



FEDERATION
OF CANADIAN
MUNICIPALITIES

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CANADIENNE DES
MUNICIPALITÉS

COVID-19 Community Response Fund for Vulnerable Populations

A collaboration between the Federation of Canadian Municipalities (FCM) and the Canadian Medical Association Foundation (CMAF)

TOOLKIT FOR MEDIA RELATIONS

The purpose of this Toolkit is to support municipalities as they begin to communicate publicly and respond to media queries regarding the COVID-19 Community Response Fund for Vulnerable Populations.

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1. Information about the Fund

The FCM website is the best place to find information about the COVID-19 Community Response Fund for Vulnerable Populations.

- [FCM Initiative Page](#)
- [FAQ](#)
- [List of Recipient Municipalities](#)

2. Key Messages

2.1 How the funds will be used

- Municipalities are on the frontlines of the COVID-19 pandemic. Demand for urgent services is putting a strain on existing resources. This new funding will help us care for the most vulnerable among us.
- Examples of eligible projects include:
 - dedicated spaces to ensure physical distancing or isolation
 - medical and support services for people experiencing mental health challenges
 - resources for community food programs
 - personal protective equipment for community support workers
 - other measures to build community resiliency and support a sustainable recovery

2.2 How municipalities were selected

- The COVID-19 Community Response Fund for Vulnerable Populations complements funding provided through existing federal homelessness programs.
- As such, allocations are directed to 73 communities with homeless populations according to needs, based on the Designated Communities and Indigenous Homelessness streams of the federal Reaching Home program for homelessness interventions.

2.3 Amount of funding

- Municipalities are free to mention the amount of their respective allocation and their intended use of the funds. FCM and CMAF recommend focusing on the impact of the funding instead of the amount of the allocation.

3. Guidance for funding announcements and media relations

- **Content:** Media are looking for proof of impact. When announcing the new funding, or answering media queries, focus on the projects / programs that will be supported by the Fund. An announcement template is provided at the bottom of this Toolkit. We invite you to use it as a guide to develop your own news release.
- **Timing:** Please inform FCM 5 business days before going public with your announcement. This will ensure that we can inform the CMAF, amplify your message on our social media channels and have a spokesperson ready should media request a quote from us.
- **Responding to media queries:** Municipalities should address questions about the Fund from their local media outlets. Municipalities may also answer questions from national media to provide information on their respective local circumstances and programs.
- **Fielding difficult questions:** Sensitive questions that go beyond the operational details of the allocation and funded projects should be forwarded to media@fcm.ca

Template News Release

Sharing the donation your city has received from the Canadian Medical Association Foundation with local media helps leverage your voice and your profile as a municipal leader on this important issue. This template news release is designed to help.

*Please replace the **red** placeholders and adapt as you see fit. And remember to let us know when you've issued your release so that we can amplify on our channels by email at media@fcm.ca.*

FOR IMMEDIATE RELEASE

May **XX, 2020**

COVID-19: Donation empowers **[your city] to do more for vulnerable populations**

[YOUR COMMUNITY] – Vulnerable populations have been struggling with the impacts of COVID-19 since the very beginning of this pandemic, and the city of **[your community]** is pleased to detail how the donation it received from the Canadian Medical Association Foundation (CMAF) will enable our community to better protect and assist those who need it the most.

"I want to thank the CMAF for this donation and the Federation of Canadian Municipalities for their support in facilitating this critical initiative," said **[title + name]**. The COVID-19 Community Response Fund for Vulnerable Populations will help our city, and indeed cities all over Canada, to urgently help the most vulnerable by supporting local and community-level action."

As frontline governments, municipalities see first-hand how vulnerable populations have been hit hardest by this pandemic. Local governments have been on the frontlines since the beginning of the pandemic and are ideally placed to effectively direct funds to deliver results. **[Insert where the funds will go in your community – if approved – and flesh out how this will tangibly help your municipality.]**

“To receive this kind of direct funding from an organization like the CMAF is not only a testament to the great work **[your community]** and other communities across Canada have been doing since the beginning of the COVID-19 pandemic, but it is also a welcome breath of fresh air. Municipalities have been working hard to keep Canadians safe during these trying times, and this funding will allow us to continue to provide vital services to our residents.”

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[Read the CMAF press release here.](#)

For more information on the initiative: [COVID-19 Community Response Fund for Vulnerable Populations](#)

[media contact name], XXX-XXX-XXXX, [your@emailcontact.com](#)

4. Guidance for social media

- When tweeting about the Fund, please tag the two organizations responsible for the Fund: @CMAF, @FCM_online
- If possible, also include the hashtag #CDNmuni

5. Use of CMAF and FCM logos

- Municipalities must reference the CMAF and FCM in all communications, public announcements, media coverage and other forms of publicity relating to the activities funded through the COVID-19 Community Response Fund for Vulnerable Populations.
- All public communications should acknowledge that your project was funded through the COVID-19 Community Response Fund for Vulnerable Populations. Also mention that funds are provided by the Canadian Medical Association Foundation with support from the Federation of Canadian Municipalities.
- For all requirements and guidelines regarding the use of the CMAF name and logo, please refer to sections 9 through 11 of your Gift Agreement.

6. Images

Municipalities are encouraged to use their own images in public communication products (web page, announcement, media outreach, etc.) related to the activities and programs supported by the Fund.