



**The Frederick A. DeLuca Foundation  
“Explore & Excel Healthcare Career Pathways” Grant Program:  
Communications Toolkit for Consortium Grant Recipients**

**NAME AND LOGO USAGE**

A reminder, though this funding is being facilitated by the Consortium, the Frederick A. DeLuca Foundation is the source of the funding. **However, the Frederick A. DeLuca Foundation has asked that we do not feature their name or staff names in any marketing/communications efforts.** As a family foundation, we want to respect their wishes and are providing you with this toolkit of pre-approved ways you may mention them in a press release and your annual reports.

Please **do not** include their logo or name when you talk about this work in your e-newsletters, special events, or on social media.

**ANNUAL REPORTS**

Please use the full name “The Frederick A. DeLuca Foundation” and this logo if you typically include donors of this size in your annual reports:



## **SOCIAL MEDIA MESSAGES**

Here are some ideas for messaging this work on your social media platforms. Again, please **do not** tag or mention the DeLuca Foundation.

### **Photo idea for posts:**

- Use photos with one student actively participating in a career exploration program / looking at a camera
- Show group shots of career exploration programs or healthcare industry tours

### **Post ideas:**

- As Florida is poised for a 16% increase in healthcare careers, the **XX local education foundation** is helping students prepare for these critical jobs by **insert a description of your organization's program and the impact of grant funding.**
- Have you heard? We're providing students opportunities to explore and excel in healthcare career pathways through **explain the details of program.**
- Exciting news! We're one of 14 education foundations statewide selected to help students Explore & Excel in Healthcare Career Pathways through a grant to the **@educationfoundationsfl.org (Facebook)/ @educationfoundationsfl (Instagram).**  
Learn more at <https://educationfoundationsfl.org/page/deluca>.

**LOCAL PRESS RELEASE** (place on your letterhead)

For immediate release **XX/XX/2022**

Local Executive Director Name XXX/XXX-XXXX

For more information contact:

Mary Chance 352-338-0250 or marychance@cfef.net

**LOCAL EDUCATION FOUNDATION NAME** Helps **COUNTY NAME** Students  
**Explore & Excel in Healthcare Career Pathways**

[City of your organization, Country] – [Date] – [Your organization], [description of your organization], today announced it has received a grant for \$ as part of a two-year \$500,000 grant from the [Frederick A. DeLuca Foundation](#) to the [Consortium of Florida Education Foundations \(Consortium\)](#) aimed at increasing student interest in healthcare careers and successful participation in high school healthcare career academies, particularly among students from underrepresented communities.

Through the '[Explore & Excel in Healthcare Career Pathways](#)' program grant, [Your organization] will [description of program funded by grant, number/demographic of people reached].

[Insert quote from your organization representative regarding the impact of the funding. Reference Key Messages for support.]

[Provide additional details about specific initiatives that will be funded by your grant.]

“The Consortium is pleased to bring much-needed healthcare career pathway exploration and acceleration opportunities to students across the state of Florida,” said Mary Chance, President/CEO of the Consortium. “As healthcare careers continue to be in-demand, the need to inspire and engage students in this area is critical.”

[Your organization] will participate in a learning community hosted by the Consortium to share leading practices and resources with X additional Florida education foundations participating in the program. Successful programs will have the opportunity to receive a second year of funding to continue their initiative in the 2023-24 school year.

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**About the Consortium of Florida Education Foundations (Consortium):**

The Consortium is the membership organization for Florida's school district-wide local education foundations. Established in 1987, the Consortium connects individuals, organizations, and financial resources to build the capacity and effectiveness of Florida's local education foundations. The Consortium now has 64 member foundations with 1,200 business and community leaders serving as volunteer board members. Collectively, they raise more than \$83 million annually to support students, teachers, and schools through a variety of programs.

The Consortium has provided nearly \$70 million to local education foundations since 2001 through various private- and public-sector partnerships, including the State of Florida School District Education Foundation Matching Grant Program. For more information about the Consortium, visit: [educationfoundationsfl.org](http://educationfoundationsfl.org)