

SPONSORSHIP INTENT TO APPLY GUIDE

CENTRAL VALLEY AREA

Kaiser Permanente
in the Community



Introduction

For 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, business and government entities, Kaiser Permanente strives to benefit the community by addressing issues and concerns that affect overall community health. These partnerships are built upon 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, including cash grants to support community activities, volunteers and in-kind donations.

Kaiser Permanente Central Valley Area Public Affairs coordinates funding and resources which support community partners, organizations and agencies across San Joaquin and Stanislaus County.

Funding Priorities

Kaiser Permanente Central Valley Area will consider sponsorship request for local community activities and civic events within San Joaquin and Stanislaus County.

Kaiser Permanente supports organizations that improve the health of the area residents and surrounding communities. We partner with non-profit, community-based organizations and key stakeholders on events and activated that target these five Community Health Impact Pillars:

- Health Access and Healthy Behaviors
- Wealth Creation and Economic Opportunity
- Educational Attainment
- Community Safety and
- Homelessness and Housing

Eligibility Guidelines

Kaiser Permanente contributions are limited to the following organizations:

- 501 (c)(3)s with 509a designation public schools, local, state and federal government
- 501 (c) 6(business leagues, chambers of commerce, boards of trade)

Unincorporated groups or programs may utilize an eligible nonprofit agency as their fiscal agent.

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

- Community events e.g. health fairs, dinners, lunches, cultural events or fundraisers
- Conferences, forums and symposia

Kaiser Permanente will **not** consider funding requests from the following types of organizations or activities/purposes:

- Partisan political campaigns*
- Religious (for religious purposes)**
- Fraternal
- Sports leagues or tournaments

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- International or social organizations
- Endowments
- Memorials or individuals
- Field trips or tours
- Advertising activities

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

**Kaiser Permanente may fund faith-based organizations that provide programs that serve the greater community and are consistent with our mission.

Successful events or projects will demonstrate:

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

How to Apply

To be considered for funding for events that meet the above criteria, please submit a **formal request** on your organization's letterhead via email to KP.Charitable.Contributions@kp.org. Include "Intent to Apply – your agency name" on the subject line. Please attach an electronic copy of your event flyer and a document outlining the available sponsorship levels and associated benefits.

The letter must include:

- Legal name of the requesting organization
- Address
- Short description of the organization
- Event date and short description of event
- Amount of funds being requested
- How the funds will be used

You will be notified within 30 days of receipt of your Intent to Apply whether you will be invited to submit a full application via our online application tool. In addition to the online application, additional required documents must be submitted as part of the application process.

Application Submission Time Frame

The overall review, approval and funding processes can take up to 12 weeks or longer. You are required to submit your requests 90 days in advance of your event. Requests NOT submitted within 90 days of event date may be declined. We appreciate your patience as we review all requests with thorough and thoughtful consideration.

Questions

Please submit all questions related to the Sponsorship process to KP.Charitable.Contributions@kp.org or contact us at (209) 735-5505.