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Sutter Health Valley Area 2020 Chamber of Commerce Program Investment Criteria

The Sutter Health Valley Area (SHVA) invests millions of dollars locally in strategic community partnerships, programs benefiting the underserved, and sponsorships that support important regional organizations, like yours.

SHVA is proud to serve as a sponsor of business and economic development corporations throughout the region. In 2014, SHVA began providing funding to Chambers and EDCs in a strategic and results-based manner, only supporting activities that attempted to champion the key underpinnings of the regional Next Economy prosperity plan. The idea was to fund new and innovative projects and efforts, which would help advance the Next Economy, and ultimately help to strengthen our regional economy. In 2015, we streamlined this process even further.

Over the last few years, the landscape of healthcare has changed dramatically, forcing many healthcare organizations, including Sutter Health, to make some very difficult funding decisions. While providing quality health care to every patient that walks through our doors and strengthening the continuum of care throughout our community remains our top priority, we still believe that it is important to support our local chambers and other business and community organizations; however, as our funding realities change, those organizations we traditionally fund will need to adapt along with us.

At Sutter Health we truly understand and value the presence of a strong and stable business community and will continue to support organizations that can demonstrate progress toward that goal. We want to continue to move toward funding project-based initiatives that create tangible and measurable outcomes. Ultimately, we are looking to invest in efforts that seek to strengthen the business climate, foster our regional economy and make the greater Sacramento region a better place to live. We understand that traditional chamber sponsorship packages with golf tournaments and mixers are important to some, but to qualify for a 2020 SHVA investment, we really want to see organizations think outside of the box.

To be eligible for 2020 funding, we ask that your organization submit a one page letter (**one page max**) stating why SHVA should fund your organization, and for what amount. Collaboration around projects and efforts is encouraged, but not required. While this letter does not have stringent requirements, we do ask that you outline your specific goals for the year and are prepared to share measurable outcomes at the end of the funding cycle. Specifically, we are interested in knowing who your efforts serve, how the program supports our regional economy and community, specific goals, anticipated measurable outcomes/impact, and any cross organizational partnerships you plan to utilize or grow as a result of this funding.

Thank you again for your interest in a SHVA Program Investment and your cooperation, collaboration and innovation as we adapt this funding process together. We look forward to championing your big ideas and serving as your continued partner!

Program Investment Letter Due: Friday, December 6TH at 5:00 p.m.
Funding announcements will be made in early January
Submit proposal via EMAIL only to shvasponsorships@sutterhealth.org
Letters more than one page long or with addendums will not be accepted.