Florida Hurricane Relief Fund Media Guide

The following are public relations protocols that must be used when referring to allocations from the Florida Hurricane Relief Fund and the nonprofit Volunteer Florida Foundation that manages it.

Use of Name
When referring to this fund, always use “the Florida Hurricane Relief Fund, established by Governor Jeb Bush and managed by Volunteer Florida Foundation.” For example, in publicizing, advertising or describing the sponsorship of a program funded wholly or in part by the Fund, state, in addition to any statement relating to your county or fiscal agent, “Sponsored by the Florida Hurricane Relief Fund, established by Governor Jeb Bush, and the Volunteer Florida Foundation.” If the sponsorship reference is in written material, the words “Volunteer Florida Foundation” shall appear in the same size letter or type as the name of the county and/or fiscal agent.

Note: When referencing the Fund, once “established by Governor Bush” is stated in a document, it does not need to be repeated throughout the remainder of the document.

Logo
The logos for the Florida Hurricane Relief Fund and the Volunteer Florida Foundation should be included on all materials, including applications, advertisements, notices, press releases and RFPs. Copies of the Florida Hurricane Relief Fund and Volunteer Florida Foundation logos have been forwarded to you via e-mail. To obtain different formats of the logos, or if you cannot open the e-mailed versions, please contact Shae Humphries at the Volunteer Florida Foundation at Shae.humphries@vfffund.org or (850) 414-6066. Do not alter the colors or format of the logo.

Usage
The Florida Hurricane Relief Fund and Volunteer Florida Foundation names and logos must appear on all public references to the Fund. Wording may be used in place of logos on contractual documents such as RFPs, local contracts, etc.

Announcement
Once Volunteer Florida Foundation has reviewed and approved the request for funds, the funds recipient will issue an announcement/press release. Contact information for Fonda Anderson, Senior Vice President, Development and Communications, may be listed on the announcements/press releases to answer any questions regarding the Fund. Fonda Anderson (727) 821-2056
Background
The Florida Hurricane Relief Fund, established by Governor Jeb Bush, is designed to assist communities in rebuilding and to make relief dollars stretch. This fund will be used for needs unmet by other disaster relief organizations also working to help rebuild lives and communities. Communities are deciding how their allocations from this fund will be spent, and the most heavily impacted communities are receiving the greatest percentage of these funds.

Governance
The Florida Hurricane Relief Fund is guided by a voluntary steering committee. Chairman is former U.S. Senator Connie Mack. Co-chairmen are Joe Lacher, President-Florida, BellSouth Telecommunications and Clarence Otis, CEO-designee of Darden Restaurants, Inc. Also serving this committee are Mike Fields, Senior Vice President of Bank of America; Susan Story, President and CEO of Gulf Power; and Tony Carvajal, President of Carvajal Consulting. Steve Uhlfelder, a Tallahassee-based attorney, has been appointed by Governor Bush as the voluntary CEO of this Fund.

Mission Statement and Goals
- The mission of the Florida Hurricane Relief Fund is to help Floridians with relief and recovery through strengthening families and rebuilding communities.
- The goals of the Florida Hurricane Relief Fund are to fill gaps in funding for services that stabilize and strengthen families; rebuild communities; and link neighbors to neighbors in support of relief and recovery.

Contacts
If the media has questions or needs more information regarding the Florida Hurricane Relief Fund, please direct them to Liza McFadden, President of Volunteer Florida Foundation, (850) 410-0696 or Fonda Anderson, Senior Vice President, Development and Communications, at (727) 821-2056.

www.FlaHurricaneFund.org