

AHEAD PROGRAM COMMUNICATIONS TOOLKIT

September 2026

This communications toolkit is designed to help our members and their partners share the good news of winning an AHEAD grant with their stakeholders and local media.

To kick off 2026 AHEAD grant communications, FHLBank San Francisco will issue a news release announcing the awarded grants and amplify the announcement with a LinkedIn post highlighting the benefits of the grants in the communities our members serve. The Bank encourages members and partners to share/like/repost our LinkedIn post and consider publishing your own news releases and social posts. To support these efforts, the Bank's marketing communications team is available to support your promotional efforts, including by reviewing your draft press release(s) and/or social media content. Please contact [Chris Hammond](#) on FHLBank San Francisco's marketing and communications team for support.

Please find helpful elements for your award promotion below.

AHEAD Program Key Messages

- In 2026, FHLBank San Francisco committed \$10 million in grant funding through the AHEAD Program to support innovative economic development initiatives that expand opportunity in low- to moderate-income communities across Arizona, California, and Nevada.
- New for the 2026 AHEAD funding cycle, the maximum grant award increased to \$200,000 per project, up from \$150,000 in 2025, enabling community organizations to scale programs and deepen impact in local communities in partnership with the Bank's member financial institutions.
- Since the AHEAD Program's inception in 2004, the Bank has awarded more than \$50 million in AHEAD grants to more than 1,000 economic vitality projects throughout Arizona, California, and Nevada.
- For more than two decades, FHLBank San Francisco and its members have delivered grants that support economic vitality in underserved communities. AHEAD grants fund innovative, targeted initiatives that create new economic opportunity.
- AHEAD Program grants support projects or initiatives that benefit low- to moderate-income communities by creating or preserving jobs, delivering job training or education programs, supporting small business, microlending, and microenterprise incubation for low-income entrepreneurs, addressing the special economic development needs of at-risk youth, veterans, persons with disabilities, the formerly incarcerated, and tribal communities, among other underserved groups.
- Details about 2026 Awarded Projects will be available on the Bank's [public website](#).
- More information for members who may wish to participate in the future, such as project eligibility, can be found on FHLBank San Francisco's [AHEAD web page](#). For additional information, please [email](#) the AHEAD program team or call (415) 616-2542.

Logos

FHLBank San Francisco's logo is available for download and use on participating member and sponsor websites. To access downloadable formats and usage guidelines, visit: <https://www.fhlbsf.com/about-us/press-kit#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 “the” or “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.

News Release Template (Members)

DRAFT – NOT APPROVED FOR RELEASE

[Financial Institution] Partners with FHLBank San Francisco to Award [Nonprofit] a [\$ Amount] Grant to [Brief Statement of Nonprofit Mission/Community Impact]

LOCATION – **DATE**, 2026 – **[Financial Institution]**, in collaboration with the [Federal Home Loan Bank of San Francisco](#) (FHLBank San Francisco), will deliver a **[\$ amount]** AHEAD Program grant to **[nonprofit]**.

[Financial institution] applied for the grant in partnership with **[nonprofit]**. After a competitive selection process, **[Nonprofit]** was awarded the AHEAD Program grant to fund **[nonprofit]**’s work to **[nonprofit mission or project]**

[Note: consider referencing the number of years and or times your organization has been awarded an AHEAD Program grant]

[Background on nonprofit and/or the project funded]

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

AHEAD grants enable FHLBank San Francisco members like **[Financial Institution]** to give a critical boost to local economic development programs and projects that directly address pressing needs in low- to moderate-income communities.

“AHEAD grants support local organizations that provide job training, support small businesses, and open pathways to economic opportunity — work that can change lives and strengthen communities,” said Tom Dapice, senior vice president and community investment officer of FHLBank San Francisco. “We are proud to partner with our members to support innovative economic development initiatives that have a lasting local impact.”

Sample mission/impact headline statements:

“Provide Workforce Training for Underserved Students”

“Improve Housing Conditions on Tribal Lands”

[If not including the quote above, add this sentence to paragraph below: XYZ project was awarded a 2026 AHEAD Program grant as part of a competitive program supported by \$10 million in available funding, with grants of up to \$200,000 per project.]

For those interested in applying for the AHEAD Program in future funding cycles, please contact [Financial Institution] or visit the [FHLBank San Francisco website](#) to learn more.

About Financial Institution

Financial institution boilerplate

About Nonprofit Institution

Nonprofit institution boilerplate

About the Federal Home Loan Bank of San Francisco

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.

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News Release Template (AHEAD Grant Recipient)

DRAFT – NOT APPROVED FOR RELEASE

[Nonprofit] Awarded a [\$ Amount] Grant to [Brief Statement of Nonprofit Mission/Community Impact]

[Member Financial Institution] Partners with FHLBank San Francisco to Award AHEAD Grant to Boost Economic Development [in City/Community]

LOCATION – DATE, 2026 – [Nonprofit] will receive a [\$ amount] grant in support of its [nonprofit mission or project], awarded by the [Federal Home Loan Bank of San Francisco](#) (FHLBank San Francisco) AHEAD Program in partnership with [Member Financial Institution].

[Nonprofit] collaborated with [Financial Institution] to apply for the grant, awarded by FHLBank San Francisco. The AHEAD Program enables FHLBank San Francisco members like [Financial Institution] to give a critical boost to local programs and projects that target pressing community needs and bring greater opportunity to underserved populations.

[Background on nonprofit and/or the project funded]

“...QUOTE HERE...,” said [Project Sponsor Representative]. “CONTINUE QUOTE HERE...”

Sample mission/impact headline statements:

“Provide Workforce Training for Underserved Students”

“Improve Housing Conditions on Tribal Lands”

[Financial institution] partnered with [nonprofit] to apply for the grant awarded in the amount of [\$ amount] to fund [nonprofit]'s work to [nonprofit mission or project] through the 2026 AHEAD Program, which made \$10 million available in grant funding and increased the maximum individual grant award to \$200,000 per project.

[Note: consider referencing the number of years and or times your organization has been awarded an AHEAD Program grant]

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

AHEAD grants enable FHLBank San Francisco members like [Financial Institution] to give a critical boost to local economic development programs and projects that directly address the needs in low- to moderate-income communities.

“AHEAD grants support local organizations that provide job training, support small businesses, and open pathways to economic opportunity — work that can change lives and strengthen communities,” said Tom Dapice, senior vice president and community investment officer of FHLBank San Francisco. “We are proud to partner with our members to support innovative economic development initiatives that have a lasting local impact.”

For those interested in applying for the AHEAD Program in future funding cycles, please contact [Financial Institution] or visit [the FHLBank San Francisco website](#) to learn more.

About Financial Institution

Financial institution boilerplate

About Nonprofit Institution

Nonprofit institution boilerplate

About the Federal Home Loan Bank of San Francisco

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.

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Social Media Sample Post

Social handles: LinkedIn and Facebook @Federal Home Loan Bank of San Francisco

Graphic:

AHEAD Economic Development Grant Recipient



AHEAD Economic Development Grant Recipient



Downloadable file for LinkedIn

1200 x 1200 px

Or 1920 x 1080

Members and sponsors are welcome to insert logos aligned with FHLBank San Francisco in the center and or right justified, as pictured below:

Logo here

Logo here

AHEAD Economic Development Grant Recipient



Hashtags: #AHEAD #Grant #EconomicDevelopment #CommunityDevelopment

Member Sample Social Copy

@Financial is proud to deliver a 2026 AHEAD Program grant in the amount of \$## in partnership with @Federal Home Loan Bank of San Francisco to @Nonprofit to help boost economic vitality in [Geography]. Learn more: [Link to news release].

Sponsor Samples Social Copy

[Name Nonprofit] is a 2026 AHEAD Program grant winner and will be awarded a grant in the amount of **\$\$\$** delivered by **[Name Financial Institution]** in partnership with @Federal Home Loan Bank of San Francisco.

These grant funds will support **[Name Project/Description]** Learn: [Link to news release](#)

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For additional information, please contact [Chris Hammond](#) with FHLBank San Francisco's marketing and communications team.