Community Engagement & Impact

UMPQUA HEALTH

SHARE FUNDING GUIDANCE

2025

Contents

This document will provide guidance to help our partners:
1) Understand the SHARE program and if applicable;
2) Apply for SHARE funding in 2025 for projects that will start in 2026

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OVERVIEW OF SHARE PROGRAM

SHARE: (Supporting Health for All through Reinvestment) is a program established by the Oregon Health Authority that requires Coordinated Care Organizations (CCOs) to reinvest a portion of their net income back into their communities. The goal is to address health equity, social determinants of health, and improve overall well-being by funding community-driven projects that create lasting impact. In 2025, UHA has a total of **$1.6 million** in SHARE funding available for projects in our service area.

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OHA REQUIREMENTS OF SHARE SPENDING INITIATIVE

Requirements of SHARE: The SHARE Initiative includes the following program requirements:

- **Requirement 1: SDOH-E domains & Housing Priority** All projects selected must meet OHA's definition of social determinants of health & equity (SDOH-E) and fall into one or more of the four domains: Economic Stability, Neighborhood & Built Environment, Education, and Social & Community Health. In addition, UHA must invest in at least one project that funds a statewide housing priority.

- **Requirement 2: Community Health Improvement Plan Alignment** Projects must align with community priorities from the UHA Community Health Improvement Plan 2025-2029.

- **Requirement 3: SDOH-E Partners** A portion of funds distributed must go directly to a SDOH-E partner. The definition of SDOH-E partner is broad and includes many types of organizations but they primarily address individual social needs or work for policy and systems change to address SDOH-E.

- **Requirement 4: Community Advisory Council Role** UHA will designate a role for our Community Advisory Council (CAC) related to the projects selected to receive SHARE funding.

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THE FOUR DOMAINS OF SDOH-E

Projects must target at least one of the four domains of SDOH-E below. Examples of projects are provided.

- **Economic Stability** refers to a person's ability to access steady income, employment, & financial resources to meet basic needs like housing, food, and healthcare. Examples of projects ideas include access to quality childcare, food security, and workforce development.

- **Neighborhood and Built Environment** refers to the physical surroundings where people live, work and play. This includes access to safe housing, transportation, parks, and other environmental conditions which directly impact health and well-being. Examples of project ideas include increased access to healthy food and availability of safe, public space for play.

- **Education** refers to access to quality learning opportunities across the lifespan, from early childhood through adulthood. Educational attainment is closely linked to long-term health outcomes and overall well-being. Examples of project ideas include expansion of early childhood education and development, and increasing rates of high school graduation.

- **Social & Community Health** refers to relationships, support systems, and the sense of belonging people experience in their communities. Strong community ties & inclusive environments are essential for mental and physical well-being. Examples of project ideas include building capacity for social-emotional health resources for families and children and increasing community engagement.

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# STATEWIDE PRIORITY: HOUSING-RELATED SERVICES & SUPPORTS

Due to a statewide housing crisis, OHA identified housing-related services and supports as a statewide priority of SHARE Initiative Spending.

- **Housing-related supports and services** refers to the services and supports that help people find and maintain stable and safe housing. Projects that meet the housing related supports and services requirement must also fall into one or more of the four SDOH-E domains. Examples of project ideas include providing navigation services for those experiencing houselessness and creating permanent, affordable housing for low income residents.

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What is not eligible for SHARE funding?

Medicaid Services	General Administrative Costs	Promotional Costs
Any Medicaid services under 1115 waiver	Medical equipment for billable services	Political Campaigns
Any activities targeted exclusively at care delivery	Sponsorships, Advertising	Advocacy specific to CCO operations
HRS, ILOS may not double-count spending	Member incentives	Promotional items for general distribution
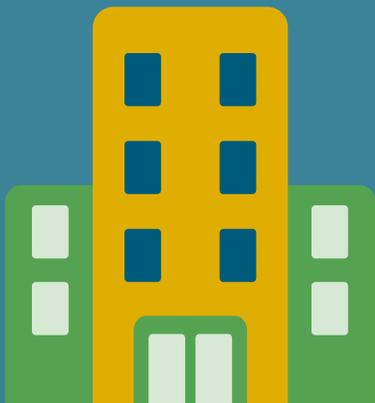
*Unlike CHP funds, SHARE can be used for capital spending

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APPLICATION PROCESS

Umpqua Health Alliance (UHA) is excited to offer **2025 SHARE Funding** to support community projects aligned with the Community Health Improvement Plan (CHIP) 2025-2029. Below are the steps to apply:

Review Funding Guidelines

- Ensure your project aligns with UHA's CHP 2025-2029 and meets SHARE funding Guidelines **(OAR 410-141-3735)**

- Projects should demonstrate broad **community support**, **collaboration**, and a **lasting impact** on Douglas County.

- After reviewing both the **CHP 2025-2029** and this guidance document, please submit a **Request for Application**. This application will help determine if **SHARE** is the best path for funding your project.

Application Timeline

- **May:** Announcement of available funding, May 15
- **June:** Umpqua Café: SHARE your Vision, June 25
- **July:** Guidance documents available July 1, Request for Application opens
- **August:** Applications are due August 29, 2025
- **September**: Review of applications begins
- **October**: Awards will be announced by October 31, 2025
- **November:** Contracting process begins
- **December:** Funds will be distributed by December 31, 2025

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APPLICATION: A Video

Preparing the Application

- **SHARE your Vision**- in a video! Storytelling is powerful. This year, instead of a written application, we are asking for a **short video** (5-7 minutes). We want to hear directly from the people closest to the work-your voice, your passion, your lived experience. Specific instructions of what to include in the video are included in this guidance document.

Submit the application

- A link to a Smartsheet application will be sent upon review of the "Request for Application." The lead organization will submit the simple application along with the video for the project. Both the **smartsheet application and video** must be submitted for review.

- As the online application is a video combined with a simple smartsheet, applicants are advised to allow enough time to complete the submission. **UHA Team Community** is committed to supporting our partners as we work together to positively impact the health and well-being of our region. To best assist you, please allow ample time for technical support—don't wait until the last minute to reach out. We're here to help! Contact **UHreports@umpquahealth.com**

- All applications are due close of business on **August 29, 2025.**

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Review Process

Application Review & Selection

- Applications will be reviewed by the UHA Community Advisory Council (CAC) and UHA Leadership together with the BOD between September- October 2025.

- Selection will be based on alignment with the four domains of SDOH-E, reflection of our priorities in the UHA CHP 2025-2029, feasibility, and potential community impact.

- Applicants may be contacted for additional information or presentations. In addition, the video submitted may be shared publicly.

Award Notification

- Selected applicants will be notified by October 31, 2025. Submission of an application does not guarantee funding of the project by UHA.

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FOUNDATION OF THE COMMUNITY HEALTH IMPROVEMENT PLAN

UHA: Umpqua Health Alliance is one of 16 coordinated care organizations in Oregon that has served members of the Oregon Health Plan since 2012. Deeply rooted in Douglas County, UHA connects more than 40,000 OHP members to physical, behavioral, oral, health care through an integrated network of providers. Proud to call the Umpqua Valley its home, UHA collaborates closely with their community partners to evaluate ongoing health care needs and issues while collaborating on local solutions. UHA is managed through a locally based board of directors and **Community Advisory Council** (CAC) that ensures local health care needs are met.

CHA: In 2023, collaborative efforts of community and organizational partners led by UHA created the Community Health Assessment (CHA), a comprehensive review of the current health status of our shared communities and our most pressing health needs. This CHA identified evidence that suggests it is important to continue to focus on the four priority areas of:

- **Social Determinants of Health**
- **Behavioral Health & Addictions**
- **Families & Children**
- **Healthy Lifestyles**
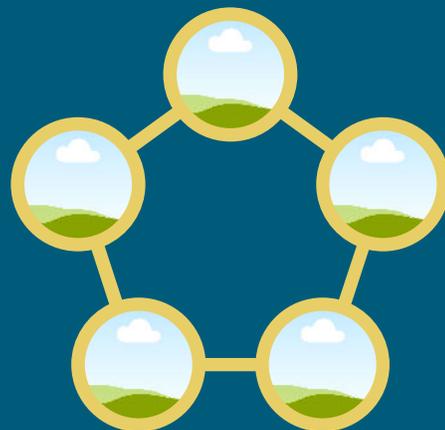
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CHP 2025-2029

UHA COMMUNITY HEALTH IMPROVEMENT PLAN

CHP: The Umpqua Health Alliance (UHA) Community Health Improvement Plan (CHP) envisions a Douglas County where everyone can achieve health and optimal well-being in an environment of access, equity, and resilience. To achieve this vision, Douglas County communities are working on eliminating health disparities by embracing community voice, establishing trusted partnerships, and implementing evidence-based strategies and best practices to achieve equitable health outcomes for all. **CHP 2025-2029 i**s a detailed roadmap that documents how UHA and its partners will address the four priority areas identified through the community health assessment. It is critical for creating a shared plan of strategies and actions to address the top health priorities for our region. It enables Douglas County to track progress, celebrate achievements, and modify course as the work unfolds to achieve greater and more equitable health for its communities. Through the unified commitment from multiple sectors across the county, we anticipate positive impacts on the issues the community finds relevant.

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ALLIANCE

Douglas County, Oregon
2025-2029 Community Health Improvement Plan

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UHA aims to create a local health care system that is responsive to the needs of the community.

UHA's **Community Advisory Council** (CAC) includes community members and representatives from healthcare and related organizations from across Douglas County. The CAC meets monthly to evaluate healthcare needs, issues, and strategies for increasing access and improving the delivery of services. Among the CAC's activities are also issuing annual grants to support community programs aimed at creating a healthier Douglas County. The CAC also leads a detailed Community Health Assessment (CHA) every five years to help guide local services and inform program planning.

Since 2018, UHA has partnered with dozens of community partners and provided over $31,000,000 in grant funding to improve the health and well-being of the community we serve.

UHA Community Engagement & Impact

https://www.umpquahealth.com/

2025 SHARE GRANT

VIDEO GUIDE

What to include in your video?

- *Who you are and the name of the project*
- *How your project targets the root cause of health inequities and SDOH*
- *Your bold, community-driven idea and the (SMART) goals of the project*
- *How your projects aligns with the CHP*
- *Total budget including funds already received, and request of SHARE funding*
- *Key partners and collaborators*
- *Target populations and service area*
- *The evidence based strategy and best practice implemented*
- *The measurable change possible within 5 years (expected outcomes) and how your project will leave a lasting impact for generations to come*
- *The plans for sustainability*

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HOW TO SUBMIT YOUR VIDEO
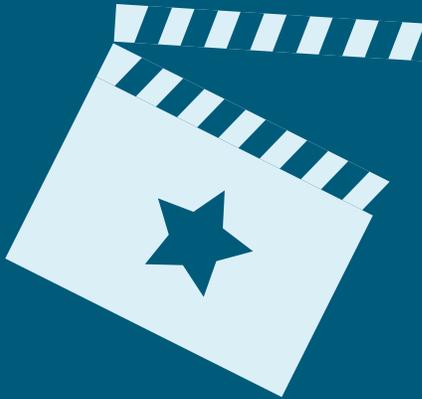
Submit your video to
uhreports@umpquahealth.com

Complete the supplemental
Smartsheet application

Technical assistance is available
by request

SUBMIT APPLICATIONS BY 5 PM
AUGUST 29TH, 2025

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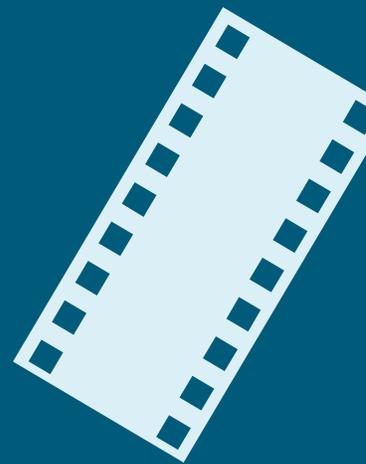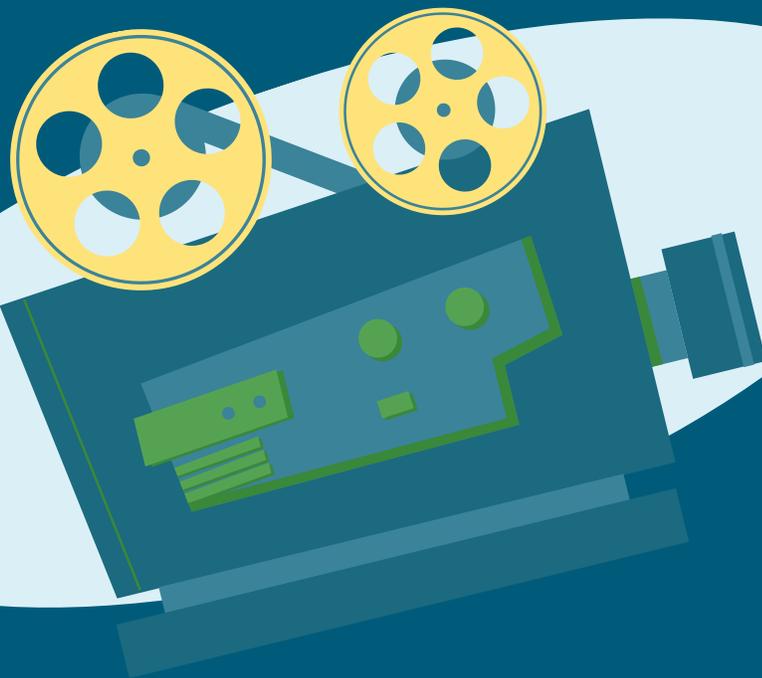
FREE VIDEO EDITORS

CapCut
Mac, PC, Android, IOS
Great for Beginners

DaVinci Resolve
Mac, PC
Intermediate to Advanced
Level Edits

Canva
Mac, Pc
Best for those already familiar
with Canva

iMovie
Mac, IOS
Perfect for Beginners or
Advanced Users

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VIDEO TIPS

- Tailor your message to address what your audience is looking for: impact, innovation, equity, collaboration, etc.

- Stay authentic, but plan your key talking points. Introduce who you are, explain your project, share why it's important, and describe how the grant funds will make an impact.

- Keep it short & focused. Aim for 5–7 minutes. Start strong and stay clear on your ask.

- If possible, shoot at the physical location where the work is happening or will happen.

- Show, don't just tell. Include shots of the space, community members, or examples of past work.

- Invite key partners to join. A short clip from a collaborator, stakeholder, or community member shows shared investment and teamwork.

- Let different people speak to different parts of the project: impact, need, and sustainability.

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