



Kaiser Permanente
Northern California Region
South Bay Public Affairs
Santa Cruz County

SPONSORSHIP GUIDE 2020

Introduction

For over 70 years, Kaiser Permanente's social mission has been the foundation of its community service programs. As a values-driven, not-for-profit integrated health care organization, Kaiser Permanente is dedicated to improving the health of its members and the communities it serves. Through partnerships with community organizations and government entities, Kaiser Permanente strives to benefit the community by addressing issues and concerns that affect overall community health. These partnerships are built on the sharing of knowledge and resources between Kaiser Permanente and health-related community service organizations. Kaiser Permanente brings a variety of resources to these partnerships: cash grants to support community activities, volunteers, and in-kind donations.

Kaiser Permanente South Bay Public Affairs coordinates funding and resources which support community partners, organizations, and agencies across Santa Cruz County.

Funding Priorities

Kaiser Permanente South Bay Public Affairs will consider sponsorship requests for local community activities and civic events within Santa Cruz County, under two categories - **Public Affairs** or **Community Health**.

To request an in-kind donation, speaker, or use of the “Kaiser Permanente in the Community” logo which would benefit the community, please use this application.

Public Affairs sponsorship requests, which include Community and Government Relations and Marketing, must be in alignment with our Total Health approach. Total Health is clinical, behavioral, environmental, and community strategies for improved health, including equitable and affordable care. This includes, but is not limited to, a focus on:

- Healthy Schools
- Healthy Workforce
- Health Policy

Types of requests that will be accepted for consideration by Public Affairs include, but are not limited to:

- Special events
- Public policy briefings
- Health forums
- Health campaigns and initiatives

Please refer to the eligibility section for a list of activities that are not eligible for funding.

Community Health sponsorship requests must be in alignment with one of the identified Community Benefit priority areas, which include:

- **Healthy Eating/Active Living:** Increase access to healthy foods, and knowledge and skills about healthy eating; and increase physical activity among children, youth and adults
- **Homelessness:** Increase opportunities and services for individuals to ensure safe housing
- **Access to Care:** Increase access to health care services for low-income and uninsured individuals
- **Mental Health & Wellness:** Provide tools and support for children, youth, and families to improve self-care and positive coping skills

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Types of requests that will be accepted for consideration for Community Benefit include, but are not limited, to:

- Health Conferences and Forums
- Data and Evaluation on Community Needs
- Health Campaigns and Initiatives

This guide is for sponsorship requests only. To request a grant from the Community Benefit program, please visit our website to view the grant funding priority areas and eligibility guidelines: <https://thrive.kaiserpermanente.org/care-near-you/northern-california/santacruz/about-us/our-community/grants/>

Eligibility Guidelines

Kaiser Permanente will consider requests for organizations that fall within Santa Cruz County. In an effort to better coordinate and support our external investments, applicants are being asked to bundle all of their sponsorship funding requests into one application. As part of the application, applicants will also be asked to disclose any current funding, including sponsorships and grants received. Applications will be evaluated based on the total investment being requested by Kaiser Permanente.

Sponsorship awards typically range from \$500 - \$5,000.

If your funding request exceeds \$10,000, please contact Public Affairs at southbaysponsorships@kp.org. Please include "Sponsorship Request over \$10,000" in the subject line.

Kaiser Permanente charitable contributions are limited to organizations that are exempt from taxation under section 501(c)3 of the Internal Revenue Code; or are classified as a 509(a), government agency or a public entity.

Requests from the following types of organizations or activities and purposes that are **not** eligible include:

- Partisan political: Political candidates, activities, or organizations
- Fraternal athletic activities
- Field trips, tours or camps
- Endowments and memorials
- International or social organizations
- Fundraising events such as door prizes, raffles, telethons, walkathons, and auctions
- Capital funding for the purchase of equipment, construction, or renovation
- Requests that benefit an individual, family, or group
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- Health care research
- Travel expenses
- School-affiliated orchestras, bands, choirs, drama groups, yearbooks, class parties, or class or team projects
- Personal appeals for funding of individual medical care, insurance coverage for individuals, scholarships, tuition, educational expenses, conference registration, etc.
- Job training programs
- Organizations that do not comply with Kaiser Permanente's anti-discriminatory policy
- National conferences
- Pageants
- Advertising activities

Selection Criteria

All requests are reviewed and approved by a charitable contributions committee that includes Kaiser Permanente leadership. Applications will be evaluated based on the total investment being requested by Kaiser Permanente. Successful events or projects will demonstrate:

- Tangible benefits associated with the partnership
- The opportunity to create long-term value
- The ability to reach targeted audiences and build relationships
- Positive exposure and significant visibility for the Kaiser Permanente brand
- The potential for the event/project request to be leveraged with additional resource investment
- The potential for long-term, sustainable relationships
- Event/project reach or impact
- Support of at least one of the identified Community Benefit priorities and/or one Total Health Goal

Sponsorship Requirements

- Funding must be used within a year of receipt of check
- Recipients must submit a receipt-of-payment acknowledgement letter within 10 days of receiving payment
- Recipients will be required to submit a summary of the event/project outcomes which may include: numbers and population served and the impact the event/project had on the participants. The submitted summary may be used in a variety of ways including as the basis for an article in the Kaiser Permanente South Bay Community Newsletter
- Recipients must provide immediate written notice to Public Affairs if significant changes or events occur during the term of the award that could potentially impact the progress or outcome of the funded event/project, including but not limited to:
 - changes in recipient's management personnel
 - loss of funding
 - revocation or suspension of the recipient's tax-exempt status (if applicable) or license
- Funds shall be expended for the purpose(s) stated in the sponsorship in accordance with the agreement. Modifications may be made only with prior written consent of Public Affairs
- Recipients shall keep accounting records of receipts and disbursements of funds
- Recipients must work with Kaiser Permanente Public Affairs staff for any planned media attention for the funded project
- Recipients will submit for approval to Public Affairs staff copies of all fliers, educational handouts, and materials that mention Kaiser Permanente's support prior to distribution

Sponsorship Selection Process and Timeline

Applicants who wish to apply for multiple events/projects for 2020 are asked to submit only **one application which provides all of the information necessary in each required field that pertains to each event/project.** Applicants must submit their application by the first deadline below that applies to the first event/project they are requesting support for.

Applications are accepted and reviewed according to the following cycles:

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- **Cycle 1 (events/activities to be held January – June)**
Applications Open – November 1, 2019
Application Deadline – December 2, 2019
Notification – January 20, 2020
- **Cycle 2 (events/activities to be held July– December)**
Applications Open – April 10, 2020
Application Deadline – May 11, 2020
Notification – June 15, 2020

Applications will be forwarded for review if they meet funding criteria as outlined in this guide. Applications are not considered complete until all attachments are submitted and validated. Former and current recipients of Kaiser Permanente South Bay funding must be in good standing, having submitted all required reports, in order to be considered for a sponsorship.

Sponsorship Request Submission Process

Requests are received using our online application request tool. We strongly recommend that you review the **Mosaic User Guide for Sponsorship Applicants** and the **Mosaic Application Sample** that can be found on our sponsorship website. We encourage you to use the application questions provided in the Mosaic Application Sample document and prepare your application responses in Microsoft Word for ease in completing the online application.

Accessing the Online Application Request Tool

Sponsorship Application Website: <https://mosaic.versaic.com>

Application Access Code is: CRUZ!@SP1

Prior to submitting your online application

You have the ability to review your application prior to submission. Please note that once an application has been submitted, it **cannot** be edited.

Questions

Please submit all questions related to the sponsorship process to southbaysponsorships@kp.org.

Questions, requests, and application materials submitted to individual staff **will not** be reviewed or considered.

**Thank you for your interest in the
Kaiser Permanente South Bay Sponsorship process for Santa Cruz County!**