Possible approaches could include:

- Social media
- Direct email to supporters
- A news piece on your website or partner websites
- A news piece in your newsletter or organisation's magazine
- Media activity (sending out a press release to local newspapers, magazines or radio)
- Events

Top tips for your communications

- Always include a line on why your UK Aid Direct project is important and the estimated impact you will have on the lives of your beneficiaries
- Include an image in all your communications
- Include the UK aid logo (remembering to adhere to UK government [brand guidelines](#))
- Acknowledge that you have received funding from the UK government - for example 'this project was funded with UK aid from the UK government'.

Drafting a press release

When you are ready to announce your grant, you may want to create a press release to share your news with your local media.

Before you write a press release about your grant, decide exactly who your audience is and keep them in mind when you write it.

If you are targeting the release at regional media make sure to include your organisation's location in the title or standfirst, for example: 'Swindon-based charity receives funding from the UK Government to improve girls' education in Kenya'.

We have created a [template release](#) that you can use as a guide.

Press contacts and handling

The UK Aid Direct Communications Team is happy to review your press release. We can check the messaging and help to amplify your reach when your story is published. Please also share your coverage with us either by tagging us on [Twitter](#) or [Facebook](#) or by emailing us.

If your project receives any negative media coverage, please contact the FCDO press office on +44 (0) 207 008 3100 as soon as possible so that we can advise you how best to respond.

Contact your local MP

We recommend you write to your local MP to announce your award. You could invite them to project-related events where appropriate, follow them on social media and tag them in updates.

We have a [template letter](#) you can use as a starting point.

Using social media to promote your announcement

- Follow UK Aid Direct and FCDO on [Twitter](#) and [Facebook](#) before making your announcement
- Tag us in your posts on Twitter at [@UKAidDirect](#) and [@FCDOGovUK](#) or Facebook [@UKAidDirect](#) or [@ForeignCommonwealthAndDevelopmentOffice](#)
- Use relevant hashtags to join wider conversations - #UKaid, UKAidDirect, #LeaveNoOneBehind, #SCCF, #GlobalGoals
- Use an image, infographic or short film and always include an action to encourage engagement For example: 'Find out more / Watch now / Visit....'
- Include #AidWorks when communicating the impact of your programmes on social media.

Communications queries

If you have any queries regarding announcing and promoting your grant award, contact the UK Aid Direct Communications Team by email on: ukaiddirectcomms@mansiondaniels.com

Help promoting your news

How the UK Aid Direct team share your stories, learnings and the impact of your project

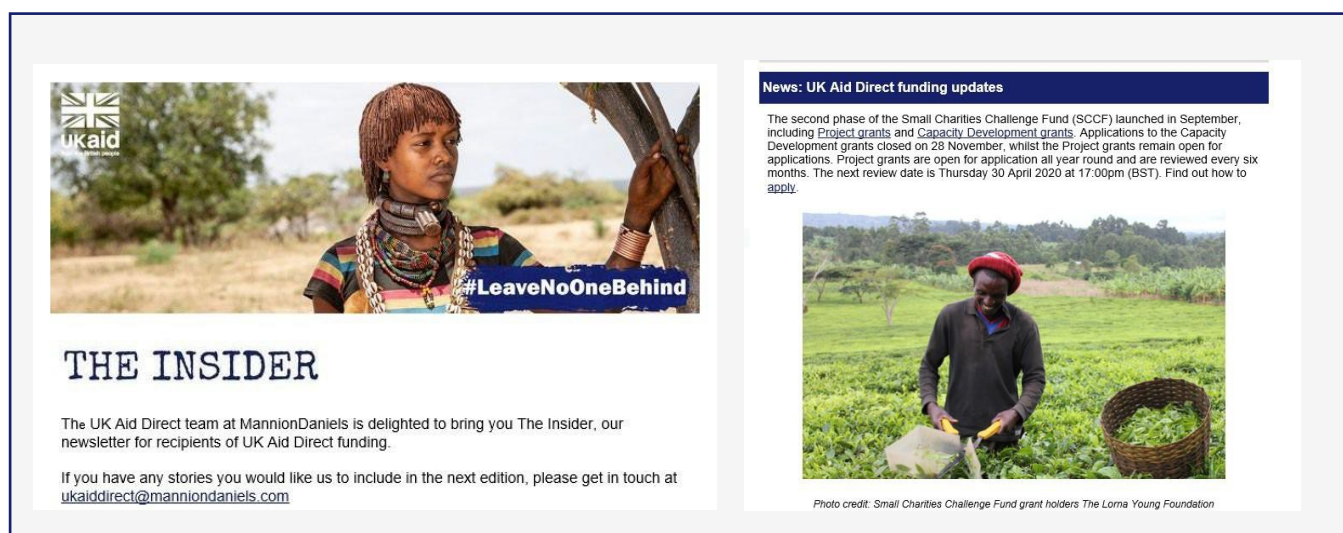
We want to be able to share your project's results, impact, and lessons learned in relation to managing and implementing your grant.

We share relevant materials on the [UK Aid Direct website](#), through our grant holder newsletter (The Insider), and on our social media channels.

Social post examples:



Our grant holder newsletter, The Insider, examples:



On the website, materials are either added as news items or learning resources. The [news page](#) mostly includes updates on funding rounds, but it hosts grant holder stories, news and results. The

[learning area](#) is a space where we share what the UK Aid Direct team is learning from managing the fund, and what our grant holders are learning from implementing their UK Aid Direct supported projects – what has worked, what hasn't worked, what approach they took, findings, best practice. There are set templates for these resources which we will support you to complete if you have a suitable story to tell. These resources are also linked to from our guidance sections and application form.

To provide a steer on the sort of material we would like to see, and also for your more general use, we have developed a [case study template](#).

Sharing news with FCDO

Please send news, results and key learning from your projects to the UK Aid Direct team. We will then share relevant materials with FCDO in a structured way.

Please do not send your materials directly to the FCDO comms team. However, they may get in touch with you directly following our advice to do so.

Producing accessible, engaging communications

If you would rather not use the templates, please do consider the tips below:

- Try to tell personal stories
- Where possible, make the stories relatable and try to use tangible examples to demonstrate the impact of your project
- Don't assume your audience has existing knowledge
- Do include information on the lasting, sustainable impact of your project
- Try to avoid covering broad issues – focus on one area and keep it simple.

Where to send your stories and news

Materials should be sent to: ukaiddirectcomms@mansiondaniels.com

Please note: If you send these materials to us you are agreeing to be profiled on ukaiddirect.org website and potentially featured on related social media channels, including those of the Foreign, Commonwealth & Development Office (FCDO) and MannionDaniels.

Beneficiary consent forms for photography and filming

You probably have your own consent forms for photographs and filming but here are some example templates which could be used if you don't already have one or want to update yours.

- [Child film and photography consent form](#)
- [Adult film and photography consent form](#)
- [Photo and film sharing checklist](#)

Additional guidance

Photography: a brief guide

You do not need to hire a professional photographer to capture good photos of your project, staff or beneficiaries.

Smartphones and basic cameras can produce excellent photography and we have put together a few tips that we hope will help you to produce beautiful, strong images. [Read](#) our guide to photography.



Amputees in Ghana who have received rehabilitation materials and equipment to become more mobile
- Small Charities Challenge Fund grant holders [Legs4Africa](#)

Film: a brief guide

Films are an excellent way to document your project and bring it to life. Whether you are filming beneficiaries talking about their experiences, your organisational staff describing your project, or just general project activities. This document provides some tips to help you capture good quality film footage with minimal equipment. [Read our guide to film](#).

Writing engaging copy

When writing content, whether for online or printed materials, there are some principles to remember. Readers today, particularly when reading online, will skim over content until something grabs their attention, so make sure that the title you use for your content is eye-catching, contains key words and gives a good amount of detail about the content to follow, to entice the reader to continue. [Read our guide](#) to writing engaging copy.

Child safeguarding and child protection in communication materials

UK Aid Direct encourages grant holders to share media products that illustrate their project, key achievements, or specific learning points together, with their project reports and case studies.

Please refer to your internal child safeguarding policy when uploading/using media which includes children and young people.

As part of the UK Aid Direct policy, please ensure that you:

1. Always consult first with the subject to ensure that it is ok to take pictures in the local context and that the intended use of the pictures does not conflict with UK Aid Direct policies
2. Always ask permission of the child or young person (or in the case of young children, their parent or guardian) informing them of the specific purpose(s) and intended use (including how and where) and respect their decision to say no, making it clear that there will be absolutely no negative repercussions from denying such consent
3. Ensure the images are respectful and do not impact negatively on their dignity and privacy
4. Ensure that the use of the images does not put the child or young person at risk of being identified or located.

Once you are happy with this, please complete a consent form for the person (or parent, in the case of a child), as well as a consent form for your project files. You can find an example child photography and film consent form on page 9 of this document.

Useful resources and tools

Look at our list of [resources and tools](#) which you may find useful when communicating your grant.

Remember: stay in touch
and share your news



Mothers and children in Myanmar receiving behaviour change support to improve nutritional practices - Impact grant holders [Karuna Mission Social Solidarity, Myanmar](#)

WWW.UKAIDDIRECT.ORG

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[Mannion Daniels](#) | Fund Director for UKAid Direct | June 2020