Welcome to CareOregon Community Giving. Your organization is making the world a better, healthier place and we are proud to be your community partner. This document offers some background on CareOregon Community Giving, plus information and social media ideas you can use to amplify your message to the people you’re serving and the community at large. We look forward to working together to make Oregon communities stronger.
CareOregon is a community benefit company. Every day, we help nearly 450,000 Oregonians access free physical, dental, mental health care and prescription drug coverage through the Oregon Health Plan (OHP).

But we’re well aware that good health is more than just health care. It’s essential that people have access to opportunity, housing, fresh food, education, jobs, clean air, safe neighborhoods and more. That’s why we’re so supportive of Community Benefit Organizations (CBOs) like yours.

When we help one child or one family become stronger, it can create ripple effects that make neighborhoods, schools and entire communities stronger. It’s something we call the CareOregon Effect.
Community Giving epitomizes everything CareOregon stands for. Our mission is to build healthier communities and over the past ten years, we’ve invested more than $10 million into Oregon CBOs through grants and sponsorships.

As grantors, our role is best described as a behind-the-scenes engine. We help power the work of CBOs like yours to make real change in people’s lives. For us, it’s not just about writing a check. It’s about making a true impact. Safe housing, fewer people going to bed hungry, kids getting the school supplies they need, expanding opportunities for diverse leaders, LGBTQ rights and much more.

Here are a few examples of CBOs and programs we’ve partnered with in recent years:

In 2019, we presented Adelante Mujeres with $40,000 to support Chicas Youth Development, which empowers Latinas to develop leadership, cultural identity, academic success and more.

Over the past two years, we’ve invested $26,000 in Schoolhouse Supplies’ Tools for Schools program to ensure every child at Hartley Elementary has access to school supplies.

Since 2018, we’ve invested $50,000 into Zenger Farm’s CSA Partnerships for Health program that expands access to fresh produce and good nutrition to underserved families.
As a grantee, we ask that you use social media to discuss how you’re using the funds CareOregon has invested in your program(s). This is for three key reasons:

1. CareOregon takes our role as community stewards seriously. So your public-facing posts are necessary to help us be as transparent as possible about the grants we’re making.

2. Social media is a powerful tool for you to tell your organization’s story in your own words. Facebook, Instagram, Twitter, LinkedIn and YouTube offer great opportunities to reach more of the people you’re trying to help.

3. Social media can also help shine a light on your efforts to wider audiences that might not otherwise know about you.
Social media best practices

There are no guarantees of how to get Likes or Shares. But there are a few best practices we suggest:

► Use a photo or image whenever possible. Pictures attract attention, evoke emotion and bring your story to life.

► Talk about impact. What you’re doing is important. Be sure to share details, like what, where and how many people you helped. Quantify the impacts you’re making in people’s lives.

► Use hashtags. At the risk of overexplaining, hashtags are simply topics preceded by a hash, pound or number sign. This thing: #. They are essential to making your message discoverable on social sites. Plus, they can let you ride the coattails of an existing topic that’s already trending. Say you work for an organization that helps feed people. If you add the hashtag #EndHunger, suddenly your post is part of a global community all working toward the same end.

► Tag CareOregon in your posts. This is not only for the financial transparency reasons discussed above, but because we want to help promote the good you’re doing. When you tag us, we can spread your story’s reach by liking and sharing your posts.

Sample Facebook post

Your post(s) should describe the impact you’re making and talk about the communities you serve. Remember to tag CareOregon and use hashtags, e.g. #careoregoneffect or #careoregongrantee.

Your image(s) should reflect the energy and emotion of what you’re trying to achieve. Images showing beneficial effects are better than, say, boardroom luncheons.

Here are CareOregon’s social media addresses and handles for tagging purposes:

facebook.com/CareOregon
@CareOregon (Facebook, Instagram, Twitter)
linkedin.com/company/careoregon
youtube.com/user/CareOregon
Learn more about Community Giving Grants and some of the other CBOs we’ve recently partnered with at: [Community Giving Grants](#)

We’ve invested $10 million over the past 10 years in Oregon CBOs. You can check out a list of past recipients at: [Community Giving Grant History](#)

See how the power of helping just one person or family can transform entire communities at [the CareOregon Effect](#).

Find out if you may be eligible for the Oregon Health Plan (OHP) [here](#).

**Other ways we can help**

We are at your service and are glad to offer other resources upon request, such as:

- Visibility on CareOregon’s social media channels: [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#), [Twitter](#)
- Giving you access to the CareOregon volunteer program. Please send us information re: volunteer opportunities within your organization and we will disseminate to our staff: [CareOregonVolunteers@careoregon.org](mailto:CareOregonVolunteers@careoregon.org)
- Helping you find sponsors for upcoming events. Please visit our [Community Giving Grants](#) page and submit an application via [Zoomgrants](#)
- Providing letters of support to other funders. Email your request to: [CommunityGivingGrants@careoregon.org](mailto:CommunityGivingGrants@careoregon.org)

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