



SAN FRANCISCO  
HUMAN SERVICES AGENCY

# Agency Brand and Marketing Update

Thursday, June 23, 2022

**TERESA YOUNG**

Director of Communications



## — Vision —

We envision a San Francisco where everyone has the opportunity and support to achieve their full potential through all stages of life.

## — Mission —

We are committed to delivering essential services that support and protect people, families, and communities. We partner with neighborhood organizations and advocate for public policies to improve well-being and economic opportunity for all San Franciscans.

## — Values —

Work with purpose

Advancement of diversity and racial equity

Dedication to discovering what works

Strength in partnership

Policies for good

Act with integrity

# — Where We Started —



## — Why We Did This —

- Clarify the relationship between our Agency and Departments
- Improves access to our services
- Provide Departments a unified mission to serve San Francisco



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## SFHSA Department of Benefits and Family Support

CalFresh  
CalWORKs  
County Adult Assistance Programs (CAAP)  
Family and Children's Services  
(Prevention, Foster Care, Adoption)  
JobsNow!  
Medi-Cal



## SFHSA Department of Disability and Aging Services

Adult Protective Services  
Benefits and Resource Hub  
County Veterans Service Office  
In-Home Supportive Services  
Office of Community Partnerships  
Public Administrator  
Public Conservator  
Public Guardian  
Representative Payee

# — Who We Are —



**SERVING 1 IN 4  
SAN FRANCISCANS**



**ONE AGENCY,  
2 DEPARTMENTS**



**2,500  
EMPLOYEES**



**170+ COMMUNITY  
SERVICES**



**HUNDREDS OF  
COMMUNITY  
PARTNERS**



**OVER \$1 BILLION  
BUDGET**

**Each year, SFHSA serves over 250,000 unique individuals. That's one in four of our neighbors. In fact, we have a relationship with nearly every low-income household in San Francisco.**





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## How this benefits staff

- Breaks down silos between Departments
- Helps everyone see the bigger picture; feel part of a greater whole
- Fosters employee engagement towards our shared mission and goals





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## How this benefits the public

- Increases public access, cross-enrollment in services, and recognition
- Clarifies our relationship with community providers
- Promotes stakeholder support and trust



# — Marketing Ad Placements —



# — Marketing Ad Placements —



LEARN MORE

# Connect with Us

**Together with you, our staff, partners, and communities, we will keep striving to ensure all San Franciscans have what they need to reach their full potential.**

Visit us at [www.SFHSA.org](http://www.SFHSA.org)

Engage with us on social media:

[@sfhumanservices](#)

