

Communications Guidelines for Grantees

The Helmsley Charitable Trust seeks to support our grantees' effort to promote and communicate their Helmsley-funded work and their relationship with the Trust. Indeed, we often look to partner with our grantees in this regard and view doing so as a natural extension of our grantmaking. The following are guidelines for press releases, use of the Trust's name, logo and other communications-related requirements.

All communications queries pertaining to the Trust, including those for press releases, logo requests and media inquiries, should be directed to your primary Trust contact or to the Trust's communications contact, Laura Fahey, at lfahey@helmsleytrust.org, 212-953-2814.

I. Grantee Communications Policy

The sections of our Grant Agreement with respect to communications and publicity by grantees are included at the end of this document. Please ensure that all appropriate members of your staff read and adhere to this policy. **Please note that the Trust must receive a signed Grant Agreement from the grantee prior to the distribution of a press release or any other public statements pertaining to a Helmsley grant.**

II. Press Releases

Grantees are encouraged to draft press releases announcing the grants they receive from the Trust. All such releases must be sent to the Trust for review, comments and approval. We will provide a boilerplate description of the Trust and additional release content (e.g., quotes, etc.) as appropriate. All releases should be issued on the grantee's letterhead. Typical turnaround time for release approval is 48 hours, although it may be longer under certain circumstances.

III. Use of the Trust's Name

The official name of the Trust is **The Leona M. and Harry B. Helmsley Charitable Trust** (note the "T" in "The" is capitalized in the official name). The official name must be used in this exact form as the first reference to the Trust within the main text of any press releases or public document that mentions the Trust. You may refer to the Trust as "the Helmsley Charitable Trust" in the press release headline and either "the Helmsley Charitable Trust" or simply "the Trust" in any subsequent references beyond the initial reference to the official name ("The Leona M. and Harry B. Helmsley Charitable Trust").

IV. Logo

The Trust's logo may be used on grantee websites and in other external marketing materials provided written permission is obtained from the Trust. Please note, only logos provided by the Trust may be used.

V. Media Inquiries

The Trust regularly works with its grantees to manage and maximize media coverage of grant-driven programs and activity. Grantees may mention the Trust (preferably as “the Helmsley Charitable Trust”) as a source of funding in response to any general inquiries about funding and foundation support. Any media inquiries that are specific to the grant and/or the Trust should be referred to the Trust, and grantees are not permitted to speak on behalf of the Trust.

VI. Scientific Presentations and Publications

As a large portion of the Trust’s funding supports medical and scientific research, the guidelines for the Trust’s name and logo detailed above apply to all medical and scientific presentations, publications and other external materials. The Trust’s full official name (“The Leona M. and Harry B. Helmsley Charitable Trust”) should appear in scientific transcripts about work funded by the Trust and such transcripts should be submitted to the Trust for approval prior to final submission to a journal or any other third party. As for use of the Trust’s logo in conference presentations and other materials such as scientific posters, grantees must use a Trust-provided logo and can request a single approval to cover all such uses.

VII. Other Communications

As noted in our Grant Agreement, a grantee may list the grant in a publicly accessible database or related publications/reports which states the name of the Trust, the value of the grant, the Investigator, the title and the term.

Communications Excerpt from the Trust’s Grant Agreement Letter:

Acknowledgment, Publicity, Publications and Communications with the Media

- (a) The text of all press releases, public announcements, statements, campaign reports or materials to be issued by Grantee, that mention the Grant or the Trust or use the Trust's name or logo, are subject to advance written approval by the Trust and must be coordinated with the Trust’s designated Program Director and its Director of Communications and Public Affairs. Grantee shall provide the Trust with copies of any and all final press releases, public announcements, and/or publications related to the Grant. Grantee will have the right under this paragraph to list the grant in a publicly accessible database or related publications/reports which states the name of the Trust, the value of the grant, the Investigator, the title, and the period of performance.
- (b) Grantee shall inform the Trust about, and refer to the Trust as appropriate, any media inquiries about the Trust or the Grant. Neither the Grantee nor its representatives shall speak on behalf of the Trust without the Trust’s prior explicit instructions or approvals.