

Community Sponsorship Program

Our Vision: At First 5 Fresno County, we envision a future where all children and their families are healthy, loved and nurtured.

Our Mission: We run after this vision by partnering with our community to create a seamless system of quality, accessible services that support the well-being of every child and family.

In our work, it is critical to leverage resources and partner with private, public, and community-benefit agencies to educate and empower our community on the importance of supporting families with young children because ensuring a brighter future for our youngest residents is a community responsibility. The eligibility criteria and standards for collaboration described below provide direction for potential community partners interested in receiving a community sponsorship for targeted events or efforts in alignment with our vision and mission.

Our goal is to support five to eight community events per fiscal year, between \$500 to \$3,000 per sponsorship (\$3,000 maximum per agency), to broaden our reach into the community. Final amount approved based on availability of funds.

Eligibility Criteria: Agencies may request a community sponsorship if the event/effort meets the following criteria:

- Is consistent and in support of our vision and mission as stated above
- Targets high priority populations or communities as defined by First 5 Fresno County including, but not limited to: undocumented individuals, dual language learners, rural families, African American families, single parents, children with special needs, and low-income households.
- Provides First 5 Fresno County with advertisement opportunity and/or includes us in promotions *prior* to, and *during* the event/effort (For example: print, radio, web, and televised advertisements and promotions)
- The event/effort takes place in Fresno County

Standards for Collaboration:

- Requesting agency will be required to coordinate with F5FC staff to ensure proper crediting policy and general marketing is consistent with F5FC standards
- First 5 Fresno County will not endorse, directly or through implied endorsement, specific products, services, educational programs or enterprises.
- As a public agency, products developed in collaboration with First 5 Fresno County are in the public domain.
- [Breastfeeding Friendly \(BFF\) Policy](#): All agencies receiving funds from First 5 Fresno County must adhere to First 5 Fresno County's Breastfeeding Friendly (BFF) Policy, as appropriate, prior to the disbursement of any funds.

Application Process:

- Organizations and businesses interested in the Community Sponsorship Program must submit a request via a Letter of Intent in their agency's letterhead, detailing how the event fits the above eligibility criteria for sponsorship consideration.
- Requests must be received a minimum of four (4) weeks prior to the proposed event date or deadline.
- Applications will be accepted on a continuous basis through May of the fiscal year as long as funding is available.
- This is a reimbursement program and funding will be reimbursed upon completion of the sponsorship requirements.

Submission Process:

You may submit in writing to:

First 5 Fresno County
Attn: Community Sponsorship Program Request
2405 Tulare St. 200
Fresno, CA 93721

or via email to:

funding@first5fresno.org

Subject line: Community Sponsorship Program Request