

NWOYA CHARITY FOUNDATION (NCF)



COMMUNICATION POLICY

Effective Date: 1st January 2023

Transforming Lives, Giving Hope through professional, effective and vibrant communication

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TABLE OF CONTENTS

ACRONYMS / ABBREVIATION	2
NWOYA CHARITY FOUNDATION (NCF STANDARD:	3
1. Introduction.....	4
2. OBJECTIVES of the Communication Policy.....	4
3. Policy Scope.....	4
4. General Principle of Communication Policy:	4
5. Department In charge of the Policy	5
6. Internal Communication	5
7. External Communication	6
8. Media Relations	6
9. Digital and Social Media Communication	6
10. Branding and Visual Identity of NCF	7
11. Crisis Communication	7
12. Stakeholder Communication.....	8
13. Feedback and Grievance Mechanisms.....	8
14. Confidentiality.....	8
15. Monitoring, Evaluation, and Review.....	8
16. Non-compliance	9
17. Policy Review and Amendments.....	9

ACRONYMS / ABBREVIATION

NCF	-	Nwoya Charity Foundation
CBO	-	Community Based Organization
BoD	-	Board of Directors
ED	-	Executive Director



NWOYA CHARITY FOUNDATION (NCF STANDARD:

STRATEGIC VISION, MISSION, VALUES AND OBJECTIVES

VISION

We envision empowered vulnerable communities in Northern Uganda to thrive sustainably through holistic development, fostering resilience, dignity and self-reliance.

MISSION STATEMENT

To improve the socio-economic well-being of vulnerable and underserved populations in Northern Uganda by providing support in Education, Health, Livelihoods, Economic Empowerment and Social Justice through community-driven initiatives.

NCF VALUES

As Nwoya Charity Foundation, we **STRONGLY** value **INTEGRITY, EMPATHY, COLLABORATION, RESILIENCE, INCLUSIVITY, TRANSPARENCY & ACCOUNTABILITY** in our actions and work with community and stakeholders. We value respect for people we serve, their effective participation and the empowerment of individuals and communities.

STRATEGIC OBJECTIVE

- To strengthen the livelihoods through vocational training, skills development, and income generating activities
- To improve access to quality healthcare services especially for women, children and elderly.
- To plan, design and implement programs to promote quality education for girls and boys.
- To provide legal support and counselling to survivors of Gender Based Violence.
- To support and encourage sustainable environmental practices through reforestation, Agroforestry and renewable energy projects.

1. Introduction

Effective communication is essential to the success and credibility of Nwoya Charity Foundation (NCF). How communication is done within and outside the organization reflects and impact highly on the organization. This policy outlines the principles and practices that guide how we communicate internally and externally to ensure consistency, transparency, and alignment with our mission and values.

2. OBJECTIVES of the Communication Policy

The objectives of this policy are to:

- a. Promote clear, consistent, and effective communication in both internally and externally NCF.
- b. Protect and strengthen the reputation of NCF.
- c. Ensure that communication reflects NCF's mission, values, and strategic goals.
- d. Enhance relationships with stakeholders, including beneficiaries, partners, donors, government entities, and the public.
- e. Minimize the risk of miscommunication or misinformation.

3. Policy Scope

This policy applies to all forms of communication by:

- Board members
- Staff members
- Volunteers
- Interns
- Contractors and consultants acting on behalf of NCF

The Communication Policy covers internal communication, external communication, media relations, branding, digital communication (including social media), crisis communication, and stakeholder engagement.

4. General Principle of Communication Policy:

The Guiding Principle of this policy are:

- This policy applies to all individuals working for NCF, using NCF's communications facilities and communicating on behalf of NCF.

- All organization management and staff must be aware of their responsibility of maintaining good communication practices.
- Systems must be established to safeguard and protect the organization's information and maintain professionalism and good communication practices.
- Policy provides for the adoption, updating and application of new information and communication technologies to promote effective communication.
- Breach of this policy and communication code of conduct may lead to disciplinary and serious breaches may lead to dismissal.
- Provisions of this policy, may be reviewed, updated or changed as appropriate by changes to the policy must be presented to the NCF Board of Directors (BoD) for approval.

5. Department In charge of the Policy

- The Advocacy, Networking and Communication department is to take the general lead in implementing this policy with support from all staff and management.
- Senior Programme Management in charge of Advocacy, Networking and Communication department is responsible for all organizations' formal communication assisted by relevant responsible staff when required.
- The Advocacy, Networking and Communication staff is responsible for the dissemination and review of this policy.

Nwoya Charity Foundation

6. Internal Communication

6.1. Channels

- Email
- WhatsApp groups (for operational updates)
- Staff and management meetings
- Memos and notices
- Internal newsletters
- Intranet (if applicable)

6.2. Guidelines

- Communication should be timely, respectful, and relevant.
- Supervisors must ensure cascading of important information to all team members.
- Meeting minutes should be recorded and shared with relevant parties.

6.3. Role and Responsibilities

- **Executive Director:** Oversees organization-wide communication. He / She must approve any external communication or be the one to send out any communication unless he deems fit to delegate a member of the senior Management Team
- **Department Heads:** Ensure departmental communication flow in effective manner.
- **All staff:** Maintain professionalism and accountability in all internal communication.

7. External Communication

7.1. Public Representation

Only authorized spokespersons may communicate with the public or the media on behalf of NCF. These include:

- The Executive Director
- Communications Officer
- Board Chair (*as delegated*)

7.2. Approval Protocol

All external communications like press releases, brochures, newsletters, official social media posts, etc must be approved by the Executive Director prior to release.

8. Media Relations

- All media inquiries must be directed to the **Executive Director** or designated media liaison of NCF.
- Staff, Interns and volunteers must not speak to the media about NCF matters without approval.
- Media statements should reflect factual, non-partisan, and mission-aligned messages.

9. Digital and Social Media Communication

9.1. NCF Official platforms

- Facebook: <https://facebook.com/nwoya.charityfoundation>
- Twitter/X: <https://twitter.com/nwovacharity>
- Website: <https://nwovacharity.org>
- WhatsApp Business: +256784004631
- TikTok: <https://tiktok.com/nwovacharity>

- Instagram: @nwoyacharity
- LinkedIn: <https://linkedin.com/company/nwovacharity>
- YouTube: <https://youtube.com/nwovacharity>

9.2. Guidelines for social media use

- Maintain a respectful, positive tone in all posts and interactions.
- Do not share confidential information or sensitive images without consent.
- Personal opinions must be clearly separated from organizational messaging.
- Tagline and branding guidelines must be followed consistently.

9.3. Monitoring and moderation

- The Communications Officer is responsible for content creation, monitoring, and responding to interactions on social media.
- Negative or inappropriate comments will be addressed promptly and respectfully.

10. Branding and Visual Identity of NCF

All communication materials must align with NCF's brand guidelines, including:

- Use of official NCF logo
- Color schemes
- Fonts and typography
- Tone of voice
- Taglines or slogans

Unauthorized alterations of branded materials are **STRICTLY** prohibited and will attract disciplinary measures.

11. Crisis Communication

11.1. Definition

A crisis is any event that threatens the reputation, integrity, operations, or safety of the organization or its stakeholders.

11.2. Response Protocol

- The Executive Director will lead the crisis communication response.
- All communication must be approved by the **Crisis Response Team**.
- Only designated spokespersons may communicate during a crisis.
- A record of all statements and responses must be kept.

12. Stakeholder Communication

NCF recognizes the importance of open and respectful communication with:

- Beneficiaries
- Community leaders
- Government agencies
- Donors and partners
- Civil society organizations

Communication must be culturally sensitive, inclusive, and adapted to the needs and language of the audience.

13. Feedback and Grievance Mechanisms

- Feedback may be submitted through suggestion boxes, the website, email, phone calls or community meetings.
- Complaints must be acknowledged within 3 business days and resolved within 14 business days.
- Anonymous feedback will be considered, though action may be limited by lack of follow-up.

14. Confidentiality

- All staff must respect the confidentiality of internal discussions, donor data, personal information of beneficiaries, and other sensitive content.
- All data or confidential information MUST be shared with the approval of the Executive Director.
- Breaches of confidentiality will be subject to disciplinary action.

15. Monitoring, Evaluation, and Review

- The Communications Officer will track communication performance (reach, engagement, response time).
- This policy will be reviewed annually and updated as necessary to reflect changes in strategy, technology, or operations.

16. Non-compliance

Violation of this policy may result in disciplinary action, including:

- Verbal or written warnings
- Suspension of communication privileges including but not limited to not accessing NCF communications channels
- Termination (in serious cases)

17. Policy Review and Amendments

This policy shall be reviewed every 24 months or earlier if deemed necessary by the Executive Director or the Board.

Authorization:


Dinah Kemigabo Dinah (Name & Sign)

Chairperson, Board of Directors

Date: 01/01/2023