

Partner Toolkit: Announcing Your Grant or Sponsorship





Announcing your partnership

Congratulations on being awarded a grant or sponsorship from Sentara Health. We look forward to working together to improve health and create lasting impact for the communities we serve.

This toolkit is designed to help you share your story clearly, consistently, and effectively across news releases, social media, events, and other communications.

Inside this guide, you will find:

- Recommendations for news releases, media opportunities, and branded collateral
- Social media guidance and sample messaging
- Tips for highlighting community impact
- Information on how to tag and reference Sentara Health
- Sample news release and social media templates for reference

Our goal is to help you share clear, authentic stories that highlight the positive impact this partnership creates for the people and communities you serve.



Using this guide

This toolkit is intended to serve as a resource to help organizations communicate their partnership with Sentara Health. The guidance, examples and templates may be adapted to fit your organization's voice, audience, and communications style.

Before you publish:

- Submit any public communications referencing Sentara Health to **news@sentara.com**.
- Use "Sentara Health" on first reference and "Sentara" after that.
- Contact **news@sentara.com** for approved logos or brand assets.
- Use approved Sentara logos only.

Quick checklist:

- Is Sentara Health referenced accurately?
- Has the content been submitted for review?
- Does the message focus on impact?
- Are simple metrics included when available?
- Is Sentara tagged on social media, when applicable?
- Is there a strong photo or video, when possible?

Communicating your impact

Sharing your success

- **Lead with impact, not dollars:** Focus on what the funding or partnership makes possible rather than the funding amount itself.
- **Explain why it matters:** Help audiences understand the needs being addressed, who benefits, and why the work is important now.
- **Use clear, concise data:** Simple metrics can strengthen your story and help demonstrate impact. Examples may include:
 - Individuals or families served
 - Increase in access to services
 - Meals distributed
 - Screenings completed
 - Community members reached
- **Highlight the partnership:** Emphasize how collaboration strengthens the work and creates greater impact together.
- **Focus on lasting change:** Show how the partnership contributes to long-term improvements in health and well-being.
- **Keep messaging authentic and conversational:** Avoid overly promotional language. Clear, human-centered storytelling is often the most effective.
- **Use photos and video when possible:** Visual storytelling can help audiences better understand your work and community impact.

Examples:

Instead of saying: "\$50,000 grant awarded"

Say: "Expanding behavioral health services to 100 families"

Instead of saying: "The funding will support our operations."

Say: "Support from Sentara will help us serve more individuals and families with the resources they need to live healthier lives."

Instead of saying: "We received support for our behavioral health program."

Say: "Support from Sentara will help expand access to behavioral health services, connecting more individuals with the care and resources they need."

Instead of saying: "We are excited to receive this funding."

Say: "We are excited about the impact this partnership will have on the individuals we serve."

Photo and video tips

- Photos taken on newer smartphones often work well
- Clean your camera lens before taking photos
- Use natural lighting whenever possible
- When outdoors, position natural light behind the photographer
- When indoors, choose a well-lit location or face subjects toward a window

Partner Toolkit Example News Release

This sample news release is intended to serve as a helpful reference and starting point for organizations communicating their partnerships with Sentara Health. Partners are encouraged to tailor the language and messaging to align with their organization's voice, audience, and communication approach while maintaining accurate reference to Sentara Health and the partnership.

FOR IMMEDIATE RELEASE

Media Contact: [Media contact information]

[Organization] and Sentara Health partner to expand [program/service] and improve community health

Collaboration will help [brief outcome statement — for example, increase access to care, provide nutritious meals, expand behavioral health support, improve maternal health outcomes] for [population served]

[City, State] ([Month Day, Year]) — [Organization], a [brief organization description], is proud to announce a partnership with Sentara Health that will help advance [initiative/program] and create meaningful impact for individuals and families across [community/region].

Through this collaboration, [Organization] will [describe what will happen because of the partnership—expand services, launch a program, increase capacity, purchase equipment, extend outreach, etc.]. This effort is expected to [include concise measurable outcomes when possible—serve X individuals, increasing access by X%, providing X screenings, distributing X meals, reach X families].

This partnership addresses [brief community need/problem], helping ensure [population served] have greater access to [care/resources/services] and the support they need to live healthier lives.

[Quote from organization leadership]

Example: "This partnership represents more than support for a program. It represents an investment in healthier futures for the people we serve," said [Name, Title]. "Together with Sentara Health, we are expanding access, strengthening resources, and creating lasting change in our community."

Sentara partners with organizations throughout the communities it serves to help address the social drivers of health that influence health and well-being. By working together, organizations can create sustainable solutions that improve health outcomes and strengthen communities for years to come.

About [Organization]

[Organization boilerplate]

About Sentara Health • www.sentara.com/news

Sentara Health, an integrated, not-for-profit healthcare delivery system, celebrates more than 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 25 largest not-for-profit integrated health systems in the country, with 35,000 employees, 12 hospitals in Virginia and Northeastern North Carolina, including 11 hospitals with the prestigious Magnet® recognition, one Level I and two Level III trauma centers, an ambulatory division with more than 400 sites of care, more than 2,000 physicians and advanced practice providers, more than 10,000 nursing professionals, and the Sentara Health Plans division which serves almost 1 million members in Virginia and Florida. Additionally, Sentara provided \$382 million in Community Benefit in 2025.

Social media guidelines

Whether you are announcing your grant or sponsorship, highlighting program milestones, or sharing community impact, we encourage you to tag Sentara Health in related social media posts.

Share how this partnership supports your mission and helps improve the health and well-being of the communities you serve.

Please notify Sentara at **news@sentara.com** before posting, so we can review and potentially amplify your message through Sentara channels.

Tag Sentara on social media



Facebook: Sentara Health — <https://www.facebook.com/sentarahealth>



Instagram: @sentarahealth



X (formerly Twitter): @sentarahealth



LinkedIn: Sentara Health — <https://www.linkedin.com/company/sentara-health>

Social media examples

These examples may be customized or rewritten to reflect your organization's voice and style:

- **Grant announcement:** Through our partnership with @SentaraHealth, we're expanding [program/service] to better serve [population]. Together, we're improving health and well-being in our community.
- **Impact/use of funds:** With support from @SentaraHealth, we're able to [specific action], helping [number] individuals gain access to [service/resource] and improving outcomes across our community.
- **Photo post:** This work is made possible through strong community partnerships. Support from @SentaraHealth is helping us [specific outcome], making a meaningful difference for those we serve.

Before you share

Before publishing your communication, ask:

- Does the message focus on impact?
- Did we include simple, meaningful metrics?
- Does the story highlight the partnership?
- Did we tag Sentara Health?
- Was the content submitted for review if needed?
- Did we include a photo or video if possible?

