

The background of the cover features a large, stylized gear in the upper left and another in the lower left, both in a light purple color. A diagonal band of a darker purple color runs from the top left towards the bottom right. The Tusla logo is positioned in the top right corner.

TUSLA

An Ghníomhaireacht um
Leanaí agus an Teaghlach
Child and Family Agency

Acknowledging Tusla Funding

Toolkit and Guidelines for Funded,
Contracted and Collaborating Agencies

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Acknowledging Tusla Funding

Toolkit Guidelines for Funded, Contracted and Collaborating Agencies

1. Introduction

1.1 Who We Are

Established in January 2014, Tusla is the dedicated State agency responsible for the safety and protection of children and improving their wellbeing and outcomes. We were formed by bringing together the former HSE Children & Family Services, Family Support Agency, and the National Educational Welfare Board. Operating under the Child and Family Agency Act 2013, we place children at the heart of everything we do. We believe families are the foundation of a strong, healthy community where children can flourish.

1.2 Our Responsibilities

Under the Child and Family Agency Act, 2013, Tusla is mandated to:

- Support and promote the development, welfare and protection of children, and the effective functioning of families.
- Offer care and protection for children whose parents are unable to provide necessary care.
- Maintain and develop services to support children and families, including psychological welfare services.
- Ensure all children in the state attend school or otherwise receive education and provide educational support services.
- Make decisions in the best interests of the child.
- Consult with children and families to shape the agency's policies and services.
- Strengthen interagency cooperation for seamless service delivery.

- Undertake research related to our functions and provide advice to the Minister for Children and Youth Affairs.
- Commission services for child and family support.

1.3 Our Services

Tusla's services include a range of universal and targeted support:

- Child protection and welfare
- Family Support
- Educational Support
- Psychological Services
- Alternative Care
- Family and Community-Based Supports
- Early Years Regulation
- Adoption Services

We value our working relationship with collaborating organisations, funded and contracted partners, sharing the common goal of supporting children and families. We aim to foster awareness and engagement with the services we work together to provide.

2. Responsibilities of Funded, Contracted and Collaborating Agencies/Organisations

Under Sections 56 and 59 of the Child and Family Agency Act, 2013, Tusla provides funding to a range of service providers. A crucial part of our work is ensuring transparency regarding how funds are used to support children and families. To this end, it is a requirement that all agencies and organisations either commissioned or contracted to deliver services on behalf of Tusla must acknowledge that funding. Effective ways to do this include prominent display of the Tusla logo and appropriate acknowledgment across all communications channels, based on the level of funding received.

The Agency should be referred to as 'Tusla - Child and Family Agency' **or** Child and Family Agency.

3. Use of the Tusla Logo

The display of the Tusla logo is a minimum requirement of funding and will be monitored for compliance. Tusla's support and funding must be acknowledged in all forms of traditional and new media communications. This includes prominent positioning in all public announcements, advertisements, marketing or fundraising campaigns, or events related to any Tusla-funded service.

If an agency receives funding or sponsorship from additional sources for the same funded project or event, Tusla's funding must still be acknowledged appropriately. Acknowledgment should be proportional to the level of funding provided by each source, as agreed in each case with the Tusla National Communications Office.

The Tusla logo must be used correctly and may only be reproduced from the master artwork supplied. It must never be redrawn, trimmed, or modified.

3.1 When and Where You Are Required to Display the Tusla Logo

Below is a list of communication and publicity materials that must carry the Tusla official logo, including details for ensuring proper brand positioning and visibility. This list is not exhaustive and may be added to or amended at Tusla's discretion.

a. Websites and Online Media

- The Tusla logo must appear on the home page of the event or organisation's website in a prominent position where scrolling is not necessary to view it.
- If Tusla is the primary funder, the logo must not be displayed in a list of supporters but instead given prominent placement on the homepage.
- If Tusla is an equal funder with other sponsors, the logo can be displayed in a list of sponsors but must be equally visible and sized.

b. Advertisements

- All advertisements must carry the Tusla logo.
- Radio advertisements must include the spoken phrase "This project received funding from Tusla" **or** "This project is fully funded by Tusla", depending on the level of funding.
- TV advertising should include the logo in the first or last frame and include the phrase "This project received funding from Tusla" **or** "This project is fully funded by Tusla" depending on the level of funding.

These advertisements must be approved by Tusla's National Communications Office before airing.

c. Advertising in Event Programmes

- ⦿ A Tusla advertisement must appear on the top right of all printed or digital event programmes at no charge. Tusla will supply finished artwork for this.
- ⦿ Event managers must send a copy of the event programme for brand compliance and approval to Tusla's National Communications Office by email to designandprint@tusla.ie before printing or publication.

d. Social Media

Social media plays a crucial role in publicising your work and acknowledging funding from Tusla. We require all funded organisations to adhere to these guidelines:

1. **Tusla Logo:** The Tusla logo must appear on any social media pages related to the funded service or event. This includes profile banners, images, and other visual content.
2. **Tagging and Recognition:** Tag Tusla on all relevant posts and use the hashtag **#TuslaSupported**. This should be done in the profile bios as well as in individual related posts.
3. **Tusla Social Media Handles:**
 - ⦿ 'X' (Formerly Twitter): [@tusla](https://twitter.com/tusla)
 - ⦿ Instagram: [@tuslaireland](https://www.instagram.com/tuslaireland)
 - ⦿ Facebook: <https://www.facebook.com/tuslachildandfamilyagency/>
 - ⦿ LinkedIn: <https://www.linkedin.com/company/tusla-child-and-family-agency>
4. **Visibility** - Ensure the Tusla logo and mentions of Tusla funding are prominent in your posts. This includes social media banners, event graphics, and other appropriate visuals.

e. Posters, Banners, and Signage

- ⦿ Tusla's logo must appear on all posters and banners advertising the service/event. The positioning must be prominent, especially if Tusla is the primary funder.

- ⦿ The logo should also appear on all physical setups such as event stages, racing finishing arches, and backdrops.

f. Uniforms and Merchandise

- ⦿ Tusla's logo must appear on staff or volunteer uniforms or t-shirts for marketing/fundraising events. The prominence of the logo should be proportional to the funding provided by Tusla.
- ⦿ All merchandise such as flags, balloons, hats, and ponchos related to the event must display the Tusla logo.

g. Flyers, Brochures, Leaflets, Newsletters and Publications

The Tusla logo must appear on all printed and electronic flyers, brochures, leaflets, and newsletters. If Tusla is the primary funder, the logo should not be included in a list of funders but given prominent placement.

h. Information Boards, Way Finders, Route Notifications, Tickets

The Tusla logo must appear on all informational materials and tickets. If Tusla is the primary funder, its logo must be prominently displayed.

i. Buildings – Exterior and Interior Signage; Site Signs and Event Hoardings

The Tusla logo should be visible at venues for events related to funded services and on event hoarding.

j. Press Releases

- ⦿ Press releases must reference Tusla funding, such as "This event, funded [or 'Received funding from Tusla'] by Tusla, takes place from\ [Date]." This acknowledgment should appear no later than the second paragraph.

- ⦿ All press releases must be sent to Tusla's National Communications Office at comms@tusla.ie for inclusion of a quote from the relevant Tusla commissioning area(s).
- ⦿ Media interviews related to the event must include mention of Tusla funding.

k. TV, Video and Film Credits

TV and Promotional videos for funded services must prominently display the Tusla logo in the first or final frame, as well as include the phrase "This project received funding from Tusla" **or** "This project is fully funded by Tusla" depending on the level of funding.

This must be agreed in advance with Tusla's National Communications Office.

l. Audio Recordings

All audio recordings must acknowledge Tusla funding. The phrase "This project received funding from Tusla" **or** "This project is fully funded by Tusla" depending on the level of funding.

m. Presentations and Slideshows

All Powerpoint and slideshows must acknowledge Tusla funding. The phrase "This project received funding from Tusla" **or** "This project is fully funded by Tusla" depending on the level of funding must appear.

4. Fundraising, Marketing, Advertising and Public Relations Campaigns and Events

Prior to launching any fundraising, marketing, advertising, or public relations campaigns, the funded agency must inform Tusla's National Communications Office. It is crucial to notify the office during

the ideation phase to guarantee that Tusla receives appropriate visibility and recognition commensurate with the level of funding provided, in accordance with the requirements outlined in this document. It is crucial to accurately represent the service being funded and its staff to maintain the integrity of Tusla and the service itself.

Ethical considerations are of utmost importance; it is essential to treat children, young people, families and vulnerable groups with dignity and respect in all fundraising efforts. Please avoid using any tactics or dramatic effects that might shock or negatively portray services or those who interact with Tusla services, ensuring that our core values and long-term mission remain uncompromised, even while striving to meet short-term fundraising goals.

5. Compliance and Monitoring

It is a condition of your funding that Tusla's support is acknowledged according to this protocol. Tusla will monitor compliance, and you may be required to review your marketing, advertising, or other promotional materials at any time to ensure they meet these requirements. Compliance is your responsibility.

6. Logo files

A full suite of Tusla Funding logos (in English and Irish) along with The Tusla Brand Guidelines for using the logos can be downloaded here:

<https://www.tusla.ie/acknowledging-tusla-funding/>

7. Contact Details for Tusla Corporate Communications Office

For any queries or notifications related to Fundraising, Marketing, Advertising, or Public Relations Campaigns associated with Tusla funding, please use the following contact information:

1. General Queries:

Email: **comms@tusla.ie**
Telephone: **087 634 8373**

2. Social Media Queries:

For enquiries related to the acknowledgment of Tusla funding on social media platforms, please contact:

Email: **digital@tusla.ie**

3. Logo Usage:

For guidelines and requests related to the use of the Tusla logo to acknowledge funding, please contact:

Email: **designandprint@tusla.ie**

By signing below, you are confirming that your organisation will comply with this protocol as a condition of funding.

Signature: _____

Date: _____

This document aims to foster collaboration while ensuring that Tusla's funding is transparently and prominently acknowledged, reflecting the value and impact of the support provided.

Tusla Funding Logos

English and Irish language versions

Tusla's support and funding must be acknowledged in all forms of traditional and new media communications. This includes prominent positioning in all public announcements, advertisements, marketing or fundraising campaigns, or events related to any Tusla-funded service.



The logo for TUSLA, featuring the word "TUSLA" in a bold, white, sans-serif font. The letter "i" is lowercase and has a dot above it. The background consists of several overlapping, semi-transparent purple shapes, including a large circle at the top and a large triangle on the left.

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tusla.ie