

Sustainability Strategy

AHA recognizes the many superb healthcare agencies serving Aurora, and strongly believes that a truly healthy Aurora is contingent on collaboration between these distinct entities. AHA is dedicated to creating a space in which collaboration is possible and encouraged so that Aurora may become not only a city of healthcare stars, but one of healthcare constellations.

By supporting AHA, organizations demonstrate their commitment to joining the effort to work together, across agencies and disciplines, to create a healthcare landscape that is more successful, understandable, and effective for patients and systems alike.

AHA works collaboratively to improve access to care and create a healthier Aurora by increasing access, expanding coverage, and building collaboration!



Community Outreach

- ❖ AHA has served as Aurora's community health alliance since 2011. We have built a robust community outreach capacity:
 - o We have more than 1,900 members who are interested in healthcare and health access issues in Aurora.
 - o These members represent more than 310 organizations and groups.
 - o We disseminate a monthly e-newsletter to our members that includes AHA news, community updates, and a Partner Spotlight.

Community Engagement

- ❖ AHA has built a strong community engagement capacity whereby people and organizations come together to learn about and address healthcare access issues:
 - o The 2017 Kids Convening and 2017 Senior Forum SOLD OUT, with more than 100 registrations.
 - o Representatives from more than 125 organizations participate on AHA work groups and task forces.
 - o Quarterly Community Meetings consistently attract 75-100 participants

COMMUNITY ACCESS COVERAGE COLLABORATION HEALTHCARE

Sustainability Strategy

Our goal is to raise \$100,000 through affiliate memberships and sponsorships, contributed by organizations and businesses located in and serving the Aurora community. These funds will be used to support and sustain AHA's core staff and operations.

AHA is committed to keeping its fixed costs low. We do this by contracting for staff, rather than employing staff, which also allows us to be nimble in acquiring the skills and expertise we need as projects arise. We also do not maintain a physical office for AHA, which saves fixed costs like rent and utilities, and affords us the opportunity to partner with many organizations throughout Aurora in hosting meetings and events.

Once we can demonstrate that AHA's base funding comes from the community we serve, we'll be better able to negotiate for and secure grants and fee-for-service dollars to supplement our services and specific projects.

If you, or your organization has benefitted from AHA's efforts, please help us sustain our capacity by becoming an Affiliate.

AHA Affiliate Levels and Benefits

AHA Affiliate Support can take the form of membership or sponsorship, whichever meets an organization's community-giving processes or strategy. All affiliates will be recognized through social media, at AHA events, and in appropriate materials & publications. In addition, these benefits are awarded to Affiliates at various levels:

Benefit	Platinum \$15,000 +	Gold \$10,000 +	Silver \$5,000 +	Bronze \$2,500 +	Copper \$1,000 +	Other Precious Metals \$250 +
Logo on AHA website page. Recognition on social media, at AHA events, and in appropriate materials & publications	✓	✓	✓	✓	✓	✓
Organizational snapshot on AHA website and sponsor materials	✓	✓	✓	✓	✓	
	✓	✓	✓	✓		
Link to your organization's website	✓	✓	✓			
Feature article in AHA's monthly enewsletter	✓	✓				
Your organization may suggest a representative to serve on the AHA Board	✓					

To find out more or to arrange your Affiliate Support for AHA, please contact
Denise Denton - Executive Director - ddenton@aurorahealthalliance.org - 303-941-0181

**AHA also offers sponsorship opportunities at additional levels for events, quarterly community meetings, newsletters, work groups, projects, etc. talk to an AHA board member or staff person for more information.*

COMMUNITY ACCESS COVERAGE COLLABORATION HEALTHCARE