

## Centra Online Sponsorship Application Guidelines and Template for 2022

### Eligibility Guidelines

Organizations requesting funding must be a legal entity that is tax-exempt under IRS Section 501(c)(3) or another non-profit as relevant to Centra’s funding priorities, and not a private foundation as described under Section 509(a).

Projects that take place outside of Centra’s service areas will not be considered. Centra’s service areas include: the cities/towns of Bedford, Danville, Farmville, Lynchburg; and the counties of Amelia, Amherst, Appomattox, Bedford, Buckingham, Campbell, Charlotte, Cumberland, Lunenburg, Nottoway, Pittsylvania, and Prince Edward.

The following requests are among those that will not be considered for support:

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

### Priorities

Centra Board policy gives priority to funding sponsorships and grants that address the needs identified in the most recent Community Health Needs Assessments (CHNAs) for each of Centra’s service areas. See <https://www.centrahealth.com/CHNA>. Centra also supports projects of regional importance which address our communities’ economic, social and community development needs.

<b><i>The 2021 Prioritization of Needs Top 10 Rankings for the Bedford Area includes</i></b>	<b><i>The 2021 Prioritization of Needs Top 10 Rankings for the Farmville Area includes:</i></b>	<b><i>The 2021 Prioritization of Needs Top 10 Rankings for the Lynchburg Area includes:</i></b>
<i>1. Mental Health and Substance Use Disorders &amp; Access to Services</i>	<i>1. Access to Healthcare Services</i>	<i>1. Access to Healthcare Services</i>
<i>2. Access to Healthcare Services</i>	<i>2. Broadband/Internet Access</i>	<i>2. Mental Health and Substance use Disorders &amp; Access to Services</i>
<i>3. Issues Impacting Children and their Families a. Childcare b. Child Abuse/Neglect</i>	<i>3. Issues Impacting Children and their Families a. Childcare b. Child Abuse/Neglect</i>	<i>3. Issues Impacting Children and their Families a. Childcare b. Child Abuse/Neglect</i>
<i>4. Transportation</i>	<i>4. Mental Health and Substance Use Disorders &amp; Access to Services</i>	<i>4. Poverty</i>
<i>5. Aging and Eldercare</i>	<i>5. Aging and Eldercare</i>	<i>5. Aging and Eldercare</i>
<i>6. Chronic Disease</i>	<i>6. Chronic Disease</i>	<i>6. Housing</i>
<i>7. Employment/Job Assistance</i>	<i>7. Coordination of Resources &amp; Community Outreach</i>	<i>7. Financial Stability</i>
<i>8. Financial Stability</i>	<i>8. Education and Literacy (Pre-K &amp; Public Schools)</i>	<i>8. Chronic Disease</i>
<i>9. Housing</i>	<i>9. Housing and Homelessness</i>	<i>9. Food Insecurity and Nutrition</i>
<i>10. Dental Care &amp; Dental Problems</i>	<i>10. Employment/Job Assistance</i>	<i>10. Equity, Inclusion and Diversity</i>

<b>Organization Information</b>		
	<b>Legal Name</b> <i>Legal name of the organization according to IRS.</i>	
	<b>Mailing Address</b> <i>Organization's address for the person authorized to contract on behalf of the organization. All documents and payments will be sent to this address.</i>	
	<b>Physical Address</b> <i>If different than mailing address</i>	
	<b>Employer Identification Number (EIN#)</b> <i>Tax ID number issued by the IRS.</i>	
	<b>Percentage of Board members making a financial contribution to the organization in the most recent fiscal year (only required for requests &gt;\$5,000)</b>	
	<b>Indicate any previous source(s) of Centra funding over the past 5 years.</b> <i>List the purpose, year(s) and amount.</i>	<i>Max 500 words</i>
<b>Organization Point of Contact Information</b>		
	<b>Name</b>	
	<b>Title/Position with Organization</b>	
	<b>Phone Number</b>	
	<b>Email</b>	
<b>Sponsorship Information</b>		
	<b>Sponsorship Title</b>	
	<b>Briefly describe the organization's mission, vision, and values</b>	<i>Max 150 words</i>
	<b>Target Population(s) who will benefit from the event/sponsorship opportunity</b> <i>Please describe the population that will benefit from this event including demographic information for this population (race, gender, ethnicity, age, income).</i>	<i>Max 200 words</i>
	<b>Estimated number of people who will attend this event and/or who are reached by this sponsorship opportunity</b>	
	<b>Geographic area served by this project:</b> <i>City/town of Bedford, Danville, Farmville, Lynchburg; County of Amelia, Amherst, Appomattox, Bedford, Buckingham, Campbell, Charlotte, Cumberland, Lunenburg, Nottoway, Pittsylvania, or Prince Edward.</i>	<i>Select all that apply</i>
	<b>Amount of Request to Centra</b>	\$
	<b>Sponsorship Start Date</b>	
	<b>Sponsorship End Date</b>	

	<b>Date(s) of Event (when applicable)</b>																																					
	<b>Date(s) Marketing Materials are required (when applicable)</b>																																					
	<b>Main Area for sponsorship</b> <i>Bedford Area, Farmville Area, Lynchburg/Danville Area, Entire Centra Service Region</i>	<i>Choose one from drop down</i>																																				
	<b>Primary need to be addressed</b> , as identified in Centra's 2021 Community Health Needs Assessments ( <i>choose based on location</i> ):	<i>Choose one from drop down</i>																																				
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<b>Sponsorship Information, cont.</b>																																						
	<b>Provide a brief summary of the sponsorship request, the event(s) to be sponsored, and the desired outcomes.</b>	<i>Max 200 words</i>																																				
	<b>How does this event benefit the community? Please include how it addresses (1) the needs identified in the 2021 Community Health Needs Assessments and/or (2) other need including an economic, social, or community development need of regional importance.</b>	<i>Max 300 words</i>																																				
	<b>Please describe the marketing opportunities available to Centra through this sponsorship.</b>	<i>Max 100 words</i>																																				
	<b>Please provide 3-4 sentences about your event that can be used for our marketing and media outlets.</b>	<i>Max 100 words</i>																																				
	<b>Additional Information:</b> <i>Optional</i>	<i>Max 100 words</i>																																				

**Required Sponsorship Upload**

Sponsorship Flyer – To include a list of all sponsorship levels and the recognition provided.

**Required Recommendation Upload**

You must include one recommendation from someone in the community who is familiar with your organization and/or cause. If there is a Centra employee who is engaged in the sponsorship activities and/or event, please include a recommendation from that individual.

## Frequently Asked Questions

### **What is the difference between a grant and a sponsorship?**

The sponsorship process generally funds one-time events and activities in the community (i.e. 5K's, fundraisers, meetings/conferences, etc.). In comparison, the grants fund on-going, long-term initiatives, programs, or projects that will specifically impact and improve one or more health outcome.

### **Can I apply for both a grant and a sponsorship?**

You may apply for both grants and sponsorships as applicable to your organization's needs and activities.

### **Can I apply for multiple sponsorships or grants in the same cycle?**

You may apply for more than one sponsorship if you have multiple events for which you are planning. You may also apply for more than one grant if you have multiple projects or programs for which you would like to request funding. We ask if you have received grant funding for your program, that you do not apply for the same project the following cycle, as the funding is for a year. If you did not receive funding for a specific program, you may submit another application for that program to be reviewed again.

### **I can't get the portal to work; can I email or mail in my application?**

To be fair and consistent towards all of our applicants, we cannot accept any applications that are not submitted through the portal. We want all of our applicants to be successful; please contact us with your issue.

### **How much is a typical award amount?**

There is not a set fund limit for which you may apply for grants or sponsorships; however, we receive many applications and cannot fund them all. Sponsorships are typically awarded in the range of \$500 – \$5,000. Grants are funded in accordance with available resources based on an objective review process.

### **How will I know if my application has been awarded?**

You will receive an automated email by the notification date with an update on your application. You may also log into the portal and review your application's status at any time.

### **I didn't get my application submitted in time; is there a grace period?**

To be fair and consistent towards all of our applicants, we cannot accept applications that are submitted after the due date. Please be sure to start your application early and contact us with any issues to ensure a timely submission. If you do not get your application submitted in time, you may submit it in the following cycle.

### **Why do I need a recommendation or letter of support?**

We require a recommendation for a sponsorship application and at least one local letter of support for a grant application to confirm that our community supports your event or program. It is a testament to the reputation of your organization and provides validity to your request.

### **My organization is a small non-profit and we cannot afford a financial audit; can I still apply for a grant?**

A third-party financial audit or financial review is a basic nonprofit accountability standard and is expected for those requesting funding through Centra's grants process. We recognize that an audit can be a financial burden on smaller nonprofits however a financial review can be performed at a fraction of the cost of an audit. For more information regarding independent audits versus an independent financial review please go to <https://www.councilofnonprofits.org/nonprofit-audit-guide/need-independent-audit>.

**I can't log into the portal, what do I do?**

Please contact us to resolve the issue.

**I don't have a non-profit, but I am still doing charity work. Can I apply?**

To ensure fiscal responsibility, Centra cannot fund organizations or groups that are not 501(c)(3) or another non-profit organization.