

# Community Coalition



Bridging Prevention  
for Healthy Communities



The Virginia Department of Alcoholic Beverage Control (ABC) is offering grants up to \$10,000 to support collaboration between local businesses, community organizations and state agencies, striving to promote zero tolerance for underage alcohol consumption through the use of prevention initiatives that focus on environmental, educational and information dissemination strategies in their respective communities. Funding for these grants is through a federal grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP).

**The application submission deadline is 5 p.m. on Friday, June 25, 2010. All grants will be awarded by July 30, 2010. Grant cycle runs from August 2010 through May 2011.** Virginia's local and state agencies, police departments, schools and 501C(3) nonprofit community organizations are eligible to apply. Applicants are encouraged to collaborate with their local ABC special agents, law enforcement officers, attorneys, judges, educators, licensees, county and state agencies, medical personnel, service organizations, parents and youth.



# Bridging Prevention for Healthy Communities



# Completing the Application

## GRANT PRIORITIES

Grant applications must:

- Establish a new or expand an existing community coalition.
- Include key stakeholders who have an impact on development and implementation of state or local policies or programs that reduce or prevent high-risk drinking and underage drinking among youth.
- Promote Virginia laws through the coalition to deter or reduce underage purchase, possession, use and sale of alcohol.
- Focus on environmental strategies to alter community mind sets and behaviors.
- Use education and prevention strategies to deter legal-age providers from supplying alcohol to underage individuals.
- Youth leadership and involvement in the coalition should be key in implementing proposed projects.

Grant applications may include, but are not limited to:

- **Community-involvement projects** to prevent tragedies associated with underage drinking.
- **Educational projects** to create or reproduce materials related to the prevention of underage alcohol use.
- **Enforcement projects** to increase the role of law enforcement in deterring underage use, purchase, possession and sale of alcohol. The application must demonstrate a partnership between the coalition and local law enforcement.
- **Parental-involvement projects** to increase awareness among parents about the effects, consequences and extent of underage drinking. If parents are the target audience for one or more initiatives, the application must demonstrate that parents are included in the coalition.

## APPLICANT ORGANIZATION

- The applicant organization listed on the cover sheet (e.g., school, community group, nonprofit group, etc.) will act as project leader.
- If the applicant organization will not receive the funding, the name of the organization and contact person who will be fiscally responsible should be specified.
- The federal tax ID number of the organization acting as the fiscal agent is needed to process grant awards.
- Electronic transfers or award checks will be made payable to the organization acting as the fiscal agent.

## PROJECT COORDINATOR

- The project coordinator listed on the cover sheet will be ABC's contact for the project.
- The project coordinator must be closely involved with all aspects of the project through its duration. He/she should be an administrator employed by or accountable to the applying organization.
- It is imperative that the project coordinator is accessible by phone and e-mail. This individual will receive notification letters and any additional requests from ABC.
- If the project coordinator changes during grant cycle, ABC must be notified immediately.

## APPLICATION FORMATTING

[5 POINTS]

- Follow written guidelines.
- Type applications using 12-point type and 1-inch margins.
- Number each page.
- **Use identical headings to those specified in the following application guidelines.**
- **Do not exceed 10 pages**, including attachments A-C. Cover sheet or letters of support can be additional attachments. (Do not include an appendix.)

## PROJECT DESCRIPTION

[TOTAL: 75 POINTS]

The project description and plans for spending funds should be well documented.

### Summary of Current Prevention Efforts

[10 POINTS / 1 PAGE]

Describe in one page current alcohol prevention efforts in the community through this coalition. Show collaboration among agencies and organizations, how the community is using environmental strategies and how this grant will enhance those strategies.

### Executive Summary [5 POINTS / 1 PAGE]

Explain in one page the grant proposal. Provide a brief summary of needs, grant goal(s), key activities proposed, desired outcomes and evaluations.

### Goals, Objectives & Strategies [20 POINTS]

State goal(s), objective(s) and strategies of the proposed initiatives in measurable terms, using all of the following five components:

- Identify target audience (**who**).
- Identify issue/problem to be addressed (**what**).
- After each objective, identify strategies to be implemented to accomplish each goal and objective (**how**).
- Indicate start and completion dates for each strategy within the grant cycle, July 2010 through May 2011 (**when**).
- Identify expected behavior change(s) and measurable outcome(s) to be achieved for each goal and objective (**why**).

### Plan for Continuation [5 POINTS]

Outline a detailed plan for the continuation of the project after grant funding has ended.

### Additional Funding [5 POINTS]

In table format identify related funding that has been or will be received by the coalition. Briefly describe how programs and activities supported by these funds will be coordinated with programs and activities proposed. New coalitions must identify other expected funding sources.

### Project Timeline [ATTACHMENT A: 15 POINTS]

The timeline should be in table format and inclusive of every goal, objective and strategy. Timeline should include action steps, resources needed, responsible person for each task and start and completion dates for each task. Evaluations should be referenced in the timeline.

### Evaluation Plan [ATTACHMENT B: 15 POINTS]

Describe evaluation plan for goals of grant. Include both qualitative and quantitative measures of evaluation. Outcomes of grant proposal are to be clear. Include brief description of all evaluation instruments. **Evaluation components must also be included in timeline.**

## A Strong Coalition . . .

- **Is a committed, action-oriented group of individuals and organizations.**
- **Works collectively toward a common goal on an ongoing basis.**
- **Shares decision-making and resources.**
- **Encourages collaboration between the community and key stakeholders to establish policies and programs.**
- **Improves the social, cultural, economic and legal environments for underage youth to reduce high-risk and underage drinking.**

# Completing the Application

## ITEMIZED BUDGET & BUDGET JUSTIFICATION

[ATTACHMENT C: 15 POINTS / 1 PAGE]

- In **table format** provide an itemized list of expenses and a brief justification of each expense to be incurred for each strategy or activity. All budget items **must** be documented in the project description.
- Each applicant may apply for awards up to \$10,000.
- Due to limited funds, ABC reserves the right to partially fund proposals.
- Budget items may include, but are not limited to, instructional materials, supplies, media materials, marketing items, refreshments, printing, postage and overtime for law enforcement. The grant **does not cover** pre- or post-prom parties, give-aways, graduation parties, operating expenses, equipment, personnel salaries, consultant fees or conference attendance expenditures.

## LETTERS OF SUPPORT

[ATTACHMENT D: 5 POINTS]

- Submit three letters of support **that vary in content** from coalition partners (e.g., citizens, administrators and project partners).
- Letters should demonstrate how supporters would actively contribute to or participate in grant activities.
- Letters must come from a variety of supporters within the community.

## SIGNATURE

The applicant organization accepts fiscal responsibility for funded project, except where a different fiscal agent is specified. The applicant organization and fiscal agent (if different) should review and sign the application. The project coordinator's signature is required. If the project coordinator leaves the applicant organization for any reason, the chief executive officer will be held responsible for carrying out the remainder of grant activities.

## APPLICATION SUBMISSION

- Submit one original, four unbound copies and one electronic version of grant application and proposal. The electronic version should be sent to Regina.Whitsett@abc.virginia.gov.
- **ABC must receive applications by 5 p.m. on June 25, 2010.** Application deadline date is date application must be received, not post-marked date. Late submissions are ineligible for funding.
- Applications will not be accepted by facsimile.
- ABC reserves the right to deny funding to current/previous grantees who have not followed guidelines or procedures within current/previous grant agreement(s).
- **Mail or hand deliver the application to Virginia ABC's Education Section.**

## EVALUATION CRITERIA

Program proposals will be evaluated on the following criteria:

- Innovative and creative ideas.
- Number of people reached.
- Collaboration between local law enforcement, community organizations and the coalition in combating underage drinking.
- Extent to which program addresses community need for underage alcohol prevention.
- Evaluation is vital to your proposal—explain what will be done and how it will be measured. Mechanisms must be established within the plan to ensure effectiveness and accountability.
- Strong evidence that coalition members support the proposal, that an existing group meets regularly or that a new group has already agreed to convene will be vital in determining assignment of resources.
- Repeat grant submissions will be evaluated on the progress made in previous grant cycles and compliance with reporting requirements.
- Proposal will be viewed more favorably if it demonstrates that various youth alcohol prevention/risk-reduction programs and activities are well coordinated in the community.

## REQUIREMENTS IF FUNDED

- After receipt of award, grantee will receive the first of two installments of awarded budget. The second installment will be awarded after the receipt and approval of the required progress report and performance measures (due on December 3, 2010). ABC reserves the right to delay or deny awarding the remaining funds if the progress report and performance measures are incomplete.
- After awarding of funds, **any program and/or budget change(s) must be submitted in writing** to ABC's education coordinator for approval prior to expenditure.
- ABC must also approve all materials produced through this grant before final printing occurs.

## REPORTS

- All reports and required performance measures need to be formatted according to ABC's requirements. This will be furnished to the grantee upon grant award. Failure to follow format or late reports may hinder future funding opportunities.
- Progress report and performance measures are due to ABC by December 3, 2010.
- Final report and performance measures are due to ABC by June 10, 2011.
- Copies of all materials created through this grant (press releases, news articles, brochures, posters, photos, etc.) are to be included with the progress and final reports.

## Important Dates

**June 25, 2010**

Grant applications due to ABC's Education Section by 5 p.m.

**July 30, 2010**

Grant award letters mailed.

**December 3, 2010**

Progress reports and performance measures due to ABC's Education Section by 5 p.m.

**May 31, 2011**

Grant project ends. (All funding must be expended.)

**June 10, 2011**

Final reports and performance measures due to ABC's Education Section by 5 p.m.

The photos in this application packet depict Community Coalition grants at work:

**Cover (left to right): (a)** Harrisonburg-Rockingham Youth Council member Nancy Resendiz participates in Project Sticker Shock. **(b)** Halloween party alternative: Poetry night for teens at Massanutten Regional Library. **(c)** Deputy Calvin Taylor, Rockingham County Sheriff's Office, leads local middle school students down the line wearing the Fatal Vision "drunk" goggles. These are all events of the Strong Families / Great Youth Coalition of Harrisonburg-Rockingham.

**Inside (left to right): (a)** Youth in the Prevention Council of Roanoke County participate in Project Sticker Shock. **(b)** Youth attending YADAPP conference at Longwood University in July 2009. **(c)** Kadjeah Fountain and Arielle Rosmarino, youth in the Prevention Council of Roanoke County, participating in CADCA's Capitol Hill Day (February 2009).

## Contact Us

**Virginia ABC / Education Section  
Community Coalition Grant  
2901 Hermitage Road  
Richmond, Virginia 23220  
Phone: (804) 213-4688  
E-mail: education@abc.virginia.gov  
Web: www.abc.virginia.gov**

# AWARDS OF UP TO \$10,000 TO REDUCE UNDERAGE DRINKING IN YOUR COMMUNITY!

Please refer to "Completing Application" in this brochure for detailed instructions about completing and submitting your grant application.

## Applicant Organization

Name of applicant organization: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Federal tax ID no.: \_\_\_\_\_

Congressional district (if known): \_\_\_\_\_

## Project Coordinator

Name of project coordinator: \_\_\_\_\_ Title: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Project Description

Project title: \_\_\_\_\_

Project start date: \_\_\_\_\_ Project completion date: \_\_\_\_\_

Project focus (check all boxes that apply):  Education  Enforcement  Community involvement  Parent involvement  Youth initiative

Environmental strategies  Other: \_\_\_\_\_

## Budget

Amount requested from Virginia ABC: \$ \_\_\_\_\_

Income from other sources: Cash: \$ \_\_\_\_\_ Donations in kind: \_\_\_\_\_

## Signatures

Project coordinator: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Chief executive officer of applicant organization: \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Fiscal agent (if different from applicant organization): \_\_\_\_\_ Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

**Do not exceed 10 pages (see instructions). Attachments A-D must be included to complete the application.** Please mail the application to Virginia ABC at **Virginia ABC, Education Section, 2901 Hermitage Road, Richmond, VA 23220**. For more information, please visit [www.abc.virginia.gov](http://www.abc.virginia.gov) or contact Virginia ABC at (804) 213-4688 (phone), (804) 213-4457 (fax) or [education@abc.virginia.gov](mailto:education@abc.virginia.gov) (e-mail).

**How did you hear about the 2010-2011 Community Coalition grant opportunity?**  Mailing  ABC Web site  E-mail notification  Facebook

Other: \_\_\_\_\_