



# TLLF MEDIA TOOLKIT 2026

THE LEON LEVINE FOUNDATION'S  
OFFICIAL PUBLIC RELATIONS RESOURCE



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# HONORING THE LEGACY

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.*



# 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 empowers underserved Carolinians to be self-sufficient and strengthens Jewish communities.

Based in Charlotte, N.C., the Foundation creates impact through grants and investments across North and South Carolina, supporting both long-standing community partners and focused strategic initiatives.

The Foundation is on a time-bound mission to strengthen children and families, build strong futures for hardworking adults, and cultivate vibrant Jewish communities. Guided by Mr. Levine's vision, the Foundation's philanthropy is anchored in four enduring areas of impact: education, healthcare, human services, and Jewish values.



# PUBLIC RELATION GUIDELINES

MEDIA REVIEWS + REQUESTS

[tmendis@levinefdn.org](mailto:tmendis@levinefdn.org)

## ANNOUNCEMENTS & MATERIALS

- **Obtain written approval** from before publicly announcing any grant or investment. *This includes press releases, social media, print materials, digital communications, invitations, and event signage.*
- **Submit all draft materials** to TLLF prior to distribution or production.
- Allow **72 hours for review**.  
*For time-sensitive materials, contact the communications team.*
- Use approved naming conventions in all materials:  
First reference: **The Leon Levine Foundation**  
Secondary references: **TLLF**
- **Proofread** all digital and print materials for correct TLLF naming and title usage.
- **TLLF must draft or approve all staff quotes** used in news releases and public-facing materials. Outline all intended use cases when requesting quotes.
- For **matching grants**, confirm the active date range before soliciting gifts. Do not continue public solicitation after the agreed-upon expiration date.

## PEOPLE & PRIVACY

- Obtain **permission** before sharing the names or images of TLLF staff, partners, or program participants.
- **Flag any privacy considerations** when submitting materials for review, including public-facing materials and content.

# FOUNDATION NAME STANDARDS



MEDIA REVIEWS + REQUESTS

[tmendis@levinefdn.org](mailto:tmendis@levinefdn.org)

## THE LEVINE NAME

Use **Levines'** or **Levines** when referring to the family name in plural form. *Do not use Levine's.*

### **Correct usage:**

*The Levines' generosity has transformed Charlotte.*

*The Levines have a long history of philanthropy.*

## THE LEVINE FAMILY

When referring personally to our founders, please use **Sandra and Leon Levine**. *Do not use The Levine Family.*

**The Levine children** have their own philanthropic interests. *Distinguish their work from that of their parents when appropriate.*

## THE LEVINE FOUNDATION

On first reference use the full name, **The Leon Levine Foundation**. *"The" should always be capitalized.*

Use **TLLF** on secondary reference.

### **Correct usage:**

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

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

# DIGITAL + SOCIAL MEDIA

MEDIA REVIEWS + REQUESTS

[tmendis@levinefdn.org](mailto:tmendis@levinefdn.org)

*TLLF is active on LinkedIn and Facebook,  
providing opportunities to showcase  
partner impact and community outcomes.*

 LeonLevineFdn

 The Leon Levine Foundation

## WAYS TO PARTNER

- **Tag the Foundation** in grant announcements.  
LinkedIn: @The Leon Levine Foundation  
Facebook: @LeonLevineFdn  
**Suggested hashtags:**  
*#TLLF #LeonLevineFdn #TheLeonLevineFdn*
- **Share stories** of impact with our communications team.  
*Content may be submitted in written, photo, or video form.*
- Provide information about **major announcements, milestones, or initiatives** that may be of interest to TLLF followers.

## COMMUNICATION GUIDANCE

To help amplify announcements, we encourage partners:

- Include **relevant program, or announcement links** when appropriate.
- Center messaging on **community impact** and the individuals served.
- Use **collaborative, mission-focused language** that highlights partnership and shared success.
- Share **photos, participant stories, or program visuals** when available.
- **Avoid language** that overemphasizes the Foundation as the sole source of impact.

**Preferred language:** *“support from The Leon Levine Foundation,” “investment in,” “partnership,” and “community impact.”*

# LOGO + BRAND GUIDELINES

MEDIA REVIEWS + REQUESTS  
[tmendis@levinefdn.org](mailto:tmendis@levinefdn.org)

## USAGE GUIDELINES

*The Leon Levine Foundation should be recognized as a supporting partner rather than the primary organization leading an initiative or announcement.*

- All logo usage **must be approved by TLLF** prior to publication.
- The Leon Levine Foundation logo should **appear as a supporting partner**.
- **Do not include the TLLF logo** on news releases unless the release is being issued jointly with the Foundation.
- **Avoid positioning TLLF as the headline organization** unless otherwise requested.

## OUR COLORS

PMS 302  
C92 M42 Y0 K70  
R6 G45 B77  
#062D4D

PMS 7555  
C0 M32 Y100 K18  
R204 G138 B0  
#CC8A00

## OUR LOGOS | *Official logo files are available upon request.*





# BEFORE YOU SHARE

- Have you **proofread** for correct 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 TLLF's logo files** if applicable?
- Have you **shared your final distribution plans** with TLLF's communications team?