Community Investment Program

Enhancing Community Relations Through
Charitable Contributions, Program Sponsorship, and Advertising Activities

Overview

The Community Investment Program is one of the ways in which Olmsted Medical Center (OMC) demonstrates its commitment to be a contributing community provider and community member. Specifically, through the Community Investment Program, which is overseen by the Community Investment Advisory Council (CIAC), OMC will encourage a Culture of Health with demonstrable improvement in selected community initiatives supported by OMC. This committee meets monthly to review all community requests to OMC for funds.*

OMC must manage its limited funding resources within pre-set parameters and assure that contributions and sponsorships to nonprofit groups are mutually beneficial. Also, funding will be considered for requesting organizations that are aligned with our mission, strategic direction, and/or clinical priorities.

- *The requesting organization must be a not-for-profit, governmental, or educational agency. Funding for the requesting organization cannot support services in direct competition with OMC services. In addition, funding cannot be used to support or advocate for a religious or political ideology.*
- *Monies granted will not be used to sponsor a single individual participating in an event or contest or pursuing a trip.*
- *Funds for staffing expenses will be carefully reviewed and evaluated and generally are non-renewable*.
- *One-time per year requests from organizations are preferred. If an organization has multiple requests in one year, they should be submitted at the same time.*
- *The program or project should not duplicate an existing program and/or should fill a gap in existing programs or services.*
- *Clear objectives and desired outcomes are clearly stated in the request*.
- *The organization has implemented successful programs, activities, and services in the past.*
- *The organization appears to be using its resources well*, *including collaborating, deriving innovative solutions, and leveraging resources effectively.*
- *Detailed budget summary is required for requests greater than $5,000*.
- *Funds will generally be provided for ongoing work of local organizations*. *Funding requests for new projects or new organizations will be considered when the cause is health-related or when a demonstrated community need has been determined*.
- *It is not the responsibility of OMC to "recruit" OMC employees to participate in voluntary events (e.g., golf foursomes, dinner attendees) unless the seats are a benefit of the sponsorship.*
- *Local and regional causes are a greater priority over state and national concerns. Exceptions can be made for funding for a local event or activity that is conducted by a statewide or national organization as long as the funding is used in southeastern Minnesota (e.g., March of Dimes, Minnesota Chamber of Commerce, etc.).*
- *Diminished consideration will be given to events that are "members only" or open to a limited section of the local population.*

OMC proactively will support the programs, services, and activities of nonprofit organizations that are committed to improving the health of others and addressing health disparities in communities. These include, but are not limited to, the following categories:

- *programs promoting fitness, healthy lifestyles, and safety for youth and children*
- *educational programming for children pre-K through grade 12*
- *educational scholarships for adults entering the various health professions*
- *programs for health and wellness promotion, with emphasis on community health needs and other preventable chronic conditions*
- *programs offered by human service organizations and professional associations having mutual mission components*
- *programs promoting arts and culture which enhance the quality of life in OMC communities*
- *support for civic and community organizations that positively impact OMC's standing as a corporate citizen or as an employer of choice.*

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Request Guidelines

- Requests must be made in writing, at least 60 days in advance of the event/activity/sponsorship deadline. Requests received via telephone will not be accepted.
- Requests should be made directly to the OMC Community Investment Program, c/o Community Investment Advisory Council, at 210 Ninth Street SE, Rochester, MN 55904 or via e-mail at OMC@olmmed.org. (Community investment funds for disbursement to branch clinic community programs are also routed through the Community Investment Advisory Council to allow for proper administrative and financial tracking.)
- All requests will be logged into the Community Investment Program database and routed to the committee for consideration.
- Requests **must be** submitted in writing or by using the *online form* found on OMC's website at www.olmstedmedicalcenter.org and emailed to omc@olmmed.org. Request must include all of the following:

  - organization name, address, telephone
  - program contact name, address, telephone, e-mail
  - purpose of organization and its service area
  - amount requested
  - tax ID number and completed Form W-9
  - description of program/event/publication and/or proposed use of funds
  - how do the funds support the local community and/or southeastern Minnesota
  - description of how OMC will be recognized (e.g., mention in ads, name on flyer, banners at events, name on t-shirt, etc.)
  - number of people benefited by the contribution/organization
  - involvement by OMC staff in program/organization
  - pertinent deadlines
  - instructions for payment (if approved).

  Please note: due to the number of requests the committee receives, OMC's Community Investment Advisory Council is unable to meet with any groups or representatives in person.

- Requests for sponsorship or advertising support should include copies of printed materials from prior years used in conjunction with the event or program as well as a listing of opportunities for OMC to inform the community that they are a program sponsor or contributor.
- Requests should be submitted as far in advance as possible. Consideration must be given to accommodate design/production timelines or extraordinary decision-making criteria. Community Relations will make every effort to see that requests are processed in a timely manner. However, requesters should realize the time schedules of the various decision-making groups.

*OMC Regional Foundation does not accept requests for funds from community-based organizations. OMC Regional Foundation exists to advocate for and support Olmsted Medical Center and assist it in funding quality healthcare services and education in the communities it serves.