

## Specific Publicity Requirements – The Atlantic Philanthropies

“The Atlantic Philanthropies Publicity / Credits Requirements:

### Mentions of Atlantic

Atlantic believes that its grantees should receive the primary credit for the work that they do. It is only through their hard work and commitment that Atlantic's grants can make an impact on the lives of disadvantaged and vulnerable people.

As such, mentions of Atlantic should always be secondary to mentions of the grantee. Any mention of Atlantic should be framed in the context of the work being done by the grantee organisation rather than in the context of the grant received.

When Atlantic is mentioned in copy, please refer to the foundation as The Atlantic Philanthropies, a limited life foundation, ...”

Atlantic's boilerplate should be used at the end of any press release where it is mentioned. This boilerplate should appear below the boilerplate(s) of the grantee(s) and other actively involved organisations.

We ask that these steps be taken to ensure that mentions of Atlantic are accurate and that the primary focus remains on grantees' work.

### Atlantic Boilerplate:

*About The Atlantic Philanthropies: The Atlantic Philanthropies are dedicated to bringing about lasting changes in the lives of disadvantaged and vulnerable people. Atlantic is a limited life foundation that makes grants through its five program areas: Ageing, Children & Youth, Population Health, Reconciliation & Human Rights, and Founding Chairman. Atlantic is active in Bermuda, Northern Ireland, the Republic of Ireland, South Africa, the United States and Vietnam. To learn more, please visit: [www.atlanticphilanthropies.org](http://www.atlanticphilanthropies.org).*

### Using the Atlantic Logo:

The Atlantic Philanthropies logo should not be altered in any way (e.g., colour and/or dimensions). Care should be taken to maintain the design and appearance of the logo.”