



GUIDELINES FOR COMMUNITY BENEFIT SPONSORSHIP

2017 FUNDING

Optima Health Family Care, is a Managed Care Program that provides healthcare to individuals and families who receive Medicaid throughout the state of Virginia. At Optima Health, we are excited to lend support to the various meaningful community outreach efforts within our communities. It is important that we know how our support impacts your Organization and the Community so we can continue to *"Improve Health Every Day"*.

Awarded sponsorships should help to improve the health and other social determinants of the community. **If your Organization's request for funding does not have a health component; it must enhance the community in the areas of housing, education or financial literacy.** Optima Health is a service of Sentara Healthcare. **If you have already requested sponsorship dollars from any other Sentara entity your application will be denied.** To be considered for sponsorship funding, please complete an application and submit it to Optima Health Family Care by the deadlines noted below. Additional supporting information (brochures, event flyers, photos, etc.) regarding your request may also be submitted with your application.

Sponsorship applications will be reviewed by the Optima Health Family Care Sponsorship Review Committee on a quarterly basis, application deadlines are as follows for funding 2017:

| Application deadline: | For events in: |
|-----------------------|------------------|
| December 30, 2016 | January-March |
| March 31, 2017 | April-June |
| June 30, 2017 | July-September |
| September 29, 2017 | October-December |

As a matter of policy, Optima Health Family Care typically does not support the following:

- Fees for individuals to attend conferences
- Individual scholarships
- Political programs or events
- Organizations that discriminate by race, color, creed, gender or national origin
- Sentara/Optima Health programs
- Alcohol, tobacco and/or gambling-themed events & fundraisers

Note: If you only want to request "in kind" donations (health literature, plastic bags, etc.) please, contact Optima Health Family Care at either of the following: Toll Free: 866-706-6708 or 866-575-4475 option 1, then option 2.

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Notification:

Following each Optima Health Family Care Sponsorship Review Committee meeting, organizations will be notified via email as to whether or not their request was approved for funding.

If an award is granted, payment will be processed for the award and a check mailed from Accounts Payable, once you have submitted an invoice or letter on company letterhead with the name of the event, the award amount and your organization's EIN or copy of your W-9 Form within 7 business days of notification. Please indicate the payee and mailing address, otherwise the check will be mailed to the address listed on the request application. Checks typically take 7 to 10 business days to process.

Please note that funding for your organization may not be granted at the full amount requested. Requests will be reviewed and evaluated each year and a decision made based on the limited sponsorship resources and the number of requests received.

For additional information, contact Optima Health Family Care at either of the following numbers: 866-706-6708 or 866-575-4475 option 1, then option 2.