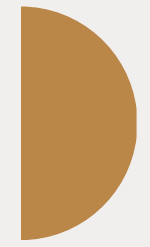


# TLLF'S MEDIA TOOLKIT

THE LEON LEVINE FOUNDATION'S  
OFFICIAL PUBLIC RELATIONS RESOURCE





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*honoring the legacy*

# The Leon Levine Foundation



Following his retirement from Family Dollar in 2003, Leon Levine began his second career: building The Leon Levine Foundation into one of the region's largest and most impactful philanthropic organizations. As the Foundation strives to empower underserved Carolinians to be self-sufficient and strengthen the Jewish community, it also has the honor of preserving Leon and Sandra Levine's legacy. We do this by highlighting the success of our partners, sharing the stories of those who benefit from the Levines' generosity, and celebrating Foundation history and milestones.

We've compiled this Media Toolkit to ensure you have everything you need when featuring The Leon Levine Foundation. Please reach out to TLLF's Director of Communications and the program teams with questions, interview/quote requests, and draft materials for review.

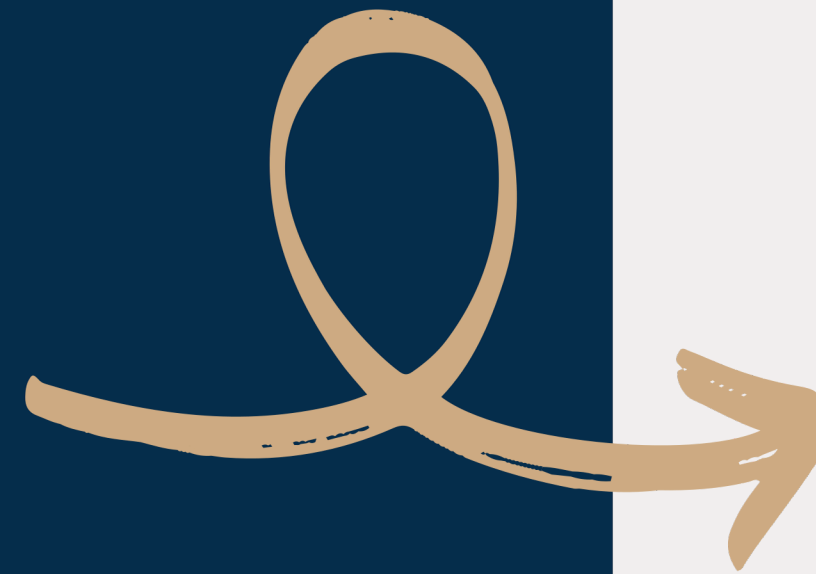
# "Before You Share"

## *checklist*

- ☐ Have you proofread for incorrect use of TLLF names/titles?
- ☐ Have you correctly announced your grant or investment?
- ☐ Have you included TLLF's boilerplate if applicable?
- ☐ Have you sent your project to TLLF for review?
- ☐ Have you requested a file of TLLF's logo if applicable?
- ☐ Have you shared your final distribution plans with TLLF's communications team?



# Public Relations Guidelines



- Before publicly announcing a grant or investment, seek written consent from The Leon Levine Foundation team.
- Send content drafts (news releases, social media posts, plaques, program inserts, matching grant language) to our staff prior to distribution or use. Please allow 72 hours for review.
- Please follow proper naming convention and formatting. First reference: The Leon Levine Foundation. Subsequent references: TLLF.
- Allow TLLF to generate or review all TLLF staff quotes for use in news releases & forward-facing materials. Please outline all intended use cases when making this request.
- Proofread digital and print materials for correct name/title usage.
- Do not continue to publicly solicit gifts for a TLLF matching grant after the agreed-upon match expiration date.
- Please ensure you are seeking permission prior to sharing names and faces of TLLF staff and partners. Alert us to any privacy considerations.

# Common Mistakes

*(& how to avoid them)*

## 1) MISUSE OF THE LEVINE NAME

✗ The Levine's generosity has transformed Charlotte.

✓ The Levines' generosity has transformed Charlotte.

✗ The Levine's have a long history of philanthropy.

✓ The Levines have a long history of philanthropy.

## 2) MISUSE OF THE LEVINE FAMILY

✗ This grant from the Levine family will transform the city.

*On first reference to the grant, please specify that it is from The Leon Levine Foundation. If there is a more personalized reference to TLLF's founder, then credit Sandra and Leon Levine. The Levine children have their own philanthropic interests and we work hard to delineate their efforts from those of their parents.*

## 3) MISUSE OF THE FOUNDATION NAME

✗ We're grateful for the Leon Levine Foundation's support.

✓ We're grateful for The Leon Levine Foundation's support.

✓ TLLF has been a long-time supporter of our organization.



# TLLF Mission & Boilerplate



## About The Leon Levine Foundation:

**Mission:** Empowering underserved Carolinians to be self-sufficient and strengthening our Jewish community.

**Boilerplate:** Established in 1980 by Leon Levine (Founder and former Chairman of Family Dollar Stores, Inc.), The Leon Levine Foundation pursues its mission of "empowering underserved Carolinians to be self-sufficient and strengthening our Jewish community" by supporting programs and organizations that align with its four core mission areas: education, healthcare, human services, and Jewish values. Based in Charlotte, N.C., the Foundation invests in nonprofits across North and South Carolina with strong leadership, a track record of success, and a plan for financial sustainability. Learn more at [leonlevinefoundation.org](http://leonlevinefoundation.org)



# Social Media Opportunities

TLLF is active on LinkedIn and Facebook and welcomes the chance to engage with partners and highlight their work.

Ways to partner:

- Tag the Foundation in grant announcements.
- Share stories of impact with our communications team. This content can be in written or video form.
- Provide information about major announcements that may be of interest to TLLF followers.

*Follow us!*



The Leon Levine  
Foundation

LeonLevineFdn

