

Grant Recognition
Press Release Template:

[Organization Logo]

Contact: [first name] [last name]
[contact email] – that is attended daily
[contact phone] – should be a mobile or phone that is answered for media who might be on deadline

STRONG ATTENTION GRABBING HEADLINE ABOUT HOW THIS WILL TRANSFORM THE COMMUNITY, THANKS TO MADDIE

This should grab the attention of the media about what this release is about, why they and their audience – the public – should care about this announcement. Mentioning the \$\$ amount of a grant typically will grab attention, and/or include how this grant or work will transform and affect their community, the industry or the nation.

Paragraph 1

[City, State Abbreviation] [Date for release] - - [Organization name] today announced ...
This is the Who, What, Where, Why of this announcement. Introduction of the grant. State what happened – A grant was given to [org name] – tie in its mission or explain in a concise way who they are or where they are located] received from (include the descriptor for Maddie’s Fund); Maddie's Fund®, a national family foundation established by Dave and Cheryl Duffield to revolutionize the status and well-being of companion animals, in the amount of [\$\$] for [concise description of what they grant is for]

Paragraph 2

Quote from Organization Executive Director or Program Manager about how this grant/program will increase/expand lifesaving

“Thanks to Maddie, this grant will [insert how this grant/program will help your community/why it matters]”. **OR** “This grant will allow us to [insert how this grant/program will help your community/why it matters]thanks to Maddie, said [person who is being quoted].”

Paragraph 3

Additional high level information about why this program/project is important to the community and lifesaving.

We believe [program/project name] has the potential to or will expand [list benefits to the community]

Paragraph 4

Optional details

If this is for a specific date related activity, add in the details here – make it easy for the media to share the who what where and why and how their audience can participate.

About [Organization Name]

Include your About Us paragraph with a link to your home page linked to your name.

Include Maddie's Fund paragraph

Maddie's Fund[®] is a family foundation created in 1994 by Dave and Cheryl Duffield. Since then, the Foundation has awarded nearly \$250 million in grants toward increased community lifesaving, shelter management leadership, shelter medicine education and foster care across the U.S. The Duffields named Maddie's Fund after their Miniature Schnauzer Maddie, who gave them much joy. Maddie was with Dave and Cheryl for ten years and continues to inspire them today.

Maddie's Fund is the fulfillment of a promise to an inspirational dog, investing its resources to create a nation where all dogs and cats are thriving in their communities thanks to a commitment to keeping pets and people together, creating a safety net of care for animals in need, and operating within a culture of inclusiveness and humility.
#ThanksToMaddie