

# Kaiser Permanente southern Alameda County Sponsorship Program Guide



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

## 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 our members and the communities we serve.

This is accomplished through a variety of engagements and partnerships where we bring a wide range of resources to support community based organizations including: financial grants to support community activities, the provision of volunteers, and in-kind support such as health education materials, promotional items or speakers.

Kaiser Permanente Public Affairs coordinates funding and resources to support community partners, organizations and agencies across **southern Alameda County**, which encompasses Hayward, Fremont, Newark, Union City, San Leandro and the unincorporated areas of Ashland, Cherryland, Castro Valley, San Lorenzo and Sunol.

## Public Affairs Sponsorships

Kaiser Permanente Public Affairs 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 and forums
- Symposia
- Health education forums
- Health campaigns, programs and initiatives

Community Benefit sponsorship requests must be in alignment with one of the identified health priority areas determined by the Community Health Needs Assessment. Health priorities for 2020-2022 include:

- Health Care Access and Delivery
- Behavioral Health
- Economic Security



## Eligibility Guidelines

- Kaiser Permanente will consider requests from qualified nonprofit 501(c)3 organizations that address the needs in southern Alameda County only
- Sponsorship awards typically range from \$500 - \$10,000
- 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)
- Strategies must be consistent with the values and mission of Kaiser Permanente
- 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. Funds must be spent by the end of the year
- Requests must be submitted a minimum of 60 days prior to event date. Requests received less than 60 days from date of your event may be immediately declined

## Funding Limitations

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

- Political campaigns\*
- Religious purposes\*\*
- Individuals and/or personal requests such as scholarships, individual tuition, payment for educational purposes, conferences, etc.
- Fraternal, athletic, international, or social organizations
- Contributions to endowments or memorials
- Field trips
- Youth sports leagues
- Tours or golf tournaments
- Crab/spaghetti feeds or ice cream socials

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

\*\* Faith organizations providing secular programs that serve the greater community must apply under a fiscal sponsor. A community 501(c)3 nonprofit partner can apply for funding as a fiscal sponsor on behalf of an inter-faith collaborative.



Additionally, Kaiser Permanente does not support organizations that discriminate on the basis of sex, age, economic status, educational background, race, color, ancestry, national origin, sexual orientation, gender identity, and marital status.

## Accessing the Online Application on Mosaic

Create an account in Mosaic to access the application by clicking the Create Account button on the login page (Note: accounts from our old system did not carry over).

Creating an account is a two-step authentication process which helps ensure you receive future useful notifications from our system.

### Sponsorship Application Website:

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

Before starting a sponsorship application, please review the Mosaic User Guide for Sponsorship Applicants, developed to help you navigate the system.

If you encounter technical difficulties with the system you can request assistance by clicking on the "Contact Us" [link](#) on the login page or using the "Help" button once logged in.

## Processing Guidelines

Submit requests early with required documents as processing may take 6 – 12 weeks.

## Tips for Successful Online Submission

- A separate application is required for each event
- Applications must be submitted online; information entered can be saved and completed later
- Save your progress often as you complete the application
- Review the application form and document attachments for completeness
- If you forget your account password, follow the on-screen instructions from the account login page to retrieve your password



## Required Documents

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

1. Current list of Board of Directors (must include their affiliations)
2. Detailed event sponsorship proposal must include: levels, benefits, i.e. # of tickets, ads, recognition, etc., and agreement
3. IRS Form W9

## Fiscal agent

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

## Contact Us

If you have questions about the application, please contact Evelyn Navarro at [gsaa-community-involvement@kp.org](mailto:gsaa-community-involvement@kp.org) or 510-618-4018.

*Thank you for your interest in the Kaiser Permanente southern Alameda County sponsorships.*

