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**FOR IMMEDIATE RELEASE**

**DATE**: [Date you Send], 2023  
**CONTACT**: [Your Name], [Title]

[Your Organization Name]  
**Phone**: [123-456-7890 x 123]

**Email**: [mary@gmail.com]

**[Organization Name] receives [$ amount] program investment  
from Nantahala Health Foundation**

[Your organization’s name] of [your community] has received a [$ amount] investment grant from Nantahala Health Foundation to fund [summarize general type of program/project, in one sentence].

Grant investment funds from Foundation will be used to …[refer to your grant award letter to get more specific here about how funds will be used, what your project entails, and how it will benefit others. Length could be anywhere from a couple of sentences up to a few paragraphs, but keep total news release length to one or two pages. If more information is needed, send a fact sheet or other BRIEF background. Reporters will ask you if they need more.]  
  
Include a “quote” here from your board chair or executive director similar to this: “Nantahala Health Foundation’s grant investment is essential in our effort to … *say why the funds will be so helpful and what they will allow you to accomplish*,” said [officer’s name and title]. “This project’s support for individuals in need would not have been possible with this support from Nantahala Health Foundation (and other support, if available).”

Another paragraph or two could include a story about a client who benefitted or will benefit from this program. The basics of telling this type of story are:

* **Define your character and their goals**

The goals of your character are what drive them and your story forward. For instance, an underprivileged young person may dream of becoming a doctor one day.

* **What’s the conflict?**

A story is incomplete without a conflict. What are the challenges? What’s preventing your character from achieving their goals? It could be poverty, gender bias, social disapproval, or a deadly disease.

* **Time for action**

How is your organization helping the character face these challenges? Show how your nonprofit is supporting them in achieving their goals and how donors and volunteers can be a part of this story.

* **The mission continues**

If you’re looking to increase your donor base and revenue, your audience should know that the fight isn’t over. Going with the same theme, share how your nonprofit is planning to overcome newer challenges.

**About [Your Organization’s Name]**

[Your organization] is a nonprofit organization serving [geographic area] with [type of service you provide]. OPTIONAL: Provide a brief sentence that summarizes the good you have done; for example: *Established in 1998, ABC Organization has partnered with families to raise children in a nurturing environment full of dignity and respect. For more information about [your organization] and how you can support this community effort, please call [contact name optional] at [your phone #], or visit our website at www...*

**About Nantahala Health Foundation**

Nantahala Health Foundation partners with nonprofit organizations and governmental agencies in Cherokee, Clay, Graham, Jackson, Macon, and Swain counties and the Qualla Boundary to improve health and wellness outcomes for all. By addressing the root causes of health inequities and by removing barriers to quality healthcare, education and economic opportunities, NHF’s impact is broadly felt in its partnerships with regional change-makers.

Since its launch in 2019, Nantahala Health Foundation has employed its grant-making programs to award more than $3.46 million in support to some 175 programs, all of which have contributed a total regional investment of more than $14.4 million and the improvement of thousands of lives. NHF’s work in the region, which were launched with a modest $15 million investment under the direction of a volunteer board of directors, requires public support if it is to continue to serve as one of Western North Carolina’s most influential health-related philanthropic entities. Those who wish to learn more about their work within the region and how best to support it are invited to visit their website at [NantahalaHealthFoundation.org](https://nantahalahealthfoundation.org/) or call 828.634.1527.

**About Social Drivers of Health**

Social determinants (or drivers) of health, coupled with lifestyle choices based on their availability and ease of access, directly impact more than 80 percent of an individual’s health outcomes, leaving only about 20 percent resulting from clinical care. Long-term research finds are undeniable: Social drivers of health and actively taking advantage of beneficial lifestyle choices when they are available and accessible far exceed cumulative physician visits when it comes to predicting an individual’s health outcomes.

According to the U.S. Department of Health and Human Services’ Healthy People 2030 report, social drivers of health for individuals can be grouped into five categories:

* economic stability
* education access and quality
* heath care access and quality
* neighborhoods and built environments
* social and community context

All too often, however, these health drivers contribute to disparities and inequities within some communities. For example, people who do not have access to grocery stores with healthy foods are less likely to have good nutrition. This lack of access raises their risk of life-threatening health conditions like heart disease, diabetes, and obesity — and even lowers their life expectancy relative to people who do have access to healthy foods, according to Healthy People 2030.

**When including Photos and Captions:** A picture truly is worth a thousand words. When possible, include a photo that illustrates your project. Be sure those pictured have agreed to the use of their image or use an image that disguises your clients’ identities. When faces are clearly seen, identify those pictured from left to right by name and title. Finally, be sure to credit the photographer or source of the image.