

AHP GRANT COMMUNICATIONS TOOLKIT

July 2025

To help our members and AHP project sponsors get the word out about winning an AHP General Fund and/or an AHP Nevada Targeted Fund grant, this communications toolkit includes a news release template, key messages, and guidance around FHLBank San Francisco's naming convention and logo usage.

FHLBank San Francisco's communications team will also be happy to review your news release content, contribute a quote from the Bank, and/or amplify your social media posts. Please contact [Chris Hammond](#), Associate Director, Corporate Communications for assistance with your promotional efforts.

AHP Key Messages for Members and Project Sponsors (Please note: It is not necessary to include all of the following messages in your communications)

- Federal Home Loan Bank of San Francisco (FHLBank San Francisco)'s Affordable Housing Program (AHP) General Fund and Nevada Targeted Fund grants help make the communities we serve more vibrant and resilient by adding to the supply of quality affordable housing for lower-income families and vulnerable populations.
- AHP grants contribute to the development, preservation, or purchase of multifamily and single-family housing that serves people in need, including lower-income families, the chronically unhoused, seniors, veterans, at-risk youth, people living with disabilities, mental health challenges, and those overcoming substance abuse.
- Access to the AHP is a benefit of membership for FHLBank San Francisco's member financial institutions.
- FHLBank San Francisco's member financial institutions work in partnership with community-based housing sponsors or developers to compete for AHP General Fund or Nevada Targeted Fund grants by submitting applications for specific projects in an annual funding competition.
- In 2025, FHLBank San Francisco awarded \$49.7 million in AHP General Fund and Nevada Targeted Fund grants for 31 projects that will create more than 2,060 much-needed affordable homeownership and rental units for individuals and families in need of a safe, stable place to call home.
- Since the inception of our Affordable Housing Program in 1990, Federal Home Loan Bank of San Francisco (FHLBank San Francisco) has partnered with its members to award \$1.41 billion in AHP grants to help fund the development, preservation, or home purchase of nearly 155,000 units of affordable housing, helping hundreds of thousands of people throughout Arizona, California, Nevada, and in other communities served by FHLBank San Francisco members, have an affordable place to come home.
- Learn more about the [awarded projects](#) that have benefitted from AHP grants in prior years at fhlsf.com.

Nevada Targeted Fund Grants: Key Messages for Members and Project Sponsors

- This marks the third year of the AHP Nevada Targeted Fund, which is designed to help address Nevada's severe shortage of affordable housing by contributing to the development, preservation or purchase of multifamily and single-family housing in Nevada that serves people in need, including lower-income families, the chronically unhoused, seniors, veterans, at-risk youth, people living with disabilities, mental health challenges, and those overcoming substance abuse.
- This year, the AHP Nevada Targeted Fund is awarding a total of \$5.1 million in grants to five projects that will create or preserve 273 units of affordable housing throughout Nevada.

- Access to the AHP Nevada Targeted Fund is a benefit of membership for FHLBank San Francisco’s member financial institutions.
- FHLBank San Francisco was the first FHLBank to establish a targeted fund, and the AHP Nevada Targeted Fund represents a significant commitment to addressing the critical shortage of housing in Nevada.

Logos

FHLBank San Francisco’s logo is available for download and use on participating member websites. To access downloadable formats and usage guidelines, visit: <https://fhlbsf.com/logos>.

FHLBank San Francisco Naming Conventions

When referencing FHLBank San Francisco, please use the Bank’s full name, **Federal Home Loan Bank of San Francisco**, or the approved shortened logo version, **FHLBank San Francisco** (please note that there is no “of” in the shortened version).

FHLBank San Francisco Boilerplate Descriptor

The Federal Home Loan Bank of San Francisco is a member-driven cooperative helping local lenders in Arizona, California, and Nevada build strong communities, create opportunity, and change lives for the better. The tools and resources we provide to our member financial institutions — commercial banks, credit unions, industrial loan companies, savings institutions, insurance companies, and community development financial institutions — propel homeownership, finance quality affordable housing, drive economic vitality, and revitalize whole neighborhoods. Together with our members and other partners, we are making the communities we serve more vibrant and resilient.

Member News Release Template

DRAFT – NOT APPROVED FOR RELEASE

[Insert Your Media Contact Information]

[Financial Institution] Partners with FHLBank San Francisco to Award [\$ Amount] AHP (-Nevada Targeted Fund) Grant to [Recipient] Create [#] Affordable Housing Units in [Geography]

Grant(s) to fund affordable housing for individuals and families in need of a safe, stable place to call home

LOCATION – DATE, 2025 – [Financial Institution] has partnered with [Federal Home Loan Bank of San Francisco](#) (FHLBank San Francisco) to deliver an [\$ amount] AHP [General Fund or Nevada Targeted Fund grant] to [name of sponsor] to create or preserve affordable housing in [Geography]. The [Project Name] project will create [##] affordable housing units for lower-income individuals and families [Background on AHP project funded].

“...QUOTE HERE...,” said [Financial Institution Representative]. “CONTINUE QUOTE HERE...”

AHP grants contribute to the development, preservation, and rehabilitation of single-family and multifamily housing that serves people in need, including lower-income families, the chronically unhoused, families, seniors, veterans, at-risk youth, people living with disabilities and mental health challenges or overcoming substance abuse, many others.

Optional: “...QUOTE HERE...,” said [Nonprofits/Housing Developer]. “CONTINUE QUOTE HERE...”

The Bank's member financial institutions work in partnership with community-based housing developers to compete for AHP General Fund or Nevada Targeted Fund grants by submitting applications for specific projects in an annual funding competition. In total for the 2025 program cycle the Bank's AHP awarded funding for 31 affordable housing projects, including 22 in California, four in Arizona, and five in Nevada.

"In a critical time when more solutions to address the growing housing affordability crisis are desperately needed throughout our high-cost region of Arizona, California, and Nevada, we are pleased to deliver on our mission of partnering with our member financial institutions to support affordable housing and economic development," said Joe Amato, interim president and chief executive officer of FHLBank San Francisco. "We are proud to work with our members and their partners, including {NAME MEMBER} and {Nonprofit/Housing Developers} like {INSERT NAME}, to help make a positive impact by creating and preserving access to more high-quality, units of affordable housing that offer individuals and families a place to call home."

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For more information about the 2025 AHP General Fund and Nevada Targeted Fund winning projects, visit FHLBank San Francisco's website at fhlsf.com.

About Financial Institution

Financial institution boilerplate

About the Federal Home Loan Bank of San Francisco

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Sponsor News Release Template (Nonprofits/Housing Developers)

DRAFT – NOT APPROVED FOR RELEASE

[Insert Your Media Contact Information]

[Nonprofit/Housing Developer] Awarded [\$##] in Affordable Housing Program (AHP) grants by FHLBank San in Partnership with [Member Institution]

Funding will support [creation/preservation] of XX units of affordable housing for [location/population served]

LOCATION – DATE, 2025 – [Nonprofit/Housing Developer] has partnered with [Member Institution] to receive a [\$##] AHP [General Fund/Nevada Targeted Fund] grant from FHLBank San Francisco that will create [##] affordable housing units for lower-income families and individuals in [Geography].

"...QUOTE HERE...", said [Nonprofit/Housing Developer]. "CONTINUE QUOTE HERE..."

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“...QUOTE HERE...,” said [Nonprofit/Housing Developer]. “CONTINUE QUOTE HERE...”

The Bank’s member financial institutions work in partnership with community-based housing developers or providers to compete for AHP General Fund or Nevada Targeted Fund grants by submitting applications for specific projects in an annual funding competition. In total for the 2025 program cycle, the Bank’s AHP awarded funding for 31 affordable housing projects, including 22 in California, four in Arizona, and five in Nevada.

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About Nonprofit Institution

Nonprofit institution boilerplate

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