



# Greater Health Now (GHN) Sponsorship Request Policy

## PURPOSE:

Greater Health Now (GHN) seeks to provide financial assistance to organizations hosting events that align with our focus areas and mission to advance the health of the population by decreasing health disparities, improving the efficiency of healthcare 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](http://www.greaterhealthnow.org), or contact Amy Smith ([asmith@greaterhealthnow.org](mailto:asmith@greaterhealthnow.org)).

## DEFINITIONS:

- *Applicant*: Organization submitting a sponsorship request for money from the sponsor.
- *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 and social 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 equitable care for the whole person.
- *GHN Focus Areas*:
  - Health-Related Social Needs
  - Community-based care coordination
  - Workforce Development
  - Promotion of Health Equity
  - Behavioral Health Initiatives
- *Geographical Equity*: Sponsorship funding distributed proportionately across GHN's 9-county region.
- *Greater Health Now Region*: Counties within the Greater Health Now 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 focus area that was financially supported by the sponsor.
- *Sponsor*: The organization providing financial support to the applicant, recognized as GHN.

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- *Sponsorship*: Money offered by GHN with the clear expectation that an obligation is created.

**ELIGIBLE APPLICANTS:**

- Domestic public or private non-profit organizations, schools, faith-based organization, community- based organizations, hospitals, Indian tribal governments or organizations, and institutions of higher education, recognized under section 501(c)(3).
- Organizations must be located in either Asotin, Benton, Columbia, Franklin, Garfield, Kittitas, Walla Walla, Whitman, and Yakima Counties, or the Yakama Nation.

**INELIGIBLE APPLICANTS:**

- Individuals or families (private citizens or residents).
- Political groups and/or organizations.
- Non 501(c)(3) organizations.
- Organizations headquartered outside of the GHN region.

**ELIGIBLE EVENTS:**

Events must relate to GHN’s focus 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. 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:**

- Fundraising events.
- 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 sports.
- Capital building, equipment over \$3,000, endowments, or debt reduction drives.
- Requests in foreign countries or outside of the GHN region.



### **MONETARY GUIDELINES:**

Sponsorship requests should not be less than \$500 and should not exceed \$3,000.

In an effort to maintain equality among applicants, GHN may not fund the full requested amount. Sponsorship requests may not fund an event in its entirety. GHN wants to recognize the importance of events 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. Sponsorship funding from GHN on a single sponsorship application request does not guarantee funding or approval for future events or focus areas.

If the event 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. Door prizes or raffles. Travel expenses. Fundraising costs.

### **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 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](http://www.greaterhealthnow.org). Please email completed applications to Amy Smith, [asmith@greaterhealthnow.org](mailto:asmith@greaterhealthnow.org) or mail to Greater Health Now, 8836 W. Gage Blvd, Ste 101A, Kennewick, WA 99336.

### **EVALUATION CRITERIA:**

To ensure events will mutually benefit GHN, each sponsorship will be evaluated against the following criteria:

1. Contribution to GHN's focus 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.



**POST AWARD CRITERIA:**

Recipients of the Sponsorship are to submit a report to Amy Smith ([asmith@greaterhealthnow.org](mailto:asmith@greaterhealthnow.org)) no later than sixty (60) days after the completion of the event.

Reports should include the following:

- Final number of attendees or focus area 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.
- Photos of the event to be used by GHN for social media/marketing purposes.

*Thank you for considering GHN to sponsor your event.*

