

# Community Support and Sponsorship Funding Procedure

First 5 Kern receives requests for funding under First 5 Kern's Community Support policy. Funding is awarded at the discretion of the Executive Director based on the educational and service value of the event, the number of children ages 0 to 5 and their families served and the budget allocation available. The Executive Director and Commission have the option to approve, modify or deny any requests.

The Commission adopted a policy to establish a fair and consistent way to respond to sponsorship requests. It is located at M:\Sponsorships\Sponsorship Policy 041502.doc.

## **Procedure:**

1. A letter or formal request will be submitted by the organization. It should include the purpose of the event or activity, the anticipated number of children ages 0 to 5 and their families that will benefit from or be in attendance at the event and how it relates to the Strategic Plan.
2. The Communications Officer receives the request to ensure it meets the policy guidelines below and then reviews the request with the Executive Director for approval or decline.
  - a. The purpose of the activity is consistent with the Commission's Strategic Plan.
  - b. Educational/informational materials are designed for children ages 0 to 5 and their families.
  - c. The funding will strengthen community capacity to meet the needs of children ages 0 to 5 and their families.
  - d. The requested funds must be available.
  - e. The requested funds must be used to supplement not supplant other funding.
  - f. The purpose of a symposia or conference is to educate professionals on issues consistent with the Commission's goals and Strategic Plan.
  - g. Approval of the request is consistent with Commission policy on unsolicited grants.

The Executive Director has sole authority to approve, modify or deny requests of \$5,000 or less.

3. When approved, the request is processed by the Communications Officer as follows:
  - a. Prepare a letter for the Commission from the Executive Director dated the day of the next Commission meeting (M:\Sponsorships\Community support letter template.doc). After you have the ED sign the letter, make a copy for your file and give the original to the Administrative Assistant to include in the Commission packet along with an envelope addressed to the requesting organization. When saving the document, it should be named Community Support - Name of Org and date with six digits (011216). Example: Community Support - Hearts Connection 011216, and filed in Media/Community Support/Current year.
  - b. Contact the requesting organization by phone or email to let them know that the request was approved and we will email or fax a VRB-ACH Packet, which contains a W-9 and Authorization for Direct Deposit for them to fill out. The request cannot be paid unless the W-9 is received. Also inform them that we require follow-up info (see #4).

- c. Email or fax the VRB-ACH Packet to the organization asking them to complete and return it to the Finance Specialist (Crystal). The VRB-ACH Packet PDF document is located at M:\Sponsorships/VRB-ACH Packet
- d. Inform them that all promotional materials for the event must acknowledge First 5 Kern as a sponsor, using the attribution logo. The Communications Officer must approve all materials before printing to ensure appropriate attribution.
- e. Process an invoice. The template is located at M:\Sponsorships\Invoice - A Generic.doc. Assign an invoice number using the year and number based on the last invoice (i.e.: 2016-6). Give the invoice with a copy of the original letter of request to the Finance Specialist. She will process the payment when she receives the W-9.
- f. File a copy of the original letter of request, the letter to the Commission (a), the email or fax showing you sent the W-9 (b) and a copy of the invoice (e) in the Community Support file with the most recent action on top.

Requests over \$5,000 must be sent to the Commission first. They will approve, modify or deny the request. Prepare a letter (a) for the Commission packet when the request is received. On the day following the Commission meeting, process the request following b, c, d and e above. A letter from the Commission will be sent to the requesting organization, informing them of the approval or denial of the sponsorship.

Organizations approved for sponsorship will receive the funds from the Commission approximately two weeks from the time they are notified of the approval of their request.

4. After completion of the event or activity, the organization must provide the following to support the request and to demonstrate the impact of First 5 Kern's funding:
  - a. Number of children ages 0 to 5 and families that were reached.
  - b. Printed materials such as flyers, brochures and event programs highlighting age-appropriate activities.
  - c. Photographs from the event or activity (if available).

Thank you letters from the organization should be filed with the rest of the documentation.