



## GRANTEE COMMUNICATIONS GUIDELINES

The San Francisco Foundation believes that the strategic use of communications and storytelling is core to achieving success in the work that we do together to expand opportunity in the Bay Area. We've created these guidelines to support you in communicating about your grant. We are excited to partner with you in your work and inform stakeholders about the progress, achievements, and lessons learned. **For assistance with any of the following, please email us at [marketingandcommunications@sff.org](mailto:marketingandcommunications@sff.org).**

### Social Media and Press Announcements

We encourage you to announce your SFF grant through online and traditional media, and via social media. When sharing on social media, please tag us: you can find us on Twitter ([@TSFF](https://twitter.com/TSFF)) and Facebook at [facebook.com/TheSanFranciscoFoundation](https://facebook.com/TheSanFranciscoFoundation). In some cases, we may initiate a conversation with you about a joint media outreach strategy.

### Statements for the Media

Interested in having SFF staff be a part of your press event or announcement? Please email us for assistance.

### Sharing News Coverage

We are always excited to see coverage of the great work that you're doing in the Bay Area. We often use social media channels to help promote your work. You can always tag us and/or submit your coverage to us via email.

### SFF's Blog

Did your organization get its very first grant from the San Francisco Foundation, achieve a big win on a campaign, or release a report with timely and important data that is important to share? We'd be interested to hear more and potentially share with our audience through our blog. Please be in touch with us when you have milestone events in your SFF-supported project.

### Sending Photos to SFF

Visuals are at the core of effective communications and a key way to share more about your work. We are always looking for high quality images to promote our grantees in foundation communications. Have a great photo or infographic about your work in the region that you'd like to share with us? Please email them to us, preferably at high resolution, 300 dpi.

### SFF Logos

Need a print or digital version of our logo? Please email us to access the logo files and visual identity guidelines. When using SFF's digital logo, please link back to our website at [sff.org](https://sff.org).

## Acknowledging the San Francisco Foundation

Strategic communications is rooted in the solutions and stories of the great work that you are doing in the Bay Area and we are proud to be a partner in fueling that work.

Please consider noting SFF's support in your communications about your project, including digital, print, announcements, or other materials funded by this grant. When there are multiple funders on the project, the San Francisco Foundation should be included in your list of funders.

Below is approved language for some common ways grantees acknowledge SFF's support:

- In any grant announcements or materials funded by the grant, please use the following credit: *The [project/event] is supported by a grant from the San Francisco Foundation.*

\*If your project/organization received its first grant/initial funding from us, please use the following language instead: *The [project/organization] received its first grant from the San Francisco Foundation, and thanks SFF for its investment in bringing this bold new idea to life.*

- If you choose to describe the foundation in more detail, please use the following paragraph: *With more than \$1.5 billion in assets, the San Francisco Foundation is one of the largest community foundations in the country. The foundation is committed to expanding opportunity and ensuring a more equitable future for all in the Bay Area. Together with its donors, the foundation distributed \$154 million to nonprofit organizations last fiscal year. The San Francisco Foundation serves Alameda, Contra Costa, Marin, San Francisco, and San Mateo counties.*
- If you are regranteeing SFF funds to other organizations, SFF's support should be noted in your communications with the subgrantee. Please use the following credit for those communications: *This grant is awarded by [your organization] with funding from the San Francisco Foundation.*
- If subgrantees choose to recognize the source of funds for their grant, please ask them to use the following credit: *The [project/event] is supported by a grant awarded by [your organization] with funding from the San Francisco Foundation.*
- If you are generating a research report with SFF support, please use the following disclaimer: *The opinions expressed in this report are those of the authors and do not necessarily reflect the views of the San Francisco Foundation.*

Please share a final copy of your external communications materials—such as news releases, newsletters, email announcements, fact sheets, reports or any other materials that recognize the grant—with us.

**Contact Us:** For any questions, requests, or to send us materials, please contact the Marketing and Communications team at [marketingandcommunications@sff.org](mailto:marketingandcommunications@sff.org).

We look forward to working with you!