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UK Government

VCSE Energy Efficiency Scheme

Communications Toolkit

This document has been written to help promote your VCSE Energy Efficiency Scheme grant and the positive impact the funding will have for your organisation and the wider community.

If you have any further questions, please email: ees@groundwork.org.uk

Social media

Social media is a good way to spread the word about your award from the VCSE Energy Efficiency Scheme.

Some examples of text you could use:

- *Delighted to have been awarded funding from the #VCSEEnergyEfficiency Scheme to help make our community building more energy efficient*
- *We'll be using our #VCSEEnergyEfficiency Scheme funding to [Details of work and how it will be supporting your organisation and wider community].*

These are just examples so please feel free to come up with some of your own. You could also include images to show how the grant is supporting your organisation.

Please use the hashtag #VCSEEnergyEfficiency funding when talking about the grant on social media.

Blog/website/newsletter

If you have a blog, website or newsletter, you can use the following text to describe the VCSE Energy Efficiency Scheme award:

Our project has received funding from the #VCSEEnergyEfficiencyScheme, which is helping voluntary, community and social enterprise organisations (VCSEs) across



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England to deliver more efficient services for people and communities by saving money on their energy bills.

We'll be using our £[INSERT AMOUNT] VCSE Energy Efficiency Scheme grant to [Details of work and how it will be supporting your organisation].

The administration of these funds is managed on behalf of The Department for Culture, Media and Sport (DCMS) by community charity, Groundwork. The scheme is funded as part of a package of over £100 million of support being delivered by the Government to help frontline delivery organisations with the increased cost of living.

Find out more: <https://www.groundwork.org.uk/vcseenergyefficiency/>

Logos

We have a VCSE Energy Efficiency Scheme logo that you should use in relation to your project. You can download this here: <https://www.groundwork.org.uk/vcse-ees-logo/>

Template press release

The below press release template can be used to help promote your grant to local media.

[Insert organisation name] awarded funding through the VCSE Energy Efficiency Scheme

[Insert organisation name] have been awarded a [£XXX] grant to implement energy efficiency measures in their community building to help them to save money and better serve the local community.

The funding was made possible through the government's VCSE Energy Efficiency Scheme that has provided support to eligible frontline community organisations and charities through Independent Energy Assessments and the opportunity to apply for a grant to implement the identified energy saving measures.

[Insert detail of how the grant will help]

[Insert organisation quote]

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