



# Greenbelt Foundation

## Grantee Communications Guide

Updated April 2025

### Overview

The Greenbelt Foundation has been protecting Ontario's Greenbelt for the past 20 years and we could not do it without the incredible support of key partners like you!

### Grantee Communications Guide Content

This Grantee Communications Guide includes everything you might need to integrate the Greenbelt and the Greenbelt Foundation into your communications strategies and grant deliverables (including Foundation-identified communications deliverables) outlined in the workplan contained in your grant agreement. This Guide includes:

- [Greenbelt Foundation Contact Information and Social Media Accounts](#)
- [Communications Activity Guidelines](#)
- [Brand Guidelines and Logo Files](#)
- [Greenbelt Key Messages](#)
- [Appendix A: Sample Grant Announcements and Acknowledgements](#)

### Grant Kick-Off Meetings

The Greenbelt Foundation may schedule a kick-off meeting with your team to review your agreement's communications deliverables and discuss emerging communications opportunities. For these kick-off meetings, we encourage grantees to bring information about any communications deliverables expected to be completed within the first two months of project activities, and any other questions not addressed in this Grantee Communications Guide.

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## Greenbelt Foundation Contact Information and Social Media Accounts

### Greenbelt Foundation Contact Information:

- **Communications:** Please contact Allie Kampman, Communications Advisor, at [akampman@greenbelt.ca](mailto:akampman@greenbelt.ca) for any questions regarding communications and marketing materials.
- **Grants:** Please contact the Greenbelt Foundation's Grants department, at [grants@greenbelt.ca](mailto:grants@greenbelt.ca), for everything else related to your grant funding agreement.

### Greenbelt Foundation Social Media Accounts

- **Instagram:** @ongreenbelt
  - **Facebook:** Ontario Greenbelt
  - **LinkedIn:** Greenbelt Foundation
  - **X (formerly as Twitter):** @greenbeltca
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## Communications Activity Guidelines

### Grant Announcements

The Greenbelt Foundation may choose to announce the collective recipients of a particular grant round. If the Foundation makes such an announcement, we will share with you any related materials to be used in your own newsletters, social media, etc.

Your organization may announce your grant funding however you would like, including through a press release, social media post, e-blast, newsletter, etc. We encourage grantees to consider how your announcement can be used to support your organization's project activities, including driving communications deliverables, audience engagement, and promotion. **Please share any grant announcement content with the Foundation's Communications and Grants team before going live. Please provide 7 business days for content approval.**

For a sample grant announcement, please see [Appendix A: Sample Grant Announcements and Acknowledgements](#). Kindly note that these samples are meant to serve as examples; grantees are strongly encouraged to adapt these, adding in your unique voice and elevating your organization's mission and activities.

**Please capture the following metrics related to your grant announcement, to be included in your reporting to the Foundation:** anticipated reach (how many subscribers will have seen your announcement on social media and/or in your newsletter); regional or

local coverage of your funding announcement, etc. Please note that you may have additional metrics to report on – please consult your grant agreement for full details.

### **Grantee Events**

As per your grant funding agreement, grantees are required to alert the Foundation when hosting events related to your project. The Foundation is open to speaking and/or attending these events, and/or promoting them through our outreach channels. **Please provide at least 30-day's notice (but the more notice the better!) in advance of any events, so that we can properly prepare and brief staff members who will be attending.**

The Foundation may have Greenbelt materials (including swag) that can be distributed at grantee events when appropriate. Please email the Foundation's Communications team for more information.

**Please capture the following metrics related to your grantee events, to be included in your reporting to the Foundation:** # of participants, # of volunteers, names of members of government and/or other stakeholders who attended/spoke, regional or local media coverage, etc. Please note that you may have additional metrics to report on – please consult your grant agreement for full details.

### **Signage**

The Foundation's logo should be included on any signage related to your project. For more information about the Foundation's branding standards, including parameters around logo usage, see the [Greenbelt Foundation's Brand Guidelines](#).

Logo use on signage must be approved by the Foundation's Communications team before materials go live and/or to print. **Please provide 3-5 business days for the approval process.**

### **Print and/or Digital Materials**

The Foundation's logo should be included on printed and/or digital materials related to your project (including maps, flyers, reports, etc.). For more information about the Foundation's branding standards, including parameters around logo usage, see the [Greenbelt Foundation's Brand Guidelines](#).

Logo use on printed and/or digital materials must be approved by the Foundation's Communications team before materials go live and/or to print. **Please provide 3-5 business days for the approval process. Please note that for reports with technical components, we require 10-15 business days for review and approvals.**

Any call-to-action to learn more about the Foundation on print and/or digital materials should be linked to [www.greenbelt.ca](http://www.greenbelt.ca), unless otherwise discussed with the Foundation's Communications team.

### **Social Media**

The Foundation is always willing to cross-promote activities on social media. We do not require reviewing social media posts related to your project unless the post is your initial funding announcement and/or includes the Greenbelt Foundation's logo. In these instances, **please provide 3-5 business days for the approval process.**

For tagging the Foundation on social media, our Instagram is @ongreenbelt, LinkedIn is Greenbelt Foundation, Facebook is Ontario Greenbelt, and X (formerly Twitter) is @greenbeltca.

**Please capture the following metrics related to your social media promotion, to be included in your reporting to the Foundation:** # of social media posts, # of secondary promotions/reshares, # of social media post impressions when the Foundation is tagged or included, overall reach. Please note that you may have additional metrics to report on – please consult your grant agreement for full details.

### **Media Relations**

The Foundation is happy to provide a quote for press releases and/or support with media outreach regarding your grant activities. **Please provide 10 business days' notice if possible.**

**Please capture the following metrics related to media relation activities, to be included in your reporting to the Foundation:** # of traditional media impressions (including interviews). Please note that you may have additional metrics to report on – please consult your grant agreement for full details.

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## Brand Guidelines and Logo Files

Please note that the Foundation uses the Greenbelt logo on all its materials (i.e. the Foundation does not have a separate logo from the Greenbelt itself).



You can find logo files, along with the Greenbelt Foundation's Brand Guidelines, on our [Grantee Communications webpage](#).

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## Greenbelt Key Messages

### Overview

The Greenbelt Foundation values working collaboratively with grantees to deepen the general public's overall understanding of and support for Ontario's Greenbelt. We expect each grantee to work to promote the Greenbelt through its grant activities, emphasizing the landscape and benefits to the region, where and when appropriate.

The following key messages are intended to serve as a resource and support grantees with integrating information about the Greenbelt, the Foundation and its granting streams, into your communication materials and activities. These key messages can be adapted for social media, newsletter content, press releases, educational resources, speaking remarks, etc.

If you would like support with messaging for a particular audience, context and/or subject matter, please do not hesitate to reach out to the Foundation's Communications team. In addition to the content provided below, you can also find sample grant announcement language in [Appendix A: Sample Grant Announcements and Acknowledgements](#).

### About the Greenbelt

Ontario's Greenbelt is 2 million acres of protected farmland, forests, wetlands, rivers, and lakes in the Greater Golden Horseshoe, one of the fastest growing regions in North America.

One of the world's largest, Ontario's Greenbelt consists of multiple ecologically and agriculturally significant areas including the Niagara Escarpment, Oak Ridges Moraine, protected countryside, urban river valleys, and the Holland Marsh and Niagara Tender Fruit and Grape specialty crop areas.

For over twenty years, Ontario's Greenbelt has been

- Supporting sustainable agriculture and local food systems
- Safeguarding our precious water resources
- Protecting diverse natural ecosystems
- Mitigating against the impacts of climate change
- Providing world-class outdoor recreation and tourism opportunities
- Sustaining thriving rural economies.

The protection and prosperity of Ontario's Greenbelt is critical if we are to continue meeting the needs of our growing province for generations to come.

For more information about the Greenbelt, including its impacts on Ontario's natural, agricultural, economic, and cultural systems, visit [www.greenbelt.ca/learn](http://www.greenbelt.ca/learn).

### **About the Greenbelt Foundation**

The Greenbelt Foundation is the only charitable organization solely dedicated to ensuring Ontario's Greenbelt remains permanent, protected, and prosperous. Through strategic grant making and philanthropic partnerships, community education and engagement, and research-informed policy recommendations and programs, the Foundation invests in the Greenbelt's interconnected natural, agricultural, economic, and cultural systems, ensuring a working, thriving Greenbelt for all.

### **The Greenbelt's 20<sup>th</sup> Anniversary**



2025 marks the 20<sup>th</sup> anniversary of the Greenbelt!

For grantee partners who have received funding specifically to help celebrate this milestone (i.e. those who received funding through the Foundation's "Engage Communities to Celebrate 20 Years of the Greenbelt" priority area of focus), please make sure to integrate information about the importance of the Greenbelt and the significance of this milestone celebration into your events and materials. As well, please use the Greenbelt's special 20<sup>th</sup> anniversary logo on your event materials (in lieu of our regular logo), which can be found on our [Grantee Communications webpage](#).

Grantees with projects not explicitly celebrating the 20th anniversary are encouraged to contact the Foundation to explore opportunities to join us in celebrating this momentous year.

## Grant Funding Streams

The Greenbelt Foundation funds programs that strengthen the interconnected natural, agricultural, economic, and cultural systems within the Greenbelt, and address priority opportunities and challenges facing the region and Greenbelt communities. The three granting streams within the Foundation's granting program are:

- **Resilient Greenbelt:** Projects that work with nature to create and improve public benefits provided by the natural systems of Ontario's Greenbelt.
- **Sustainable Greenbelt:** Projects that sustain the healthy communities and rural vitality provided by the agricultural and rural economic systems of the Greenbelt
- **Accessible Greenbelt:** Projects that spark and develop awareness, appreciation and engagement of the Greenbelt for residents, visitors and stakeholders.

The following are some key communications messages related to each grant stream:

### Resilient Greenbelt

- The Greenbelt Foundation is focused on native tree, shrub, and other vegetation plantings that increase natural cover in the Greenbelt, contribute to biodiversity, and create greater climate resilience for Ontario residents.
- Ontario's Greenbelt is the historic and current home of a diversity of Indigenous communities and cultures. The Greenbelt Foundation supports collaborations with Indigenous communities on land-use and conservation issues; strives to amplify Indigenous knowledge systems, science, and culture; and works toward the creation of ethical space where all can contribute meaningfully.
- The Greenbelt's natural areas provide essential climate resilience for local communities in the Greater Golden Horseshoe, Canada's most rapidly urbanizing region. Greenbelt natural features, like forests, wetlands, and healthy soils, help to prevent flooding, protect our freshwater, and offset the urban heat-island effect, helping to keep the air feeling cool during heat waves.
- Many of the Greenbelt natural heritage features perform an under-recognized function known as natural infrastructure. Healthy natural assets—forests, wetlands, and rivers - provide local governments with core infrastructure services such as stormwater management and flood control, regulating water quality and quantity, and managing rising temperatures. Sustainable Greenbelt.

### Sustainable Greenbelt

- The Greenbelt is a working landscape with just 6.1 per cent of Ontario's farmland but 9.6 per cent of all Ontario farms. Close to 40 per cent of the Greenbelt's total land area of 748,713 acres was used for agricultural purposes in 2016.
- As a working landscape, the Greenbelt plays a unique role in Ontario's food system and is vital to Ontario's long-term sustainability and prosperity. The Greenbelt's agricultural system is the cornerstone of the rural economy and provides residents of the Greater Golden Horseshoe with a reliable and diverse source of local food and drink. It is home to the province's only two specialty crop areas, the Holland Marsh and the Niagara Tender Fruit and Grape Area, whose fertile soils and unique climate conditions allow Greenbelt farmers to grow crops that can't be found commercially anywhere else. There are over 4,000 working farms in Ontario's Greenbelt.
- Greenbelt farms are a major supplier of Ontario-grown fruits. In 2016 the Greenbelt had 269,912 acres of farmland in fruit production, which accounted for 52.6 per cent of all Ontario's fruit acreage. Specifically, 87.9 per cent of peaches, 85.8% of plums and prunes, 84.4 per cent of apricots and 71.8 per cent of pears are grown in the Greenbelt. Many of these crops are produced in the Niagara Peninsula, the other specialty crop area in the Greenbelt.
- Greenbelt farms are a significant supplier of Ontario-grown vegetables and produce a large diversity of crops. In 2016 the Greenbelt had 2,801 acres in vegetable production, which accounted for 10.7 per cent of Ontario's total vegetable acreage<sup>10</sup>. Over 66 per cent of Ontario's celery is grown in the Greenbelt, followed by cauliflower at 47 per cent. The Greenbelt accounts for over 25 per cent of the province's acreage in lettuce, spinach, Chinese cabbage and carrot. These crops are predominantly grown in the Holland Marsh, one of two specialty crop areas in the Greenbelt.

### Accessible Greenbelt

- The Greenbelt contributes 12.2 billion dollars to Ontario's economy in the accommodation and food services sector and 4.6 billion dollars in the arts, entertainment and recreation. The protected nature of Greenbelt lands ensure that individuals and organizations can make long-term investments in infrastructure and operations that make these communities so full of activities and products to sample and enjoy.
- The Greenbelt provides accessible greenspace for Ontario's growing population. With one in four Canadians living in the Greater Golden Horseshoe, the Greenbelt is

an essential resource for outdoor recreation and exploring nature. Time spent in nature has proven benefits to physical and mental health.

- Over 76 million people visit the Greenbelt each year, contributing \$3 billion and supporting 75,000 local jobs in the tourism and recreation sector. Through research and investments, the Greenbelt Foundation helps drive tourism and recreation in the Greenbelt. This supports rural economies and helps Ontarians understand the multitude of opportunities the Greenbelt offers for enjoying a low-carbon, healthy and active lifestyle.
- The Greenbelt spans over two million acres, including the Niagara food and wine region, the Oak Ridges Moraine, which provides many beautiful forests, trails and bodies of water to explore, and many small towns full of vibrant culture and interesting small businesses. We invite everyone to experience the Greenbelt in all seasons

## Appendix A: Sample Grant Announcements and Acknowledgements

*Please find below sample grant announcements and acknowledgements. Kindly note that these samples are meant to serve as examples; grantees are strongly encouraged to adapt these, adding in your unique voice and elevating your organization’s mission and activities.*

### **Sample Social Media Post**

We’re thrilled to receive funding from the Greenbelt Foundation for our [project name or focus]! This support will help us [brief impact statement – e.g., “enhance local biodiversity” or “protect vital water sources”] in the Greenbelt. Thanks to the @ongreenbelt!

### **Sample Newsletter Content**

We’re excited to share that our [project name or initiative] has received funding from the [Greenbelt Foundation](#)! This support will allow us to [brief description of the work and its impact] within Ontario’s Greenbelt.

We’re honoured to be part of a network of organizations working to protect the Greenbelt’s vital natural systems, farmland, and communities. Stay tuned for updates as the project gets underway **OR** follow the link below to learn more about this project!

\*Link Suggestions: link to foundation website as well as any grantee organization specific site\*

### **Sample Acknowledgement**

[Your organization] gratefully acknowledges the support of the Greenbelt Foundation. For more information about how the Greenbelt Foundation is working to ensure Ontario’s 2-million acre Greenbelt remains permanent, protected, and prosperous, visit [www.greenbelt.ca](http://www.greenbelt.ca).