

**SENTARA HEALTH FOUNDATION
GUIDELINES FOR COMMUNITY BENEFIT SPONSORSHIP
2012 FUNDING**

Awarded sponsorships should help to improve the health status of the community. Proposals should be submitted in writing. For your convenience, please complete a Sentara sponsorship application (Adobe format – available at [Sponsorship Application](#) and submit it electronically to the Foundation by the deadlines noted below. Additional materials (i.e. event flyers) may also be submitted and should be emailed to jajohnso@sentara.com.

Sponsorship applications will be reviewed by the Sentara Health Foundation Sponsorship Review Committee on a **quarterly basis**. Application deadlines are as follows **for funding in 2012**:

| <i>Application deadline:</i> | <i>For Events in:</i> | <i>Meeting date:</i> |
|-------------------------------------|------------------------------|-----------------------------|
| December 6, 2011 | January-March 2012 | December 15, 2011 |
| March 13, 2012 | April-June 2012 | March 22, 2012 |
| June 19, 2012 | July-September 2012 | June 28, 2012 |
| September 18, 2012 | October-December 2012 | September 27, 2012 |

As a matter of policy, the Sentara Health Foundation *typically does not support* the following:

- League sports
- Golf tournaments
- Galas
- Casino-themed fundraisers
- Fees for individuals to attend conferences
- Individuals, including patient assistance funds
- Individual scholarships
- Individual school events and school fundraisers
- Arts programs and performances without specific connection to health improvement initiatives
- Non-volunteer public service organizations (police, fire, rescue)
- Political programs or events
- Activities that exclusively benefit the members of sectarian or religious organizations
- Local fundraisers for national campaigns and charities. (Does not apply to national organizations with branches/offices that work directly with the local communities.)
- Organizations that discriminate by race, color, creed, gender or national origin
- Biomedical or clinical research
- Direct support to endowments
- Funding that supplants existing sources of support
- Capital fund drives
- Sentara programs
- Services outside the Greater Hampton Roads, Virginia area

Note: If you do not have access to a computer, Completed applications for sponsorship can be faxed to 455-7560 or e-mailed to jajohnso@sentara.com.

Notification:

Following each Sentara Sponsorship Review Committee meeting, organizations will be notified in writing as to whether or not their request was approved for funding. Sponsorship payments will be processed immediately following the meeting and will be mailed as soon as they become available from Accounts Payable.

Organizations with requests that fall into the guidelines of the Sentara Recognition Grants program will be encouraged to apply for a grant through the Sentara Health Foundation.

Please note that funding for your organization may not be granted every year due to the Foundation's limited sponsorship resources and the extensive number of requests received.

For additional information, contact the Sentara Health Foundation at 455-7985 or via email at jajohnso@sentara.com