



## **A1.17 COMMUNICATIONS COMMITTEE TERMS OF REFERENCE**

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### **PURPOSE**

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The purpose of the Communications Committee is to support the Board's oversight of all aspects of the Foundation's communications while also driving clarity and awareness of the Foundation and the Take a Hike program externally.

### **DUTIES AND RESPONSIBILITIES**

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The Communications Committee is responsible for:

- overseeing all elements of the Foundation's communications to drive clarity, communication and awareness;
- developing (and updating as necessary) the Foundation's communication plan, and recommending its approval to the Board;
- developing, for the Executive's approval, all press releases,
- creating Take A Hike brand guidelines and ensuring standards are consistent across all communication channels and
- reviewing and making recommendations to the Board regarding the Foundation's approach to crisis communications, including media training for teachers, therapists, staff and others.

### **COMPOSITION**

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The Committee is composed of the Executive Director, Directors and other volunteers. The Chair of the Committee is a Director.

### **MEETINGS**

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The Committee meets at least four times a year.