

Tobacco/Vape-Free College Program Grant Guidelines and Application Instructions February 2020

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GRANT PROGRAM GUIDELINES

DEADLINE FOR APPLICATIONS: Tuesday, May 12 at 5:00 p.m. Eastern Time

Welcome. Thank you for your interest in the Truth Initiative® Tobacco/Vape-Free College Program. In this document, you will find detailed information on the grant requirements, eligibility, application process and key dates.

Please note that this program uses the general term “college” to refer to an institution of higher education such as a university, college, community college, etc.

OVERVIEW

Support for 100% tobacco-free policies on college campuses has skyrocketed in recent years. The number of college and universities with 100% smoke-free or tobacco-free policies tripled from 446 campuses in 2010 to 2,487 campuses in 2020.¹ With 98 percent of smokers starting before age 26, college campuses are critical to preventing young adults from starting tobacco use, aiding current smokers in quitting and reducing exposure to secondhand smoke for all.

Tobacco-free policies are important for institutions that serve populations disproportionately affected by tobacco — including people in low-income communities, racial and ethnic minorities, LGBTQ individuals, military members and those with mental illness — who have a long and documented history of being targeted by the tobacco industry. Add to that, the surge in youth e-cigarette use, with 27.5% of high school students now vaping. These epidemic levels of e-cigarette use are driving an overall increase in youth tobacco use to almost a third of high schoolers — 31.2% — a rate unseen in nearly two decades.

Since 2015, Truth Initiative has awarded funding to 183 minority-serving institutions, community colleges and women’s colleges to advocate for, adopt and implement a 100% tobacco-free policy.

To keep the momentum going, the Truth Initiative Tobacco/Vape-Free College Program is offering grants of up to \$20,000 to minority-serving institutions, community colleges and women’s colleges to support the adoption and implementation of a 100% tobacco and vape-free policy. The goal of the program is to adopt a college-wide policy by March 2022. Grant activities must engage and mobilize the student population and create support among faculty, staff and administration for the policy.

Colleges that were early adopters of 100% smoke or tobacco-free policies may not have included e-cigarettes since the epidemic hadn’t hit yet. To combat the vaping epidemic, Truth Initiative is offering grants of up to \$10,000 to **minority-serving institutions, community colleges and women’s colleges to strengthen their 100% smoke or tobacco-free policies by adding e-cigarettes.** The goal of the program is to adopt a college-wide policy by March

¹ Americans for Nonsmokers’ Rights website. Accessed February 1, 2020. <http://www.no-smoke.org/goingsmokefree.php?id=447>.

2022. Grant activities must engage and mobilize the student population and create support among faculty, staff and administration for the policy.

The project period will start on or around September 8, 2020, and end on March 31, 2022. The deadline for applications is Tuesday, May 12, 2020, at 5:00 p.m. Eastern time.

Grantees will receive technical assistance through an in-person training, webinars, learning communities and one-on-one consultations throughout the grant period.

ABOUT TRUTH INITIATIVE

Truth Initiative is a national public health organization that is inspiring tobacco-free lives and building a culture where all youth and young adults reject tobacco. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**[®] public-education campaign, our rigorous and scientific research and policy studies, and our innovative community and youth engagement programs supporting populations at high risk of using tobacco. The Washington, D.C.-based organization, formerly known as Legacy, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more about how Truth Initiative speaks, seeks and spreads the truth about tobacco, visit truthinitiative.org.

Truth Initiative recognizes and honors the fact that tobacco may have a sacred cultural place in American Indian life. Many Native American tribes use tobacco for spiritual, ceremonial, and traditional healing purposes. Truth Initiative, therefore, distinguishes traditional, ceremonial and spiritual use of tobacco from its commercial use. Truth Initiative promotes tobacco control efforts that do not target traditional tobacco.

ABOUT **truth**[®]

truth is one of the largest and most successful youth tobacco prevention campaigns. As a part of Truth Initiative, the campaign exposes the tactics of the tobacco industry, the truth about addiction and the health effects and social consequences of smoking. **truth** gives teens facts to make their own informed choices about tobacco use and inspires them to use their creativity in the fight against tobacco. The campaign is credited with preventing hundreds of thousands of teens from starting to smoke and is empowering this generation to end smoking for good. To learn more, visit thetruth.com.

WHO MAY APPLY

Funding is available **only** to minority-serving institutions of higher education (MSIs), public community colleges and women's colleges in the 50 US states, the District of Columbia, and five US territories which signed the 1998 Master Settlement Agreement (American Samoa, Guam, Commonwealth of the Northern Mariana Islands, Puerto Rico, and the United States Virgin Islands). Applicants must be either an MSI **or** a public community college **or** a women's college as described below:

- **Minority-serving institutions** are defined by the [Department of Education](#) as institutions of higher education enrolling populations with significant percentages of undergraduate minority students or that serve certain populations of minority students under various programs created by Congress.

Under part F of the Higher Education Act, 20 U.S. Code § 1067q – “Investment in historically Black colleges and universities and other minority-serving institutions,” the following institutions are eligible to receive funds under that section and therefore eligible to apply for a grant under Truth Initiative’s Tobacco-Free College Program:

- (1) a [part B institution](#) (a historically Black college or university) which was established prior to 1964, whose principal mission was, and is, the education of Black Americans.
 - (2) a [Hispanic-serving institution](#) which has an undergraduate enrollment of at least 25% Hispanic students
 - (3) a [Tribal College or University](#) which qualifies for funding under the Tribally Controlled College or University Assistance Act of 1978 or the Navajo Community College Assistance Act of 1978; are cited in section 532 of the Equity in Educational Land Grant Status Act of 1994; or are designated as eligible for funding by the Bureau of Indian Education.
 - (4) an [Alaska Native-serving institution](#) which has an undergraduate enrollment of at least 20% Alaska Native students
 - (5) A [Native Hawaiian-serving institution](#) which has an undergraduate enrollment of at least 10% Native Hawaiian students
 - (6) a [Predominantly Black Institution](#) which has an undergraduate enrollment of at least 40% Black American students and that is at least 1,000 undergraduate students;
 - (7) an [Asian American and Native American Pacific Islander-serving institution](#) which has an undergraduate enrollment of at least 10% Asian American and Native American Pacific Islander.
 - (8) a [Native American-serving nontribal institution](#) which has an undergraduate enrollment of at least 10% Native American.
- **Community colleges** are defined as institutions that primarily grant two-year associate degrees and are accredited by one of the six regional accrediting agencies.²
 - **Women’s colleges** are defined as higher institutions that exclusively enroll women in undergraduate studies.

² Middle States Commission on Higher Education; New England Association of Schools and Colleges, Commission on Institutions of Higher Education; North Central Association of Colleges and Schools, The Higher Learning Commission; Northwest Commission on Colleges and Universities; Southern Association of Colleges and Schools Commission on Colleges; Western Association of Schools and Colleges Accrediting Commission for Community and Junior Colleges

Eligible colleges must fall into at least one of the categories described above.

Eligible colleges include those that **do not currently have a 100% tobacco and vape-free policy (see page 16 for definition)**. For example:

- If your college currently does not have a 100% tobacco and vape-free policy, **you may apply** for up to \$20,000 to adopt a policy.
- If your college has less than a 100% tobacco and vape-free policy, **you may apply** for up to \$20,000 to *strengthen* your policy. For example, if smoking or tobacco use is prohibited in buildings but permitted in designated areas on campus, you are eligible to apply for funds to strengthen your policy to prohibit tobacco use and vaping in all areas.
- If your college currently has a 100% smoke-free or tobacco-free policy and you want to strengthen it to include e-cigarettes, **you may apply** for up to \$10,000 to support the advocacy, adoption, and implementation of a 100% tobacco-free and vape-free policy
- If your college currently has a 100% smoke and vape-free policy and you want to strengthen the policy to add smokeless tobacco, **you are not eligible**.
- If your college currently has a 100% smoke-free or tobacco-free policy and you want funding to support implementation efforts, **you are not eligible**.

Colleges that received or are receiving Truth Initiative funding through the HBCU or Community College Smoke-Free and Tobacco-Free College Grant Program are **not** eligible for this current grant program. In addition, colleges that received or are receiving funding from the American Cancer Society Tobacco-Free Generation Campus Initiative are **not** eligible for this grant program.

Any official entity – department, administrative unit, sanctioned group or club, etc. – within a college may apply with authorization of the college administration. For example, the college president’s office, nursing department, college health center, facilities management department, or student government may apply. If approved, the grant will be awarded to the college and the official entity that applied (department, administrative unit, sanctioned group or club, etc.) will be responsible for carrying out the grant activities. College foundations may also apply on behalf of the college. Applicants will be required to provide one letter of support for the project from an authorized representative of the college administration.

To avoid any real, potential, or perceived conflict of interest between Truth Initiative’s grant recipients and any tobacco-related entities, grantees must agree that during the grant period: (i) no person working on the grant project will provide services to, or receive services or anything of value from, any “Tobacco Company” (as defined below); and (ii) no funds or anything of value received by grantee from a Tobacco Company shall be used in connection with the grant project. For purposes of this condition, the term “Tobacco Company” means any company that manufactures and/or distributes tobacco and/or tobacco-derived products intended for human consumption (including without limitation e-cigarettes) or any such company’s parents, subsidiaries or affiliates.

HOW TO APPLY

All applications must be submitted using Truth Initiative's [online application system](#). Applicants will be required to register and create a user name and password. After registration, click on the option entitled, "Tobacco/Vape-Free College Program – Grant Application Winter 2020," to access the grant application.

All of the questions from the online application are also located starting on page 16 of this document for your reference. When you log onto the application, you will be asked to type some answers directly into the application. For other questions, you will be prompted to upload a document, such as your work plan and budget. You will use a supplied template to develop your work plan and budget. Instructions are included in the following sections.

If you have **questions about the online application system** (for example, how to create an online account or upload a file), please contact Robin Scott, grants manager, at rscott@truthinitiative.org or 202-454-5555. For an overview of the system, please watch this [applicant tutorial](#).

If you have **programmatic questions** about the initiative (for example, eligibility, required program elements or allowable activities), please contact Kristen Tertzakian, assistant director of community engagement, at 202-454-5555 or send an email to collegegrant@truthinitiative.org.

You will be able to preview, print, and save the entire application in the online system.

PROJECT WORK PLAN - REQUIRED ELEMENTS

Each grantee is required to complete the following activities during the grant period and the proposal must clearly address all five core project elements:

1. Form a college **taskforce** with broad representation of the campus including students, staff, faculty and administration. The purpose of the taskforce is to spearhead the tobacco and vape-free campus project and carry out project activities including policy development.

You may want to consider including credible sources and spokespeople on the campus; those who can make policy decisions; and those who will oversee enforcement; and smokers themselves. Students must be represented on the taskforce. Other taskforce members may include student leadership; campus health center/wellness center staff; environmental health and safety; campus safety/security; human resources; facilities/maintenance/grounds; student services; president's office; faculty (nursing, health, etc.).

2. **Assess** tobacco-related issues including behavior, attitudes and support among students, faculty and staff. Understanding the nature of the problem is the first step in

any policy process. Please note that Truth Initiative will provide a survey with core questions to be conducted at your college. Additional assessments such as focus groups, environmental scans or key informant interviews are encouraged. If your college recently conducted an assessment, please explain in the work plan.

3. **Educate and engage** students, faculty, and staff about the need for and benefits of a 100% tobacco and vape-free campus. This must be done in two ways: a) student engagement and b) education and engagement of adult staff, faculty, and decision-makers. The required elements are described below:

- a. The goal of the **student engagement component** is to inspire youth and young adults to use their creativity and social influence to spread the truth about tobacco, thereby driving policy change on campus.

All applicants are required to incorporate student engagement into their grant proposal and allocate at least 15% of the total budget to student engagement events and activities.

Grantees will be required to document and report on all student engagement activities.

Your work plan must incorporate these two student engagement activities:

- i. **Recruitment**

Partner with Truth Initiative to recruit two students for the position of “College Leader.” The two College Leaders will serve as **truth** campus ambassadors and co-develop and lead student engagement activities as described in the sections below.

For purposes of the proposal, applicants should describe how they will promote the leadership opportunity and nominate four to five students to be considered by Truth Initiative for this role. Applicants are encouraged to hire the two College Leaders as interns and include stipends or an hourly wage in the proposed budget. Please note that College Leaders are **not truth** or Truth Initiative employees. Any payment must be issued directly by the grantee.

In the first month of the grant, each grantee will identify and nominate four to five students to be considered by Truth Initiative for the two College Leader positions. To assist with the nomination process, Truth Initiative will provide grantees with a College Leader job description to promote on campus.

Interested students could be the non-traditional leaders, including but not limited to the following majors; nursing, theater/ arts, marketing, sociology, political science, etc. These students can also be a part of the student government association or clubs such as

environment/garden, social justice, health promotion, etc. The nominees will be required to complete a short online application through thetruth.com and interview with Truth Initiative staff. Truth Initiative will collaborate with the grantee to select the two leaders from the pool of nominees. Truth Initiative will have final approval on the selection.

Grantees will be encouraged to involve those students nominated but not selected as College Leaders in other aspects of the grant project.

College Leaders must participate in one in-person training and online **truth**-led trainings at least once each quarter. Trainings will focus on tobacco prevention campaigns, leadership development, advocacy actions that assist with educating their campus communities, **truth** messaging as well as student recruitment strategies.

ii. Enlistment, education, and mobilization

All educational activities geared towards students must be developed and executed by the College Leaders to ensure a peer-to-peer experience. For purposes of the proposal, please describe how the project leads will collaborate with and support the two College Leaders to build a tobacco-free college movement through enlistment, advocacy and education, as described below.

During the project period, College Leaders are expected to conduct at least three events or activities per semester to educate and engage the student body. Truth Initiative will provide College Leaders with toolkits to implement the advocacy actions. Even though College Leaders are charged with creating educational activities, your proposal must include potential student engagement and educational activities through the project period.

- **Enlist:** College Leaders should enlist 10-15% of the student population to sign-up for **truth's** text-in system by the end of the grant period. By receiving periodic updates from **truth**, students will become part of the movement to create a tobacco-free generation.
- **Advocate:** Over the grant period, College Leaders should create and execute at least one event per semester to build the movement to become a tobacco and vape-free college. The advocacy activities may be incorporated into existing events on campus such as back to school events, new student orientation, fall fest, or a health fair. Or they may be new, stand-alone events or activities. These events should be outside the box and engaging. (*Examples: host a dance-a-thon, host a movie screening, create a photo wall, petitions, develop a social media campaign, healthy obstacle courses,*

repurpose your designated smoking areas, or host residence hall discussions about tobacco use and social justice.)

Additionally, College Leaders will be provided with **truth**-branded advocacy actions to conduct approximately twice a semester. Standard advocacy actions include finals kickback (November/December 2020 and November/December 2021), Earth Month (April 2021), back to school (August/September 2021) and National Day of Action (October 2021), with specific activities to educate about the dangers of tobacco use and the need for policy change. Additional advocacy actions may be introduced to address emerging issues such as flavored tobacco, menthol, vaping, etc. The advocacy actions will be *designed and sponsored by truth*. We will provide you with detailed instructions and supplies for carrying out each action. Participation in these actions are required. You must agree to participate and build the actions into your work plan. Include the title and date of each action in your work plan and timeline.

- **Educate:** College Leaders are required to take a larger leadership role by hosting a town hall forum or a rally, meeting with the college president or presenting the policy to the board of directors.

b. Educate and engage adult staff, faculty, and decision-makers.

Educational and engagement strategies could include presentations to staff and faculty groups, open forums, earned media, letters of support, petitions, public education events, etc.

4. Identify a plan to address ***tobacco treatment*** for those students, faculty, and staff who are interested in quitting. Sample activities include promotion of the statewide quitline or web-based resources; referring to existing, local services; or providing cessation workshops on campus. Please note that Truth Initiative offers online cessation services such as [BecomeAnEX[®]](#), [the EX[®] Program](#) and [This is Quitting](#). We encourage all participants to discuss how these services may be incorporated in your plan.
5. Develop a ***policy recommendation*** for a 100% tobacco and vape-free policy to present to key decision makers and finalize adoption. The policy must be college-wide, affecting all campuses. The narrative should refer to the application question regarding the college policy approval process and include any relevant activities or steps (for example, presentation to faculty senate or student government association, vote of college council, vote of the board of directors, etc.) along with corresponding dates. Creating an implementation and enforcement plan is strongly recommended. For those grantees that adopt a policy within the project period,

efforts for the remaining grant period should focus on policy implementation, enforcement and compliance.

Instructions for Developing Your Work Plan

Use the [supplied template](#) to develop your project work plan based on the requirements above. The plan should be sufficiently detailed to convince reviewers that you have a clear goal, obtainable objectives and reasonable, well-planned activities for the project period. Save your work plan on your computer and upload it to the online application system when prompted.

As you will see on the work plan template, it must include:

- Project goal
 - The required project goal for the program is for grantees to adopt a college-wide policy by March 2022.
 - **The policy must be college-wide, affecting all campuses.**
 - The project goal is already included on the work plan template and applies to all grantees.

- Project objectives
 - Develop at least three objectives.
 - The objectives should incorporate all five required core project elements described on pages 6-9. In the past, some colleges have chosen to create an objective or two for each core project element. Others have chosen to incorporate more than one core element into a single objective. You should organize your objectives in a way that best suits your project, as long as you address all core elements.
 - The objectives must be clear, measurable, attainable and time-bound.
 - Examples of objectives are: “By October 1, 2020 establish a campus-wide tobacco-free task force with at least 10 members, including at least two student leaders,” or, “By March 2022, engage at least 2,000 students in student-led tobacco prevention, education and tobacco-free campus policy advocacy activities.”

- Project narrative
 - Describe the activities that will support each objective.
 - Provide detailed information on each of your project activities. For example: What is the activity? How will it be carried out? Why is it important and how does it support the objective? What will be the result of the activity?
 - If you do not have detailed information about a particular activity because planning for that activity will occur during the grant period, explain the activity as much as possible and the steps involved in planning.
 - ***Note: One project lead and the two College Leaders must participate in one in-person training in fall 2020.***

Please note:

Grant activities may not include efforts to engage in any political activities or lobbying, including, but not limited to, support of or opposition to candidates, ballot initiatives, legislation, referenda, or other similar activities.

Grantees may not receive funds from other tobacco-related youth serving campaigns (for example, This Free Life or Fresh Empire) during the grant period.

All materials that include the Truth Initiative or **truth** logo or tagline must be approved by Truth Initiative prior to dissemination. Failure to adhere to this requirement is a violation of the agreement and grant funds may be revoked.

All grant activities must be conducted within the United States, D.C. or the U.S. territories listed under “Who May Apply”.

BUDGET AND USE OF FUNDS

Applicants may request up to \$10,000 or \$20,000 as defined in the eligibility requirements. At least 15% of the total budget must be dedicated to student engagement activities as described in the guidelines (student-led activities for the primary benefit of students). These expenses must be explicitly noted in the budget.

Note that materials needed to execute national **truth** advocacy campaigns will be provided to grantees and do not need to be included in the budget.

Allowable costs for **student engagement** (must be at least 15% of total budget) include but are not limited to:

- Printing/production of educational and marketing materials
- Expenses for a student engagement event or advocacy action including speaker fees, room rental, AV equipment, food, and supplies
- Printing/production of items to promote a tobacco-free environment such as pins, buttons, t-shirts, socks, fidget spinners, hacky sacks, etc.
- Incentives for student participation in surveys or research
- Student personnel expenses (internship pay, stipends, etc.) are allowable but do **not** count towards the 15% requirement.

Additional allowable project-related costs include:

- Personnel costs including staff time or stipends for student interns. **Personnel costs may not exceed 50% of the total proposed budget.**
- Development and printing of smoke-free/tobacco-free policy signage
- Meeting and event expenses including speaker fees, room rental, AV equipment, and food. **Food expenses may not exceed 40% of the total proposed budget.**

- Photocopying and printing costs
- Postage
- Office supplies
- Indirect costs, not to exceed 8% of direct costs. Indirect costs are considered “overhead” costs that help offset the college’s expenses such as facilities, accounting, and administrative costs associated with carrying out the grant.

Unallowable project-related costs include:

- Nicotine replacement therapy
- Capital expenditures
- Equipment expenses (such as computers, i-pads, camera, film equipment, etc.)

Budget Categories

The budget must provide a line item explanation and justification for all expenses. Use the following categories to organize your budget:

- A. Personnel
- B. Educational and Promotional Items (tobacco-prevention fact sheets, stress balls, socks, fidget spinners, hacky sacks, etc.)
- C. Meeting Expenses (room rental, AV rental, food, etc.)
- D. Printing (posters, signs, etc.)
- E. Photocopying (flyers, materials, etc.)
- F. Supplies (poster board, markers, etc.)
- G. Other (quit kits, etc.)
- H. Indirect Costs (up to 8% of direct costs)

Instructions for Developing Your Budget

Please follow the example format on the next page. Use the [sample budget and instructions](#) to develop your project budget.

You may design your budget in a Word document or an Excel spreadsheet, depending on your preference. Save your budget on your computer. You will be prompted to upload your budget in the online application.

Please Note:

- The budget must be **cost-effective and appropriate** for the scope and nature of the project.
- Ensure that each expense directly relates to specific activities described in your work plan. Applicants must demonstrate to reviewers how the expense supports and is integral to project activities.
- Clearly note expenses related to student engagement.

- **Provide as much detail as possible regarding each expense.** For example, if you are including meeting expenses, provide information about the purpose and objectives of the meeting, how many people will attend, its significance to the project, etc. If you are including speaker fees, provide information on the type of speaker, who you have in mind (if known), topic of the presentation, how the event supports the project, etc.
- Items must be broken down by per unit cost. For example, if proposing funds for personnel, provide the name of position, base salary, amount of time devoted to the project, and total amount of funds requested in the grant.
- Personnel costs may not exceed 50% of the total proposed budget.
- Food expenses may not exceed 40% of the total budget. Food expenses, like all expenses, must be cost-effective and appropriate for the size of the school and nature of the project.

RESOURCES

[Americans for Nonsmokers' Rights](#) has several resources including model college policies.

TECHNICAL ASSISTANCE

Interested applicants are invited to participate in one of two grant information webinars scheduled for Thursday, March 12, 2020, and Wednesday, March 25, 2020, at 3:00 p.m. Eastern time. You can register for the webinars on Truth Initiative's [website](#). Participation is optional. The webinar will be recorded and archived on the Truth Initiative website.

If you have **questions about the online application system** (for example, how to create an online account or upload a file), please contact Robin Scott, Grants Manager, at rscott@truthinitiative.org or 202-454-5555.

If you have **programmatic questions** about the initiative (for example, eligibility, required program elements, or allowable activities), please contact Kristen Tertzakian, Assistant Director of Community Engagement, at 202-454-5555 or send an email to collegegrant@truthinitiative.org.

Please refer to the resources below for further clarification on the grant guidelines or online application system:

- [Applicant Tutorials](#)

REPORTING REQUIREMENTS

Requirements include:

- Five financial reports, an interim narrative report and a final narrative report at the end of the grant. Narrative reports must report on the progress made towards the approved project goal and objectives.
- Reporting at the completion of each student engagement activity. Examples of required information could include photos and the number of students reached (see student engagement section on pages 7-9 for more details).
- Scheduled periodic monitoring calls with Truth Initiative program officer. These calls are also an opportunity to receive technical assistance.
- Participation in overall project evaluation by Truth Initiative, such as activity progress reports, online surveys, and submission of documents for review.

FUNDING DECISIONS AND NOTIFICATION

All applications submitted will undergo a multi-stage review process that will include:

- Review by Truth Initiative staff
- Approval by Truth Initiative's executive management.

Grantees will be selected based on how well each application adheres to the requirements and addresses the application questions included in these guidelines. Organizational capacity will also be considered.

All applicants will be notified by email in August 2020. Applications will be categorized as one of the following:

- Non-responsive to guidelines;
- Approved and funded; or
- Declined.

The grant award is contingent on the review and approval of all required documents by Truth Initiative. Grantees will be asked to sign a grant agreement outlining the terms and conditions of the award. Truth Initiative will provide 25% of the total award upon execution of the grant agreement. Grantees will receive subsequent payments after submitting each of the required financial reports.

In the event Truth Initiative approves an award, the amount of funding will vary by circumstances, need and program model and may differ from the amount requested. The amount of grant funding is non-negotiable.

Submission of grant application, even one that meets all grant requirements, does not guarantee receipt of an award.

KEY DATES

Truth Initiative Tobacco/Vape-Free College Program

Request for Proposal (RFP) Announcement Released	Grant Information Webinar for Potential Applicants	Eligible Funding Amount	Applications Due	Award Notifications	Project Start Date	Project End Date
February 25, 2020	Thursday, March 12 and Wednesday, March 25 at 3 p.m. Eastern time	Up to \$10,000 or \$20,000, per eligibility	Tuesday, May 12 at 5 p.m. Eastern time	Early August 2020	On or around September 8, 2020	March 31, 2022

100% TOBACCO-FREE AND VAPE-FREE POLICY DEFINITION

What is a 100% tobacco-free and vape-free campus policy?

A 100% *tobacco-free and vape-free policy* prohibits the use of any tobacco product, including, but not limited to, cigarettes, e-cigarettes, cigars, cigarillos, small cigars, pipes, hookah, smokeless tobacco (otherwise known as dip, chew, snuff, spit, and snus) and other smokeless products. primary concern of a tobacco and vape-free policy is overall health, sanitation, and the environment. Also, a comprehensive tobacco and vape-free policy may also address tobacco (including vape) sales, marketing, sponsorship and investments.

The use of tobacco products is strictly prohibited in all indoor and all outdoor campus property, including parking lots, facilities, and vehicles, whether owned, rented, or leased. Designated smoking areas on campus are prohibited. The policy applies to all students, faculty, staff, and other persons on campus, regardless of the purpose for their visit.

Truth Initiative recognizes and honors the fact that tobacco may have a sacred cultural place in American Indian life. Tobacco used for sacred, ceremonial, or traditional purposes may be exempt from policies.

For more information on model campus policies, please visit [Americans for Nonsmokers' Rights](#).

APPLICATION QUESTIONS

Note: This document includes all the application questions you will be required to answer when you log onto Truth Initiative’s [online application system](#). This document is for reference only. You must use the online application system to apply for the grant.

PROJECT INFORMATION

Name of Project*

Provide the name of your project. Please do not use “Truth Initiative” or the word “truth” in the project name.

Character Limit: 100

Project Lead and Co-Lead*

Provide name, title and contact information (include address, email and phone) of project lead and a project co-lead. **Both** a project lead and a co-lead are required. Please see the guidelines as well as the “Staffing Plan” section of this application for more information.

Character Limit: 600

College Department or Group Responsible for Project*

Provide name of college department or entity responsible for carrying out project activities. Any official entity – department, administrative unit, sanctioned group or club, etc. – within a college may apply with authorization of the college administration.

Character Limit: 50

Amount of Funding Requested*

The maximum amount is \$20,000.

Character Limit: 20

COLLEGE DEMOGRAPHICS

The next several questions gather information about your student population. Please provide the total number of students enrolled for the most recent year available and the racial and ethnic makeup (percentage) of the entire student population.

School Year*

(e.g. 2018-2019)

Character Limit: 15

Total Student Enrollment*

Character Limit: 10

White (%)*

Character Limit: 5

Hispanic, Latino or Spanish Origin (%)*

Character Limit: 5

Black or African American (%)*

Character Limit: 5

Asian (%)*

Character Limit: 5

American Indian or Alaska Native (%)*

Character Limit: 5

Native Hawaiian or Pacific Islander (%)*

Character Limit: 5

Two or More Races (%)*

Character Limit: 5

Faculty and Employees*

Provide the number of faculty and staff employed at your institution. Please include full-time, part-time and adjunct faculty.

Character Limit: 5

BACKGROUND AND RATIONALE

The following questions focus on previous experience towards adoption of a tobacco and vape-free college policy and your institution's approval process for such policy. There are no right or wrong answers. Please keep your answers concise.

Please note: There are character limitations for all questions. Keep in mind that six characters equal approximately one word and 3,400 characters equal approximately one page of text.

Current Policy*

Describe the current policy on tobacco use/smoking at your college. If you have multiple campuses, please indicate if the policy affects all campuses. If your college has a written policy, you may attach it as a PDF or Word document. Otherwise, describe the policy below.

Character Limit: 1750 | File Size Limit: 2 MB

Previous and Current Efforts*

Briefly describe your college's previous and current efforts to work towards a tobacco and vape-free college campus. What are the results of those efforts? Are the administration, faculty, students and staff supportive or reluctant? What is the current campus climate with regards to tobacco use and a tobacco and vape-free policy? Include lessons learned and challenges faced.

Character Limit: 2500

Approval Process*

Describe the approval process required at your college to adopt a tobacco and vape-free policy.

Character Limit: 2250

EXECUTIVE SUMMARY

Provide an executive summary of your proposed project including the project goal, objectives, main activities, expected outcomes, project leads, and any other pertinent information. The summary should provide a concise overview of your project implementation plan and provide the reviewers with a clear picture of how the project will flow from beginning to end.

Executive Summary*

Please type your executive summary below.

Character Limit: 3400

PROJECT WORK PLAN

Using the template [work plan](#) and following the instructions on pages 6-10 in the [grant guidelines](#) to create your project work plan. You must first download the [template](#), save it to your computer, complete it and then upload the completed document as instructed below. Use September 15, 2020 as the project start date and March 31, 2022, as the project end date. Projects will start on or around September 8, 2020.

IMPORTANT: You MUST incorporate all required elements in your work plan as described on pages 6-10 in the [grant guidelines](#). Please read the grant guidelines carefully and include all required elements.

Project Work Plan*

Upload your project work plan here.

File Size Limit: 2 MB

Anticipated Challenges*

Please briefly describe in a sentence or two any anticipated challenges to adopting a policy.

STAFFING PLAN

All applicants must identify a project lead **AND** a project co-lead. The project lead is responsible for the implementation of the grant. The co-lead will assist the project lead in project implementation. Both the project lead and co-lead must be members of the college faculty or staff. Students cannot serve in these roles but are required to be involved with coordination of project activities and advocacy campaigns.

Indicate who will lead the project, including names, titles and brief bios describing their roles on campus, involvement in tobacco or health-related activities, and qualifications for the role as project lead or co-lead.

Describe other key staff who will support the project, including name, title, and role in the grant.

Your plan should demonstrate the skills and value that each person will bring to the project. Your plan should also demonstrate your college's capacity to carry out the project.

Staffing Plan*

Please type your staffing plan below.

Character Limit: 7000

Project Lead and Co-Lead Bios

If you wish, you may upload bios of the project lead and co-lead here to supplement your staffing plan described in the previous question. The bios must be saved as one document.

File Size Limit: 2 MB

Fiscal Management*

Provide the name of the department that will oversee the fiscal management of the grant, including monitoring the grant budget, paying for grant expenses, maintaining receipts and required documents, etc. Departments such as the office of sponsored grants and programs, office of administration and finance, or accounting office often serve in this role.

Character Limit: 200

BUDGET

Existing Budget*

Does your college currently have an existing budget or dedicated funds for tobacco control activities?

- Yes
- No
- Unsure

If yes, please include the amount of funding and name of funder.

Character Limit: 250

Budget *

Using Truth Initiative's [sample budget and instructions](#) as a guide, please provide your budget and budget narrative.

Please read the [grant guidelines](#) and the [sample budget and instructions](#) carefully before developing your budget and budget narrative. The budget narrative must provide a line item explanation and cost breakdown for all expenses listed in the budget request form. Ensure that each expense clearly relates to and is referenced in the program work plan.

Refer to the [grant guidelines](#) for information on allowable expenses.

File Size Limit: 2 MB

LETTER OF SUPPORT

Letter of Support (Senior Official) *

Please submit as Word/PDF document.

Truth Initiative requires one letter of support for the project from an authorized representative of the college administration. Acceptable positions include college president, board of trustees, vice president of student affairs or academic affairs and other similar senior level officials.

Please refer to the grant guidelines for detailed information.

File Size Limit: 2 MB

COLLEGE STATUS

To be eligible for a grant under the Tobacco and Vape-Free College Program, a college must be a minority-serving institution OR an accredited community college OR a women's college as described on pages 3-5 of the grant guidelines.

Affirmation of Status as Minority-Serving Institution*

I affirm that my college is a minority-serving institution as described on pages 3-5 of the grant guidelines.

- Yes
- No

Type of Minority-Serving. If not applicable, write N/A.*

- Historically Black College or University
- Hispanic-Serving Institution
- Tribal College or University
- Alaska Native-Serving Institution
- Native Hawaiian-Serving Institution
- Predominantly Black Institution
- Asian American and Native American Pacific Islander-Serving Institution
- Native American-Serving Nontribal Institution
- N/A

Affirmation of Status as Accredited Community College*

I affirm that my college is an accredited community college as described on pages 3-5 of the grant guidelines.

- Yes
- No

Affirmation of Status as Women's College*

I affirm that my college is a women's college as described on pages 3-5 of the grant guidelines.

- Yes
- No

Name of Person Providing Affirmation*

Title and College Name of Person Providing Affirmation*

REQUIRED DOCUMENTS

College Approval*

At most colleges, grant applications must be reviewed and approved by the office of sponsored programs, office of institutional advancement, or a similar administrative, accounting or financial office. Have you verified your college's internal grant application procedure, notified the appropriate departments and obtained the required college approvals prior to submitting this application?

- Yes
- No

If no, please explain.

Character limit: 500

Tax Status and Exemption Letter*

Upload as a Word/PDF document.

- Please submit your college's letter from the IRS exempting the college from taxation as described in Section 501(c)(3) Section 170(c)(1) or Section 511 (a)(2)(B) of the Internal revenue code, or
- If your college is a state entity and does not have an IRS determination letter, you must submit a letter from an authorized senior college official (for example, the college president or vice president of finance and administration) affirming that the college is both 1) a government entity or political subdivision **AND** 2) exempt from federal taxation. The letter **MUST** be written on college letterhead, dated and signed by a senior college official. This letter is required for all applicants that are considered state/government entities and cannot supply an IRS determination letter that explicitly states that the college is a state/government entity.

Please refer to the grant guidelines for additional information on eligibility.

File Size Limit: 2 MB

IRS Form 990

Please submit your college's most recent IRS Form 990 and all schedules, including Schedule A, exhibits and attachments. If your college is not required to submit an IRS Form 990, please explain below.

File Size Limit: 1 MB

Audited Financials*

Upload as a Word/PDF document. For institutions required by law to conduct OMB A-133 audit, also known as single audit, please provide a copy of your institution's most recent A-133 audit along with your audited financial statements.

For institutions NOT required by law to conduct an OMB A-133 or single audit, please provide a copy of your institution's most recent audited financial statements.

File Size Limit: 3 MB

A-133 Audit*

Is your college required by law to conduct an OMB A-133 audit, also known as a single audit? If so, please ensure that you have uploaded this audit in the previous question.

- Yes
- No

FINAL NOTE

When you hit "Submit" below, your application will be transmitted to Truth Initiative. You should receive a confirmation email shortly after submitting the application. If you don't receive the confirmation email, please check your spam or junk folder. If you need further assistance, contact us by phone at 202-454-5555 or via email at collegegrant@truthinitiative.org.

FREQUENTLY ASKED QUESTIONS

ELIGIBILITY

1. How can I determine whether my college is a minority-serving institution?

You can refer to the U.S. Department of Education's [website](#) for a list of minority-serving institutions.

2. How can I determine whether my college is accredited by one of the six regional accrediting agencies?

You can refer to your college handbook or visit the U.S. Department of Education database of [Accredited Postsecondary Institutions and Programs](#).

3. How can I determine whether my college is a women's college?

Women's colleges are defined as higher institutions that exclusively enroll women in undergraduate studies.

4. Do you have any geographic restrictions?

Funding is limited to institutions based in the 50 US states, the District of Columbia, and the following five territories: American Samoa, Guam, Commonwealth of the Northern Mariana Islands, Puerto Rico, and the United States Virgin Islands. Grant activities may not be implemented outside of the United States, D.C. or the five above-enumerated U.S. territories.

5. Can more than one applicant submit from a college?

Only one application per college will be accepted. During the registration process, multiple applicants from a college may receive a pop-up message notifying them of a duplicate EIN. In this case, please contact Truth Initiative at 202-454-5555 or via email at collegegrant@truthinitiative.org.

PREPARING TO APPLY

1. How do I apply for a grant?

All applications must be submitted electronically through Truth Initiative's [online application system](#). Hard copy, emails and faxed proposals will not be accepted. It is important that you review the [grant guidelines](#) prior to completing the application.

2. Do I have to complete the application all at once?

No. At the bottom of the application is a "Save as Draft" button. We recommend you save your application before logging out. You can log in later to continue working on your application. We recommend that you cut and paste your application answers after each question into a Word document to save as backup.

3. Does the application system have a time-out feature?

Yes. A user will receive a warning message and will automatically be logged out of the system after 90 minutes of inactivity.

4. Can I copy and paste information into my application from an MS Word document?

Copying and pasting data into an application from a Word document is allowable but may lead to formatting errors. For best results, type the information directly into the application where requested. Note that some of sections will ask you to type directly into the application; other sections will ask you to upload documents in PDF or MS Word format.

5. Are there page limitations for different sections of the proposals?

Yes. The application specifies page limitations by section.

6. Are there character limits to the application questions?

There are limits on the amount of text you can submit. You will see a character counter displayed below the entry field. You are not required to reach the character limit!

Keep in mind that six characters equals approximately one word and 3,400 characters equals approximately one page of text.

UPLOADING ATTACHMENTS

1. Is there a size limit to file uploads?

The maximum size for all attachments varies. We will not accept files that are larger than the allotted space.

GRANT CONTENT

1. What is the maximum grant amount?

Truth Initiative will grant up to either \$10,000 or \$20,000 for the grant period (September 2020-March 2022) depending on the purpose of the project. Please refer to the eligibility section, "Who May Apply," on pages 3-6. Proposals with budgets exceeding \$20,000 will not be considered.

2. Are other sources of funding required?

No. Other funding sources to support tobacco and vape-free college campus policy efforts are not required.

3. Can you pay the student leaders as interns in the grant budget?

Yes. We encourage you to include student interns in the budget. List the expense under the personnel section.

4. Is student engagement a requirement of the grant proposal?

Yes. Only proposals that include a robust student engagement section will be considered for funding. At least 15% of the budget must be dedicated to student engagement. Please make sure student engagement activities are clearly noted in budget narrative.

SUBMITTING THE APPLICATION

1. When is the application deadline?

The deadline for applications is **Tuesday, May 12, 2020, at 5 p.m. Eastern time.**

Applications submitted after this time will not be accepted.

2. How soon and what type of notification will I receive after submitting an electronic application?

You should receive a confirmation email shortly after submitting the application. If you don't receive the confirmation email, please check your spam or junk folder.

TROUBLESHOOTING

1. I don't know/I forgot my password. How can I retrieve my password?

Applicants can retrieve a forgotten password by:

1. At the Logon Page, click on Forgot your Password.
2. Enter your email address in the text box below the Log On button and click Send Reset Link.
3. An email from passwordreminder@foundant.com will be sent to your email address.

2. Who should I contact if I experience technical problems with the online application system or a question regarding the content of the proposal?

Contact Truth Initiative at 202-454-5555 or collegegrant@truthinitiative.org if you need further assistance. If contact is via phone, indicate that you are calling about the Tobacco-Free College Program and specify the nature of your call.

3. How do I print application for my records?

If you would like a paper copy of your application for your own records, login to the application portal and choose the Application Packet link. This will create a PDF of your application. You can print or save this document. You will always have access to your application by logging back into the application portal, even after you submit it.