



## Kaiser Permanente East Bay Sponsorship Program **Guidelines**

Thank you for your interest in the Kaiser Permanente East Bay Area Sponsorship Program. Each year through our programs, we support local organizations that are working to improve the health of the communities we serve.

For over 65 years, Kaiser Permanente's social mission has been the foundation of its community service programs. 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. Kaiser Permanente engages the community and brings a variety of resources to these partnerships: cash grants to support community activities, volunteers, and in-kind donations. Community engagement is how we strengthen our relationships in the community to better understand and support community needs in a meaningful way and improve the health of the communities we serve.

Kaiser Permanente East Bay Public Affairs coordinates funding and resources to support community partners, organizations and agencies across our East Bay Area, which encompasses the following cities in Northern Alameda and West Contra Costa counties: **Oakland, Alameda, Albany, Berkeley, Emeryville, Piedmont, El Cerrito, El Sobrante, Hercules, Pinole, Richmond, Rodeo and San Pablo.** Both the organization and the program for which funding is being requested must be based within our service area.

### **PUBLIC AFFAIRS SPONSORSHIPS**

The Kaiser Permanente East Bay Public Affairs department will consider sponsorship requests for local community activities and civic events, under the Community Relations or Community Benefit programs.

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

- Special events e.g. health fairs, dinners, lunches, cultural events or fundraisers
- Conferences, forums and symposia
- Health education forums
- Health campaigns and projects

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

- Healthy Eating Active Living (HEAL)
- Access to Care and Coverage
- Mental and Behavioral Health
- Community and Family Safety

**Requests should be submitted a minimum of 60 days prior to the event or start of the project.** Requests will be funded only for events or programs within the current fiscal year. **If your application is not received prior to the deadline it will not be considered.**

### **IN-KIND SUPPORT**

If, in addition to monetary support, in-kind support is requested for your event/project such as tabling/staffing support, health education materials, promotional items or speakers, please provide details in the **in-kind section** of the application.

If your request is only for in-kind support and not monetary, it is not required to fill out the Sponsorship Application. Please use [this form](#) instead.

### ELIGIBILITY GUIDELINES

Kaiser Permanente will consider requests from qualified organizations that serve our East Bay Area only (Northern Alameda and West Contra Costa Counties).

Sponsorship awards typically range from \$1,000 - \$5,000.

Only nonprofit or public benefit organizations are eligible to receive funding; unincorporated groups or agencies can make arrangements to utilize an eligible nonprofit organization as a fiscal sponsor.

- Projects must address needs in the East Bay Area.
- Funds must be used to serve vulnerable populations within Kaiser Permanente's East Bay Area (Oakland, Alameda, Albany, Berkeley, Emeryville, Piedmont, El Cerrito, El Sobrante, Hercules, Pinole, Richmond, and San Pablo).
- Strategies must be consistent with the values and mission of Kaiser Permanente.
- Funds must be spent by the end of the same year as the award was given
- A summary evaluation report of the event/project is required within 30 days after the event/project.
- This application is for community organizations. Kaiser Permanente physicians and employees are ineligible to submit requests for funding on behalf of a community organization
- Requests will be funded only for events or programs within the current fiscal year.
- If your application is not received prior to the deadline it will not be considered.
- **Requests should be submitted a minimum of 60 days prior to the event or start of the project.**

### DEADLINES FOR 2017

April 7

June 2

August 4

October 6

### FUNDING LIMITATIONS

Kaiser Permanente East Bay Area Public Affairs Department will not consider funding requests from the following types of organizations or for the following activities/purposes:

- Political campaigns\*
- Contributions to endowments or memorials
- Emergency loans
- Youth sports leagues
- Field trips
- Religious purposes\*\*
- Individuals and/or personal requests such as scholarships, individual tuition, payment for educational purposes, conferences, etc.

\*As a nonprofit organization, Kaiser Permanente is legally prohibited from funding political campaigns.

\*\* Kaiser Permanente may fund faith organizations providing secular programs that serve the greater community. These organizations must apply under a fiscal sponsor. A community nonprofit partner with an eligible 501(c)3 IRS status can apply for funding as a fiscal sponsor on behalf of an inter-faith collaborative.

## **CONFLICT OF INTEREST**

Please disclose any potential conflicts of interest with our organization in the application including Kaiser Permanente executives, managers, directors, physicians or other employees or their family members:

- Serve as a board member, director, officer, manager, employee or fiduciary agent of your organization; or
- Have a compensation arrangement or financial interest with your organization

## **PROCESSING GUIDELINES**

All applicants receive a system-generated email confirmation that their application has been submitted. Your request may take **6-12 weeks to complete processing**. Please submit your requests early with the required documents.

**Please provide** any additional information regarding logistics in the application and **confirm** with KP staff post-approval. This includes logistics such as advertising, appropriate use of the Kaiser Permanente logo, Kaiser Permanente guest attendees, and other coordination items.

## **TANGIBLE BENEFITS**

The application includes a section about tangible benefits. A tangible benefit is a good or service received **by Kaiser Permanente** from an organization as part of a sponsorship such as meals, conference registrations or ticket costs associated with meals/seats for galas and fundraisers.

This non-tax deductible amount should be **disclosed accurately** by the requesting organization **at the time of the request** to ensure timely processing.

## **REQUIRED DOCUMENTS**

The following documents are **required for submission** and must be uploaded as part of the submission. The application cannot be submitted through the online system without attaching these documents.

- 1. Request on organization's letterhead:** the request on organization's letterhead should include the legal name of organization, organization's address, amount requested, project title and how the funds will be used.
- 2. Tax exempt status letter from IRS**
- 3. Current list of Board of Directors** and their affiliations
- 4. An itemized project budget and list of all other revenue sources**
- 5. If you are applying for an event sponsorship, attach a detailed listing of event sponsorship levels and their associated benefits.**

\*Government/public entities may submit one of the one of the following documents for tax exempt status verification:

Notarized letter from the organization's Chief Financial Officer or Certified Public Accounting Firm indicating the government/public agency has been granted tax exemption, or  
Affirmation letter from the IRS with the Federal Identification Number.

### **FISCAL AGENT**

If a fiscal agent is being used, then the request and required information must also be submitted on the fiscal agency's letterhead along with the copy of the Memorandum of Agreement. In addition, all required documentation must be submitted for the fiscal agent organization.

### **UPLOADING INSTRUCTIONS**

When attaching the files, all files must be labeled as follows "Organization Name\_Document Title". For example - Valley Clinic\_Board of Directors. When ready to attach the files, please do the following:

Select from the pulldown list the document ready to be attached

Click 'Browse' button and select the file

The file you selected will then be displayed

Click the 'Upload' button and your file will be attached

Please complete these steps for each required document.

The maximum size for all attachments combined is **100 MB**. Please note that files with certain extensions (such as "exe", "com", "vbs", or "bat") cannot be uploaded. Please note that these instructions are specific to Internet Explorer. Depending on the browser you are using, you may see slight differences in upload tools.

### **CONTACT US**

If you have any questions about the application or experience technical difficulty, please contact our Public Affairs staff at [eastbaysponsorships@kp.org](mailto:eastbaysponsorships@kp.org) or 510-752-2042.

**Thank you** for your interest in the Kaiser Permanente East Bay Sponsorship Program.