

# Centra Online Sponsorship Application Guidelines and Template for 2020-21

## 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 or 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.

Prioritized needs from the 2018 CHNA include:

- *Access to affordable healthcare*
- *Access to affordable housing*
- *Access to healthy foods*
- *Access to mental health services/mental health problems*
- *Diabetes*
- *High blood pressure*
- *Overweight/Obesity*
- *Poor eating habits*
- *Poverty*
- *Substance use and alcohol/illegal drug use*
- *Transportation*

<b>Organization Information</b>		
	<b>Legal Name</b> <i>Legal name of the organization according to IRS.</i>	
	<b>Point of Contact 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>Employer Identification Number (EIN#)</b> <i>Tax ID number issued by the IRS.</i>	
	<b>Briefly describe the organization's mission, vision and values.</b>	<i>Max 150 words</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</b>	
	<b>Preferred Salutation</b> <i>i.e. Carol or Ms. Jones</i>	
	<b>Phone Number</b>	
	<b>Email</b>	

<b>Sponsorship Information</b>		
	<b>Sponsorship Title</b>	
	<b>Target Population</b> <i>Demographic information for the population served by the organization (race, gender, ethnicity, age, income).</i>	<i>Max 200 words</i>
	<b>Estimated Number of People 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>Primary need to be addressed</b> , as identified in Centra's 2018 Community Health Needs Assessments <i>Access to affordable healthcare, Access to affordable housing, Access to healthy foods, Access to mental health services/mental health problems, Diabetes, High blood pressure, Overweight/Obesity, Poor eating habits, Poverty, Substance use and alcohol/illegal drug use, Transportation</i> <i>Other: _____(specify)</i>	<i>Choose one from drop down</i>
	<b>Secondary need to be addressed</b> , as identified in Centra's 2018 Community Health Needs Assessments <b>(optional)</b> <i>Access to affordable healthcare, Access to affordable housing, Access to healthy foods, Access to mental health services/mental health problems, Diabetes, High blood pressure, Overweight/Obesity, Poor eating habits, Poverty, Substance use and alcohol/illegal drug use, Transportation</i> <i>Other: _____(specify)</i>	<i>Choose one from drop down (optional)</i>

<b>Sponsorship Information, cont.</b>		
	<b>Provide a brief summary of the sponsorship request and the event(s) to be sponsored.</b>	<i>Max 200 words</i>
	<b>Describe how Centra funding for this request addresses either (1) the needs identified in the 2018 Community Health Needs Assessments or (2) an economic, social, or community development need of regional importance.</b>	<i>Max 300 words</i>
	<b>Additional Information</b> <i>Optional</i>	<i>Max 100 words</i>

### **Required Upload**

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

### **Recommendation**

You have the option to request one recommendation from someone in the community who is familiar with your organization and/or cause. Please provide the email address of that individual, and we will request a recommendation on your behalf.