

2020  
**Community Relations  
Sponsorship Guidelines**  
Napa-Solano Area



**KAISER PERMANENTE®**

*in the community*

Kaiser Permanente's mission is to provide high quality, affordable health care services and improve the total health of our members and the community we serve. We show this commitment daily through our interactions with patients and through a variety of programs and activities designed to enrich the health of those around us; providing excellent service and care to our members, as well as reaching out to assist the most vulnerable and underserved in our local communities. This is the foundation on which our mission was built and how our organization has flourished for more than 70 years.

Kaiser Permanente's Napa Solano Public Affairs department coordinates the funding and resources to support community partners, organizations, and agencies across Napa and Solano counties. Thank you for your interest in the 2020 Kaiser Permanente Napa Solano Community Relations Sponsorship Program.

## Community Relations Sponsorships

### GENERAL INFORMATION:

Kaiser Permanente supports a range of activities to enrich the health of our communities. Through our local sponsorship and grants program, we support, strengthen and enhance programs and organizations that address the health needs of our most vulnerable residents and strengthen Kaiser Permanente's important business and marketing partnerships.

Kaiser Permanente Napa-Solano Area includes cities within Napa and Solano counties as well as Winters, CA.

Through a community needs assessment, we identify **priority health and social needs** to help guide our contributions to the community. Community Relations funding also takes into consideration other community support and marketing sponsorships, but may give preference to the following areas:

- Access to Care & Coverage
- Economic Opportunity
- Mental Health & Wellness
- Community and Family Safety

The Kaiser Permanente Napa-Solano Public Affairs department will consider sponsorship request for local community activities and civic events, under the Community Relations program.

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

- Special events (e.g. health fairs, dinners, lunches, cultural events, fundraisers, etc.)
- Conferences and forums
- Symposia
- Health education forums
- Health campaigns and initiatives

Kaiser Permanente's Napa-Solano 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
- Field trips
- Religious purposes\*\*
- Individual and/or personal requests such as scholarships, individual fundraising, individual tuition, payment for education 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.

### **Additionally:**

In an effort to leverage limited resources to provide the greatest community impact and allow for a broad number of qualifying organizations to receive funding, we request your consideration in applying for a Community Relations Sponsorship or Community Benefit Grant, **but not both.**\*

\*Consideration may be given in very limited circumstances

Community Relations sponsorship requests will be evaluated on successful events or projects that seek sponsorships that will demonstrate:

- The potential for long-term, sustainable relationships consistent with Kaiser Permanente's mission and goals
- The ability to reach targeted audiences
- The potential for the event request to leverage with additional resource investment

### Eligibility Guidelines

- Kaiser Permanente will consider requests from qualified organizations that serve our Napa-Solano Area only (Napa and Solano counties) and the city of Winters.
- Only non-profit or public benefit organizations are eligible to receive funding.
  - Unincorporated groups or agencies may arrange to utilize an eligible nonprofit organization as a fiscal sponsor
- Projects must address the needs of the Napa-Solano area
- Funds must be used to serve vulnerable populations within Kaiser Permanente's Napa-Solano Area (the cities within Napa and Solano counties) and the city of Winters or strengthen and further the marketing goals of Kaiser Permanente
- Strategies must be consistent with the values and mission of Kaiser Permanente
- Funds must be spent by December 31, 2020
- The funding range for sponsorships is \$1,500 to \$15,000\*

\*Increased funding amounts are considered on a case by case basis

## Application Requirements

When completing the online sponsorship request to the Kaiser Permanente Napa-Solano area, please be prepared to provide the following:

1. Letter of Request or invoice on organization's letterhead including:
  - a. Organization address
  - b. Organization contact name, title and email
  - c. Org Tax ID
  - d. Amount of funding request and purpose of funding request
  - e. Mailing address for check, if different from address on organization letter
2. Current list of Board of Directors and their affiliations
3. Copy of current agency tax exempt letter
4. If organization has never received funding from KP, a completed W9
5. Sponsorship Benefits (if applicable)

For sponsorship questions email: [NapaSolano-KPintheCommunity@kp.org](mailto:NapaSolano-KPintheCommunity@kp.org)

## Funding Cycle

Applications will be accepted during the following application periods in January and July of 2020:

Funding Cycle	
First Cycle	January 1 – January 31 <i>For events occurring from April or later.</i>
Second Cycle	July 1 – July 15

## 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 a copy of the Memorandum of Agreement (MOU). In addition, all required documentation must be submitted for the fiscal agent organization.

## Speakers Bureau

The physicians and health professionals from Kaiser Permanente are experts in their field of practice and have a wealth of information to share with the community. Kaiser Permanente's Speakers Bureau program can provide a physician or other health professional as a speaker for your club, organization, conference and/or seminar.

## Volunteer Requests

Kaiser Permanente has long supported volunteering and community service as part of accomplishing our social mission and commitment to the community. The internal Kaiser Permanente volunteer website called KP Cares makes it easy to find, post and share local volunteer opportunities to Kaiser Permanente employees.

If your organization would like to post your event onto the KP Cares website, please send request to [NapaSolano-KPintheCommunity@kp.org](mailto:NapaSolano-KPintheCommunity@kp.org).

## Contacting Us

If you have any questions about the sponsorship process, please contact Public Affairs department at [NapaSolano-KPintheCommunity@kp.org](mailto:NapaSolano-KPintheCommunity@kp.org). If you are experiencing any technical difficulties, please email [Kara.N.Links@kp.org](mailto:Kara.N.Links@kp.org).