



Health Foundation of South Florida

MARKETING AND COMMUNICATIONS GUIDELINES

JANUARY 2025

Overall Guidance

Health Foundation of South Florida The name encourages grantees, partners and affiliates to promote projects and efforts on which we're collaborating in written materials, online platforms and publications and social media. As part of your agreement with us, you are required to engage in at least one form of communication, media outreach, and/or advocacy strategy.

Please use the following guidelines to ensure consistency and accuracy in your communications. If you have any questions about these Guidelines please contact our Director of Communications, Felicia Lopez Walker at **flwalker@hfsf.org**.

| Logo and Name Usage

The name, **Health Foundation of South Florida** and its logo are the property of the Health Foundation of South Florida. Use of the name and logo on such items as printed literature, signage, exhibits and displays, publications, interactive media, websites, sponsored program literature and signage, joint publications, letterhead, news releases and announcements are the property of the Health Foundation of South Florida. Permission to use the Foundation's name and/or logo is in sole discretion of the Health Foundation, based on such factors as the purpose for use and relationship being represented.

All requests for permission to use the Health Foundation logo should be sent to flwalker@hfsf.org, or directed to your Program Liaison. If permission is granted, the logo must be reproduced in its approved colors and formats. Brand guidelines with instructions for logo usage are available on the communications toolkit landing page.

| Acknowledging Health Foundation of South Florida

In press releases, presentations, brochures, flyers, collateral materials, email blasts, posters, publications or any other publicly disseminated documents related to projects funded or facilitated by Health Foundation of South Florida, grantees, partners and affiliates must acknowledge the Health Foundation's support.

- All partners, grantees, and stakeholders are required to include the Foundation's full name (Health Foundation of South Florida) when using the Foundation's logo, referring to the Foundation in press releases, interviews, social media platforms, and any other form of external communication. "The Health Foundation" may be used as a second reference.
- The Foundation's name must be mentioned at least once in the beginning of any media content, particularly in interviews, articles, and opinion editorials.
- The Health Foundation of South Florida and/or South Florida Anchor Alliance (if applicable) logos must be included in all collateral and communications materials you produce.
- If a grant has been awarded, the amount of the grant must be acknowledged.
- If your project involves policy advocacy, please include the following language with any written acknowledgment of Health Foundation of South Florida support: "The views expressed by this <project, program, conference, etc.> do not necessarily reflect the views of Health Foundation of South Florida."

| Describing Health Foundation of South Florida

Materials should always refer to the Health Foundation's full legal name: **Health Foundation of South Florida**. To describe the Health Foundation, please use the following paragraph:

"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 \$145 million to nonprofits providing programs and services in Broward, Miami-Dade and Monroe Counties. For more information, visit hfsf.org and follow @HealthSFL on Instagram and Health Foundation of South Florida on LinkedIn."

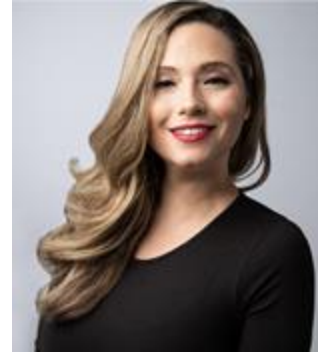
Engaging with our Communications Team



CARLA CROSSNO
Chief Marketing officer
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FELICIA LOPEZ-WALKER
Director of Communications
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TANYA VALIENTE
Events Manager &
Communications Specialist
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We are delighted to collaborate with you and your team in sharing our story of collaboration via earned, paid or owned media. Beyond the recommendations and requirements shared in these materials, we invite you to join us during our monthly office hours where we look forward to co-creating some of our outreach efforts. Our end goal is to collaborate to ensure consistent messaging in all media communications and to align our media activities in pursuit of our shared goals.

A final note, Please forward a final copy of all external communications or any other materials that recognize the Health Foundation of South Florida to our Director of Communications at flwalker@hfsf.org, no less than 10 business days in advance of dissemination to allow for review and approval.

WHAT WILL WE TALK ABOUT DURING MONTHLY OFFICE HOURS?

Whatever we need to discuss to amplify the impact of our shared projects. Each month, our office hours sessions will be different. The common thread will be our interest in a strategic, friendly conversation about what is on the horizon in terms of media opportunities and events and how we might work together to share our story. One month we might plan an op-ed, and the next month we might discuss a big event that can generate press for Health Foundation-funded projects.

Bottom line: We look forward to engaging conversations and sharing our resources to advance communications about health equity in South Florida.

[Register for a monthly session!](#)

| Outreach Strategies

There are many ways to share the important work we're doing together. Our program or communications staff can work with you on the appropriate communications or marketing activity for your project. We invite you to join our monthly office hours to engage on these topics. [Register for a monthly session!](#)

A FEW RECOMMENDATIONS ON HOW TO AMPLIFY OUR MESSAGES:

- Distribute a press release to print, broadcast and digital media outlets.
- Submit an Op-Ed to a local publication or website.
- Share information about your work with us through your organization's newsletters, annual reports, donor communications and on your website.
- Announce your work with us on your social media platforms—and remember to tag @HealthSFL on Instagram and Health Foundation of South Florida on LinkedIn.
- Inform your local government representatives and officials about the work we're supporting and the health issue it's addressing.
- Invite one of our staff experts or board leaders to speak, serve on a panel, or make a presentation at one of your upcoming events. (We kindly request you give us 30 days' notice to allow for scheduling availability.)
- Collaborate with our team on the development of a story demonstrating the impact of your HFSF-funded program.

| Outreach Strategies

A few requests so that we are well-equipped to celebrate YOU and YOUR team!

- Send us photos of your events and program work so we can share on our social media channels and bring the story of your project to life. [Share Your Impact Photos](#)
- Share your high-resolution logo so we can celebrate YOU on our social channels and in our impact reporting. [Provide Your Logo](#)
- Provide us with a high-resolution headshot of your Executive Director or CEO so that we can spotlight their community leadership. [Upload CEO/ED Headshot](#)

IMPORTANT

All materials mentioned above, and any publicly disseminated documents that reference HFSF, must be submitted for review by the Foundation no less than 10 business days in advance.

| Media Engagement Policy

This media policy outlines the guidelines and expectations for partners, grantees, and other stakeholders of Health Foundation of South Florida when communicating with the media. The policy aims to ensure consistent and effective communication, enhance the visibility of the Foundation and our collaborators, and prevent competing priorities. This policy applies to all partners, grantees, consultants, and individuals representing the Health Foundation of South Florida in interactions with the media.

We are happy to provide you with media tips and advice to help prepare you for an interview or other media opportunity. Requests for a quote or other media statement from HFSF should be sent to **flwalker@hfsf.org**.

Media Engagement Policy

MEDIA ENGAGEMENT

- Prior to pitching any media-related topics or initiatives to journalists, the partner/grantee must notify and seek approval from our Director of Communications, Felicia Lopez Walker at flwalker@hfsf.org.
- Felicia should be informed in advance about any media engagement, interviews, events or speaking opportunities related to the partnership or funding received from the Foundation. Types of situations that merit notification may include, but are not limited to:
 - Press conferences or media events related to the partnership/funding
 - Television or radio appearances
 - Participation in podcasts, webinars, or other forms of media engagement
- Partners/grantees must proactively provide the Foundation with copies of any press releases, articles, or similar media materials before publication, to allow for review and approval.

MEDIA RELEASE

- We appreciate your help in gathering photos of your staff leadership and your program in action, inclusive of photos featuring service recipients. Our HFSF media release is linked [here](#) and we would appreciate this completed form for any photos you provide of program participants. Of course, if you have a completed media release form from your organization, that works, too.

[Health Foundation Media Release](#)

| Social Media Policy

Health Foundation of South Florida is active on social media, using several platforms to promote our areas of focus as well as the important milestones of our grantees.

- You are encouraged to mention and tag the Foundation's official social media accounts in their posts related to our partnership.
- You are invited to follow us on Facebook, Instagram, and LinkedIn to receive news and announcements, to see how we spotlight our collaborators, and to engage on the topics that matter most to you.
- You can help us showcase your successes by tagging us in social media posts related to the projects we fund, using our social media handles.

IG: @HealthSFL

In: @HealthFoundationOfSouthFlorida

FB: @HealthFoundationOfSouthFlorida

| A final Word

For any questions regarding media communications or for seeking approval, kindly contact Felicia Lopez Walker at **flwalker@hfsf.org** or visit us during one of our monthly office hour sessions. [Register for a monthly session!](#)

By adhering to the guidelines outlined in this policy, we can effectively promote our collaboration, protect our reputations, and ensure consistency in media engagement.

For more information about the **Health Foundation of South Florida**, please contact your Program Liaison.