



Guidelines for Communicating Grants from Health Foundation of South Florida

Health Foundation of South Florida is pleased to provide a grant to your organization. As part of your grant award agreement, we require you to write a news release and share the news of this grant to help raise awareness of the good work you are doing in the community. Please use the following guidelines to ensure consistency and accuracy in your communications.

Communications Contact

For traditional and social media questions, marketing or public relations, please contact:

Shari Gantman, Vice President Communications
sgantman@hfsf.org or 305.374.9199

Name Usage

Correct: Health Foundation of South Florida
Incorrect: The Health Foundation of South Florida
Correct Example: The grant was awarded by Health Foundation of South Florida.

Logo

Our logo is available in JPG and EPS formats in both color and black and white on our website. Pantone colors: yellow 110 and 641 blue. Please click on the newsmakers tab on the homepage to access the logos. Please do not alter the logo in any way except to resize for space.



Website

www.hfsf.org

Boilerplate *The last paragraph of a press release is known as the boilerplate. It describes the company featured in the release, a short “about us” with brief history, focus and web address for more information.*

The mission of Health Foundation of South Florida is to invest in and be a catalyst for collaborations, policy and systems change that improves the health of South Florida communities, with a focus on vulnerable, low to moderate- income populations. Established in 1993, the nonprofit foundation has awarded over \$125 million to nonprofits providing programs and services in Broward, Miami-Dade and Monroe Counties. For more information, visit www.hfsf.org or call 305.374.7200.

Social Media

To help us promote the work you are doing, please join with us on:

Twitter: @HealthSFL and **Facebook:** <https://www.facebook.com/healthfoundation>



Publicity, Advertising & Promotion

Please provide, in advance, samples of materials you plan to share about your grant so we can review for accuracy (e.g., ads, programs, flyers, brochures, website copy). For the news release requirement to promote a grant from Health Foundation of South Florida, we require grantees provide a draft prior to release, publication or posting. Please email the press release in advance to Shari Gantman, Vice President Communications at sgantman@hfsf.org

If your grant-funded project includes the use of marketing materials such as advertisements, banners, printed programs, flyers, etc., please show us the design before production. Our intent is to ensure accuracy in the purpose of the grant and use of our name and logo only, not to edit your work. We are happy to promote your success stories on our website, in print materials, and with media outlets—please share them with us.