



## Communications Guidelines

These guidelines support the communications efforts of our grantees regarding the purpose of an organization's grant and how Lilly Endowment's name is represented in news releases, website and social media posts, in recognition documents (such as donor recognition in newsletters or at events), and in the description of our organization (boilerplate language). We request that grantees share drafts of any news releases, other outreach to news media, and any recognition documents related to grants. We ask for at least 48 hours (2 business days) lead time so that we can review the document(s) and respond to you.

### General Guidelines

**Amount and purpose of grant:** When describing the grant, please double check that the full amount of the grant is correct. Also, we ask that you describe briefly the purpose of the grant. For example, can an organization other than a community foundation be the recipient of a GIFT VII implementation grant?

**Our name:** Lilly Endowment Inc. Please note: there is no **the** before our name; there is no comma before Inc. Lilly Endowment Inc. on first reference. Lilly Endowment on subsequent references. Please do not use Lilly on second or subsequent references.

**Description of Lilly Endowment (boilerplate language):** Lilly Endowment Inc. is an Indianapolis-based, private philanthropic foundation created in 1937 by J.K. Lilly Sr. and sons J.K. Jr. and Eli through gifts of stock in their pharmaceutical business, Eli Lilly and Company. While those gifts remain the financial bedrock of the Endowment, the Endowment is a separate entity from the company, with a distinct governing board, staff and location. In keeping with the founders' wishes, the Endowment supports the causes of community development, education and religion and maintains a special commitment to its hometown, Indianapolis, and home state, Indiana.

**Recognition of Lilly Endowment:** When recognizing Endowment grants in news releases and in recognition documents (digital content, plaques and other signage, event programs), communications staff at the Endowment requests to review drafts of these documents to support clarity and accuracy.

**Logo for Lilly Endowment:** Logo is available from communications staff upon request.

Please contact Judith Cebula, Communications Director at the Endowment, with any requests, questions or concerns: [cebulaj@lei.org](mailto:cebulaj@lei.org); (317) 916-7327.