

Sentara Cares

GRANT AND SPONSORSHIP PARTNER GUIDE



OptimaHealth 

 VirginiaPremier™

SentaraCares.com



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ABOUT US: SENTARA CARES

Sentara inspires, empowers, and supports our community through its Sentara Cares Program.

Sentara is focused on living its mission — to improve health every day. In addition to providing world-class care, Sentara provides significant support to address Social Determinants of Health for individuals and quality of life for the overall community. The National Institute of Health describes Social Determinants of Health as conditions in the places where people live, learn, work, and play that affect a wide range of health and quality of life risks and outcomes.

Sentara Cares prioritizes its focus on addressing longstanding health disparities in our communities by helping people secure affordable housing; obtain skilled, higher-paying careers; reduce food insecurity; and manage behavioral health-related issues.

Sentara Cares Focus Areas:

- **Housing:** Sentara supports local and regional affordable housing initiatives to help address health disparities.
- **Skilled Careers:** Sentara educates and trains people to qualify for skilled jobs and leverages community partners to assist and provide services that promote stability.
- **Food Security:** Sentara supports community partners in helping a growing number of people with health disparities secure regular food sources.
- **Behavioral Health:** Sentara provides greater access and wrap around support services to better serve those in the community (or populations) affected by health disparities, behavioral health issues, and related illnesses.

BECOMING A PARTNER

GRANT PROGRAMS

Programs related to one or more of our focus areas with measurable outputs/outcomes that create a positive impact on a defined population in our service locations.

How to Apply:

- Submit a Letter of Intent (LOI) [via online application](#)
- If LOI is approved, an invitation to apply for a grant will be sent via email

Important Dates:

- March 31 – Applications due for programs/projects beginning in July (fiscal year)
 - September 30 - Applications due for programs/projects beginning in January (calendar year)
-

SPONSORSHIP

Activities that improve the quality of life enjoyed by residents in our communities through support of cultural programs, recreational features, and community events that focus on diversity, health equity, or enriching educational programs.

How to Apply:

- Apply for Sponsorship [via online application](#)

Important Dates:

- Applications must be submitted at least 60 days in advance of the event



ANNOUNCING A GRANT OR SPONSORSHIP

WE LOOK FORWARD TO PARTNERING WITH YOU

We are pleased to partner with you toward a shared vision. This guide is designed to help you announce a grant or sponsorship from Sentara Cares to your organization. In this guide you will find the following:

- Tips and guidance on how to share a grant or sponsorship award from Sentara Cares
- Social media use and mentions
- Guidance on proper use of logos

Questions?

SentaraCares@sentara.com

Media inquiries: news@sentara.com

Marketing and promotion: marketing@sentara.com



TIPS FOR ANNOUNCING A GRANT

Please use these guidelines as you develop communication regarding your Sentara Cares grant.

Your news release should include:

- The Sentara | Optima Health | Virginia Premier logo. The logos are included as attachments to this document.
- A quote from your organization's leadership.
- Clear language about the shared outcomes.
- The Sentara Healthcare boilerplate copy.
- Share your news release with Sentara before sharing it with the public by emailing it to news@sentara.com.

TIPS FOR SPONSORSHIP RECIPIENTS

Please use the following guidelines and tips as you develop collateral and other materials for your Sentara Cares supported event.

Your collateral should include:

- The Sentara | Optima Health | Virginia Premier logo. These logos are included as attachments to this document.
- Follow the logo usage and guidelines in this document.
- Please share any documents that include our logo with Sentara marketing staff at marketing@sentara.com.
- If sponsorship logos are hyperlinked on your website, please direct our logo to [Sentara.com](https://www.Sentara.com).

ENGAGING WITH SENTARA ON SOCIAL MEDIA

We encourage you to share the news of your Sentara Cares grant or sponsorship on social media. It is a best practice to include a photo or video as well. We have provided sample social media posts below, for your convenience.

Please be sure to use #SentaraCares with all of your posts mentioning the grant or sponsorship. We will be sure to amplify your content where we can by liking, sharing or engaging with your post.

Channel/Platform	Sample Post	Asset
Facebook	We are grateful for the support of the Sentara Cares grant to reach our shared goal of [insert anticipated outcomes]. #SentaraCares [link to news release]	[image of your choice]
Instagram	We are grateful for the support of the Sentara Cares grant to reach our shared goal of [insert anticipated outcomes]. #SentaraCares	[image of your choice]
Twitter	We are happy to share we have received a grant from Sentara Cares. #SentaraCares [link to news release]	[image of your choice]
LinkedIn	We are excited to continue our efforts toward [insert shared outcome] with a grant from Sentara Cares. #SentaraCares [link to news release]	[image of your choice]

LOGO GUIDELINES

- The logo is the visual mark for Sentara. It is comprised of the logo mark (icon) and the logo type. These two parts should remain intact at all times. There are both vertical and horizontal logo options provided in the color options shown. The Sentara logo yellow should never be used in any other elements.
- The logo should have adequate space between it and nearby elements on the page. The space around the logo will vary by size of the layout. The minimum space around the logo is equal to the letter "T" from the logo.
- When recognizing your Sentara Cares grant or sponsorship, please use the Sentara | Optima | Virginia Premier logo in one of the provided lockups. These should never be altered. There are both vertical and horizontal options provided in color shown here.

An all white and all black version of the logo is also available in this toolkit should they be needed.

HORIZONTAL LOGO - PREFERRED LOGO TO USE

[Open PDF in Adobe Reader to
download logos](#)



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VERTICAL LOGO - USE IF HORIZONTAL DOESN'T WORK IN THE SPACE

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