

# Agency Brand and Marketing Update Thursday, June 23, 2022

**TERESA YOUNG** Director of Communications









We envision a San Francisco where everyone has the opportunity and support to achieve their full potential through all stages of life.

### — Mission —

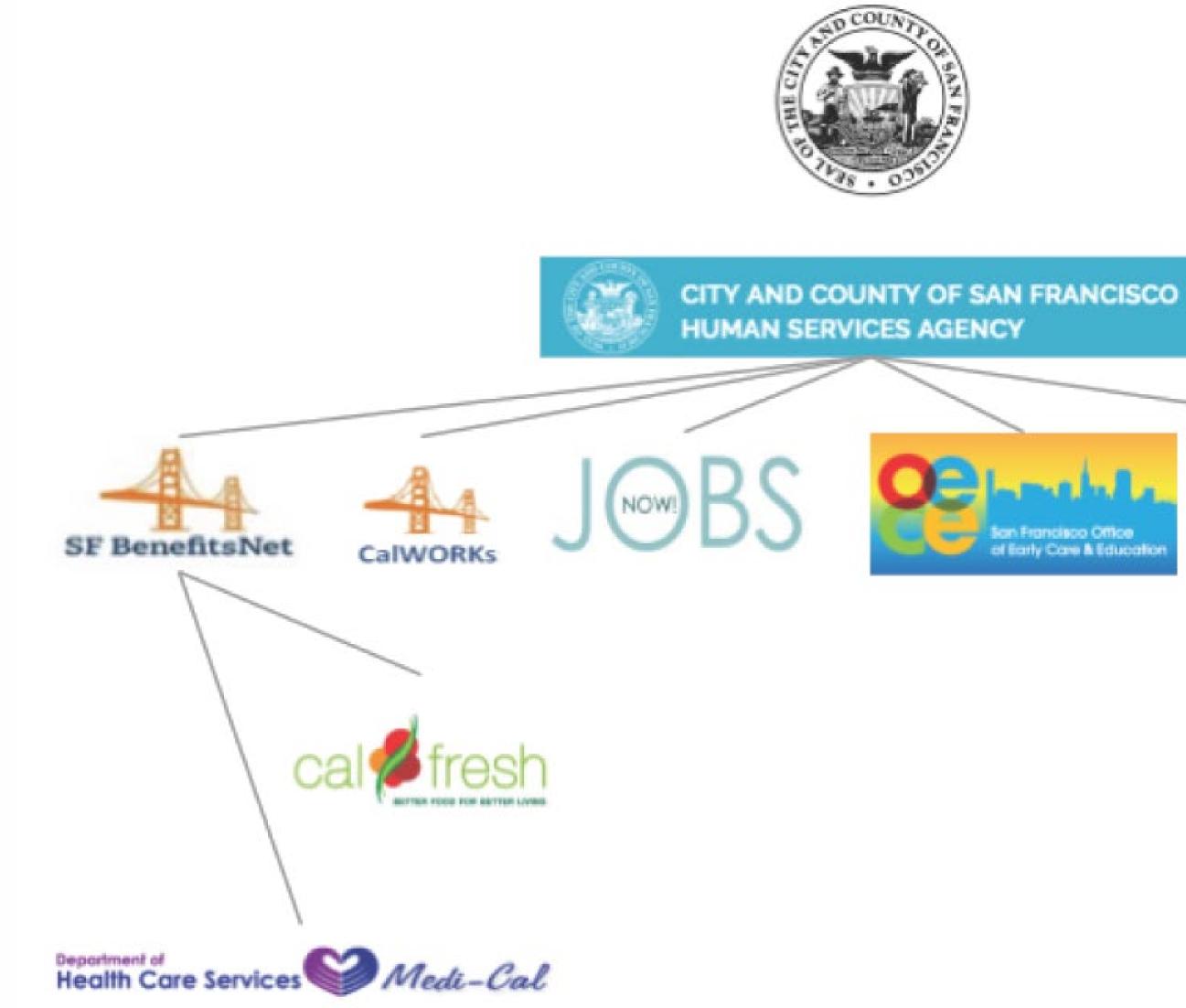
We are committed to delivering essential services that support and protect people, families, and communities. We partner with neighborhood organizations and advocate for public policies to improve well-being and economic opportunity for all San Franciscans.

### – Vision –

### – Values –

Work with purpose Advancement of diversity and racial equity Dedication to discovering what works Strength in partnership **Policies for good** Act with integrity





## — Where We Started —







## . Clarify the relationship between our Agency and Departments

- Improves access to our services •
  - Provide Departments a unified mission to serve San Francisco

•







SFHSA Department of Benefits and Family Support

CalFresh CalWORKs County Adult Assistance Programs (CAAP) Family and Children's Services (Prevention, Foster Care, Adoption) JobsNow! Medi-Cal

## SAN FRANCISCO HUMAN SERVICES AGENCY



Adult Protective Services Benefits and Resource Hub County Veterans Service Office In-Home Supportive Services Office of Community Partnerships Public Administrator Public Conservator Public Guardian Representative Payee









## — Who We Are —



Each year, SFHSA serves over 250,000 unique individuals. That's one in four of our neighbors. In fact, we have a relationship with nearly every low-income household in San Francisco.





# How this benefits staff

- Breaks down silos between Departments
- Helps everyone see the bigger picture; feel part of a greater whole
- Fosters employee engagement towards our shared mission and goals



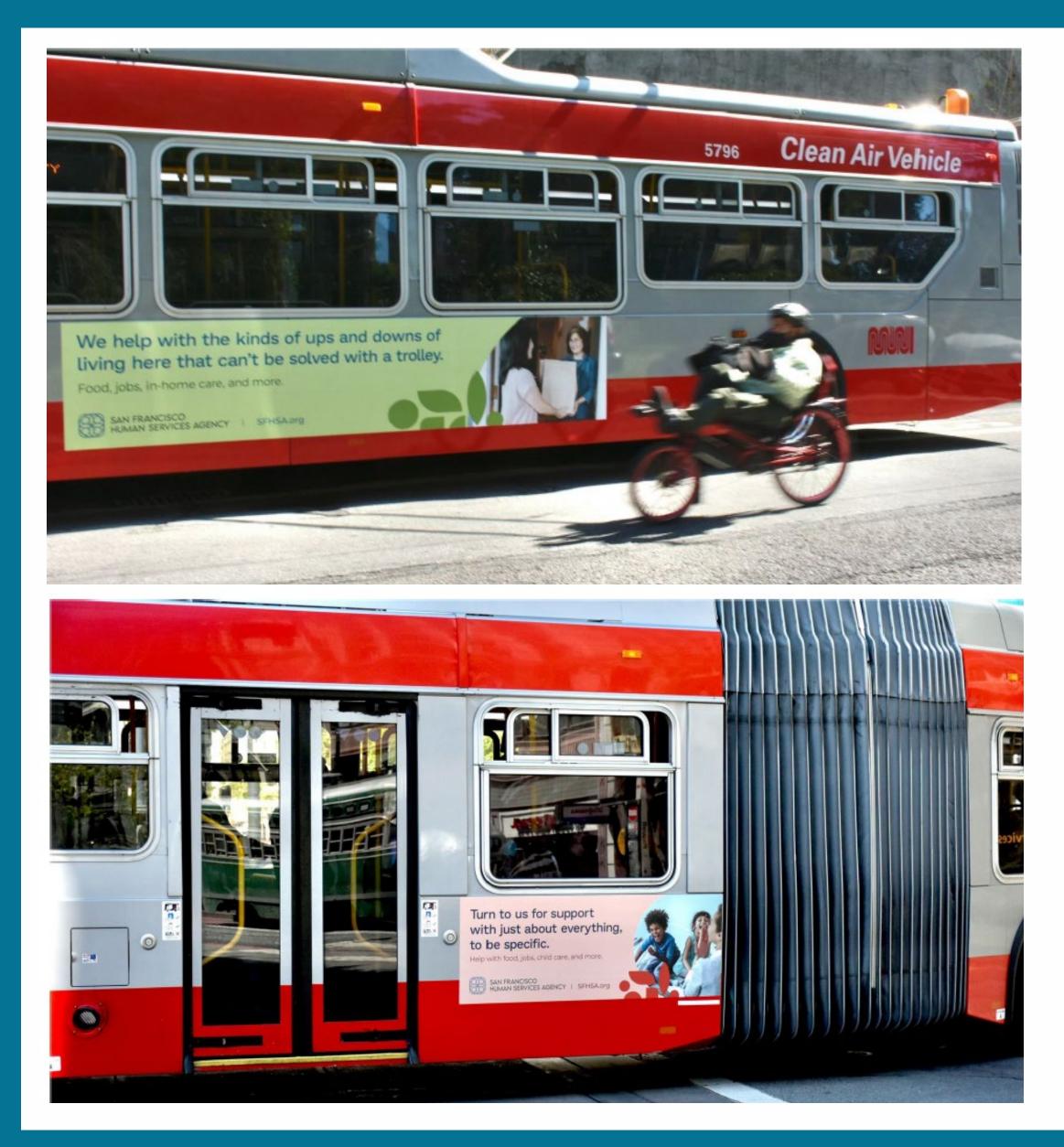


# How this benefits the public

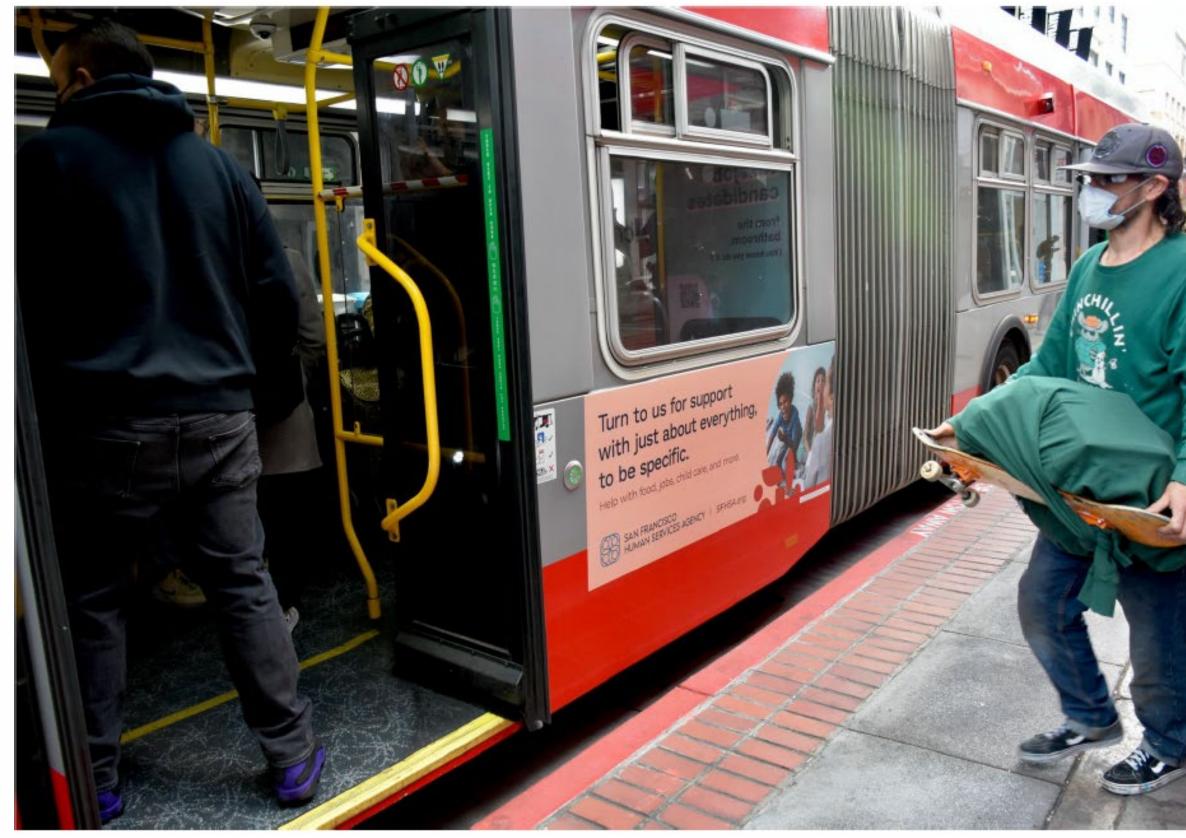
- Increases public access, cross-enrollment in services, and recognition
- Clarifies our relationship with community providers
- Promotes stakeholder support and trust







## - Marketing Ad Placements -









## - Marketing Ad Placements -

### Acuda a nosotros para obtener ayuda con prácticamente todo, para ser específico.

Cinstitutes

Ayudamos con alimentos, trabajo, cuidado infantil y más.

SAN FRANCISCO HUMAN SERVICES AGENCY | SFHSA.org





# LEARN MORE Connect with Us

Together with you, our staff, partners, and communities, we will keep striving to ensure all San Franciscans have what they need to reach their full potential.

> Visit us at www.SFHSA.org Engage with us on social media: @sfhumanservices



