

The Luc Cochran Foundation

ABOUT TLCF

Media Kit

Approved language, brand guidance, and participant privacy rules.

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DOCUMENT	Media Kit
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APPLIES TO	About TLCF

For journalists, event organizers, and partners representing The Luc Cochran Foundation publicly.

For journalists, partners, and event organizers

This kit provides approved language, facts, imagery guidance, and contact routes for anyone writing about, presenting alongside, or promoting The Luc Cochran Foundation. Using it saves time and keeps our participants safe.

Media contact	hi@luccares.org (subject line: Media)
Phone	833-TLCF-NOW (833-852-3669) · 770-678-1667
Response time	Same or next business day; urgent deadlines noted in the subject line are prioritized
Spokesperson	Luc Cochran, Founder and Executive Director
Website	luccares.org
Social	facebook.com/LucCochranFDN · instagram.com/lucccochranfdn · x.com/LucCochranFdn · youtube.com/@LucCochranFDN · LinkedIn

Approved short descriptions

One line (under 20 words)

The Luc Cochran Foundation expands access to technology, education, and opportunity for metro Atlanta families.

Short paragraph (about 50 words)

The Luc Cochran Foundation is a Jonesboro, Georgia-based 501(c)(3) public charity that removes practical barriers to opportunity. TLCF delivers digital skills training, academic tutoring and mentorship, career readiness coaching, food access, and home connectivity support to students and families across metro Atlanta.

Full boilerplate (about 90 words)

Founded in 2024 and based in Jonesboro, Georgia, The Luc Cochran Foundation (EIN 99-1959689) is a 501(c)(3) public charity working where opportunity meets technology. Through five programs — Digital Foundations, Scholars Tutoring, Resume Workshop, Nourish Network, and Connect Mobile — TLCF helps students build academic confidence, helps adults build digital and career skills, and helps households meet immediate food and connectivity needs. The foundation partners with schools, employers, food recovery organizations, and county agencies across metro Atlanta. Learn more at luccares.org.

Brand and naming

How to write our name

- First reference: **The Luc Cochran Foundation**. Capital T on 'The.'
- Subsequent references: **TLCF** or **the foundation** (lowercase f when used generically).
- Legal name in contracts, grant documents, and gift instruments: **The Luc Cochran Foundation Inc.**
- Do not write 'Luc Cochran Foundation' without 'The,' 'LCF,' or 'Luc Cochran Fdn' in body copy.
- Program names are capitalized: Digital Foundations, Scholars Tutoring, Resume Workshop, Nourish Network, Connect Mobile.

Logo use

- Request logo files by email; do not pull artwork from the website or screenshots.
- Maintain clear space around the logo equal to the height of the mark. Do not crowd it.
- Do not stretch, rotate, recolor, outline, add effects to, or place the logo on a busy background.
- Do not lock the TLCF logo to another organization's mark to imply a joint entity.
- Any use of our name or logo in advertising, packaging, or cause marketing requires prior written approval.

Color palette

Role	Use
Navy	Primary brand color for headers, footers, and dark backgrounds.
Blue	Accent and interactive color for links, buttons, and highlights.
Amber	Secondary accent used sparingly for emphasis rules and highlights.
Soft blue and off-white	Background tints for callouts and cards.

Typography

A serif is used for headlines and an unadorned sans-serif for body text. When our fonts are unavailable, substitute a neutral serif and sans pairing rather than a decorative face.

Photography, filming, and participant privacy

The hard rule

No participant is photographed, filmed, recorded, named, or described in identifying detail without a signed release. For anyone under 18, that release must be signed by a parent or legal guardian. There are no exceptions for deadlines.

Requirements for media on site

1. Arrange the visit in advance. Unannounced filming at a program site or distribution will be stopped.
2. A TLCF staff member escorts media at all times.
3. Releases are collected before recording begins, not afterward.
4. Participants who decline are not framed, blurred, or shot from behind as a workaround — they are not recorded.
5. Do not photograph intake paperwork, screens, sign-in sheets, case notes, or anything showing a name, address, or identification.
6. Do not solicit participants for interviews directly; requests go through TLCF.
7. Distribution sites are respected as private moments. Some events are closed to media entirely.

Anonymized stories

TLCF publishes composite, anonymized participant stories rather than identifying accounts. These are available at luccares.org/impact/stories and may be quoted with attribution to the foundation. Please do not present a composite story as an individual's verbatim testimony.

Interview topics we can speak to

- The digital divide and device access in Clayton County and metro Atlanta.
- Tutoring, math confidence, and out-of-school academic support.
- Career readiness for first-time job seekers.
- Food recovery partnerships and household food access.
- Small-nonprofit governance, transparency, and volunteer management.

Facts, figures, and sourcing

Please cite figures as 'The Luc Cochran Foundation, most recent published reporting period' and link to luccares.org/impact where possible.

Measure	Result
Students served	1,084
Tutoring sessions delivered	9,780
Students showing academic improvement	68.4%
Youth matched with mentors	48
Mentorship hours	10,360
Pounds of food distributed	8,212
Individuals served through Nourish Network	3,524
Career-readiness graduates	362
Active volunteers	112
Volunteer hours contributed	18,480+

Assets available on request

- Logo package in vector and raster formats, light and dark variants.
- Executive Director headshot and approved biography.
- Program photography cleared for publication.
- Organizational Fact Sheet and Annual Impact Report.
- Quote attribution and pre-cleared statements for press releases.

Corrections

If a published piece misstates a fact about TLCHF, contact hi@luccares.org and we will supply source documentation promptly. We would rather help you get it right than issue a complaint later.

How to reach us

General	hi@luccares.org
Toll-free	833-TLCF-NOW (833-852-3669)
Local	770-678-1667
Office	1560 Commercial Court, Suite H, Jonesboro, GA 30238
Website	luccares.org
Programs	luccares.org/programs
Partnerships	luccares.org/partners
Donations	luccares.org/donate
Resource directory	luccares.org/resources
Digital Foundations course catalog	www.digitalfoundations.app

Office hours are by appointment. Program schedules vary by season; confirm current times before referring someone or visiting in person.

Verify our nonprofit status

The Luc Cochran Foundation Inc. is a Georgia nonprofit corporation and a 501(c)(3) tax-exempt public charity, EIN 99-1959689. Our status and filings can be verified through the IRS Tax Exempt Organization Search, the Georgia Secretary of State business search, and our Candid (GuideStar) profile.