

Grantee Communications Guidelines

Congratulations on your grant from the Rockefeller Brothers Fund (RBF). The RBF communications team is responsible for ensuring transparency regarding the Fund's programs, operations, and activities and providing grant seekers and grantees with information about the Fund's programs. As such, the team has produced these guidelines to assist you with communicating about your grant. The RBF communications team works in close consultation with the Fund's program teams to assist you.

If you have any questions about the Grantee Communications Guidelines or other communications-related inquiries, please contact the RBF communications team at communications@rbf.org.

Acknowledgements of Support

Acknowledgement of the Rockefeller Brothers Fund's grant is not required. If you elect to reference the Fund, this is the suggested copy:

This [project/event] was made possible in part with support from the Rockefeller Brothers Fund.

General descriptions of the Rockefeller Brothers Fund and The Pocantico Center, below, are available for your use. If a program-specific description is needed, please contact communications@rbf.org.

The Rockefeller Brothers Fund is a private family foundation with a mission to advance social change that contributes to a more just, sustainable, and peaceful world. Founded in 1940 by the sons of John D. Rockefeller, Jr., and Abby Aldrich Rockefeller, the Rockefeller Brothers Fund has six grantmaking programs that reflect a combination of thematic and place-based approaches. Three thematic programs—Democratic Practice, Peacebuilding, and Sustainable Development—are anchored in the United States with targeted engagements throughout the world. Two pivotal place programs—China and the Western Balkans—pursue the Fund's three fields of interest in specific geographical contexts. The Charles E. Culpeper Arts & Culture program nurtures a vibrant and inclusive arts community in the Fund's home city of New York. Learn more at RBF.org

The Pocantico Center is a venue for conferences and meetings on critical issues related to the Rockefeller Brothers Fund's mission. It serves as a community resource and offers public access through a visitation program, lectures, and cultural events. The Pocantico Center also hosts artist residencies and provides performance space for artists selected by RBF grantees and New York City arts organizations. Located 20 miles north of Manhattan in the Pocantico Historic Area, The Pocantico Center is managed by the Rockefeller Brothers Fund as part of an agreement with the National Trust for Historic Preservation.

Copyright

Unless otherwise noted in the grant agreement, the grantee organization retains all copyright interests to the work product created as a result of the grant. However, the Rockefeller Brothers Fund retains a royalty-free, nonexclusive, and irrevocable license to reproduce, publish, and otherwise use such work, including posting the materials on the Fund's website (www.rbf.org) and social media pages.

Disclaimers

The Rockefeller Brothers Fund requests that all publications and multimedia (including, but not limited to podcasts, slideshows, and videos) that are funded in part, or in entirety, by the Fund include a disclaimer:

This [report/paper/multimedia presentation, etc.] was made possible with support from the Rockefeller Brothers Fund. The opinions and views of the authors do not necessarily state or reflect those of the Fund.

A separate disclaimer is required for conferees, residents, and other users of The Pocantico Center that wish to publish post-conference or residency materials. Please remember when citing the venue in any report or multimedia presentation, it should be referred to as "The Pocantico Center of the Rockefeller Brothers Fund." Reports, papers, or multimedia (including, but not limited to podcasts, slideshows, and videos) published as the result of a meeting at The Pocantico Center must be include the disclaimer below:

As with all materials resulting from meetings held at The Pocantico Center, the views expressed in this [report/paper/multimedia presentation, etc.] are not necessarily those of the Rockefeller Brothers Fund, its trustees, or its staff.

In addition, any multimedia must be reviewed and approved by the Fund before distribution or publication in any form or venue, including the web. Multimedia produced at or using images of The Pocantico Center may not be used for commercial purposes and must be accompanied with the disclaimer above.

Grantee News

We want to share your stories on our website, social media, and newsletter! Please submit all news to the RBF communications team (communications@rbf.org) for consideration.

Logo and Visual Identity Standards

Current RBF grantees may use the Fund's logo in print or online materials with permission. Please review the RBF Visual Identity Guidelines before adding our logo to your communications materials.

Requests for use of the RBF logo should be made to communications@rbf.org. Please include a screen shot, draft, or description of how you intend to use the logo and indicate what file type and size you require.

Media Relations

The Rockefeller Brothers Fund does not formally announce our grants through press releases, but we list them on rbf.org. Grants are updated monthly.

If you wish to announce your grant and would like the Fund to review it, please submit a draft of the press release or announcement to communications@rbf.org. Allow 2-3 business days for review.

Requests for a quote or statement for a press announcement and other materials should be sent to communications@rbf.org. The RBF communications team is also happy to provide you with media tips prior to interviews.

Please share any media exposure related to your RBF grant by sending an email to communications@rbf.org.

Promotional Materials

All materials that use the Rockefeller Brothers Fund's name and/or logo, including but not limited to press releases, reports, and multimedia projects, must be reviewed by the Fund prior to publication or distribution. We ask that you share all materials with the RBF communications team via email at communications@rbf.org.

Social Media

The Rockefeller Brothers Fund features grantee work on its social media pages. Please follow us on [Facebook](#) and Twitter ([@RockBrosFund](#)) for updates. You are encouraged to send the RBF communications team links to your social media profiles and any material you would like to see featured on our accounts.

Please also notify the RBF communications team if you intend to reference to the Rockefeller Brothers Fund on your social media platforms.

Website Links

The RBF provides links to each grantee's website within our [online grants search](#). When referencing the Fund in grant-related materials and announcements, grantee organizations should provide a link to the Fund's website, www.rbf.org.

Contact Us

If you have questions about these Grantee Communications Guidelines or other communications matters, please contact the RBF communications team at communications@rbf.org.