Media coverage is an effective way to communicate the importance of your project, your organization, and the issues that you work to address. It can inform and educate the general public as well as attract the attention of policy makers and other funders. You may choose to use a press release to announce your Dyson Foundation grant to journalists and media outlets. To be most effective, it should be brief, clear, and well-written. The guidelines and sample release below may help.

- Indicate the date that the information can go public, either by writing “For Immediate Release” or “For Release on (Date)” at the top.

- Across from the release date there should be detailed information about whom to contact for more information on your organization, the project, or for interviews.

- The title should be a summary of the information therein (for example, “ABC Organization Receives $10,000 Grant for Health Clinic Renovation”).

- Double space the text in the body of the release.

- The first words of the first paragraph should indicate the city and state where the organization is located (i.e., Poughkeepsie, NY). The opening sentence should tell the reader how much the grant is for and what organization and project the grant will fund. This paragraph should also contain an additional sentence or two giving the basic facts about the grant (such as duration of funding, what project or program the funding will be used for, etc.).

- The next paragraph should include a brief description of your organization and more information about this project. Include the reasons why this project is important; give facts and figures about the need for the project and who will benefit.

- You may decide to include quotes from an individual or two, preferably from outside of your organization, who can comment on the need for the project. Dyson Foundation staff may be able to provide a quote, where appropriate.

- Please use the full name of the Dyson Foundation whenever it is mentioned. Also, you may want to add this standard paragraph toward the end of your release:

  The Dyson Foundation is a private, family-directed grantmaking foundation established in 1957. The Foundation is led by Robert R. Dyson who has served as the Foundation’s President since 2000. Headquartered in Millbrook (Dutchess County), New York, the Foundation awards grants through a diverse regional funding program in the Dyson family’s home community of the Mid-Hudson Valley of New York State. The Dyson Foundation also makes grants outside the Hudson Valley to pre-selected organizations. The Foundation’s assets presently stand at approximately $245,000,000 and in the year 2013 it awarded grants in excess of $18,700,000.

- If the release contains more than one page, number the pages (for example “Page 2 of 2”), use the word “more” at the bottom of any page that is not the last page, and conclude the release with “# # #” (centered) to mark the end of all of the text.
ABC ORGANIZATION RECEIVES $15,000 GRANT FOR
HEALTH CLINIC RENOVATION

Poughkeepsie, NY – The ABC Organization has received a $15,000 grant from the Dyson Foundation to renovate its downtown health clinic. This renovation is part of ABC’s “Moving Forward” campaign to provide high quality health care to all Poughkeepsie residents.

ABC Organization has been operating in the City of Poughkeepsie for 25 years, providing residents with a wide array of services. It began the “Moving Forward” campaign in response to a study that found that many people in the City of Poughkeepsie were not able to access affordable, quality health care. Upgrading the clinic as part of this campaign is essential to ABC’s mission of providing this care. More than 4,500 City residents used the clinic last year, but even that was not adequate and patients found it difficult to get appointments. With the renovation, ABC believes the clinic will be able to see an additional 1,000 patients per year.

ABC’s executive director John Smith said, “We’ve been wanting to provide a better facility for a couple of years. We’ve seen the need increase dramatically, and now this grant from the Dyson Foundation will allow us to serve more people in our area.”
The Dyson Foundation is a private, family-directed grantmaking foundation established in 1957. The Foundation is led by Robert R. Dyson who has served as the Foundation’s President since 2000. Headquartered in Millbrook (Dutchess County), New York, the Foundation awards grants through a diverse regional funding program in the Dyson family’s home community of the Mid-Hudson Valley of New York State. The Dyson Foundation also makes grants outside the Hudson Valley to pre-selected organizations. The Foundation’s assets presently stand at approximately $245,000,000 and in the year 2014 it awarded grants in excess of $18,700,000.

Jane Doe, Director of Public Health for the regional health organization Hudson Valley Health Providers Coalition said, “This renovation will make this clinic into an even greater resource for the people of Poughkeepsie. It will allow for more patients to be seen, for them to be examined and evaluated with the most up-to-date equipment, and will significantly cut down on the wait time both in the waiting room and between appointments. This will greatly benefit the residents of this city.”