



HEALTHTrust

Communications Guidelines for Grantees

The Health Trust encourages its grantees to communicate to the public and other appropriate audiences regarding the work conducted under the grant. By publicly communicating information regarding your grant project, the public is informed about the role of philanthropy in health, and the vitally important contributions of nonprofit organizations in our community.

As you prepare to make an announcement of your grant, we ask that you follow these guidelines:

- ❖ Announce your grant only after you have signed and returned your grant contract. All acknowledgements of our grant award should use our full name "The Health Trust."
- ❖ If the grant is the largest single source of funding for a project or program, all news releases, reports, papers, manuscripts, and other materials produced by the grantee regarding the project or program must include the following statement: "Supported by a grant from The Health Trust." If the grant is not the largest single source of funding, please contact The Health Trust's Director of Strategic Communications to discuss acknowledgement.
- ❖ Events: If your organization is planning any kind of special event, public event or press conference in conjunction with the project or program, please consult with our Director of Strategic Communications to discuss how to acknowledge The Health Trust's support. In general, brochures, invitations or other collateral produced in conjunction with a Health Trust grant funded project should contain The Health Trust's logo and the tagline "Supported by a grant from The Health Trust." Events supported by The Health Trust should display a Health Trust sign or banner. Please contact the grants department (grants@healthtrust.org) for a copy of the logo and/or signage.
- ❖ Website: If your work supported by The Health Trust is discussed on your web site or a web page, please link to The Health Trust www.healthtrust.org where possible. Please contact our Director of Strategic Communications so that The Health Trust may, in turn, link to your web site.
- ❖ Annual Report: If your work supported by The Health Trust is explained in an annual report, please list The Health Trust. The Health Trust will list grantees in our annual report as well.
- ❖ Please provide The Health Trust with copies of all of your grant announcements (newsletters, press releases, letters to stakeholders, etc.), by fax or mail to:

The Health Trust
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