



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.

News releases

Please do not use the abbreviation "SAAF" or "JLS." On first reference, please write *"John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation."* On subsequent references, please use "John L. Santikos Charitable Foundation." When referencing the Area Foundation on subsequent mentions, please write, "Area Foundation."

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 boilerplate 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.

Please also use the following boilerplate 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.

Collateral materials

Please do not use the abbreviation “SAAF” or “JLS.” On first reference, please write *“John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation.”* On subsequent references, please use “John L. Santikos Charitable Foundation.” When referencing the Area Foundation on subsequent mentions, please write, “Area Foundation.”

Please use the following description in newsletters, e-newsletters, annual reports, brochures, or other appropriate printed collateral: *“a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation”*.

Advertising and signage/plaques

The **John L. Santikos Charitable Foundation** naming convention must be used in its entirety for signage and plaques. All signage must be approved by the Area Foundation’s COO before building application. If space constraints prohibit the use of John L. Santikos Charitable Foundation, please contact the Area Foundation’s COO for approved options.

On written advertisement: The John L. Santikos Charitable Foundation logo and/or credit must appear with wording as follows: *“a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation”*. Please do not use the abbreviation “SAAF.”

Website and social media

You may include an announcement on your organization’s website and/or through social media regarding your grant. The John L. Santikos Charitable Foundation logo and/or credit must appear in all printed advertising with wording as follows: *“a grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation”*. Please do not use the abbreviation “SAAF.”

The credit should appear along with a hyperlink to the Area Foundation’s website: www.saafdn.org and/or a link to the Area Foundation’s Facebook page: 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, and on the bottom left, “Documents for Download” block. You may also request the logo from Communications at 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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