



# **IN OUR HEARTS**

## **COMMUNITY RESPONSE FUND**

*This social media toolkit includes resources, messaging, sample social media posts, and graphics for you to share with your networks to encourage them to donate and raise awareness for the Community Response Fund.*

# WHAT IS THE COMMUNITY RESPONSE FUND?

The COVID-19 crisis is hurting our community – but British Columbians come together to face challenges head-on. Right now that means making sure organizations that provide housing, food, and frontline services can do their essential work. It also means supporting the arts, culture, and other important community benefits.

With this in mind, Vancouver Foundation, Vancity Credit Union, United Way Lower Mainland and the City of Vancouver have teamed up to launch the Community Response Fund. Our goal is to provide a strategic response to this crisis that rapidly deploys essential relief to charities providing frontline services to those disproportionately impacted by the pandemic and its economic consequences, as well as those supporting arts, culture, and community benefit programs that are pillars within the community. Through the Fund, you can support all the vital services BC communities need to weather this storm.

**LEARN MORE**



# KEY MESSAGES

1. The Community Response Fund is a collaborative fund launched by Vancouver Foundation, United Way Lower Mainland, City of Vancouver, and Vancity Credit Union to bring critical resources to local health and social services organizations that are working on the frontlines of the COVID-19 pandemic. In addition, this Fund now has a stream to support arts and culture charities, as well as community benefit programs.
2. Our goal is to provide a strategic response to this crisis that rapidly deploys essential relief to charities providing frontline services to those disproportionately impacted by the pandemic and its economic consequences. Its purpose is two-fold. First, to provide immediate relief to organizations in British Columbia who have been hit the hardest by COVID-19 and help them maintain their services and programs. Second, to support charities in the province to build long-term resilience within the community.
3. This is a community-inspired response to Covid-19; a partnership led by organizations from all sectors that have come together to leverage collective and complementary knowledge, expertise, and resources to direct resources to where they are needed most.
4. We know we're stronger together, which is why we're calling on both corporate and non-profit organizations, as well as individuals, to donate to this fund and extend a helping



# CAMPAIGN NARRATIVE

Frontline agencies are saving lives and providing essential support.

Without them, our loved ones, our friends, our colleagues, our neighbours are at risk.  
But they're not the only ones that keep our communities healthy and thriving.

Neighbourhood houses; arts charities; cultural groups.

These are the foundations of the community we love — the social fabric that ties us all together.

In times like this, we come together in solidarity to protect what we care about and the things we hold near and dear.

We work together to give a hand wherever one is needed.

We give and we share what's in our hearts.



# HASHTAGS & SOCIAL HANDLES

## PRIMARY FUND HASHTAGS

### **#InOurHearts**

Use this hashtag to highlight community organizations, frontline workers and non-profits with your own messages.

### **#COVID19FundBC**

We encourage you to refer to this when referencing the fund.

*Twitter*



@vancouverfdn

*Instagram*



@vancouverfdn

*Facebook*



@vancouverfdn

*LinkedIn*



@vancouver-foundation



# SAMPLE POSTS

Create your own advocacy messages.

During this unprecedented time, we know charities across many different sectors are being negatively impacted by COVID-19 and its economic consequences. How will you leverage your network to raise awareness?

We encourage you to use the following posts as a framework to amplify the In Our Hearts Community Response Fund and the work of frontline workers and other non-profit organizations that are doing their part to keep our community healthy and connected.



# TWITTER

1. It takes all of us during this difficult time, and donating to charities on the frontlines is an impactful way to support our community. We invite you to join us & encourage your generous contributions to [vancouverfoundation.ca/covid19](https://vancouverfoundation.ca/covid19)
2. The Community Response Fund has been extended to include support for arts & culture and human services organizations, who are an important foundational pillar of the community we love; share what's in your heart and donate today. #InOurHearts
3. The Community Response Fund was created to rapidly deploy essential relief to charities that provide frontline services in British Columbia. Want to join in and show your support? Make a donation now at [vancouverfoundation.ca/covid19](https://vancouverfoundation.ca/covid19)
4. .(Insert tag) is in my heart for their essential work in battling COVID-19. Who's in yours? #InOurHearts
5. Which organizations are in your heart these days? Let's show our community who's #InOurHearts by colouring a heart & displaying it in our home windows. Download your template here: [vancouverfoundation.ca/covid19](https://vancouverfoundation.ca/covid19)



# FACEBOOK

1. Difficult times require all of us. Support community and donate now to help the Community Response Fund support organizations providing frontline services to those that are disproportionately impacted by COVID-19. Donate today at [vancouverfoundation.ca/covid19](https://vancouverfoundation.ca/covid19) #InOurHearts
2. It's time to rise up and come together to make sure nobody gets left behind during these unprecedented times. The Community Response Fund responds quickly to community needs by getting essential resources to organizations on the frontlines, as well as those working to strengthen our communities' long-term resiliency. This fund is a great opportunity for the private sector, philanthropic organizations, and individuals alike to get involved. Donate today at [vancouverfoundation.ca/covid19](https://vancouverfoundation.ca/covid19) #InOurHearts
3. Health care workers, community foundations, cultural organizations, and non-profits are #InOurHearts. Tag someone you know on the frontline that is fighting to support communities across the province in response to this crisis and let's show them how much we appreciate their work.



# INSTAGRAM

1. Health care workers, community foundations, cultural organizations, and non-profits are #InOurHearts. Tag someone you know on the frontline that is fighting to support communities across the province in response to this crisis and let's show them how much we appreciate their work.
2. (insert name/org), (insert name), and (insert name) are #InOurHearts these days, and we're showing our appreciation by posting this "heartwork" in our home windows. Join us and share what's in yours by downloading your own heart template.



# DONOR + ORGANIZATIONS

## FACEBOOK & LINKEDIN

We find ourselves in unprecedented times as our province responds to the COVID-19 pandemic. British Columbians have a way of coming together to face challenges head-on — and that's what we're doing now. To show our support, we're donating to the Community Response Fund, and we're putting the call out for you to join the growing list of supporters who are contributing to the Fund as well. For more information, visit [vancouverfoundation.ca/covid19](https://vancouverfoundation.ca/covid19) #InOurHearts

## INSTAGRAM

We're sharing what's #InOurHearts by donating to the Community Response Fund to help organizations that provide housing, food, and essential services, as well as charities that support arts, culture, and community programs. Join us in supporting the community by lending a hand where it's needed most.

## TWITTER

In support of community during these unprecedented times, we're showing what's #InOurHearts by donating to the Community Response Fund - and we would like to extend the invite + encourage you to do the same! Together, let's make sure no one gets left behind.

# GRAPHICS

Images are available for download **HERE**

We invite you to use them with posts around the Community Response Fund

You are also welcome to share our #InOurHearts video available on YouTube **HERE**



## THE PARTNERSHIP

This partnership is led by four Community Advisors across different sectors: Vancouver Foundation, Vancity Credit Union, United Way Lower Mainland, and the City of Vancouver. This group will evolve as the Fund grows and expands its focus.

If you have any questions about this fund, please contact:

Vancouver Foundation  
Glenn Ewald  
[glenn.ewald@vancouverfoundation.ca](mailto:glenn.ewald@vancouverfoundation.ca)  
416-629-7477

## MEDIA SPONSORS

