



Communication and Media Guidelines for Capital/Naming Rights Grant Recipients

Congratulations on receiving an inaugural Capital/Naming Rights 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.

- The full correct language to reference this grant is as follows: a grant from the **John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation**. Or, if you are looking to specify the type of grant, you can say a capital/naming rights grant from the John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation.

We understand that you are working on building projects or naming language that may not accommodate the length of the full name of the fund. We are happy to work with you individually to determine the best way to present Mr. Santikos' name in line with your criteria. Our desire is to stay with the following options, in order of preference:

1. John L. Santikos Charitable Foundation, a fund of the San Antonio Area Foundation
 2. John L. Santikos Charitable Foundation
 3. John L. Santikos
 4. Santikos
- If you intend to host a ribbon cutting, check presentation or community event to publicly celebrate the receipt of this grant, please contact our Vice President of Strategy and Innovation, Rebecca Helterbrand, rhelterbrand@saafdn.org or 210.775.6064 to coordinate. We can offer an Area Foundation representative to attend, and we would also like the opportunity to review the language surrounding how you reference this grant. Please give us at least two weeks to coordinate, if possible.
 - There is a logo specifically for the John L. Santikos Charitable Foundation. You can find it by visiting www.saafdn.org/santikos in the bottom left "Documents for Download" block. You can also request the logo by emailing communications@saafdn.org.
 - Once you have renderings of how you intend to display Mr. Santikos' name as part of your project, we ask that you contact Rebecca Helterbrand, rhelterbrand@saafdn.org or 210.775.6064 to allow the Area Foundation team to review and approve your plans. Please do not make any final decisions about this component without consulting the Area Foundation. We ask that the Area Foundation be given at least two weeks to review your materials and renderings, if possible. If we can be brought in early in the planning process, we are happy to review as items come up so that we do not delay your timeframe.

Again, we will work with you on the naming text, but ask that you update us throughout the process.

Logos

There is a logo specifically for the John L. Santikos Charitable Foundation. You can find it by visiting www.saafdn.org/santikos in the bottom left “Documents for Download” block. You can also request the logo by emailing communications@saafdn.org.

Other tips and guidelines:

- Please share any news coverage you receive throughout the process by emailing communications@saafdn.org.
- We welcome your quotes, testimonials, photos, videos, social media mentions and updates regarding your grant! We’d love to follow along in your project’s process.
- Photos of your project (3-5 photos at a time is ideal) should be high resolution photos (at least 300 dpi) in JPG format with captions showing the progress of the project. Email to communications@saafdn.org.
- If you would like to hyperlink or feature on social media, 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, Instagram @saafdn.
- You might consider creating a project video that highlights your progress and could serve as part of your post-grant report.
- The Area Foundation representative for any news media inquiries or interview requests is Kate Edwards, kedwards@saafdn.org, 210.242.4748.
- Please share final copies of any external communications materials such as newsletters, news releases, email announcements, fact sheets, website, report or any other materials where you recognize the Area Foundation and the John L. Santikos Charitable Foundation.

General Area Foundation guidelines:

News releases, collateral, other materials:

Please do not use the abbreviation “SAAF.” 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.

Please use the following description for the boiler plate, “About the San Antonio Area Foundation” section, of your media releases and other communications:

For more than 50 years, the San Antonio Area Foundation has served as the community foundation for the San Antonio area. The Area Foundation helps donors achieve their charitable goals and serves as a collaborative leader, investing in the future of our community by bringing people together to address key community issues. The Area Foundation manages more than 500 charitable funds and \$900 million in assets, including the John L. Santikos Charitable Foundation. Since 1964, \$305 million for scholarships and grants have been awarded to nonprofits that educate youth, preserve the environment, protect animals, fund research and provide a variety of services that enhance the quality of life in our region. Learn more about your community foundation at saafdn.org.

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 died 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. In 2015, the fund's first year of grantmaking, it distributed \$6.6 million in grants to nonprofits. Learn more at saafdn.org/santikos.

Inaugural Capital/Naming Rights grant process statistics

- The San Antonio Area Foundation received 92 proposals that totaled over \$70 million in requests from the community. Of those, 82 proposals totaling \$64,684,617 were eligible for review.
- 37 proposals totaling \$37,054,019 in requests, made it through the initial staff review and were also reviewed by the advisory committee.
- The advisory committee selected 14 proposals totaling \$17,467,025 in requests as finalists. These 14 organizations were invited to submit phase II proposals by September 26, 2016 and present their projects during a site visit.
- 8 proposals encompassing, public parks and libraries, mental health, health and biomedical research were selected to receive \$9,272,280 in grants.

Questions?

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

Rebecca Helterbrand
Vice President of Strategy and Innovations
210.775.6064 or rhelterbrand@saafdn.org