Communications Guidance

Projects funded by the Bupa Foundation Green Community Grants programme

Congratulations on your grant award!

We encourage you to promote your success in securing a grant through the Bupa Foundation Green Community Grants programme and have provided some handy tips to help you. You can do this through the local media, social media and online, and this guidance lets you know how to use Groundwork and Bupa Foundation branding.

Requests for communications support

The Bupa Foundation is a charity which supports healthier communities. Groundwork UK is managing this 'Green Community Grants' programme on behalf of The Bupa Foundation and is committed to gathering inspirational stories to show the impact the grants have had. We may contact you to request the following:

• Hosting a Bupa Foundation camera crew

• Hosting a visit of Senior Bupa and/or Groundwork representatives

• Hosting a media event

• Hosting a professional photographer (at no cost to you) to take promotional images

• Developing a case study of your project for use on our website or in social media

PR and Press

We want to help you celebrate and commemorate your project. Y**our project should not be publicly announced until you have met all of the conditions of your Award and had this confirmed by your Grants Officer.** Once you have received this you are then free to promote the grant and your project in line with your Terms and Conditions and this guide. Local media is a great way of raising support and awareness for your project.

To help you do this, you may wish to issue a press release to announce your project has received. You will find a template press release on the Communications Toolkit webpage.

Simply fill in your information and find your local media contacts through a quick Google search.

If you have any questions about your press release, please email media@groundwork.org.uk and bupafoundationgreengrants@groundwork.org.uk

2026 Green Community Grants Certificate

In the Comms Toolkit you can find an editable certificate. You can download this, add your organisation and project name and print it to display at your site. Please only add in the project that has been directly funded by your Green Community Grant.

You could frame the certificate to use at an opening ceremony, assembly or celebration event and keep it to hang in your reception or office space.

Case studies

At Groundwork, we are always looking for stories to tell about the amazing people we work with. We would like to hear from our grant recipients about their projects and the people they support.

If you are interested in telling your story you can submit more information about your project via the below link and we will be in touch:
https://www.surveymonkey.co.uk/r/gwk-community-stories

Project video

You could create a short video or series of images that documents the journey of your project, from planning and building to planting and harvesting.

If you work with young people this could be a great project for them to do.

Suggested Content:

- Introduction: Who you are and what the project is about
- Progress clips: Weekly or monthly brief video clips showing what's happening
- Interviews: Chat with users, project leaders and volunteers about their roles and experiences
- Highlights: Any special events, challenges overcome, or proud moments
- Final reflection: What you learned, what you enjoyed, and what you'd tell next year's students

Style ideas:

- Timelapse of the project space
- Voiceover narration or student-led commentary
- Text on still images to tell the story
- Music or captions to enhance storytelling
- Use of phones or tablets for filming—keep it simple and fun
- Be as creative as you like!

Timeline:

- Start filming and taking photos from the beginning of the project
- Collect clips and images throughout the project
- Final edit and share, these transformation videos are great for celebration events and for use on social media

Have a look at these videos from previous Green Community Grant recipients:

Respond Housing and Home-Start Portsmouth

Social media

Social media is a good way to spread the word about your project.

You can spread the word about your project this way and to help we have some produced example text for you to use:

• Absolutely delighted to have been awarded a @BupaFoundation Green Community Grant for £[INSERT AMOUNT].

• We'll be using our £[INSERT AMOUNT] #BupaFoundationGreenGrant to [DETAILS OF PROJECT]. #HealthyPlanetHealthyPeople

These are just examples, so please feel free to come up with some of your own. You could also include images from your project to show how the grant will help.

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

• On LinkedIn you can tag @BupaFoundationUK and @groundworkuk and on Instagram you can tag @BupaFoundation and @groundwork_uk

• If you are posting on X or Facebook, please use #BupaFoundation

You will find a social media graphic that can be used to promote your project on the Communications Toolkit webpage.

Project photography and film Groundwork and the Bupa Foundation may contact you during the delivery of your project to arrange for professional photography and film to be taken at your project.

Please do share with us any films or photographs that you produce to promote your project. By sharing this content with us, you confirm that you have the explicit consent of anyone featured in the film or photographs for the content to be used by Groundwork and the Bupa Foundation for promotional activities.

Contacting your local MP

You can also write to your local MP with details of your Bupa Foundation Green Community Grant and invite them to visit as this can be an excellent way of drawing your MP's attention to your project. If you're unsure of who your local MP is, you can find a searchable database of MPs online.

Blog/website/newsletter

If you have a blog, website or newsletter, you can use the following text to describe your Bupa Foundation Green Community Grant:

• Our project has received a £[INSERT AMOUNT] grant from the Bupa Foundation Green Community Grant Programme. The Bupa Foundation is a charity funded entirely by Bupa to help create healthier communities. They run and help fund practical projects that improve both people and planet health. Find out more about the Bupa Foundation here: www.bupafoundation.org

Logos and branding

We have logos that you should use in relation to your project, for example on posters or reports. The logos must not be changed in any way other than making them smaller or larger. If you want to use either Groundwork or Bupa Foundation's logo on any products or permanent locations please speak to us first.

You can find a copy of the logo on the Communications Toolkit webpage.

Events and invitations

If you would like to generate further publicity for your project and receipt of the award, you may like to consider arranging an official launch event for your project or a celebration for project beneficiaries at the end, at which Groundwork and the Bupa Foundation may be represented. You should email us with details of the event, giving at least two weeks' notice bupafoundationgreengrants@groundwork.org.uk

Media enquiries

If you have any national media or journalists' enquiries regarding the Bupa Foundation Green Grants Programme or your funded project, we would ask that you contact us as soon as possible:

Email: bupafoundationgreengrants@groundwork.org.uk and media@groundwork.org.uk

Telephone: 0121 237 5802

Queries regarding your funding

If you have any questions about your project or about receiving the funding, please contact:

Email: bupafoundationgreengrants@groundwork.org.uk

Telephone: 0121 237 5802