



## Greater San Francisco Service Area Sponsorship Request Guidelines

For over 70 years, Kaiser Permanente's social mission has been the foundation of our community service programs. Through partnerships with nonprofit service organizations and government agencies, Kaiser Permanente provides a benefit to the community by addressing issues and concerns that affect overall community health. Our community engagement brings a variety of resources to these partnerships, including: service grants to address identified health needs, donations and sponsorships to support events and activities of our community partners, in-kind donations and volunteers, and technical assistance from our clinicians and experts.

Kaiser Permanente in the Greater San Francisco Service Area considers applications for sponsorships of community events or activities throughout the year; however, to secure the levels of approval necessary to authorize a donation, we require all requests to be **submitted at least three months before the date of your event/activity.**

### Sponsorship Programs

Kaiser Permanente has two programs that support community events and activities. We ask applicants to choose which program is the best fit for their request:

The **Community Benefit Program** supports health-focused organizations that serve low-income, vulnerable populations and address the specific identified health needs from the latest [Community Health Needs Assessment](#):

- *Healthy Eating, Active Living (HEAL)* – changing daily behaviors to improve health and prevent disease.
- *Access to Care* – providing culturally and linguistically appropriate care, coordinated across the continuum.
- *Behavioral Health* – addressing psychosocial health and well-being, including mental health and substance abuse.

The **Community Relations Program** supports local community events and activities which reflect Kaiser Permanente's mission and values, including:

- *Healthy Lifestyles* – supporting events and initiatives that contribute to the overall health and well-being of individuals and communities.
- *Education* – supporting activities that create positive educational environments in Greater San Francisco Area public schools.
- *Workforce Development* – providing employment opportunities and supporting programs to foster interest in health care fields.
- *Environment* – supporting the stewardship of Greater San Francisco's natural and urban resources.

## **Eligibility Criteria**

- We will only consider requests from nonprofit charitable organizations (IRS designation 501(c)(3) or similar) as well as government entities that provide services in the Greater San Francisco (GSF) Service Area which includes the City and County of San Francisco and northern San Mateo County (including the cities of South San Francisco, Daly City, Colma, San Bruno, Brisbane, Pacifica, Montara and Moss Beach).
- The location for the event or activity to be sponsored must be in San Francisco or north San Mateo County.
- If the requesting organization is using a fiscal agent, the same information requested of the organization must be provided for the fiscal agent.
- We cannot consider funding requests for religious purposes, political activities, international or social or fraternal organizations, endowments or memorials, field trips or tours, or individuals.
- We will accept only one sponsorship request to either Community Benefit or Community Relations during the calendar year. Organizations that receive a Community Benefit grant will not be considered for additional sponsorship funding during the grant period, and agree to publicly acknowledge Kaiser Permanente support at any major event during that year.
- Requests must be received a minimum of three months before the date of the event.

## **Online Application**

In order for your request to be considered, Kaiser Permanente requires organizations to complete an online sponsorship application. We are pleased to announce our new application system, *Mosaic*.

**Please use the link below to complete the required application:**

<https://mosaic.versaic.com/>

To access Mosaic, you will need to create an account by clicking the Create Account button on the login page. Please note that if you have an account with our old system, that account does not carry over. Creating an account in Mosaic is a two-step authentication process which helps to ensure that you receive future useful notifications from our system.

We strongly encourage you to review the attached [Mosaic User Guide for Sponsorship Applicants](#) before starting a sponsorship application. This guide has been developed to help you navigate within Mosaic.

If you encounter any technical difficulty with this system, you will be able to request assistance by using the Contact Us [link](#).

## **Final Decision**

Once the hospital's Contributions Committee approves or declines your application, you will be notified of their decision by email and/or phone call.

Following the sponsored event or activity, the organization must send an email with the subject "After-Event Report" to [GSF-Sponsorships@kp.org](mailto:GSF-Sponsorships@kp.org) describing: (1) How many people attended the event, (2) What elected

officials and government leaders were present, and (3) How Kaiser Permanente's support was acknowledged.

Failure to send this after-event report will prevent the organization from receiving future sponsorships or support from Kaiser Permanente – Greater San Francisco.

For further information about the Sponsorship Request process, please contact us at  
[GSF-Sponsorships@kp.org](mailto:GSF-Sponsorships@kp.org) or (415) 833-9508.

***Thank you for your interest in the Kaiser Permanente Greater San Francisco Sponsorship Program.***