



Brand Usage for Community Events

Updated June 2025

We are honored when community members and local organizations choose to support CareFirstNY through fundraisers, awareness events, or donation drives. Your generosity helps us provide compassionate hospice care, grief support, and mental health counseling to individuals and families across our region.

To ensure that our mission is accurately represented and our brand is used respectfully, we ask that anyone planning an event or fundraiser involving the CareFirstNY name, logo, or likeness review and follow our basic brand standards below.



Brand Use Guidelines

- Please use only the official logo files and approved language provided in our [Media & Marketing Kit](#).
- Do not alter the logo, colors, or taglines in any way.
- Avoid any implication of official partnership or sponsorship unless we've confirmed one.

Let Us Know About Your Event!

If you're planning a fundraiser or community event benefiting CareFirstNY and its programs, please reach out. We'd love to:

- Offer promotional support via our social media channels or website
- Help set up a check presentation or media opportunity
- Provide branded materials (such as donation signs or literature)
- Answer any questions about appropriate use of our name and mission

Brand Representation

Because our name and reputation are tied directly to the quality of care we provide, we reserve the right to approve how CareFirstNY is represented. All public uses of our logo or name should align with our values of compassion, dignity, and integrity. Misuse may result in a request to remove our branding.

Contact Us

To notify us of your event, request materials, or receive more information and guidance on usage of the CareFirstNY brand, please contact:

Kate Fuller
Marketing & Communications Specialist
FullerK@carefirstny.org
(607) 962-3100