Tobacco-Free College Program – Cohort 3

Sample Budget and Instructions

***Allowable Costs***

*Applicants may request up to $20,000. 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. All youth and young adult items utilizing the* ***truth*** *logo will be designed by Truth Initiative and provided to colleges for production.*
* *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. We recommend that you hire the College Leaders as interns.*

*Additional allowable project-related costs include:*

* *Personnel costs including staff time or stipends for student interns*
* *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 equal no more than 40% of total direct costs (not including indirect costs). For example, if total direct costs equal $18,400, the total amount allocated for food can be no more than $7,360.**
* *Photocopying and printing costs*
* *Postage*
* *Office supplies*
* *Indirect or overhead cost, not to exceed 8% of direct costs. For example, if direct costs equal $17,500, the amount of indirect costs would equal $1,400 ($17,500 x .08 = $1,400).*

*Unallowable project-related costs include:*

* *Nicotine replacement therapy*
* *Capital expenditures*
* *Equipment expenses (such as computers, 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:*

1. *Personnel*
2. *Educational and Promotional Items (tobacco-prevention fact sheets, stress balls, socks, fidget spinners, hacky sacks, etc.)*
3. *Meeting Expenses (room rental, AV rental, food, etc.)*
4. *Printing (posters, signs, etc.)*
5. *Photocopying (flyers, materials, etc.)*
6. *Supplies (poster board, markers, etc.)*
7. *Other (quit kits, etc.)*
8. *Indirect Costs (up to 8% of direct costs)*

***How to Create Your Budget***

*Please follow the example format on the next page. The expenses listed in the sample are examples only; you do not need to include all of the categories or the specific expenses listed. Create a budget that is appropriate for your specific project.*

*Clearly note expenses related to student engagement. 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.*
* ***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.*
* *To determine the maximum amount of indirect costs (8% of direct costs), multiply the total amount of DIRECT costs by .08. For example, if direct costs equal $17,500, the amount of indirect costs would equal $1,400 ($17,500 x .08 = $1,400). The total grant request in this case would equal $18,900 ($17,500 + $1,400 = $18.900).* ***Do not calculate indirect costs by multiplying $20,000 by 8%.*** *Instead, you must first determine the total of your direct costs and then calculate the indirect costs based on the amount of your direct costs.*
* ***Check your work for consistency and arithmetic errors before submitting.***

**Grant Budget Request (SAMPLE TEMPLATE)**

Tobacco-Free for Northwest CC!*(project title)*

Northwest Community College *(applicant)*

Project Dates: February 1, 2019 – June 30, 2020

Note: Line items in **red** denote expenses related to student-led student engagement activities.

1. **Personnel Total: $3,000**

Two student interns will coordinate project activities over the grant project period. Expenses include:

* Intern salaries - $12/hour x 125 hours/intern x 2 interns = $3,000

1. **Educational and Promotional Materials Total: $425**

As described in the project work plan, student leaders will distribute promotional materials and give-aways at four student events to promote a tobacco-free policy during new student orientation, homecoming, spring fling and graduation. Expenses include:

* Fidget spinners - $.30/spinner x 1000 spinners = $300
* Gift cards (e.g., Starbucks) - $5/card x 25 cards = $125

1. **Meeting Expenses Total: $8,750**

As described in the project work plan, the taskforce will convene two tobacco-free educational events for faculty and staff and four campaign-focused events and activities on campus for students. Expenses include:

* Room rental - $250/event x 4 student events = $1,000
* Room rental - $250/event x 2 faculty and staff events = $500
* AV rental - $150/event x 3 student events = $450 (AV will not be needed for all events.)
* Food for faculty/staff events - $10/person x 50 people x 2 events = $1,000
* Food for student events - $7/person x 200 people x 4 events = $5,600
* Speaker honoraria for student events - $50/speaker x 4 speakers = $200

1. **Printing Total: $4,300**

As described in the project work plan, the taskforce will work with a student to design social marketing posters and buttons to encourage student engagement in the project. In addition, the college will purchase permanent signage to install on campus when the policy is adopted. Expenses include:

* Printing of posters– Approximately $12/poster x 50 posters = $600
* Printing of buttons – Approximately $.35/button x 2,000 buttons = $700
* Tobacco-free campus signage - $1,000 per sign x 3 signs = $3,000

1. **Photocopying Total: $0**
2. **Supplies Total: $175**

As described in the project work plan, the student leaders will organize a mural-painting project with students to encourage a smoke-free lifestyle. Expenses include:

* Paint - $20/gallon x 5 gallons = $100
* Painting supplies (brushes, rollers, drop cloths) – Approximately $75 for all items

1. **Other Total: $500**

Quit kits will be provided to students, faculty and staff who are interested in quitting smoking, as described under the cessation activities in the project work plan. Expenses include:

* Quit kits (including gum, mints, stress balls and cessation literature)– Approximately $5/kit x 100 kits = $500

1. **Indirect Costs Total: $1,372**

Indirect costs are calculated as 8% of direct costs. Direct costs of $17,150 x .08 = $1,372.

Direct Costs: $17,150

Indirect Costs: $1,372 (8% of **direct** costs)

**Grand Total: $18,522**