



## **Communication and Media Guidelines for John L. Santikos Charitable Foundation Grant Recipients**

Congratulations on receiving a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation. We are pleased to support your organization and happy to assist with publicity.

Below are the Area Foundation's communication and media policies. In your grant agreement, requirements are shared on publicizing your grant and the project with the Area Foundation. Please reference those materials in tandem with these guidelines.

If you need assistance, contact the Communications Department at 210.242.4748 or [communications@saafdn.org](mailto:communications@saafdn.org).

### **News releases**

Please do not use the abbreviation "SAAF" or "JLS." On first reference, please say "San Antonio Area Foundation." On subsequent references, please use "Area Foundation." If you must use an acronym, please use SAAFdn. The John L. Santikos Charitable Foundation naming convention must be used in its entirety.

Please use the following description for your grant: *"a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation"*.

Please use the following description for the "About the San Antonio Area Foundation" section of your media releases and other communications:

The San Antonio Area Foundation has served as the sole, designated community foundation for the San Antonio area for over half a century, growing to become one of the Top 20 foundations in the nation based on asset size. The Area Foundation helps donors achieve their charitable goals, managing more than 500 charitable funds approaching \$1 billion in assets. Coordinating efforts with numerous area nonprofits, the Area Foundation serves as a collaborative leader, connecting donors to address key community issues and investing in our future. Since 1964, over \$400 million for scholarships and grants have been awarded to enhance the quality of life in our region. Learn more about your community foundation at [saafdn.org](http://saafdn.org).

Please also use the following description for the "About the John L. Santikos Charitable Foundation" section of your media releases and other communications:

The John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation, was created by John L. Santikos – entrepreneur, real estate developer and movie theatre businessman – who passed away December 30, 2014. Mr. Santikos gifted the bulk of his estate to the San Antonio Area Foundation to establish his legacy, continue the successful operation of his businesses and make significant annual donations beyond his lifetime. He directed his support for nonprofits in eight Texas counties who offer a wide range of charitable programs. Learn more at [saafdn.org/santikos](http://saafdn.org/santikos).

## **Collateral materials**

Please do not use the abbreviation “SAAF” or “JLS.” On first reference, please say “San Antonio Area Foundation.” On subsequent references, please use “Area Foundation.” If you must use an acronym, please use SAAFdn. The John L. Santikos Charitable Foundation naming convention must be used in its entirety.

When referring to your grant in a newsletter, e-newsletter, annual report, brochure or other appropriate printed collateral materials, please use the following description: *“a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation”*.

## **Advertising and signage/plaques**

Please do not use the abbreviation “SAAF.” If you must abbreviate, use “Area Foundation.” The John L. Santikos Charitable Foundation naming convention must be used in its entirety. The San Antonio Area Foundation’s logo and/or credit must appear in all printed advertising and signage/plaques as follows: *“a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation”*.

## **Website and social media**

You may include an announcement on your organization’s website and/or through social media regarding your grant. Please do not use the abbreviation “SAAF.” On first reference, please say “San Antonio Area Foundation.” On subsequent references, please use “Area Foundation.” The John L. Santikos Charitable Foundation naming convention must be used in its entirety.

The credit should appear along with a hyperlink to the Area Foundation’s website: [www.saafdn.org](http://www.saafdn.org) and/or a link to the Area Foundation’s Facebook page: [facebook.com/SanAntonioAreaFoundation](https://facebook.com/SanAntonioAreaFoundation), Twitter [@saafdn](https://twitter.com/saafdn).

## **Downloading Logos**

To download the John L. Santikos Charitable Foundation logo, visit [www.saafdn.org/santikos](http://www.saafdn.org/santikos), and on the bottom left, “Documents for Download” block. You may also request the logo from Communications at [communications@saafdn.org](mailto:communications@saafdn.org). Approved language referencing your grant is as follows: *“a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation.”*

## **Questions?**

If you have questions about these policies or need assistance publicizing your grant, please contact:

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