



Community Giving Grant Media Kit

Welcome to CareOregon Community Giving. Your organization is making the world a better, healthier place and we're proud to be your community partner. This document offers some background on CareOregon, our Community Giving program, social media best practices and logo usage.

We look forward to working together to make Oregon communities stronger.





We are CareOregon.

CareOregon is a nonprofit providing health insurance services to meet the health care needs of more than 500,000 Oregonians every day. We ensure access to free physical, dental, and mental health care and substance use treatment through the Oregon Health Plan (OHP).

But we're well aware that good health is more than just health care. That's why our Community Giving Program has contributed more than \$20 million in the last 10 years to increase access to food, housing, education and more. It's also why we support community benefit organizations (CBOs) like yours, which work to build stronger, more equitable communities.

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



Community Giving epitomizes everything CareOregon stands for. Our mission is to build healthier communities and, since 2020, we've invested more than \$10 million into Oregon CBOs through grants and sponsorships.

CareOregon funds projects and programs that contribute to the health and resiliency of the communities we serve. Our giving efforts are centered on one goal — to improve health equity in our region by removing barriers to health. Our Community Giving program focuses on housing, education, social determinants of health, and support for culturally and linguistically specific organizations.

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



Since 2016, we've focused our grants and sponsorship support on culturally and linguistically specific organizations that combat health disparities and other impacts of institutional racism. More than 40% of our total community giving goes to these organizations.

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In 2020, in response to the COVID-19 pandemic, we awarded more than \$1 million to 70 CBOs. Grants focused on direct client support, emergency operations and innovative approaches to responding to the pandemic.

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In 2021, CareOregon continued responding to the pandemic by providing more than \$5 million in community giving grants and sponsorships to CBOs in our service area.

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Using CareOregon's logo

Thank you for recognizing CareOregon's contribution, where appropriate. Here are some best practices for using our logo:

- ▶ When possible, use the vertical version of our logo.
- ▶ Maintain the logo's proportions — don't squish, stretch or rotate it, or split it into pieces.
- ▶ Make sure the logo is big enough:
 - » Vertical version: At least 1" wide on print materials or 100 pixels wide for digital.
 - » Horizontal version: At least 1.25" wide on print materials or 200 pixels wide for digital.
- ▶ Only use the all-white version of our logo if it will be reversed out on a dark background. Do not put the logo on backgrounds with patterns.



Social media best practices



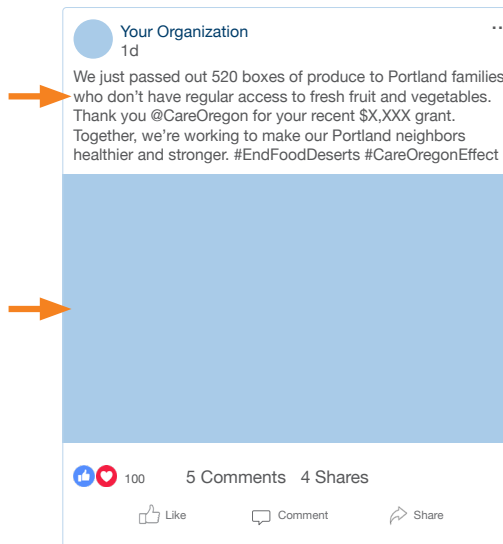
There are no guarantees of how to get Likes or Shares.
But there are a few best practices we suggest:

- ▶ Use a photo or image whenever possible.
- ▶ Share the details of the impacts you're making in people's lives.
- ▶ Use hashtags to help your post be found.
- ▶ Tag CareOregon in your posts so we can help promote the good you're doing.

Sample post

Your post(s) should describe the impact you're making and talk about the communities you serve.

Your image(s) should reflect the energy and emotion of what you're trying to achieve.



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

- ▶ [@CareOregon](#) (Facebook, Instagram, Twitter)
- ▶ [linkedin.com/company/careoregon](https://www.linkedin.com/company/careoregon)
- ▶ [youtube.com/user/careoregon](https://www.youtube.com/user/careoregon)

Links and other information



Learn more about Community Giving Grants and some of the other CBOs we've recently partnered with at: [Community Giving Grants](#)

We've invested \$20 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 about volunteer opportunities within your organization and we will disseminate to our staff: CareOregonVolunteers@careoregon.org
- ▶ Providing sponsorships 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

careoregon.org

