Community Partner Collaboration and Support Guidelines

The Children and Families Commission for San Bernardino County, also known as First 5 San Bernardino (F5SB), is a governmental organization that supports children prenatal to 5 years old and their families. The Commission is funded by tobacco taxes generated by The Children and Families Act, or Proposition 10, which was passed by California voters in November 1998. The act created a system of programs that promote, support and improve the early development of children prenatal through age 5.

F5SB does not provide direct service, contracting most funds to outside agencies such as community-based organizations, non-profits, hospitals, school districts, County departments and other entities as appropriate. All funding must be utilized to serve children prenatal through age 5 and their families to support their development. F5SB has three strategic priority areas focusing on:

- Child Health
- Early Learning
- Family Support

In addition to contracted funding for ongoing programs and initiatives, F5SB supports organizations countywide through funding for events such as community resource and partner focused events. Organizations requesting support must serve prenatal children through age 5 and their families in some capacity. The applying organization's mission must be aligned with F5SB's mission:

> *Promote, support and enhance the wellbeing and early development of children prenatal through age 5, their families and communities.*

F5SB may be able to provide community partner support in the following ways:

- Community event participation (non-sponsorship)
- Promotional item provision (First 5 logos on items)
- Sponsorship/advertising opportunities for special events
- Sponsorships for community events

Organizations eligible to apply:

- Educational/School District
- Government Agency
- Nonprofit / Community Based Organization (CBO)
- Philanthropic

Sponsorships for Community Events*

These are events where the primary participants are community members. Services, connections and resources are typically shared and provided at these events.

**Note: Organizations already receiving F5SB funding through a contract are not eligible for this opportunity.*

Criteria

- Must align with one or more of F5SB's strategic priority areas as listed previously.
- Community events must primarily target children prenatal through age 5 and their families.
- Events must be open to the public.
- Must take place in and serve the residents of San Bernardino County.
- Must not be a fundraising effort.
- Must be in line with the values and mission of First 5 San Bernardino.
- Must not primarily be used to promote a specific religious persuasion.
- Must not be political in nature.
- Must not support messaging or activities that are divisive or controversial in nature.
- Applying organization must agree to provide attribution to First 5 San Bernardino by use of the F5SB logo or, when space permitting, the F5SB logo with tagline on event promotion materials.
- Applying organization must agree to submit promotion materials using First 5 San Bernardino logo for approval before distributing.
- First 5 San Bernardino staff must be offered the opportunity to be present as a vendor and any registration fees to do so must be waived.
- Access to restrooms, heat relief and meals/snacks must be provided.

Please submit your request and all related information by clicking the following link here:

"Request for Sponsorship of Community Event"

Request for First 5 Presence at Community Events

These are events where the primary participants are community members. Services, connections and resources are typically shared and provided at these types of events. A space for a vendor booth is typically provided.

Criteria

- Community events must primarily target children prenatal to 5 and their families.
- Events must be open to the public.
- Must align with one or more of F5SB's strategic priority areas as listed previously
- Must take place in and serve the residents of San Bernardino County.
- Must be in line with the values and mission of First 5 San Bernardino.
- Must not primarily be used to promote a specific religious persuasion.
- Must not be political in nature.
- Must not support messaging or activities that are divisive or controversial in nature.
- Access to restrooms, heat relief and meals/snacks must be provided.

Please submit your request and all related information by clicking the following link here:

"Request or Participation at Community Event"

Sponsorship/Advertising Opportunities for Special Events

These are special events typically provided to professionals and stakeholders held to inform and/or educate people about relevant topics or promote an agency milestone or special occasion.

Examples include open-houses, galas, summits, conferences, anniversary celebrations, stakeholder appreciation events, "State of _____" events, etc.

- Must be currently or formerly in some capacity of partnership with First 5 San Bernardino.
- Must include tickets to attend the event.
- Must include some level of attribution to First 5 San Bernardino at minimum in the event program.
- Must not primarily be used to promote a specific religious persuasion.
- Must not be political in nature.
- Must not support messaging that is divisive or controversial in nature.
- Organization values and mission must be in line with the values and mission of First 5 San Bernardino.

Please submit your request and all related information by clicking the following link here:

"Request for Sponsorship/Advertising Opportunity for Special Events"