



# Community Foundation Day – Amplification Package

## Questions and Answers

### **What is the Community Foundation Day?**

The Community Foundation Day was first proclaimed by the Manitoba government on April 26, 2023 and was recognized as an annual day in 2024. The proclamation publicly celebrates and acknowledges Manitoba community foundations' impact on community well-being, and the generosity of Manitobans. Community Foundation Day is each year on April 26.

### **What does Community Foundation Day mean for my community foundation?**

This is a day of celebration for community foundations throughout Manitoba and you can use this opportunity to do one or more of the following:

- Raise the awareness of your foundation
- Campaign for donations (similar to the Giving Challenge)
- Celebrate your foundation's grants
- Highlight generosity in your community

### **What is Endow Manitoba doing to help spread the word?**

Endow Manitoba will run a province-wide print media campaign. It will include ads purchased in newspapers across the province. See the 2025 CF Day – Provincial Media Buy document.

### **How can community foundations promote Community Foundation Day?**

This document also outlines the promotional resources provided by Endow Manitoba. Each community foundation is encouraged to spread this news and use this announcement in a way that connects with them.

For more information about Community Foundation Day, please contact Kevin Parsons 204-944-9474 (toll free 1-877-974-3631) or [kparsons@wpgfdn.org](mailto:kparsons@wpgfdn.org)



## **Community Foundation Day – Resources**

We encourage you to spread the word about Community Foundation Day in your community. The following are resources and instructions on how you can use them (go through them all or click on any to jump to that resource):

- [Media Release Sample](#)
- [Ads](#)
- [Social Media Sharables](#)
- [Canva – Tips & Tricks](#)

If you have any questions about the resources or how to use them, contact The Winnipeg Foundation’s Communications Team at 204-944-9474 (toll free 1-877-974-3631) or [communications@wpgfdn.org](mailto:communications@wpgfdn.org)



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## Media Release Sample

This is sample copy that you can customize and use.

### Download

1. Go to the [Community Foundation Day Toolkit](#) (password: mbcfnetwork).
2. Find the Media Release Sample and click **Download**.

### Instructions

1. Select the text, copy and paste it into any word processing program (eg. Word).
2. Edit – add your foundation’s details in the areas highlighted in yellow and remove the yellow highlighting.
3. Send to local media as you decide.



## Ads

Ads are in colour and available as a premade PDF and customizable in Canva.

Note: The premade ad is provided on the website as a PDF file and the customizable ad is provided via Canva. Please contact The Winnipeg Foundation's Communications Team at [communications@wpgfdn.org](mailto:communications@wpgfdn.org), if you need the following:

- Premade ad in a different file format (eg. JPEG).
- Premade or customizable ads in black and white.

### PREMADE AD

#### Download

1. Go to the [Community Foundation Day Toolkit](#) (password: mbcfnetwork).
2. Find the Community Foundation Day ad and click **Download**.

Note: This is the same ad used for the province-wide print media campaign.

#### Instructions

1. Send to local media as you decide.

### CUSTOMIZABLE ADS

#### Find and Use Template

1. Customizable ad template is available in Canva:
  - Vertical ad (5" wide x 7" tall) – [English](#) / [French](#)
2. Click **Use template for new design**.
3. You will be asked to login to or create a Canva account.
4. Customize by adding your own image and messaging.  
For more information on how to customize the templates, see [Canva – Tips & Tricks](#)
5. Download the ad by clicking Share > Download > Select file type > click Download.



## Social Media Sharables

Shareables are graphics you can post on Facebook, Instagram and LinkedIn.

### PREMADE SHAREABLE

#### Download

1. Go to the [Community Foundation Day Toolkit](#) (password: mbcfnetwork).
2. Find the shareable you want and click **Download**.

### CUSTOMIZABLE SHAREABLES

#### Find and Use Template

1. Customizable shareable templates are available in Canva:
  - Social media shareable – [English](#) / [French](#)
2. Click **Use template for new design**.
3. You will be asked to login to or create a Canva account.
4. Customize by adding your own image and messaging.  
For more information on how to customize the templates, see [Canva – Tips & Tricks](#)
5. Download the shareable by clicking Share > Download > Select file type > click Download

#### Instructions – Sharing on social media

1. Post premade or customized shareable on Facebook, Instagram and/or LinkedIn.
2. Include copy with your post. If you need some inspiration, here is an option:

[For a customized shareable, you can include a sentence about the photo. Eg. XYZ Community Foundation made a \$10,000 grant to ABC Daycare for a new playground.]

Community foundations across Manitoba support hundreds of projects annually that contribute to community well-being for everyone across our province.

This annual day, proclaimed by the Manitoba government, celebrates the positive impact that Manitoba community foundations have across our province, and the generosity of all Manitobans! Learn more at [your website]

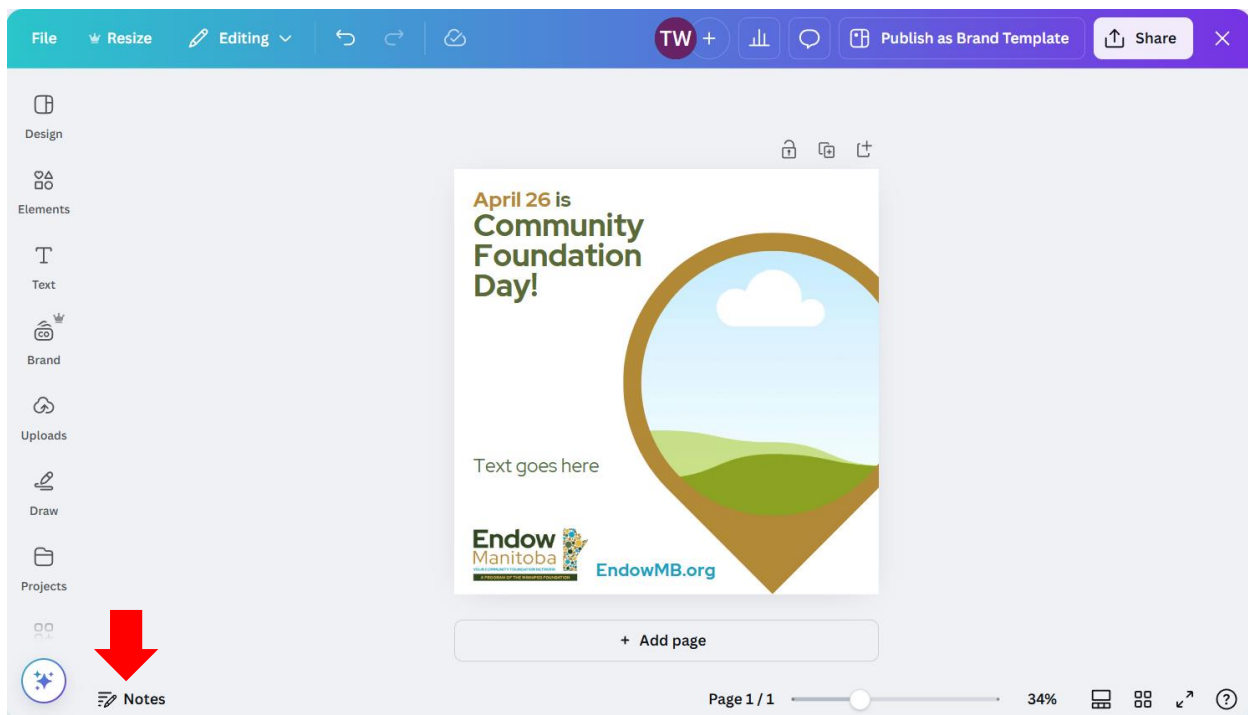
#EndowMBCFDay



## Canva – Tips & Tricks

The Canva templates provide you the opportunity to customize the Community Foundation Day resources.

For each template you can find which elements (ie. text or image boxes) can be changed by clicking on **Notes** in the lower left corner of work area (see red arrow).



For the elements you can change you will be able to do the following:

- Edit
  - For text boxes, you can update or completely change the copy.
  - For image shape, you can add an image.
- Reposition – Move or resize the element.  
*Tip: Move or resize elements, as needed, if you are deleting other elements.*
- Delete – If you don't need the element, you can delete it.

Once you complete your design download it by clicking Share > Download > Select file type > click Download.