

Name

Please refer to the Foundation ONLY in either of the following ways (i.e. NOT BC Real Estate Foundation):

Real Estate Foundation of British Columbia OR Real Estate Foundation of BC

Public Relations Information

The following statements can be used in media releases, articles and verbal announcements to acknowledge the Real Estate Foundation of BC as a source of funding for your project.

Vision:

To support land use and real estate practices that contribute to resilient, healthy communities and natural environments.

What we do:

The Real Estate Foundation is a philanthropic organization that helps advance sustainable land use in British Columbia. We provide grants to non-profit organizations working to improve BC communities through responsible and informed land use, conservation and real estate practices.

Current grant program focus areas are: Sustainable Land Use, Sustainable Built Environment, Freshwater Sustainability, Local and Sustainable Food Systems, and Professional Excellence in Real Estate.

How we do it:

The Real Estate Foundation has grant programs that support projects by non-profit organizations that fit its mandate and funding criteria. The Foundation also:

- Provides information to people and organizations to help them advance their non-profit, land use related work;
- Convenes stakeholders to hold meaningful conversations and share information on BC land use issues;
- Partners with other organizations on real estate and land use related initiatives.

Governance:

The Real Estate Foundation of BC is directed by a board of seven members. Governors are appointed by the British Columbia Real Estate Association, Real Estate Council of British Columbia, Real Estate Institute of British Columbia, the Union of BC Municipalities (UBCM) and the BC Minister of Finance (3).

History:

The Real Estate Foundation of BC was established in 1985. It is a non-profit corporation regulated by the *Real Estate Services Act* (BC). (It is not a government body.)

Income:

According to the *Real Estate Services Act*, the Real Estate Foundation receives interest from pooled funds held in trust by real estate firms. We invest that money, and give it back to the community through our grant program.

Grants:

Since 1988, the Real Estate Foundation has approved over \$74 million in grants for projects across British Columbia.

Contact

For more information, or to discuss ideas for publicizing your project, please feel free to contact Stephanie Butler, Communications Coordinator - tel 604.343.2620 | toll free 1.866.912.6800 ext 101 | stephanie@refbc.com

REFBC Logo

The Real Estate Foundation of British Columbia logo should appear prominently on all communication materials. Logo presentation options are as follows.

Preferred use [A] - without tagline

To be used on materials that are distributed within and outside of the organization. Version (A) is preferred use, however the Foundation may sometimes request that the version with the tag line (B) be used.



Leading Learning *Aligning Resources*

Alternate use [B] - with tagline

To be used ONLY upon request of the Real Estate Foundation.

Logo Colour + Usage

The logo should appear in its four colour version whenever possible.

'REAL ESTATE' is blue, 'FOUNDATION' is green, the ovals are 60% orange, 100% orange and 50% black. 'BRITISH COLUMBIA' is 70% black.

Greyscale

When only one colour is available for use, the screens are as follows.



Solid Black



The colour of the logo components must not be changed or altered.

One Colour Reverse Logo

The logo is to be used on a black background, or over darker photos that would be considered comparable to a black background in tone.



Full Colour Reverse Logo

The logo should only appear as a full colour reverse on a solid black background. No other background colours may be placed behind the logo, including photos. In these instances the one colour reverse logo must be used. (shown at left)



Improper Logo Usage

- Do not alter the colours.
- Do not remove any part of the logo.
- Do not change the fonts.
- Do not rearrange the components.
- Do not stretch from original aspect ratio.
- Use only approved formats.
- Do not retype the logo with other fonts.

