



CACF Resource Library

Why do we require photos of projects?

Project photos and publicity go hand-in-hand. The funders can see how their contributions were used and the community can see what your agency is doing for them. The photos don't have to be your project in action (though those are more than encouraged). Many of our agencies have strict client confidentiality policies in place. If that is the case with your agency, many staged photo opportunities can still demonstrate your project.

Project Photo Ideas

No Confidentiality Concerns

- Completed project in use
- Staff/Volunteers working on the project
- Passing out food to those in need
- Photos from project activity or event
- Educational supplies/programs in use
- Handing needed items to your client
- Purchased items on display

Confidentiality Concerns

- Child wearing backpack from behind
- Hands passing a gift card, check, etc.
- Paying an auto garage for work completed
- Collected items repackaged for handout
- Volunteers working at an event
- Children's feet in new shoes
- Plate of food from a pantry

Sample Photos



