



**THE
COLORADO
TRUST**

A Health Equity Foundation

Frequently Asked Questions about Sponsorships

Who can apply for a sponsorship?

Colorado organizations that have 501(c)(3) nonprofit tax status and whose work is aligned with The Trust's health equity vision. The Trust also may consider sponsorship requests that support the state's philanthropic sector.

Sponsorships to entities that are not a 501(c)(3) or to individuals cannot be considered.

What is The Trust's vision?

The Trust's health equity vision is that all Coloradans have fair and equal opportunities to lead healthy, productive lives regardless of race, ethnicity, income or where we live.

How does The Trust define health equity?

The Trust defines health equity as ending inequalities that affect racial, ethnic, low-income and other vulnerable populations, so that everyone will have fair and equal opportunities to achieve good health.

It also means that good health depends on more than medical care. It is affected by the social determinants of health, such as where we live, the education we receive, the work we do, the wages we earn and by our opportunities to make decisions that improve our own and our family's health.

Visit our website to [learn more about The Trust](#) and [health equity](#).

Are there other social determinants of health?

Yes, they include:

- Early childhood development, schools, education, literacy
- Economy, jobs, employment, occupation, working conditions, income, wealth
- Housing, transportation, public safety, parks and recreation, healthy food access
- Social status, culture, social network, political clout, justice
- Environment, pollution, hazards.

What type of events does The Trust sponsor?

The Trust sponsors fundraising and other special events in support of a nonprofit's work and in alignment with The Trust's health equity vision. The Trust also may consider sponsorship requests that support the state's philanthropic sector.

What types of events/programs does The Trust not sponsor?

The Trust does not sponsor political campaigns, lobbying activities or voter registration drives.

What level of funding is available?

Sponsorships are limited to one per organization, per calendar year. Requests will be considered individually, including level of funding, up to a maximum of \$3,000 per sponsorship. The average sponsorship amount is approximately \$1,500.

What does the Trust look for in a sponsorship application?

The Trust looks for the following:

- The submission of a fully completed application that meets The Trust's sponsorship criteria
- Inclusion of the nonprofit organization's Tax ID Number (EIN)
- Alignment with The Trust's health equity vision (The Trust also may consider sponsorship requests that support the state's philanthropic sector)
- Whether the event addresses one or more of the social determinants of health
- The number of people the event will reach.

How do I submit an application?

You can complete our [online application](#). Please submit sponsorship requests [online](#) as early as possible in your event planning process.

Please make sure your application is complete. Incomplete information may result in your sponsorship request not being considered.

Will I receive confirmation that my application was received?

You will receive an email confirmation when your application is received, and will be notified thereafter whether your application was approved. Please allow up to 30 days for an approval decision from the time you submit your application.

Is there someone I can contact with more questions?

Please contact Patricia Maynes at sponsorships@coloradotrust.org or (303) 837-1200.