SMALL CHANGE FUND
Bring your change here.

Guidelines for Partnering with Small Change Fund

We are excited to embark on our partnership together! Please see below for guidelines for partnering with Small Change Fund (SCF). Please note, many of these guidelines are based on strict Canada Revenue Agency rules that SCF must follow in order to maintain our charitable status. If you have any questions, feel free to reach out to your Project Lead.

Our Role

- SCF is a partner on our joint project. When referring to SCF, please use language that reflects this partnership. For example, “Thank you to our partner, Small Change Fund”.
    - Please **do not** refer to SCF as a funder, trustee, grantee, etc. These terms have very specific meanings to the CRA that do not reflect our partnership.
- Together, we are crowdfunding for our joint project, not an organization. Please be sure your messaging to donors accurately represents our relationship.
    - For example, “You can receive a charitable tax receipt from our partners at SCF when you donate to our project “Save the Whales”.
    - Not: “The Whale Organization can now provide charitable tax receipts through SCF.”
- As a charitable partner, we must remain nonpartisan. Any partisan actions by our partners must be separate from our joint project. Please refer to our Partisan Activity Guide for more detailed information on this subject.

Logo

- The Small Change Fund logo can be used on all materials associated with the project. Please remember, project materials cannot be partisan and/or incite harm or illegal activity.
- The Small Change Fund logo must appear on all communications that are paid for through project funds (charitable dollars), or that refer to an event paid for through project funds (for example, a Facebook post about the event).
- Please tag us in all communications on social media about the project – that way we can amplify our shared work! Please note, Small Change Fund does not need to approve unpaid communications about our project. However, please feel free to send these to your Project Lead for documentation and sharing purposes.

- The Small Change Fund logo may not be altered in any way. We will provide a full colour version for your use and can provide a black and white version upon request.
- You are welcome to use the Small Change Fund logo on your website, so long as the website does not include partisan content. Please backlink the logo to either the Small Change Fund homepage or the project crowdfunding page.
    - If partisan content is added to your website at any point, the SCF logo must be removed.

Materials

- All materials produced for the project, or paid for through project funds, must include our logo.
    - Examples include: reports, signs, videos, websites, etc.
- Small Change Fund requires a copy of all such materials for our records. Please include such copies when submitting invoices. For unpaid materials, please send these materials directly to your Project Lead.