



# Grantee Brand Standards Guide



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## Questions:

Please contact Palm Health Foundation’s Communications Department  
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## Quick Facts: About Palm Health Foundation

**Tagline:** Leading Change for Better Health

**Our Vision:** ALL Palm Beach County residents have opportunities to thrive and reach their full health potential.

**Our Mission:** We inspire and fund solutions for better health in Palm Beach County through community collaboration.

**Who We Are:** Palm Health Foundation is Palm Beach County's community foundation for health. With the support of donors, we build strong community partnerships, advocate for our most vulnerable neighbors and inspire innovative solutions to lead change for better health now and for generations to come. We believe everyone should be afforded a fair and just opportunity for a longer and healthier life.

**Our Work:** Palm Health Foundation's charitable funds support:

- **Building a culture of health:** We support community health initiatives that promote the adoption of healthy lifestyles and tackle the social, economic and environmental factors that impact health in our neighborhoods.
- **Advancing brain health:** We inspire unique partnerships and innovative networks between brain science, community members and care settings to make Palm Beach County a national leader in promoting brain health.
- **Strengthening health professions:** We provide scholarships for nursing and other health-related fields with a goal to improve quality of care through training and education.

**Our History:** Palm Health Foundation was created in 2001 as the successor to the Good Samaritan and St. Mary's Medical Center Foundations with assets of \$50 million. Through prudent stewardship, the foundation has granted more than \$91 million while growing its assets to more than \$100 million.



## Grantmaking Philosophy

*Palm Health Foundation brings people of diverse perspectives together to find innovative solutions to complex health issues and provides funding for initiatives that lead to better health.*

Palm Health Foundation is building a culture of health in Palm Beach County . The foundation funds initiatives that promote the adoption of healthy lifestyles and tackle the social, economic and environmental factors that impact health in our neighborhoods . Research has shown that a person's health outcomes depend just as much on the zip codes where they live as their DNA code or medical predispositions . People need access to healthy foods, safe places to exercise and tools to reduce chronic stress to maintain good health over their lifetimes .

## Collateral Materials and Logo Usage

The Palm Health Foundation logo should be present on the following grantee collateral materials:

- **Flyers** promoting Palm Health Foundation grant-funded program(s)
- **Brochures** promoting Palm Health Foundation grant-funded program(s)
- **Event signage and posters** related to Palm Health Foundation grant-funded program(s)

Placement of the Palm Health Foundation logo on all materials is at the discretion of the designer or grantee staff.

Palm Health Foundation will provide grantee with multiple versions of its logo .

The Palm Health Foundation logo can be presented in the color and format best suited for your design.

**All collateral materials that include the Palm Health Foundation logo must be approved by the foundation's communications department.**

## Grantee Website

The grantee's website should include a Palm Health Foundation full color logo on the website pages that mention the Palm Health Foundation grant-funded project . If the project is funded by a donor-advised fund of the foundation, the full name of the fund must be included on the web page . For example, "This grant was made possible by the B.J. & Paula Harris Fund at Palm Health Foundation." **The foundation's URL link should be included on the grantee's website.**





# Public Relations

## Requirements

A press release should be issued by the grantee upon receiving the grant funds . The press release should include mention of Palm Health Foundation as a funder . The release should also include a quote from Palm Health Foundation leadership and Palm Health Foundation boilerplate language .

## Palm Health Foundation Press Release Boilerplate:

### About Palm Health Foundation:

Palm Health Foundation is Palm Beach County's community foundation for health . With the support of donors, the foundation builds strong community partnerships, advocates for its most vulnerable neighbors and inspires innovative solutions to lead change for better health now and for generations to come. The foundation supports health equity for Palm Beach County residents of all races, sexual orientations, incomes and backgrounds. Since 2001, the foundation has invested more than \$91 million in Palm Beach County health . For more information about Palm Health Foundation, visit [palmhealthfoundation.org](http://palmhealthfoundation.org) or call (561) 833-6333 .

## Suggestions for Publicity

Consider promoting your Palm Health Foundation grant-funded projects by hosting events that mark the project's major milestones . This is a great opportunity to distribute both "pre" and "post" press releases with newsworthy highlights . Palm Health Foundation leadership is available to attend and speak at these events upon request .

Consider featuring your grant-funded project in e-newsletters, donor update letters and on websites . Including photos of the people leading and participating in the project activities is compelling .

Personal success stories resulting from grant funding are great opportunities to publicize the importance of your work . Palm Health Foundation can utilize these stories to communicate to its donors the importance of continued funding .

Palm Health Foundation will help publicize and promote grant-funded projects through traditional and social media outlets, e-blasts and e-newsletters .

**It is the responsibility of the grantee to keep the Palm Health Foundation Communications Department informed of events, activities and significant milestones for promotion.**

# Social Media

When promoting the grant-funded project on social media, grantees should tag Palm Health Foundation in posts using the following handles:



Facebook: @PalmHealthFoundation



Instagram: @PalmHealthFoundation



Twitter: @PalmHealthFdn



LinkedIn: @PalmHealthFoundation

## **Palm Health Foundation Supports Health Equity**

Leading change for health equity means effectively removing barriers, engaging the voice of the community and working together to promote better health.

Palm Health Foundation is here to support health equity for Palm Beach County residents of all races, sexual orientations, incomes and backgrounds, now and for future generations.

Everyone should be afforded a fair and just opportunity for a longer, healthier life.



[www.PalmHealthFoundation.org](http://www.PalmHealthFoundation.org)