



Sunflower Foundation

HEALTH CARE FOR KANSANS

Monday, March 31, 2014

Dear Colleagues,

It is a pleasure to introduce Phil Cauthon, the Sunflower Foundation's first Director of Communications.

Phil is a multimedia journalist and communications specialist with a variety of experience in both traditional and new media platforms. He previously worked at the Kansas

Health Institute as its Digital Editor, Communications Coordinator and KHI News Service Reporter. Before that, he worked at several newspapers in Kansas and Washington, D.C.



We are excited to now have on staff someone who – for the first time – will be dedicated to communicating the work of Sunflower, its grantees, and other partners. For 12 years, Sunflower has worked behind the scenes in Kansas, directing resources toward helping people and communities achieve and maintain optimal health.

Our mission remains focused on three primary approaches:

1. Promoting healthy living in partnership with Kansas communities and schools. Through our Sunflower Trails program, we are building trails that increase opportunities for physical activity in outdoor venues – all with the goal of making the healthy choice the easy choice;
2. Improving health care for the whole person. The Integrated Care Initiative is helping safety-net providers integrate physical care with behavioral health care and at the same time, focus more attention on health and wellness (such as smoking cessation, other addiction treatments, healthy eating and weight management); and
3. Developing leaders of Kansas' nonprofit organizations to be even more effective advocates for the causes and communities they serve. The Sunflower Advocacy Fellowship program teaches advanced skills in advocacy and leadership to help nonprofit organizations shape health policy in Kansas.



Sunflower Foundation

HEALTH CARE FOR KANSANS

With Phil on our team, we can capture and share stories about the work of our grantees in these areas and how they're improving the health of Kansans.

Soon, we will launch a new version of SunflowerFoundation.org that will give us an outlet better suited to regularly updating our grantees, partners, other stakeholders, and the general public about the latest news from Sunflower. It will be a sharp, easy-to-navigate front door for information about Sunflower's work, designed for use on tablets and smartphones as well as traditional computers.

Perhaps most importantly, the new website will facilitate delivery of frequent updates via whatever means you prefer. This includes social media, to which Sunflower is committed now that Phil is on board to keep updates fresh and engaging. We hope you'll follow us or like us on the platforms you use:

- twitter.com/SunflowerFDN
- facebook.com/SunflowerFDN
- flickr.com/SunflowerFDN
- instagram.com/TheSunflowerFoundation
- [linkedin.com /company/SunflowerFDN](https://linkedin.com/company/SunflowerFDN)

As this new chapter for Sunflower unfolds, we hope you won't hesitate to contact Phil with feedback or questions.

Communications is a two-way street – we want to hear from you! Are we communicating the right information for your needs? Is there something you're more interested in getting from Sunflower? Do you have stories to share about your organization's successes? Are there people or communities whose work with a Sunflower grant should be spotlighted? We hope you'll let us know!

Email me or email Phil, or call us at toll-free (866) 232-3020.

Billie Hall
President and CEO of the Sunflower Foundation