

THE INCLUSIVE COMMUNITIES FUND

A LEGACY OF THE COMMONWEALTH GAMES

GRANTEE COMMUNICATION TOOLKIT

DECEMBER 2023

THE INCLUSIVE
COMMUNITIES FUND



Funded by
UK Government

Commonwealth Games
Legacy Fund



West Midlands
Combined Authority

heart of england
COMMUNITY FOUNDATION



UNITED BY 2022
LEGACY CHARITY

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This is a living document and may change from time to time. For the most recent version please go to heartofenglandcf.co.uk.

If you have any questions or need assets that aren't available online, contact our Communications Team at Marketing@heartofenglandcf.co.uk

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KEY MESSAGING

When promoting your **Inclusive Communities Fund** award, the focus of the ICF can be summarised as follows:

- Empowering communities for positive change
- Creating a lasting legacy for the West Midlands
- Seeking to address inequalities across the region

This Fund shares the **four original core mission principles** of the Commonwealth Games:

- Bringing people together
- Improving health and wellbeing
- Helping the region to grow
- Putting the region on the map

SOCIAL MEDIA GUIDELINES - COPY

Below are examples of social media copy - utilising the previous key messaging - that can be used directly for grant announcement posts, or as guides for your own bespoke post. The **[boxes]** mark where your specific grant details need to be added.

Tag handles for contributors and partners of the ICF fund for each social media platform are also linked below.

TWITTER COPY:

☀️ Exciting news! We're thrilled to announce our **[x amount]** grant from the #InclusiveCommunities Fund—a £9M initiative inspired by the Commonwealth Games. Focused on community impact we're ready to make a lasting difference in **[#location]** & beyond! 💙 Stay tuned for more!

LINKEDIN | INSTAGRAM | FACEBOOK COPY:

🌟 Exciting News! We're thrilled to announce that we've been awarded a **[small/medium/large]** grant comprising of **[X amount]** from the Inclusive Communities Fund—a £9 million initiative inspired by the Birmingham 2022 Commonwealth Games.

🚀 Our mission: Aligned with the Commonwealth Games principles, we are focussed on bringing people together, improving well-being, fostering growth, and putting our region on the map.

💡 Themes of impact: Our project centres around **[Physical Activity and Sport/ Mental Health and Well-being/Arts, Culture, and Creativity]** and aims to **[one or two sentences about your specific project and what the grant will help you achieve]**

🌈 Positive change: With this fund, we will be able to empower our community, address real issues and creating a lasting legacy.

Thanks to the @Heart of England Community Foundation, @West Midlands Combined Authority (WMCA), @United by Legacy, @UKGOV and the Commonwealth Games organisers for this incredible opportunity.

Stay tuned for updates on our journey as we contribute to lasting positive change! 🌟

#InclusiveCommunities #LegacyFund #PositiveChange

Instagram tag handles:

- Heart of England Community Foundation - [@heartofenglandcf](#)
- West Midlands Combined Authority - [@westmids_ca](#)
- UK Government - [@ukgovofficial](#)
- United By - [@unitedby2022](#)

LinkedIn tag handles:

- Heart of England Community Foundation - [Heart of England Community Foundation](#)
- West Midlands Combined Authority - [@West Midlands Combined Authority](#)
- UK Government - [@Department for Culture, Media and Sport](#)
- United By - [@United By 2022 Legacy Charity](#)

Facebook tag handles:

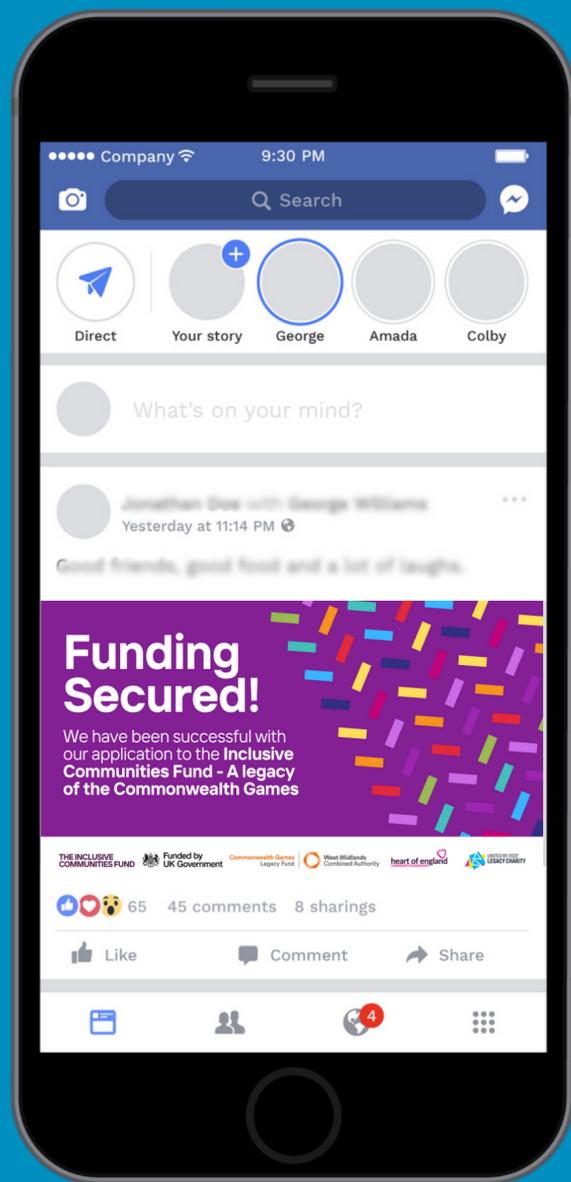
- Heart of England Community Foundation - [Heart of England Community Foundation](#)
- West Midlands Combined Authority - [@West Midlands Combined Authority](#)
- UK Government - [@UK Government](#)
- United By - no account

Twitter tag handles:

- Heart of England Community Foundation - [@HoECF](#)
- West Midlands Combined Authority - [@WestMids_CA](#)
- UK Government - [@DCMS](#)
- United By - [@UnitedBy2022](#)

SOCIAL MEDIA GUIDELINES - VISUALS

FOUR DESIGN ASSETS TO PROMOTE YOUR AWARD




























CONTACTING OUR TEAMS

For general enquiries about The Inclusive Communities

Fund you can contact our team via email at:

Commonwealth@heartofenglandcf.co.uk

For community engagement and pre application

enquiries, please contact our team at:

Communitygrants@Unitedby2022.com

For media enquiries about The Inclusive Communities

Fund these should be sent to

Marketing@heartofenglandcf.co.uk

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