Communications

This area explores the level of transparency about the foundation's work and considers to whom communications are directed, what kind of stories are collected and shared, who makes those decisions, and who is the author of those stories / whose voices are featured.

Communications strategy, approach & practices

Who determines communications goals and modalities?

Little or no participation:	Some participation:	Substantial participation:	Full participation:
☐ There is no communications strategy; foundation does not publicly share any information.	☐ There is a communications strategy, set by staff. Some input is sought from grantees in determining messages, stories, and voices selected.	☐ With guidance or input from community, staff develop communications strategy, approach, and practices.	☐ Community sets communications strategy, including goals, messages, platforms, and audience, and foundation adopts it.

Who has access to communications materials?

Little or no participation:	Some participation:	Substantial participation:	Full participation:
☐ There is no communications strategy; foundation does not publicly share any information.	☐ Only dominant language is used; accessibility is not considered. Communications are oriented to donors.	☐ Communicating in multiple languages is prioritized, as are accessibility considerations. Communications materials use Creative Commons licensing to ensure widespread access and use. Communications are oriented to broader public.	☐ Language justice, accessibility, and open-source use are fully prioritized. Communications are oriented to a broad and diverse audience.

Visibility

Who communicates the work supported by the foundation?

Little or no participation:	Some participation:	Substantial participation:	Full participation:
☐ Foundation shares nothing or little about work it supports.	☐ Some grantees are invited to participate in promoting foundation's work, but their messages, needs, and costs are not prioritized or fully considered.	☐ Community and grantees, and their stories and messages, are prioritized by foundation staff. Staff supports community members in accessing important venues to share their work, which community selects. Attribution and credit are values embedded in this process.	☐ Community decides with grantees who, where, and what to prioritize in communicating about work supported by foundation. Role of foundation is to support community decisions.

Storytelling

Whose stories are featured in communications?

Little or no participation:	Some participation:	Substantial participation:	Full participation:
☐ There is no storytelling or efforts to share grantees' work or community situation.	☐ Foundation's communication materials and platforms include quotes or short stories from grantees or other community members, but these have been carefully selected to be attuned to messaging goals determined by foundation. Grantees are often portrayed as grateful recipients.	☐ Staff, grantees, and community members work together to determine what stories and messages are shared and in which formats.	☐ Community determines what grantee stories and community information are shared.

How are matters like privacy and security considered?

Little or no participation:	Some participation:	Substantial participation:	Full participation:
☐ Security and privacy needs of grantees are not considered.	☐ Parameters for grantee privacy and protection are considered and set by staff.	☐ Security and privacy concerns are openly discussed and jointly decided.	☐ Security and privacy concerns of grantees and community are fully prioritized.

Why did you select the statements you did?

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Resources:

- **Glass Pockets Transparency Checklist**, by Candid
- **Making Communications Accessible by Design**, by Current Global
- **Storytelling Tools and Resources**, by BROKE
- **Moving From Reflection to Action: A Guide on Transparency and Accountability For Philanthropic Organizations**, by Transparency Accountability Initiative