

## 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 grantseekers 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 department works in close consultation with the Fund's program team 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](mailto:communications@rbf.org).

## ACKNOWLEDGEMENTS OF SUPPORT

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

### **Credit**

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

If you require a description of the Rockefeller Brothers Fund, please use the general description below. If a program-specific description is needed, please contact [communications@rbf.org](mailto:communications@rbf.org).

### **RBF Description**

*Founded in 1940, the Rockefeller Brothers Fund advances social change that contributes to a more just, sustainable, and peaceful world. The Fund's grantmaking is organized in three thematic programs that support work in the United States and at the global level: Democratic Practice, Sustainable Development, and Peacebuilding; and in two pivotal place programs that address these themes in specific contexts: China, and the Western Balkans. The Charles E. Culpeper Arts & Culture program, focused on New York, nurtures a vibrant and inclusive arts community in the Fund's home city.*

## 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](http://www.rbf.org), and linking to such materials on the grantee organization's site.

## DISCLAIMERS

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

### **Rockefeller Brothers Fund**

*This report 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.*

## The Pocantico Center of the Rockefeller Brothers Fund

The Pocantico Center is a venue for conferences and meetings on critical issues related to the Rockefeller Brothers Fund's mission. It also 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 its agreement with the National Trust for Historic Preservation.

A separate disclaimer is required for conferees, residents, and other users of The Pocantico Center that wish to publish post-conference or residency materials. Below are The Pocantico Center's disclaimers.

If any reports, papers, or multimedia (including, but not limited to podcasts, slidecasts, and videos) are to be published as the result of this meeting, the Rockefeller Brothers Fund has a disclaimer that must be included in any such materials.

*"As is the case with all materials resulting from meetings held at The Pocantico Center, the views expressed in this report 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. The multimedia may not be used for commercial purposes, and must be accompanied with the disclaimer below.

*"As is the case with all materials resulting from meetings held at The Pocantico Center, the views expressed in this multimedia presentation are not necessarily those of the Rockefeller Brothers Fund, its trustees, or its staff."*

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*.

## GRANTEE NEWS

We are interested in sharing your stories on our website, social media, and in eNews, the official newsletter of the Rockefeller Brothers Fund. Grantees should submit all news to communications ([communications@rbf.org](mailto:communications@rbf.org)) for consideration in eNews and/or the Fund's website.

## LOGO AND VISUAL IDENTITY STANDARDS

Current RBF grantees may use the Fund's logo in print or online materials. Requests for use of the logo should be made to [communications@rbf.org](mailto:communications@rbf.org). Please remember to indicate the format and usage for the logo. Please review the [RBF Visual Identity Guidelines](#).

## MEDIA RELATIONS

### Press Releases

The Rockefeller Brothers Fund does not formally announce our grants through press releases. However, we list them on our website, [www.rbf.org](http://www.rbf.org), including spotlighting recent grants on the home page. Currently, grants are uploaded on a monthly basis.

We do not need to review your press release. However, 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](mailto:communications@rbf.org).

### Interviews

Please share with the Fund ([communications@rbf.org](mailto:communications@rbf.org)) any media exposure you receive related to the grant. In addition, the RBF communications team is happy to provide you with media tips prior to interviews.

### Quotes/Statements

Requests for a quote or statement for a press announcement and other materials should be sent to [communications@rbf.org](mailto: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, must be reviewed by the Fund prior to publication or distribution. We ask that you share all final materials with the RBF communications team via email at [communications@rbf.org](mailto:communications@rbf.org).

## SOCIAL MEDIA

The RBF communications team should be notified of any reference to the Rockefeller Brothers Fund in any social media context. In addition, the Rockefeller Brothers Fund has created [Facebook](#) and Twitter ([@RockBrosFund](#)) accounts, and stays updated on grantees through Twitter. You are encouraged to send the RBF communications team the link to your organization's Twitter page.

## 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](http://www.rbf.org).

## CONTACT US

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](mailto:communications@rbf.org).