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GUIDELINES FOR RECOGNIZING PROGRAM DONORS

The Texas Medical Association Foundation is able to fund TMA's Hard Hats for Little Heads program in 2009 with grants from Blue Cross and Blue Shield of Texas and Prudential Financial, and gifts from physicians and their families.* Physician members, county medical and specialty societies, alliances, and medical students who participate in TMA's program are asked to recognize TMA Foundation, Blue Cross and Blue Shield of Texas, and Prudential Financial in publicity and other promotional materials.

Name Recognition

In printed articles, posters or other promotional copy about the program, TMA Foundation Blue Cross and Blue Shield of Texas, and Prudential Financial should be credited. Listing should read "Funding for TMA's Hard Hats for Little Heads provided by the Texas Medical Association Foundation thanks to generous donations from Blue Cross and Blue Shield of Texas and Prudential Financial, and gifts from physicians and their families."

Logo Use

If participating county medical societies, specialty societies, or alliances opt to use the TMA Foundation logo on any printed materials, they are asked to call the TMA Foundation for logo sheets and for specifications about size and color. Note: TMAF has a new logo.

If you have any questions about proper recognition of TMA Foundation and its program donors, call Lisa Stark Walsh, executive director of TMA Foundation, at (800) 880-1300, ext. 1666.



*Hard Hats for Little Heads is a program of TMA that is made possible with a grant from TMA Foundation, the philanthropic arm of TMA. Credit for the program should be given to TMA, while funding for the program should be credited to TMA Foundation.