

Alcohol Awareness Month – Sponsorship Application

New York City Prevention Resource Center



Overview

The Children's Aid Society NYC Prevention Resource Center is seeking to partner with local communities interested in hosting neighborhood outreach activities related to Alcohol Awareness Month.

April marks Alcohol Awareness Month, a nationwide campaign intended to raise awareness of the health and social problems that excessive alcohol consumption can cause for individuals, their families, and their communities.

*The PRC will **provide \$1,000 to sponsor five (5) activities** that will increase community awareness of the local risk factors associated with alcohol and underage drinking. Activities must be conducted in the month of April 2013.*

Who is Eligible to Receive Sponsorship?

1. Organizations currently recognized as OASAS funded prevention, treatment, or recovery providers are eligible to partner with the Prevention Resource Center.
2. 501c3 organizations serving as the fiscal agent for a local Community Group. All groups must have an active relationship with the NYC Prevention Resource Center.

Individuals are not eligible to apply.

Restrictions

The following restrictions apply to sponsorship:

- Groups receiving funding must use all monies by *April 30, 2013*
- Cannot be used to provide staff training
- Cannot be used to purchase equipment
- Cannot be used to supplant existing funding
- Cannot be used to cover personnel, fringe or administrative costs

Review Process

Applications will be reviewed on a first-come basis. Representatives from the Prevention Resource Center will review all applications. Applicants may be contacted with follow-up calls if additional information is needed.

Criteria

Activities should focus on the issue of prevention of underage drinking or alcoholism. You must **address issues related to the consumption, consequence, and/or retail access of alcohol**. You must target local youth and/or adults within your community.

Recipients must **partner with at least one additional local stakeholder in the planning and delivery of this event**.

These may include:

- Youth Serving Organizations; Law Enforcement; Schools and Universities; Civic and Volunteer Organizations; Hospitals and Health Clinics; Local Businesses; or Faith based Institutions.

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Instructions

Please respond to the following narrative questions, in question and answer format, on a blank sheet of paper that will be included in your agreement (once reviewed and approved). Clear and concise answers to these questions will assist PRC staff in the review of the applications. **Responses should not exceed 3 typed written single spaced pages.**

The following additional information should be provided in a **separate cover letter**:

- *The name, address and phone number of the legal entity that will contract with The Children's Aid Society*
- *The title of the program/project that will utilize the funding*
- *The name and title of the person authorized to sign the agreement.*

Narrative Questions

Please give a brief description of your community

1. What target population or demographic does your activity seek to target? How?
2. Please answer **one** of the following questions. Provide details, examples, and data to better illustrate your answers.
 - What has been the impact of underage drinking on your community quality of life (i.e. crime, violence, poverty, unemployment)?

OR

- What has been the effect of an overabundance of negative media messages (posters, billboards, etc.) related to alcohol consumption within your community?

OR

- What has been the impact of easy retail access of alcohol for youth within your community?
3. Please give a detailed description of your proposed activity, its goals and objectives. Explain how your proposed activity will address the issue you gave above. Provide the proposed date and time of your activity.
 4. Tell how you plan to promote and evaluate the impact of your activity.

Budget

A budget must be submitted as part of the final application. Costs will cover expenses related to the execution of the activities outlined by the applicant within the sponsorship application. Costs must not exceed \$1,000 and will not cover personnel, fringe or administrative costs.

Other requirements

1. Recipients will be required to obtain and show proof of three quotes for all purchased items. Recipients will be required to use the lowest quotes or provide significant reason why higher quote was used. **Please do not add additional categories.**

Budget categories include:

- Space
- Promotional Items
- Outside Printing
- Speakers/Teaching Artist
- Food

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2. Applicants must complete and submit a Federal W-9 form
3. Applicants must complete and submit a New Vendor Processing form

Expense Description	Space	Promotions	Outside Printing	Speakers/Teaching Artist	Food	TOTAL
TOTAL						

Activity Summary

All recipients must **complete and submit a one page activity summary** of their activity by Friday, May 15th, 2013. Summaries should include;

- Evaluation/Survey results
- Significant outcomes related to the activity goals and objectives
- Possible follow up plans resulting from the activity
- The role of local stakeholders in the planning and execution process

All summaries will be included within a strategy guide outlining urban environmental strategies.

Important Dates

Sponsorship Application Released	February 27, 2013
Information Call 1-866-244-8528; Pass: 620952	March 6, 2013 from 2:30pm – 3:00pm Eastern Time
Application Deadline	Friday, March 15th, 2013 at 5:00pm Eastern Time
Award Notification	no later than Friday, March 22nd, 2013
Awareness Activities	April 1 through April 30 th , 2013
Activity Summary Deadline	May 15 th , 2013

Submission

Please submit all completed applications including budgets by **Friday, March 15, 2013 at 5:00pm**.

Applications may be sent by:

Word Document or PDF file to: <i>Scott McLeod</i>	scottm@childrensaidsociety.org
Fax: <i>Attn: Scott McLeod</i>	212-529-6762