

THE CONRAD PREBYS FOUNDATION

# Grant Communications Toolkit

Inaugural Grant Cycle | Winter 2021

# Media Guidance

The following materials are intended for the use of The Conrad Prebys Foundation grantees to help publicize your grant awards and projects.

# Media Process Overview

All external grantee communications are under embargo until 9 a.m. PT on Tuesday, March 23, 2021. The Foundation will be identifying a handful of news outlets to contact ahead of time, either under embargo or on the morning of March 23.

Reference the [Brand Guidelines](#) for information on how to use The Conrad Prebys Foundation name, logos and more.

# Media Request Form

To submit a request for interviews, quotes or other needs not addressed in the Communications Toolkit, please complete the following media request form, and a Foundation representative will get back to you shortly.

[theconradprebysfoundationgrants.com](https://theconradprebysfoundationgrants.com)

# Key Messages

**Inaugural Grant Cycle:** Honoring its namesake's passion and legacy for philanthropic giving, The Conrad Prebys Foundation is awarding nearly \$78 million in grant funding to 121 grant projects during its inaugural grant cycle.

Nearly \$30 million from this winter grant cycle will be dispersed in 2021 with remaining funds administered in future years as part of multiyear grant requests. Additionally, the foundation has already received letters of intent for the next grant cycle, which will be announced this summer.

**Impact Areas:** The selection process of these grants came at a unique time in our region's history, and the awarded applicants reflect a balance between focus areas of personal interest to Conrad Prebys and the urgent needs of our community, which has been upended due to the coronavirus pandemic.

**Stewardship:** With the highest levels of financial and organizational stewardship, The Conrad Prebys Foundation continues the legacy of Prebys' patronage, while evolving its funding focus to meet the needs of the community.

**Inspiring Giving:** Conrad Prebys experienced incredible joy through the act of giving to causes he was passionate about, and the foundation hopes that these gifts – including the many matching opportunities being funded – will inspire others to give as well.

**Continual Improvement:** As the needs of the community evolve, the foundation is committed to exploring innovative ways to maximize its impact in the region – from unique funding structures to strategic partnerships to the identification of urgent community needs.

# Foundation Description

The following description can be used in press release boilerplates and other promotional or media materials when referring to The Conrad Prebys Foundation.

## About The Conrad Prebys Foundation

The Conrad Prebys Foundation was established by real estate entrepreneur Conrad Prebys to perpetuate his commitment to philanthropic endeavors. The Conrad Prebys Foundation inspires transformational change by funding projects in alignment with Conrad Prebys' legacy interests and continuing his efforts that spark meaningful advancement in our communities. For more information, visit [www.ConradPrebysFoundation.org](http://www.ConradPrebysFoundation.org).

# Pre-Approved Quotes

The following quotes are pre-approved for grantee use in promotional and media materials once embargo lifts at 9 a.m. PT on Tuesday, March 23.

# Generic

“Our staff and board are honored to serve as stewards for The Conrad Prebys Foundation, and with our role comes the responsibility to empower the nonprofits creating meaningful change across San Diego,” said Erin Decker, director of grantmaking for The Conrad Prebys Foundation. “The grantees have exhibited an extraordinary level of resilience, innovation and compassion during this very challenging time, and it is these organizations that will heal our community in the months and years to come. The foundation is proud to be a part of their story.”



# Health care and Medical Research

## Health care

“The past year has underscored the importance of supporting the critical health care systems within our community,” said Erin Decker, director of grantmaking at The Conrad Prebys Foundation. “The foundation is honored to have a role in ensuring these vital institutions have the resources and tools they need to provide care to individuals across the San Diego region.”

## Medical Research

“The past year has highlighted the imperative behind-the-scenes work that researchers are conducting to ensure we have the insights, treatments and medicine we need to keep communities healthy,” said Erin Decker, director of grantmaking at The Conrad Prebys Foundation. “The foundation is honored to have a role in ensuring these meaningful research projects have the resources needed to fuel future solutions in medical care.”

# Youth Development and Higher Education

## Youth Development

“The pandemic has exacerbated the challenges faced by our region’s youth, and the foundation is incredibly grateful to be able to support numerous nonprofits as they provide inspiration and essential services to children in our region over the coming months and beyond,” said Erin Decker, director of grantmaking at The Conrad Prebys Foundation.

## Higher Education

“Conrad was adamant that his education was a catalyst for many of the successes in his life,” said Tony Cortes, board chair of The Conrad Prebys Foundation. “He would be ecstatic to see the foundation supporting organizations that inspire a love of learning and promote advancement opportunities within our region.”

# Visual and Performing Arts and Animal Conservation

## Visual and Performing Arts

“A lifelong enthusiast of visual and performing arts, Conrad often found inspiration during a visit to a theatre, concert hall or museum,” said Tony Cortes, board chair of The Conrad Prebys Foundation.

“This has been an extraordinarily difficult year for the arts and culture community, and Conrad would be deeply pleased to see the impact these grants will have in encouraging this community to do what it does best – inspire.”

## Animal Conservation

“Conrad always had a childlike joy and awe of animals,” said Tony Cortes, board chair of The Conrad Prebys Foundation. “He would be ecstatic to see the foundation supporting organizations that provide an opportunity for others to connect with and appreciate the animals he loved.”

# Stakeholder Communication

Considerations for communicating with key stakeholders

# Stakeholder Communication

The Conrad Prebys Foundation encourages all grant recipients to communicate about the award to their stakeholders once embargo lifts at 9 a.m. PT on Tuesday, March 23. Consider the following audiences when developing outreach plans:

- Board of directors
- Employees
- Clients/Beneficiaries of your services
- Donors
- Volunteers
- Social media followers
- And more ...

# Promotional Assets

# Connect with us

## Hashtags

Where appropriate, we recommend including the following hashtags when sharing about the grant announcement to your social channels, as relevant to your organization.

#TheConradPrebysFoundation #philanthropy #grants #nonprofit #SanDiego

## Connect with The Conrad Prebys Foundation on LinkedIn

If your organization is on LinkedIn, please follow us and tag [The Conrad Prebys Foundation](#) in your posts. The foundation does not currently have profiles on any other social channels.

# Social Media Sample Posts

Below are a few social media post examples to help you share the excitement around your grant award. We encourage you to [link to our News page](#) in your posts. The page will go live when the embargo lifts at 9 a.m. PT on March 23.

## Twitter

[Insert organization name] just received an inaugural grant from The Conrad Prebys Foundation! [Insert link to foundation news page]

## Facebook

We are excited to announce that [insert organization name] received a grant from The Conrad Prebys Foundation for our important work toward [describe grant project]! [Insert link to foundation news page]

## Instagram

We are thrilled to announce that [insert organization name] received one of the inaugural grants from The Conrad Prebys Foundation! This grant will support our important work to [describe grant project]. Link in bio to learn more about our project.

## LinkedIn

We are excited to announce that [insert organization name] received a [insert grant dollar amount] grant from The Conrad Prebys Foundation. These funds will support our important work to [describe grant project]. We are honored to be one of 114 organizations supported by The Conrad Prebys Foundation inaugural grant cycle! [Insert link to foundation news page]



# Sample Credit Lines

The {title of project} has been made possible in part by a major grant from The Conrad Prebys Foundation.

This {program} has been made possible in part by The Conrad Prebys Foundation.

Questions?

# Contact Information

## For general grant inquiries:

- Erin Decker  
Director of Grantmaking,  
The Conrad Prebys Foundation  
[erindecker@conradprebysfoundation.org](mailto:erindecker@conradprebysfoundation.org)

## For media outreach questions:

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