



## Publicity and Recognition Guidelines for Archstone Foundation Grantees

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Congratulations on your grant award from Archstone Foundation! Your innovative work deserves recognition, and we encourage you to announce your grant through the media, your own publications and through your professional affiliations. We also want the community to know that our funds are a part of your efforts to improve the health of older adults, so we ask that you acknowledge Archstone Foundation in your media relations and community outreach.

Please look over and follow these guidelines:

### **I. Printed Materials (e.g., brochures, websites, reports)**

We ask that you acknowledge the Archstone Foundation's grant in a visible location (e.g., front or back cover) by using one of the following statements:

- Made possible by a grant from Archstone Foundation; or
- Funded, in part, by Archstone Foundation

Please use the foundation's entire name, **Archstone Foundation**. Upon first mention you may abbreviate to the Foundation.

### **II. Artwork**

You received Archstone Foundation's logo as an attachment to the grant approval email. If you are in need of a different version of the logo, please contact foundation staff. The foundation can provide its logo as camera-ready art or in a variety of electronic formats for black and white or color reproduction.

### **III. Public Presentations**

If speaking before a civic or professional group about your funded program, please remember to mention us. We often mention our grantees as examples of how our funds make a difference in the community.

### **IV. News Releases and Media Relations**

Please acknowledge Archstone Foundation in any news release written about the program receiving the grant. The Foundation requests a copy of the drafted news release be submitted prior to the distribution to the media. Please allow two working days for approval.

**V. Media Relations**

If anyone from your organization participates in media interviews about the funded program, we ask that you acknowledge Archstone Foundation's grant. The following is a description of the foundation that may be used in media relations:

Established in 1986, Archstone Foundation is a private, non-profit foundation whose mission is to prepare society for the growing needs of an aging society. Under the leadership of Rigo J. Saborio, President and CEO, Archstone grants up to \$3 million annually, primarily in Southern California.

**VI. Website, Annual Report and Publications**

We like to highlight our grantees, their programs and activities on our Website, annual report and other issue related publications. We request your cooperation in accurately representing the program and are appreciative of photos, brief statements, as well as your organization's URL address. Likewise, we request that you acknowledge Archstone Foundation's support on your Website, annual report and program related publications. Our internet address is: [www.archstone.org](http://www.archstone.org).

**VII. Program Contact Information Form**

We request that you complete the Program Contact Information Form (see below). Having the information on all grant related contacts will assist us in coordinating our communications with your organization. Should there be staffing changes during the course of the grant period, we request notification.

## PROGRAM CONTACT INFORMATION

Name of Grantee/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

URL address: \_\_\_\_\_

May we place a link to your web site on ours? Yes \_\_\_\_\_ No \_\_\_\_\_

Executive Director or other chief officer: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Grant contact, if different: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Financial contact: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Should this contact receive checks? Yes \_\_\_ No \_\_\_ (If no, please specify that contact information below)

\_\_\_\_\_

**Acknowledged and agreed to Archstone Foundation's Publicity & Recognition Guidelines:**

By: \_\_\_\_\_ Date: \_\_\_\_\_