2026 Centra Community Grant & Sponsorship Training

February 17, 2026

10:00 a.m. – 11:30 a.m.

Lynchburg General Hospital, First Colony Conference Room

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Welcome!

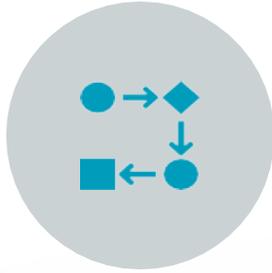Bonnie Svrcek, Chair
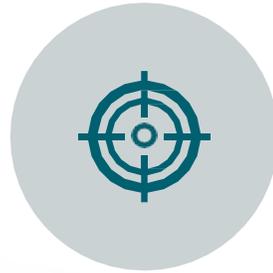Centra Community Benefit Committee

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Purpose of Today's Training

Learn about the Grants & Sponsorships application process.

Ensure your Centra Grant/Sponsorship application is complete and accurate.

Answer any questions you may have!

Our Mission

We exist to improve the health and quality of life for the communities we serve.

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Total Awards Funded in 2025

Type	2025 Total Awards
Grants	$1,000,000
Sponsorships and Chamber & Civic Memberships	$388,238
Total	$1,388,238
Funding provided directly by Centra Operations	

Centra Community Grants & Sponsorships are administered by Centra Community Health Services **not the Centra Foundation**.

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Centra
Chamber & Civic Memberships and Sponsorships

https://www.centrahealth.com/community-resources/community-health/sponsorships

What is a Chamber & Civic Membership?

Our **Chamber or Civic Membership** process funds Centra memberships with local chambers of commerce and other civic organizations.

What is a Sponsorship?

Our **Sponsorship** process funds one-time events and activities in the community such as 5K's, fundraisers, meetings/conferences, etc.

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Chamber & Civic Memberships – Points to Consider
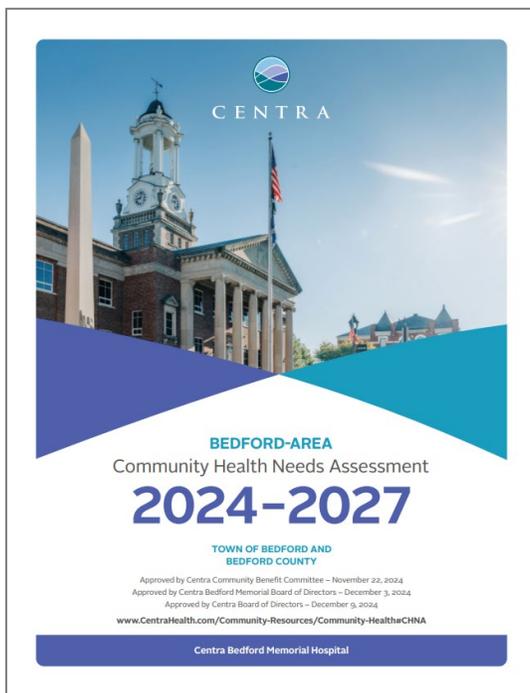
Organization Information

Current Year Dues ($)

Description of what the membership includes for Centra

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Sponsorships – Our Approach

Priority is given to funding **sponsorships** that:

✓ Address the **top 10** needs identified in the 2024 Community Health Needs Assessments (CHNAs) for each of Centra's service areas (https://www.centrahealth.com/community-resources/community-health#chna)

✓ Support projects of regional importance which address our communities' economic, social and community development needs

✓ NEW TO 2026:
   ✓ Moving from 3 funding cycles to 2 cycles
   ✓ Service area options no longer include Entire Service Area or Danville

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BEDFORD-AREA
Community Health Needs Assessment
2024–2027

TOWN OF BEDFORD AND
BEDFORD COUNTY

Approved by Centra Community Benefit Committee – November 22, 2024
Approved by Centra Bedford Memorial Board of Directors – December 3, 2024
Approved by Centra Board of Directors – December 9, 2024

www.CentraHealth.com/Community-Resources/Community-Health#CHNA

Centra Bedford Memorial Hospital

FARMVILLE-AREA
Community Health Needs Assessment
2024–2027

TOWN OF FARMVILLE AND AMELIA, BUCKINGHAM, CHARLOTTE, CUMBERLAND,
LUNENBURG, NOTTOWAY, & PRINCE EDWARD COUNTIES

Approved by Centra Community Benefit Committee – November 22, 2024
Approved by Centra Southside Community Hospital Board of Directors – December 4, 2024
Approved by Centra Board of Directors – December 9, 2024

www.CentraHealth.com/Community-Resources/Community-Health#CHNA

Centra Southside Community Hospital

LYNCHBURG-AREA
Community Health Needs Assessment
2024–2027

CITY OF LYNCHBURG AND AMHERST, APPOMATTOX,
CAMPBELL AND PITTSYLVANIA COUNTIES

www.CentraHealth.com/Community-Resources/Community-Health#CHNA

Centra Lynchburg General Hospital | Centra Virginia Baptist Hospital

Bedford-Area
1. Mental Health & Substance Use Disorders & Access to Services
2. Access to Healthcare Services
3. Food Insecurity & Nutrition
4. Issues Impacting Children & Their Families: Child Abuse/Neglect; Childcare
5. Homelessness & Housing
6. Transportation
7. Aging & Eldercare
8. Dental Care & Dental Problems
9. Coordination of Resources & Community Outreach
10. Chronic Disease

Farmville-Area
1. Access to Healthcare Services
2. Mental Health & Substance Use Disorders & Access to Services
3. Food Insecurity & Nutrition
4. Homelessness & Housing
5. Transportation
6. Aging & Eldercare
7. Issues Impacting Children & Their Families: Child Abuse/Neglect; Childcare
8. Employment/Job Assistance
9. Financial Stability & Assistance
10. Chronic Disease

Lynchburg-Area
1. Access to Healthcare Services
2. Mental Health & Substance Use Disorders & Access to Services
3. Food Insecurity & Nutrition
4. Homelessness & Housing
5. Issues Impacting Children & Their Families: Child Abuse/Neglect; Childcare
6. Aging & Eldercare
7. Coordination of Resources & Community Outreach
8. Chronic Disease
9. Transportation
10. Financial Stability & Assistance

Sponsorship Application – Points to Consider

Sponsorship Start and End Dates; Date(s) of Events & Date(s) Marketing Materials are required
- *We will NOT retroactively fund an event*

Provide a brief summary of the sponsorship request and the event(s) to be sponsored

If funded, please describe specifically how Centra dollars will be used for this sponsorship

Please describe the population that will benefit from this event

How does this sponsorship address the Community Health Needs Assessment (CHNA) primary need identified OR address other regional need(s) for economic, social, or community development?

Please describe the marketing opportunities available to Centra through this sponsorship

Please provide 3-4 sentences about your event that can be used for our marketing and media outlets

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Centra Community Grants

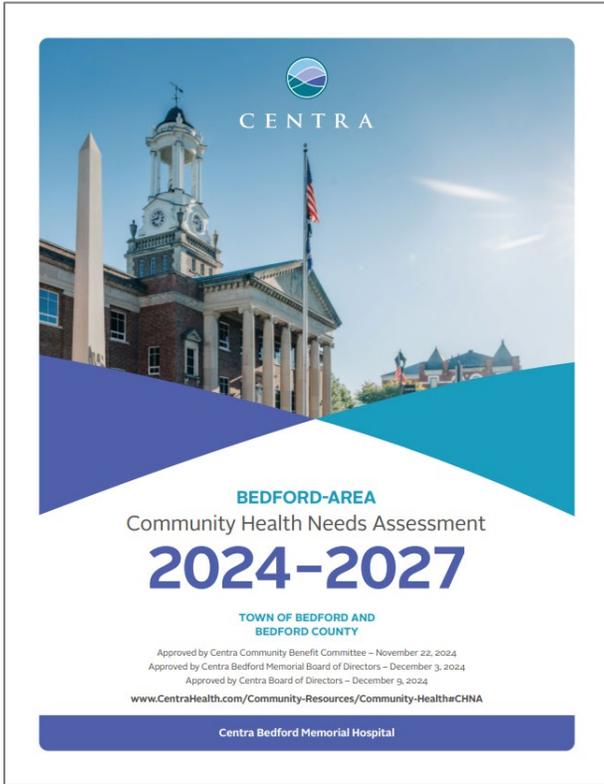https://www.centrahealth.com/community-resources/community-health/grants

What is a Grant?

Centra's Community Grants fund programs that will improve the health and quality of life for the communities we serve. Funding is restricted to the activities and budget associated with the grant application. Awards are based on an **objective review process**.

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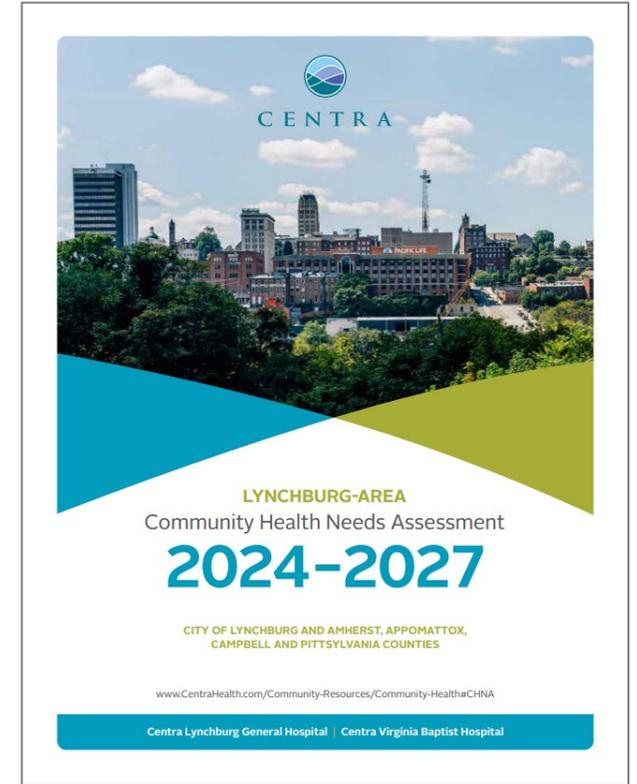
Grants – Our Approach

Priority is given to funding **grants** that:

✓ Address the **top 5** needs identified in the 2024 Community Health Needs Assessments (CHNAs) for each of Centra's service areas (https://www.centrahealth.com/community-resources/community-health#chna)

✓ NEW TO 2026:

    ✓ We will no longer fund grants that address "OTHER" priority areas of need by service area and/or programs of regional importance.

    ✓ We will no longer include "Entire Service Area" as an option

    ✓ New Impact Report format

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Centra Southside Community Hospital

LYNCHBURG-AREA
Community Health Needs Assessment
2024-2027

CITY OF LYNCHBURG AND AMHERST, APPOMATTOX,
CAMPBELL AND PITTSYLVANIA COUNTIES

www.CentraHealth.com/Community-Resources/Community-Health#CHNA

Centra Lynchburg General Hospital | Centra Virginia Baptist Hospital

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1. Mental Health & Substance Use Disorders & Access to Services
2. Access to Healthcare Services
3. Food Insecurity & Nutrition
4. Issues Impacting Children & Their Families: Child Abuse/Neglect; Childcare
5. Homelessness & Housing
6. ~~Other~~

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1. Access to Healthcare Services
2. Mental Health & Substance Use Disorders & Access to Services
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5. Transportation
6. ~~Other~~

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1. Access to Healthcare Services
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6. ~~Other~~

Grant Application – Program Summary

Program Title

Estimated number of unduplicated persons served by this program

- This number should align with the number described in the Program Need section

Total Budget for Entire Program

- Amount of Budget Request to Centra
- This should align with the amount described in the Program Budget section
- % of Centra Budget Request to Total Budget for Entire Program (auto calculates)

Purpose of Funding (General Program or Capital)

Program Start and End Dates

- *Should align with Centra funding cycle (October 1 – September 30)*

Primary need to be addressed based on locality

Provide a brief summary of the proposed program

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Program Narrative

Program Need

Program Design

Program Impact

Program Budget

- Describe the population to be served. **Who** will benefit from this program?

- Include quantitative data to describe the population to be served including demographics, socioeconomic status, and other data to support the needs of the population.

- Please cite data sources. (i.e., US Census, 2024 Centra Community Health Needs Assessment, Virginia Department of Health, etc.)

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Program Narrative

Program Need

Program Design

Program Impact

Program Budget

- Describe the program. **How** are you going to address the needs of the population to be served?

- How does this program align with your organization's mission, vision, and values?

- How does the program align with the 2024 Community Health Needs Assessment priority area? ~~and/or "other" needs selected?~~

- Describe the strategies on how the program will be implemented.

- Include a program work plan with action steps, responsible parties, and timeframes for each strategy.

- Describe the background and qualifications of the key team members who will manage this program.

- Do you have **demonstrated community commitment and/or collaborations** with other community partners for this program.

- If yes, please describe their roles/responsibilities, and their financial or in-kind support for the program.

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Program Narrative

Program Need

Program Design

Program Impact

Program Budget

- Describe how you will measure program outcomes and impact. How is the proposed program innovative and non-duplicative of other community services? Include the following:

- The key outcome(s) you expect to achieve with the program.

- The specific measurements that will be used to evaluate your success/ outcomes.

- What demographic and socioeconomic status information will be collected for those served by the program.

- *Please be clear and concise. You will be expected to report on these outcomes as part of an Impact Report at the end of the project period. (Included in your Grant Award Funding Letter)*

- If this is an ongoing program and/or has been previously funded by Centra, please provide the following:

- Describe the key outcomes and impact your program has achieved so far.

- What measurable changes have resulted from your program?

- Please provide quantitative data and supporting evidence demonstrating the outcomes and impact of your most recent year.

- Provide a success story(s) that illustrates your program's effectiveness.

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Grant Budget: Expenses (Tab 1)

Applicant Organization:					Grant Year:			
Program Expenses					**Centra Grant**	**Other Cash***	**In-Kind***	**TOTAL**
Personnel Expenses								
Program Staff (List each Position)	Salary	Benefits	% FTE allocated to the Program	Total Program Staff & Benefits				
				0				$ -
				0				$ -
SUB-TOTAL: Personnel						-	-	$ -
Other Program Expenses								
								$ -
								$ -
								$ -
								$ -
								$ -
SUB-TOTAL: Other Program Expenses						-	-	$ -
TOTAL Program COSTS					-	-	-	$ -
% Program Costs					AUTO	AUTO	AUTO	AUTO
*All amounts in the "Centra Grant", "Other Cash", and "In-kind" columns must also appear in the "Cash" and "In-kind" columns on the Program Budget Revenue worksheet.								

Grant Budget: Revenue (Tab 2)

Applicant Organization:		Grant Year:	
Program Revenue			
Source of Revenue	**Cash**	**In-Kind**	**Total**
Centra Grant			-
XYZ Grant			-
XYZ Foundation			-
XYZ Patient Revenue			-
			-
			-
			-
			-
			-
			-
			-
TOTAL	-	-	-

Expenses and Revenue must address the Program described in the grant application.

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Program Narrative

Program Need

Program Design

Program Impact

Program Budget

COMPLETE THE CENTRA GRANT BUDGET SPREADSHEET PROVIDED

Provide a **program budget narrative and describe** how the budget supports this program. (Refer to the Centra Grant Budget Spreadsheet)

1. How will Centra dollars and other dollars (cash and in-kind) be used to support the project?
    Describe the itemized expenses and revenues for each line item or category in your budget.

2. What is the percentage of Board members making a financial contribution to the organization in the most recent fiscal year. If 100% of board members are not making a financial contribution, why not?

3. Describe how you will sustain the program after Centra grant funds are spent.
    Please provide the program's long-range sustainability plan, describing the strategies and efforts that will be used to secure funding beyond Centra support. Be specific.

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Impact Report - New to 2025

Program Overview

- Summary of Program
- Number of unique individuals served
- Describe the populations served (where they live, demographics, & socioeconomic status)
- Number of Units of Service

Impact (**Based on your Award Funding Letter**)

- Describe key outcome(s) your organization achieved; measures of success; and how Centra funds were used
- Share a success story

Reflection

- Describe any challenges or opportunities presented in the past year

Next Steps (Optional)

As outlined in the Award Funding Letter, submission of an Impact Report is **required**. Reports should be submitted each year until the program concludes. Organizations **must** submit an Impact Report to apply for additional Grant funding.

✔️ Eligibility Criteria

🚫 Ineligible Requests

Must be a non-profit organization

- IRS Section (501(c)(3) or other non-profit as relevant to Centra's funding priorities
- *Private foundations under IRS Section 509(a) are ineligible*

*Program must be within Centra's service area

- **Bedford**: Town of Bedford and Bedford County
- **Farmville**: Town of Farmville and Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward counties
- **Lynchburg**: City of Lynchburg and Amherst, Appomattox, Campbell, and Pittsylvania counties.

- Biomedical or clinical research
- Conference or symposium fees
- Debt reduction
- Endowments
- Organizations that discriminate based on age, race, ethnicity, religion, culture, language, physical or mental disability, socioeconomic status, sex, sexual orientation, & gender identity or expression
- Individuals
- Political campaigns, candidates or partisan activities
- Projects with a religious purpose
- Scholarships
- League sports
- School-based programs such as athletics, band, chorus, and theater

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*Grant & Sponsorships: *Entire Service Area* is no longer an option
*Sponsorships: *Danville* is no longer an option

Organization Information

- Legal Name, Mailing Address, Organization Mailing Address, Physical Address

- Employer Identification Number (EIN#)

- Is your organization registered with the Virginia Department of Agriculture and Consumer Sciences (VDACS) to solicit funds as a nonprofit?
  - *Yes / Exempt / In Progress*
  - **Mandatory Requirement** - http://www.vdacs.virginia.gov/pdf/oca102registrationstatement.pdf

- Is your organization registered with Virginia 211, and is the information up to date?
  - *If your organization is not registered, please explain why.*

- Is your organization registered with Unite Virginia?
  - *If your organization is not registered, please explain why.*

Organization Point of Contact

- Name of Executive Director/CEO/President of organization, Phone Number, Email

- Is this the same person who is submitting the grant/sponsorship application?
  - *If no, please provide the name, title, phone number, and email of the person submitting the request on behalf of the organization.*

- Notice of award will be sent to Point(s) of Contact via email & via application portal

Additional Organization Details

- Percentage of Board members making a financial contribution to the organization in the most recent fiscal year
- Previous source(s) of Centra funding over the past 5 years

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Sponsorships – New to 2026

Cycle 1

- **Opens**: February 15, 2026
- **Closes**: March 15, 2026
- **Notified By**: April 15, 2026

Cycle 2

- **Opens**: August 15, 2026
- **Closes**: September 15, 2026
- **Notified By**: October 15, 2026

PLAN AHEAD!

Note: Invoices need to be submitted within 2 weeks of award notification

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How to Apply for a Centra Sponsorship

To maximize the impact of Centra's community contributions, we have created a user-friendly online application portal, for use by any organization requesting funding from Centra, whether a grant or a sponsorship. All applicants will be asked to create a login and submit their requests online.

For more information, please send an email to centragrantsandsponsorships@centrahealth.com →

Applications

Apply for a Centra Sponsorship →

Apply for a Chamber & Civic Membership →

2026 Grant Cycle Timeline

Mandatory Training: February 17, 10 a.m. to 11:30 a.m.

Application Period: Opens March 2 at 8 a.m. and closes April 15 at 5 p.m.

Review Period
- Administrative Reviews: April 16 – May 18
- Objective Grant Review Process: June 1 – July 31
- Final Funding Decisions Approved: by September 28

Notification of Funding: by September 30
- Note: Invoices need to be submitted within 2 weeks of award notification

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Grant Application

Apply for a Community Grant

C E N T R A

Centra Community Grants & Sponsorship Application Portal Training

A portal training presentation will be available through a link in both the Sponsorship and Grant Portals on the following dates:

- **Sponsorships –** February 27, 2026
- **Grants –** March 2, 2026

Applicants may reference the portal training presentation at any time while completing their application.

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For additional questions, please contact:

Melinda Bunting, Coordinator
CentraGrantsandSponsorships@centrahealth.com

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Questions?

Frequently Asked Questions (FAQ's):
Centra Community Health | Grants
Centra Community Health | Sponsorships

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