

Greater Health Now (GHN) Sponsorship Request Policy

PURPOSE:

Greater Health Now (GHN) seeks to provide financial assistance to organizations hosting events or leading community-based projects that align with our project areas and mission to advance the health of the population by decreasing health disparities, improving efficiency of health care delivery, and empowering individuals and communities through collaboration, innovation, and engagement.

This document outlines definitions, eligibility for sponsorship, process to apply, monetary guidelines, evaluation criteria, and more. For more information on GHN, please visit www.greaterhealthnow.org, or contact Chelsea Chapman (cchapman@greaterhealthnow.org).

DEFINITIONS:

- *Applicant*: Organization submitting a sponsorship request for money from the sponsor.
- *Community-Based Project*: Any work, service enterprise or undertaking being carried on for the benefit of persons living in the Greater Columbia region.
- *Event*: A single occurrence of a planned public or social occasion that holds a specified purpose with an identified outcome.
- *GHN*: GHN is one of nine Accountable Communities of Health (ACHs) whose boundaries align with Washington's Medicaid regional service areas. Each ACH brings together leaders from multiple health sectors around the state with a common interest in improving health and health equity. As ACHs better align resources and activities, they support wellness and a system that delivers care for the whole person.
- *GHN Project Areas*:
 - *Bi-Directional Integration of Physical & Behavioral Health*: The focus is to address physical and behavioral health needs through an integrated network. Integration can also involve pharmacy, dental, behavioral and care managers. People with physical, mental, and social issues need care that is integrated, coordinated, and seamless.
 - *Transitional Care*: Improve transitional care services to reduce avoidable hospital utilization and ensure beneficiaries are getting the right care in the right place. The focus is to reduce avoidable admissions/readmissions to institutional care settings such as hospitals, psychiatric hospitals, skilled nursing facilities, prisons or jails.
 - *Addressing the Opioid Public Health Crisis*: The focus is to reduce opioid related morbidity and mortality through prevention, treatment and recovery supports. GHN has established Opioid Resource Networks to provide a "Hub and Spoke" approach to treatment. Hubs are care management & opioid treatment programs, with expanded services and strong connections to area spokes (e.g. social services).

- *Chronic Disease Prevention & Control:* Integrate health system and community approaches to improve chronic disease management and control. The focus is implementation of the Chronic Care Model, a cornerstone of the Patient Centered Medical Home model of care with the goal being planned prevention and treatment strategies for individuals with chronic illnesses. This project incorporates health information technology such as disease registries and risk stratification to manage populations. It also seeks to incorporate Community Paramedicine that leverages the skills of paramedics and EMS systems to address care gaps, especially in rural areas.
- *Geographical Equity:* Sponsorship funding distributed proportionately across GHN's 9-county region.
- *Greater Columbia Region:* Counties within the Greater Columbia Region include Asotin, Benton, Franklin, Columbia, Garfield, Kittitas, Whitman, Walla Walla, and Yakima. The Yakama Tribal Nation is also included.
- *Post-Evaluation Report:* Detailed record of outcomes of the event or project that was financially supported by the sponsor.
- *Sponsor:* The organization providing financial support to the applicant, recognized as GHN.
- *Sponsorship:* Money offered by GHN with the clear expectation that an obligation is created.

ELIGIBLE APPLICANTS:

Organizations providing services in the Greater Columbia region. This includes but is not limited to nonprofits, small businesses, philanthropies, etc.

INELIGIBLE APPLICANTS:

- Organizations that are currently receiving Medicaid Demonstration dollars from GHN.
- Individuals or families (private citizens or residents).
- Political groups and/or organizations.

ELIGIBLE EVENTS OR COMMUNITY-BASED PROJECTS:

Events or community-based projects must relate to GHN's project areas and mission, and must be clearly outlined in the application.

The applicant must also promote GHN in marketing efforts throughout the duration of the event or community-based project. This includes signage or marketing materials that clearly display GHN's logo and other relevant information with approved branding. Marketing material(s) must be available and visible to all attendees or counterparts. If marketing and communications are limited, the applicant must demonstrate ways that GHN can promote their contribution to this work in the community.

INELIGIBLE EVENTS OR COMMUNITY-BASED PROJECTS:

- *Temporary:* In-person events or activities that go against the current phase guidelines per Washington State's COVID-19 response.
- Requests that benefit an individual person or family.
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine.

- School-affiliated orchestras, bands, choirs, drama groups, yearbooks or class parties.
- Local youth sports organizations, such as Little League and high school.
- Door prizes of raffles.
- Travel expenses.

MONETARY GUIDELINES:

Sponsorship requests should not be less than \$500 and should not exceed \$5,000.

In an effort to maintain equality among applicants, GHN may not fund the full requested amount. Sponsorship requests may not fund an event or community-based project in its entirety. GHN wants to recognize the importance of events and community-based projects in the region and support the communities to the organization's fullest efforts; therefore, sponsorship requests should only fund a portion of the event.

Sponsorship funding is available based on geographic equity in GHN's 9-county region. GHN aims to fund as many organizations as possible throughout the year. If Geographic Equity is not able to be achieved due to lack of applicants across GHN counties being served, multiple sponsorships could be granted to the same county.

If selected for sponsorship, funding should be utilized for a single event requested on the application. For community-based projects, the scope of work needs to be outlined to determine the best method for funding allocation. Funding must be applied in full on the requested event or community-based project. Sponsorship funding from GHN on a single sponsorship application request does not guarantee funding or approval for future events or projects.

If the event or projects is cancelled for a reason outside of the control of the applicant, any unspent funds dispersed by GHN will be returned to the sponsor within 30 days of notice.

NON-ALLOWABLE COSTS:

GHN Sponsorship money for an event shall not be used to pay for alcoholic beverages or administrative overhead.

APPLICATION WINDOW:

Applications are reviewed on a monthly basis by the GHN Communications Committee. Once applications are reviewed by GHN, it may take up to 60 days before approval is granted. Funds will be distributed 1-3 weeks from the date of which the application is approved. The point of contact provided in the application will be notified. GHN encourages submitting applications well in advance of your organization's event or community-based project start date to allow ample time for review and processing.

APPLICATION PROCESS:

Find the application under the Resources section on our website www.greaterhealthnow.org. Please email completed applications to Chelsea Chapman, cchapman@greaterhealthnow.org or mail to Greater Health Now, 8836 W. Gage Blvd, Ste 202A, Kennewick, WA 99336.

EVALUATION CRITERIA:

To ensure events and community-based projects will mutually benefit GHN, each sponsorship will be evaluated against the following criteria:

1. Contribution to GHN's project areas and/or mission of advancing the health of our population.
2. Benefit to the community/region and how it creates long-term value.
3. Relationship building and connections made.
4. Marketing and exposure for GHN.

Recipients of the Sponsorship are to submit a report to Chelsea Chapman (cchapman@greaterhealthnow.org) no later than sixty (60) days after the completion of the event or community-based project. Reports should include the following:

- Final number of attendees or project participants
- Actual expenditures
- Narrative focused on goals (met/unmet) and lessons learned
- Attestation verifying funds received from GHN were used for the intended purpose as stated in the Sponsorship Application

Thank you for considering GHN to sponsor your event or community-based project