



SCHEDULE "E" FORM RECOGNITION POLICY

RECEIVED DATE

Agents are required to actively seek activities to publicly recognize the Canadian Children's Optimist Foundation's support. This may include public announcements, news releases, awards presentations, acknowledgements on websites and special events. All annual reports, newsletters, news releases, exhibits, interviews or other means of communication (print, visual or virtual) dealing with the activities or achievements of the work of the outsourcing project shall acknowledge the Foundation's support.

All Agents that have websites must create a link between their site and the Canadian Children's Optimist Foundation's website at least for the duration of the project.

All recognition certificates, plaques, signs and other forms of recognition will follow an approved wording and graphic standard set by the Foundation from time to time and will acknowledge the Canadian Children's Optimist Foundation.

The approved wording to be used in publicity and promotional material is:

The Canadian Children's Optimist Foundation

and in French (for bilingual material): **la Fondation Optimiste des enfants canadiens**

The approved logo and graphic are available on the Foundation's Website.

All Agents must invite the Canadian Children's Optimist Foundation to participate in media events.

Board of Directors and DFR Participation

Agents are required to ensure that members of the Board of Directors or the respective Foundation District Representative(s) are invited to participate in recognition events. Foundation staff is pleased to assist in coordinating with members of the Board of Directors.
