

Attachment C

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Announcements and Promotional Activities Guidelines

Any public references to the Foundation must use the following language, which cannot be altered, edited, or expanded upon without the prior written approval of the Foundation.

If your project or event is *solely* funded by the Foundation, please use the following description:

“The (project/event) is funded by a grant from the Foundation for a Healthy Kentucky. The Foundation’s mission is to address the unmet health care needs of Kentucky, by developing and influencing health policy, improving access to care, reducing health risks and disparities and promoting health equity.”

If your project or event is *partially* funded by the Foundation, please use the following description:

“The (project/event) is funded in part by a grant from the Foundation for a Healthy Kentucky. The Foundation's mission is to address the unmet health care needs of Kentucky.”

For the purpose of distributing flyers, posters, or other such announcements, the following sentence should appear in the materials if the project or event promoted is solely funded by the Foundation:

“Funded by a grant from the Foundation for a Healthy Kentucky.”

If the project or event promoted is partially funded by the Foundation, use the following description:

“Funded in part by a grant from the Foundation for a Healthy Kentucky.”

Copies of all external communications materials such as press releases, press kits, or flyers that reference the Foundation in relation to this grant should be sent to the Foundation.

If you plan to issue a press release or hold a press event, please contact the Foundation for assistance by notifying the Foundation Program Officer assigned to your grant.

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Website and Electronic Publication

As more organizations make use of websites and electronic newsletters to disseminate news of their programs, the Foundation asks that organizations adhere to the following guidelines. This helps the Foundation to assure that the Foundation's mission and funding programs are described accurately and consistently.

- Use only the language provided in the above guidelines (or other similar language agreed to by the Foundation) when referencing the Foundation's programs or grants.
- Organizations with websites who want to provide information about the Foundation to their site's visitors are asked to link to the Foundation's website –www.healthy-ky.org.
- Organizations may not use the Foundation name and/or logo on their websites or any implication that such sites were created or sponsored by the Foundation without express permission.
- Organizations may not duplicate information (text, photos, etc.) from the Foundation's website for use on their own site, except that information which uniquely describes the organization.
- Organizations may not link the Foundation website to commercial websites that promote services or products unrelated to the work funded by the Foundation.