



KAISER PERMANENTE®

in the community

Greater San Francisco Service Area Sponsorship Request Guidelines 2021

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, 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](#). They include:

- *Healthy Eating, Active Living (HEAL)* – increasing nutrition and physical activity to improve health and prevent disease
- *Access to Care and Coverage* – providing high quality, culturally appropriate health care services in coordinated delivery systems
- *Behavioral Health* – improving social-emotional health and wellbeing and assuring access to high quality mental health and substance abuse services when needed
- *Housing and Homelessness* – assuring all community members have access to quality, affordable, and stable housing
- *Covid-19 Relief* – a special consideration will be made for organizations that are providing support within their respective communities to aid those impacted by the pandemic

The Community Relations Program supports local community events and activities which reflect Kaiser Permanente's mission and values. Specific identified health needs from the latest [Community Health Needs Assessment](#) are prioritized. These are:

- *Healthy Eating, Active Living (HEAL)* – increasing nutrition and physical activity to improve health and prevent disease
- *Access to Care and Coverage* – providing high quality, culturally appropriate health care services in coordinated delivery systems
- *Behavioral Health* – improving social-emotional health and wellbeing and assuring access to high quality mental health and substance abuse services when needed
- *Housing and Homelessness* – assuring all community members have access to quality, affordable, and stable housing
- *Covid-19 Relief* – a special consideration will be made for organizations that are providing support within their respective communities to aid those impacted by the pandemic

The following areas of focus will also be considered:

- *Healthy Lifestyles* – supporting events and initiatives that contribute to the overall health and wellbeing 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
- *Covid-19 Relief* – a special consideration will be made for organizations that are providing support within their respective communities to aid those impacted by the pandemic

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, Millbrae, and Moss Beach).

- The location for the event or activity to be sponsored **must** be in the GSF region.
- Requests to support walks/runs or events of national organizations must have a local Kaiser Permanente physician or employee “champion” who supports the request and agrees to organize Kaiser Permanente participation.
- The request for support must be submitted by the nonprofit organization. Kaiser Permanente staff and physicians are **prohibited** from submitting a request on behalf of a community-based organization.
- The requesting organization’s strategies must be consistent with the values and mission of Kaiser Permanente. If the requesting organization is using a fiscal agent, the same information requested of the organization must be provided for the fiscal agent.
- We will accept only one sponsorship request to either Community Benefit or Community Relations during the calendar year.
- Organizations receiving a Community Benefit grant will not be considered for additional sponsorship funding during the grant period.
- Requests must be received in the application window the **quarter before** the date of the event.

Funding Limitations

We cannot consider funding requests for:

- Religious purposes
- Political activities
- International, social, or fraternal organizations
- Endowments or memorials
- Field trips or tours
- Individuals, individual sports teams*, or individual schools

**Leagues, associations, and clubs that serve low-income, vulnerable populations are considered exceptions and may be eligible for funding.*

Online Application

For your request to be considered, Kaiser Permanente requires organizations to complete an online sponsorship application. We are pleased to announce our application system:

Please use the link below to complete the required application:

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

To access this site, you will need to create an account. You can do so by clicking the create account button on the login page. Please note if you had 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 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](#).

Required Documents

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

1. Current list of the requesting organization's Board of Directors and its affiliations
2. Detailed event sponsorship proposal must include: levels and benefits, i.e. # of tickets, ads, recognition, etc.
3. IRS Form W9

Funding Decision

Once the Kaiser Permanente Greater San Francisco's review committee approves or declines your application, you will be notified of their decision by email and/or phone call.

If you are awarded a sponsorship, you will be required to fill out a Media Benefits form with further information about your event. Please turn this in within two weeks of receiving confirmation of your award.

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

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