



COMMUNICATIONS GUIDELINES

FOR GRANTEE PARTNERS

UPDATED SEPTEMBER 2022



The Healthy Communities Foundation is honored to partner with your organization and ongoing efforts to advance health equity in our service region.

This packet includes helpful guidelines you can reference to assist you when announcing news of a recently awarded grant or other funding support from The Healthy Communities Foundation. You will also find information on ways to stay connected and collaborate with us to share stories and updates about your critical work in our region.

If you have questions about these guidelines or have other communications-related inquiries, please contact our Communications team at communications@hcfdn.org.

ANNOUNCING YOUR GRANT

We encourage you to share the news of your grant award and grant-supported activities and events. Doing so helps increase public awareness and support of your organization's work and its impact in promoting health equity, quality, and access for residents in our region.

For grant awards, we ask you to wait until we have released our official announcement for the specific grant cycle. We specify this date in your grant agreement under the "Communications" section.

Please refer to the award amount as it appears on the grant agreement and specify that it is a grant award from the Foundation, using our full name, "Healthy Communities Foundation". For any subsequent references, you can use "Foundation".

If you plan to issue a press release or other public announcements about your grant award, please forward a final copy to communications@hcfdn.org at least two weeks in advance to ensure the Foundation is presented accurately and consistently.

HOW WE SHARE NEWS OF GRANT AWARDS

Once we receive all signed grant agreements for a specific grant cycle, we will release an official announcement across our communications channels, including our newsletter, website, and social media.

We release the following information on our website for each grantee partner:

- Organization's name
- The relevant grantmaking priority its work aligns to (for general operating support grants)
- Link to the organization's website, if available

ACKNOWLEDGING THE FOUNDATION

If you want to include a description of the Foundation in your announcement or other communications, please use the following approved boilerplate language.

(UPDATED AS OF SEPTEMBER 2022)

Healthy Communities Foundation is a community-engaged foundation that seeks to measurably improve the health and well-being of residents in its 27 zip-code service area located in the City of Chicago and western suburbs of Cook County, Illinois. Using health equity as an overarching principle and lens, the Foundation supports and collaborates with organizations that serve its legacy service area and zip codes with the greatest health inequities. www.hcfdn.org

If work, such as a report, is developed with our grant support and advocates a particular stance, please use the following disclaimer:

The opinions expressed in this report are those of the authors and do not necessarily reflect the views of Healthy Communities Foundation.

If you would like a quote from the Foundation, please reach out to our Communications team at communications@hcfdn.org.

USING OUR LOGO

You can use our logo to reflect our grant support in your print and digital communications. You may also include a link to our website, www.hcfdn.org.

Please reach out to communications@hcfdn.org to request our logo, which comes in different file formats and colors. No variations in the logo's appearance or treatment are allowed.

Always separate our logo from its surroundings to ensure that our logo is visible. Therefore, the minimum required clear space should be as shown below:



Our logo can be placed on top of background images as long as it remains visible as demonstrated below:



STAYING CONNECTED

GRANTEE PARTNER-SPECIFIC COMMUNICATIONS

We occasionally reach out with updates and information for our partners using the email address you provide during the grant application process. If there are changes to staff or there are additional contacts we should add to our mailing list, please contact the Program team member you primarily work with so we can have the most up-to-date information.

OUR MONTHLY NEWSLETTER

We encourage your staff and other partners of yours to [sign up for our monthly newsletter](#). We share announcements from the Foundation, including grantee partner news and spotlights, blogs from our staff and partners and other opportunities.

Please add the following address to your "safe senders" list so you can make sure to receive our newsletters: communications@hcfdn.org

SOCIAL MEDIA

Follow us on:



[@HCFdn](#)



[Healthy Communities Foundation](#)



[@hcfdn2](#)

On Facebook, click "See First" on our page or prioritize Healthy Communities Foundation in your news feed preferences to help ensure our posts end up in your newsfeeds.

We want to stay updated about your work and help promote your events and activities as appropriate. Please let us know which social media page(s) of yours we can follow!

SHARING UPDATES WITH US

We understand that your capacity is limited given your focus on serving our region's residents at this time. Therefore, we do not require frequent updates but sincerely welcome any information about your work that we can share with our Board and audiences across our channels, including:

- **Photos, videos, and other media content**
 - We are happy to receive high-resolution photos to highlight your work, including dynamic action shots of your staff and those you serve. Please ensure that you have the appropriate permissions from individuals in the photos and photographer, if applicable.
 - We will archive your photos for use on our website, presentations, and other materials. We will always credit your organization when we use your photos.
 - **Exciting updates about your work, including community anecdotes**
 - **Blog posts/thought pieces authored by your staff**
 - **Upcoming events we can attend**
 - **Job opportunities at your organization**
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COLLABORATING WITH US

As a foundation, one of the ways we support you beyond grantmaking is by amplifying your work in our region through storytelling and partner spotlights across our communications channels. We may reach out to collaborate with your staff on future stories and articles we share with our Board and audiences.

We value our partners and compensate for the time and energy spent working with us on special communications projects.

CONTACT US

For any questions or if you would like to collaborate on specific communication materials or strategies, please contact our Communications team at communications@hcfdn.org or call (708) 443-5674.