



Sentara Cares

Announcing a Grant or Sponsorship

Congratulations on being awarded a grant or sponsorship from Sentara. We look forward to partnering with you toward a shared vision. This partner guide is designed to support you in announcing your grant or sponsorship from Sentara.

Press Release and Media Opportunities

- Please submit your individual grant or sponsorship announcement to Sentara for review and approval prior to distribution. All requests should be submitted via our online form here: [Sentara Grants and Sponsorship Partners: Communications and PR Requests](#)
- Please recognize Sentara for the funding and partnership in your formal announcement. **Sentara Health** can be used as the first reference, and **Sentara** should be used in all following references.
- If your organization is interested in promoting the partnership via an event or other media opportunity, please share the relevant information with Sentara via the online form above.
- Access an example press release and Sentara's official boilerplate language in the [Partner Toolkit](#).

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Logo and Branded Collateral

- To receive the approved Sentara logo or if you are creating any branded collateral with the Sentara logo (ex: flyers, social graphics, print ads, etc.), please contact marketing@sentara.com. Please only use the approved logo sent to you from Sentara; do not use a previously shared version.
- Any materials with the Sentara logo must be sent to marketing@sentara.com for review and approval prior to distribution.

Social Media

- If you plan to share your announcement on social media, please notify the Sentara team via marketing@sentara.com in advance so we can share your post to our social media channels. Please see the Partner Toolkit for Sentara's social media pages and example posts.

If you have any questions, please contact **marketing@sentara.com**. Our team is excited for your partnership and looks forward to working together.

FOR IMMEDIATE RELEASE

Media Contact: [Media contact information]

[Organization] receives \$[Amount] from Sentara Health to support [community health initiatives]

Funding supports collaborative partnership with Sentara Health

[City, State] ([Month Day, Year]) — [Organization], a leading [nonprofit organization dedicated to improving the health and well-being of our community], is pleased to announce a generous contribution of \$[amount] from Sentara Health to assist with [program name or purpose of contribution.]

The \$[amount] donation from Sentara will be utilized by [Organization] to support [insert specific details on how the donation will be allocated. Provide description of the organization's work and contributions to the community.]

[Quote from organization leadership, if applicable.]

This contribution from Sentara reinforces their shared commitment to creating healthier communities through partnerships with organizations and individuals.

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About [Organization]

[Provide organization's mission statement, history or boilerplate statement.]

About Sentara Health • www.sentara.com/news

Sentara, an integrated, not-for-profit health care delivery system, celebrates 135 years in pursuit of its mission—"we improve health every day." Sentara is one of the largest health systems in the U.S. Mid-Atlantic and Southeast, and among the top 20 largest not-for-profit integrated health systems in the country, with 30,000 employees, 12 hospitals in Virginia and Northeastern North Carolina, and the Sentara Health Plans division which serves more than 1.2 million members in Virginia and Florida. Sentara is recognized nationally for clinical quality and safety and is strategically focused on innovation and creating an extraordinary health care experience for our patients and members. Sentara was named to IBM Watson Health's "Top 15 Health Systems" (2021, 2018), and was recognized by Forbes as a "Best Employer for New Grads" (2022), "Best Employer for Veterans" (2022), and "Best Employer for Women" (2020).

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Social Media Guidelines:

Please be sure to tag Sentara in your post and provide a short explanation of how your organization will use the funding from Sentara to improve community health and wellness.

- **Facebook:** Sentara Healthcare <https://www.facebook.com/sentarahealth/>
- **Instagram:** [Sentara Health](#) (@sentarahealth)
- **Twitter:** [Sentara Health](#) (@sentarahealth)
- **LinkedIn:** [Sentara Health](#)

Example Social Posts:



Union Mission Ministries, Norfolk

June 14 at 1:05 PM · 🌐



We're grinning from ear to ear to see the Healthy Smiles Dental Center at The Union Mission. The brand-new mobile dental van, run by the [Hampton Roads Community Health Center](#) and funded by a \$500,000 [Sentara Health](#) grant, serves marginalized and low-income residents across our area.

"We're so happy to be back at The Union Mission," said Dr. Robin Langston, Chief Dental Officer for HRCHC. Today she and her team provided restorative and preventative dental care for eight guests from our Bashford Men's Shelter. The mobile clinic will come to campus monthly to serve other homeless men and women.

"This is what we've been working toward," said Aida Vicente, Sentara's Director of Operations for the Hampton Roads Community Care Program. She is excited at the partnership at the Mission is helping Sentara expand much-needed health services to underserved communities.

The Mission COO, Rev. William Crawley agreed. "The relationship and resources collaboratively provided by The Union Mission, Sentara Community Cares, and HRCHC are not only impacting the holistic health and care of our communities, but also strengthening individuals through the realization that their lives indeed matter and that hope and help truly exist!"



Scholars Latino Initiative

March 3 · 🌐

Thank you [Sentara Healthcare](#)! A grant to increase underserved representation in healthcare will help SLI develop its scholars' leadership skills and access to skilled health careers, train SLI mentors, and strengthen its long-term capacity to serve students. In addition, the grant establishes the Sentara SLI Scholar College Award designed to empower SLI scholars to achieve health careers and recognize their leadership in related service and activities.