

10 June 2025

MEDIA POLICY

Food from the Heart's media policy aims to ensure consistent and effective interactions with the media for publicity to raise awareness. It reflects our commitment to responsible engagement and public communications.

The Board of Directors (Board) of FFTH provides policy oversight for publicity and awareness-building efforts, ensuring alignment with the charity's mission and objectives. The execution and operational management of media engagement, branding, and outreach activities are entrusted to the Chief Executive Officer (CEO) and the Marketing and Communications Department (Marcoms), who are responsible for implementing these initiatives effectively.

ENGAGEMENT

All media requests for information, interviews or media releases from FFTH should be directed to Marcoms or CEO for acceptance of requests or dissemination.

In assessing whether responding to a media request would be in FFTH's best interests, Marcoms may consult with the CEO before arriving at its recommendation.

COVERAGE

The procedures outlined in this Policy and any related policy are approved by the Board and included in FFTH's Bylaws. This Media Policy may be reviewed and updated at any time and will be published on our website.

These guidelines do not cover FFTH's staff's personal use of social media platforms.

SCOPE OF INFORMATION

Areas of information that can be shared, discussed, or released:

- Professional views and opinions on social, food insecurity and food wastage issues
- Social issues faced by people served by FFTH
- Information on FFTH, its programmes, initiatives and events
- FFTH's stand on food security advocacy
- Questions related to FFTH's financial performance and community outreach
- Comments on incidents at FFTH's premises (office, warehouse and Community Shop) and distribution points (Self-Collection Centres, Community Shop, partnering schools, welfare homes and hawkers)

Areas of information that are 'out of bounds':

- Comment on political and security issues
- Comments that are seen as favouring one race or religion over another
- Personal or sensitive information of FFTH's beneficiaries without their prior consent
- FFTH's human resource issues, e.g. employment, terminations
- Comments that are detrimental to the interests of FFTH

AUTHORISED SPOKESPERSONS

The CEO and Chairman of the Board (Chairman) shall make all official statements about FFTH to the media. The CEO, with consultation with the Chairman, may appoint appropriate staff to be the spokesperson where necessary.

Alternatively, the Chairman may appoint a member of the current Board or a Public Relations company to be the official spokesperson for specific matters.

Unless prior permission has been obtained from the CEO, staff must not make any verbal or written statements to the media (print, broadcast TV and radio, digital or social) on behalf of FFTH.

MEDIA CONSENT

Apart from FFTH's staff and the Board, all other stakeholders (i.e., community partners, beneficiaries, donors, sponsors, and volunteers) who consent to be interviewed must complete and sign the FFTH Media Consent Form which can be found on FFTH's website.

In the case where a beneficiary or other external parties are to be interviewed, it is Marcoms responsibility to ensure that the beneficiary or individual understands the exposure he/she may get from the interview. If the interviewee is a minor (under the age of 16) or is suffering from a certified medical/mental condition, Marcoms must ensure the interviewee's parent/legal guardian/caregiver understands the exposure that the interviewee may get from the interview.

Unless unusual conditions dictate, Marcoms should be present during the interview to ensure that the interest of the interviewee is protected.

PUBLIC COMMUNICATIONS

Stakeholders will be updated on FFTH's activities through its official communication channels:

- Annual Report – Published no later than four months after the close of the financial year and at least one month before the Annual General Meeting. The Annual Report features the overall impact of FFTH, review of each programme, community outreach through our initiatives and signature events, the audited financial statements and acknowledgements of donors and sponsors. It is also available on foodfromtheheart.sg.



- FFTH Website – Maintained by the IT Department and Marcoms. Features include FFTH Mission, Vision, Values, Board, programmes, initiatives and signature events, list of community partners, financial and non-financial information, online donation, food wish list, volunteer portal, and contact information.
- E-Newsletter – Maintained by Marcoms. Features include updates on FFTH's programmes, community outreach initiatives and events, and human-interest stories or profiles (such as beneficiary, volunteer, staff, donors, partners) to stay connected with our subscribers.
- FFTH's Social Media – Maintained by Marcoms. Features include bite-sized updates on FFTH programmes, outreach activities and events and human-interest stories or profiles (such as beneficiary, volunteer, staff, donors, partners) to stay connected with our supporters, while reaching out to new audiences.

SOCIAL MEDIA CONTENT GUIDELINES

Given the widespread use of social media, specific rules of conduct should apply to this media:

- Marcoms should adhere to the highest standards of integrity and good judgement when communicating via social media.
- Communication should be brief, concise and intentional.
- Approval for Official FFTH Social Media Accounts: Prior approval from the CEO is required before establishing new social media accounts.

BRAND REPRESENTATION

FFTH's name and logo are copyrighted in Singapore and cannot be used by any other individual or institution without prior permission.

Insofar as possible, FFTH's name mention and logo usage should be approved by a FFTH staff in accordance with the latest versions of the FFTH Style Guide, Communications Manual, and/or boilerplate available in the Intranet.

CRISIS MANAGEMENT

In the event of major difficulties or situations that fall outside normal conditions, the Chairman and the CEO must be notified immediately. Media interactions during such times will be coordinated jointly by the Chairman, the Board, and the CEO, ensuring alignment in communications and decision-making.



No staff members should interact with external media or individuals unless explicitly authorised by the CEO or Chairman. The Chairman, Board, and executive management team will collaborate to take all necessary steps to address and mediate the situation effectively.