



# **Clear the Air Tennessee Grants Program 2019-20 Grant Guidelines and Application Instructions**

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## GRANT GUIDELINES

**DEADLINE FOR APPLICATIONS: Wednesday, October 30, 2019 at 5:00 p.m. Eastern**

Welcome. Thank you for your interest in the Truth Initiative® grant program, **Clear the Air Tennessee**.

### OVERVIEW

Truth Initiative knows that by creating smoke-free environments, individuals and communities can protect themselves against the harmful effects of secondhand smoke. Secondhand smoke contains more than 7,000 chemical compounds, 69 of which are known to be carcinogenic to humans or animals. Adults and youth are exposed to secondhand smoke in places ranging from homes and vehicles to public indoor and outdoor spaces. As of July 2019, 61% of the US population is protected by comprehensive smoke-free laws.

Tennessee is one of the states that does not have local comprehensive smoke-free laws. Under the Tennessee Non-Smoker Protection Act, smoking is prohibited in all enclosed public places including restaurants, retail stores and shopping malls. Smoking is allowed on open patios, porches and decks. The law defines smoking as, “inhaling, exhaling, burning, or carrying any lighted cigar, cigarette, pipe, or other lighted tobacco product in any manner or in any form.” The law does not include e-cigarettes, nor does it state a required distance from the entrance of a building in which smoking is prohibited. These loopholes leave consumers, workers and community members open to experiencing adverse effects of secondhand smoke. Smoke-free environments are critical to protecting individuals from these harmful effects. For more information about the Tennessee Non-Smoker Protection Act, go to <https://www.tn.gov/health/health-program-areas/fhw/tobacco/smokefree-tennessee/smokefree-tennessee-faq.html>.

Youth and young adults are powerful advocates and effective agents of change – especially when advocating for their own health and the health of their peers. Tennessee’s lack of local comprehensive smoke-free laws presents an opportunity for youth and young adults to educate local businesses about the importance of smoke-free air and encourage voluntary adoption of smoke-free policies by businesses and public spaces.

Through the Clear the Air Tennessee program, Truth Initiative is offering funding to engage Tennessee youth and young adults (ages 15-24) on the issue of smoke-free environments. Truth Initiative will award approximately six grants of up to \$2,000 each to support this work. The goals of the grant program are to:

1. Engage, mobilize and educate youth and young adults on the importance of smoke-free environments and how to create these voluntary environments in their community.
2. Assist at least one business or public space to adopt a voluntary comprehensive smoke-free policy.

For the purposes of this grant, a comprehensive smoke-free workplace policy includes both traditional tobacco products (cigarettes, pipes, etc.) and electronic cigarettes and follows guidelines set by the American Nonsmokers' Rights Foundation (ANRF) model smoke-free workplace policy, available here <https://no-smoke.org/model-policy-smokefree-workplace/>.

The grant period will be **February 1 – June 30, 2020**.

Truth Initiative will hold an informational call on **Wednesday, October 2, 2019, at 3:00 p.m. Central / 4:00 p.m. Eastern** to answer questions about the program. Participation is optional. To join, dial: (605) 472-5677; Access Code: 875-656.

Youth-serving nonprofits and government entities (such as health departments, high schools and colleges) located in Tennessee are eligible to apply.

The following sections provide detailed information on grant requirements and how to apply.

### ABOUT TRUTH INITIATIVE

[Truth Initiative](#) is America's largest non-profit public health organization dedicated to making tobacco use a thing of the past. We speak, seek and spread the truth about tobacco through education, tobacco-control research and policy studies and community activism and engagement.

[truth](#)<sup>®</sup> is a provocative, subversive brand that is pro-non-smoking. The brand does not preach or shame smokers; it arms youth with the tools they need to be the generation that ends smoking. **truth** knows that smoking can impact the things youth care about right now in unexpected ways so it sheds a light on facts to help them make an informed decision. **truth** is inclusive, rooted in facts, unexpected and a movement to end smoking.

### WHO MAY APPLY

Youth-serving 501(c)(3) organizations and government entities (health departments, high schools, colleges, etc.) located in Tennessee may apply.

Former Truth Initiative grantees are eligible to apply. Past grant performance will be considered during the review process.

To avoid any real, potential, or perceived conflict of interest between Truth Initiative's grant recipients and any tobacco-related entities, Truth Initiative will not award funding to any applicant that is in current receipt of any grant monies or in-kind contribution from any tobacco manufacturer, distributor, or other tobacco-related entity. During the grant period, no person working on the grant shall provide services to or receive services or anything of value from (i) any "Tobacco Company" (as defined below) or (ii) the Foundation for a Smoke-Free World ("FSFW"); and (b) no funds or anything of value received by Grantee from (i) a Tobacco Company or (ii) FSFW shall be used in connection with the grant or to further the purposes set forth in the Grant Proposal. For purposes of this grant, "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, "Clear the Air Tennessee Grants Program 2019-20" to access the grant application.

All of the questions from the online application are also located on page 11 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, Senior Grants Manager, at [rscott@truthinitiative.org](mailto: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 LaDonna Ellis at [lellis@truthinitiative.org](mailto:lellis@truthinitiative.org) or 202-215-8989.

## PROJECT WORK PLAN - REQUIRED ELEMENTS

Your project work plan must include five required elements: 1) goals (as established by Truth Initiative below); 2) objectives (as established by Truth Initiative below); 3) activities; 4) timeline; and 5) staffing plan. You will be prompted by the online application to incorporate these elements into your proposal. Please read the information in this section carefully to ensure you are responsive to the online application questions.

**Include the name of your organization and submission date at the top of the work plan.**

### Goals and Objectives

All projects will work towards the same goals and objectives listed below. These goals and objectives must be included as written in your work plan.

#### **Goals:**

1. Engage, mobilize and educate youth and young adults on the importance of smoke-free environments and how to create these voluntary environments in their community.

2. Assist at least one business or public space to adopt a voluntary smoke-free policy.

For the purposes of this grant, a comprehensive smoke-free workplace policy includes both traditional tobacco products (cigarettes, pipes, etc.) and electronic cigarettes and follows guidelines set by the American Nonsmokers' Rights Foundation (ANRF) model smoke-free workplace policy, available here <https://no-smoke.org/model-policy-smokefree-workplace/>.

**Objectives:**

1. Meet individually with at least three business owners to educate them on secondhand smoke and smoke-free environments and promote the adoption of a voluntary smoke-free policy.
2. Recruit and maintain an active group of at least five to ten youth and young adults (ages 15-24) who engage in at least one activity per month.
3. Complete at least two activities or events to educate the local community on the issue of second-hand smoke and the importance of smoke-free policies.

**Activities and Timeline**

Your work plan must include activities that clearly support the goals and objectives of the program. You must also include a timeline that indicates when each activity will be implemented.

You may format your work plan and timeline as you wish, but **please organize the information in a clear, concise and easy-to-read format**. Provide a detailed description for each activity.

When you develop your activities and timeline, be sure to incorporate milestones, such as key tasks, events and activities that will help you measure and monitor the progress of your campaign and ensure that it is progressing in a timely manner.

Sample milestones are listed below for your consideration. These examples are not mandatory but instead intended to spark ideas for your own campaign.

*February*

- Recruited youth and young adults
- Conducted education and strategy youth training
- Developed strategy and tactics
- Identified local business targets and business owners (at least three)
- Named campaign (i.e., grant project)

*March*

- Implemented first campaign activity or action
- Held one-on-one meetings with business targets
- Developed understanding of each business owner's stance on smoke-free workplaces

- Held community activities and actions that add individuals to the campaign, bring awareness to the issue and get the attention of the business owner

*April*

- Held additional community activities and actions held that add individuals to the campaign, bring awareness to the issue and get the attention of the business owner

*May*

- Held additional activities that bring attention to the request for the business owner to go smoke-free and educate the community on the issue
- Reevaluated each business owner's stance and campaign strategy and tactics
- Provided assistance to business with drafting new policy

*June*

- Helped business owner plan for policy implementation
- Helped business introduce and launch new policy
- Participated in celebration event of policy implementation

Sample activities and actions to educate the community may include, but are not limited to:

- Letter writing campaign
- Story telling campaign
- Petitions
- Rallies
- Town hall meetings
- Cigarette butts clean up

When planning your activities, remember:

- Let the youth plan and lead the events with adult guidance.
- Collaborate and partner with other youth groups and community members.
- Use your organization's or group's name and logo when promoting the event.
- Be creative and strategic with your activities.
- Continue to apply pressure, be consistent by having regular meetings and campaign activities.

In addition to the requirements above, you must agree to carry out all of the following activities. You will be prompted in the online application to confirm your agreement.

- By **February 19, 2020**, identify at least two youth (ages 15-24) who will serve as Lead Finishers. The Lead Finishers will organize events and conduct peer training on the issue of secondhand smoke and smoke-free environments.
- Participate in a strategy and organizing training with Truth Initiative staff.
- If requested by Truth Initiative, participate in at least one **truth** online action. Truth Initiative will provide instructions and a link to the action when available.
- Enlist a total of at least **50** youth and young adults as Finishers on [www.thetruth.com](http://www.thetruth.com)
- The project lead (or designated representative) and at least one Lead Finisher must represent your organization on monthly report out calls led by Truth Initiative.

*Please note:*

Grant activities **shall 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. No grant funds shall support any of the foregoing.

**No** part of the grant may be used for any personal attack on, or vilification of, any person, company, or governmental agency, whether individually or collectively.

**All** grant activities may be conducted within the 50 US states, District of Columbia, or five US territories that signed the 1998 Master Settlement Agreement (American Samoa, Guam, Commonwealth of the Northern Mariana Islands, Puerto Rico, and the United States Virgin Islands). **No** grant activities may be conducted outside of these geographic areas.

You may not use the Truth Initiative's or **truth**'s name or logo on any materials, promotional items, publications, etc. that you create or produce. During the grant period, you may be provided materials by Truth Initiative with the **truth** or Truth initiative logo or mark for use in your grant activities. Truth Initiative will provide you with instructions on how to use these materials, and these materials may not be repurposed.

### **Staffing Plan**

List the name and title of the person who will serve as the adult project lead and the names and titles of others who will support the project implementation. Include a brief bio of the adult project lead. Note that the adult project lead is responsible for the management and oversight of the grant. Youth leaders (including the Lead Finishers) are expected to plan and lead events with guidance from the adult project lead.

### **BUDGET AND USE OF FUNDS**

You will be prompted by the online application to upload a project budget. Please read the information below to ensure you are responsive to the online application questions.

**Include the name of your organization and submission date at the top of the budget.**

You may request up to \$2,000.

Allowable expenses include:

- A. Educational and Promotional Items (tobacco-prevention fact sheets, stress balls, socks, fidget spinners, hacky sacks, etc.)
- B. Meeting and Event Expenses (room rental, AV rental, food, etc.)
- C. Printing (design and printing of posters, signs, etc.)
- D. Photocopying (flyers, materials, etc.)
- E. Supplies (poster board, markers, etc.)
- F. Travel (transportation, hotel, etc.)
- G. Consultant or Contractor Expenses (stipends, graphic designers, etc.)

H. Other (expenses related to social media and communications, etc.)

Organize your budget according to the categories above. *You must provide a line item explanation and justification for all expenses. For example:*

Meeting and Event Expenses - \$350

- Room rental @ \$50 per room x 2 events = \$100
- Snacks for training @ \$5 per person x 25 people x 2 events = \$250

Unallowable project-related costs include:

- Indirect costs
- Nicotine replacement therapy
- Capital expenditures
- Equipment expenses (such as computers, film equipment, etc.)

### TIPS FOR A SUCCESSFUL PROPOSAL

Funding priority will be given to applicants that demonstrate the following qualities:

- Include all required project elements
- Provide a clear and detailed plan for required activities
- Propose activities that are youth-centered and youth-led activities, conducted with adult oversight
- Provide a clear and detailed budget that directly supports the project activities
- Demonstrate a strong track record in youth activism
- Demonstrate experience working with local media
- Demonstrate current relationships or alliances with local partners

### RESOURCES

**Benefits of a smoke free work place:**

<https://no-smoke.org/at-risk-places/workplaces/>

**Effects of secondhand smoke:**

<https://truthinitiative.org/research-resources/harmful-effects-tobacco/secondhand-smoke>

<https://truthinitiative.org/research-resources/harmful-effects-tobacco/impact-secondhand-smoke>

[https://truthinitiative.org/sites/default/files/media/files/2019/03/Truth\\_Secondhand%20Smoke%20FactSheet\\_FINAL.pdf](https://truthinitiative.org/sites/default/files/media/files/2019/03/Truth_Secondhand%20Smoke%20FactSheet_FINAL.pdf)

<https://www.cdc.gov/niosh/topics/tobacco/tobaccosmoking.html>

**Smoke-free laws do not harm business at restaurants and bars:**

<https://www.tobaccofreekids.org/assets/factsheets/0144.pdf>

**Sample project strategy chart:**

[http://www.tcsq.org/sfelp/toolkit/MidwestAcademy\\_01.pdf](http://www.tcsq.org/sfelp/toolkit/MidwestAcademy_01.pdf)

**GRANT APPLICANT INFORMATION CALL**

Truth Initiative will hold an informational call on Wednesday, October 2, 2019, at 3:00 p.m. Central / 4:00 p.m. Eastern to answer questions about the program. Participation is optional. To join, dial: (605) 472-5677; Access Code: 875-656.

**FINAL REPORTING REQUIREMENTS**

Grantees will be required to submit a brief final narrative report including a description of project outcomes and progress made towards the approved project goal and objectives. Grantees must also confirm that grant funds were used in accordance with the approved budget. Report guidelines will be provided by Truth Initiative.

**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

All applicants will be notified by email in early to mid-November. 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 send the grant check upon execution of the grant agreement.

In the event Truth Initiative approves an award, the amount of funding may 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**

| <b>RFP Released</b>           | <b>Applicant Call (Optional)</b>                                 | <b>Funding Amount</b> | <b>Applications Due</b>     | <b>Award Notifications</b>    | <b>Project Start Date</b> | <b>Project End Date</b> |
|-------------------------------|------------------------------------------------------------------|-----------------------|-----------------------------|-------------------------------|---------------------------|-------------------------|
| Wednesday, September 18, 2019 | Wednesday, October 2, 2019<br>3 p.m. Central /<br>4 p.m. Eastern | Up to<br>\$2,000      | Wednesday, October 30, 2019 | Week of<br>January 6,<br>2020 | February 1,<br>2020       | June 30,<br>2020        |

## APPLICATION QUESTIONS

This section 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 NAME

#### **Name of Organization**

Character Limit: 250

#### **Name of Project**

Character Limit: 250

### PROJECT INFORMATION

**Provide the name, title and organization of person submitting the proposal.**

Character Limit: 1000

**Please respond to the following statement: "As the submitter of this proposal, I certify have the authority to submit this proposal on behalf of my organization."**

Choices

Yes

No

**Provide name, title and organization of adult project lead.**

Character Limit: 500

**Indicate the amount of funding requested. The maximum amount is \$2,000.**

Character Limit: 20

**Briefly describe why your organization is interested in participating in this grants program.**

Character Limit: 3000

### BACKGROUND AND EXPERIENCE

The following questions relate to your organization's background experience. There are no right or wrong answers. Previous experience in tobacco control (prevention, cessation, policy, etc.) or smoke-free environments is not required. 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.

**What is the mission of your organization?**

Character Limit: 1000 | File Size Limit: 2 MB

**How many youth and young adults does your organization serve per year?**

Character Limit: 250

**What ages of youth or young adults does your organization serve?**

Character Limit: 250

**Briefly describe your organization's experience implementing youth activism programs.**

Character Limit: 1500

**Has your organization engaged in tobacco control activities (prevention, cessation, policy, etc.) in the past?**

Choices

Yes

No

**If yes, please describe your organization's experience in tobacco control.**

Character Limit: 3000

**How often does your organization work with youth or young adults face-to-face (e.g., daily, weekly, monthly)?**

Character Limit: 1000

**Do you collaborate with other local or regional partners on youth activism programs?**

Choices

Yes

No

**If yes, please explain.**

Character Limit: 1500

**Briefly describe your organization's experience garnering local or regional press for your activities.**

Character Limit: 3000

## **PROJECT WORK PLAN AND BUDGET**

### **Project Work Plan**

Develop your work plan in a Word document and save it on your computer. **Make sure to include the name of your organization and the submission date on the document.** When the document is complete, upload it below.

Your work plan must include five elements: 1) goals (as established by Truth Initiative); 2) objectives (as established by Truth Initiative); 3) activities; 4) activity timeline; and 5) staffing plan.

Read the grant guidelines carefully before developing your work plan document. The guidelines include the required goals and objectives and explain the requirements for each of the five elements. You must follow the guidelines in order for your proposal to be considered responsive to the RFP.

File Size Limit: 2 MB

### **Project Budget**

Develop your budget in a Word or Excel document and save it on your computer. **Make sure to include the name of your organization and the submission date on the document.** When the document is complete, upload it below. The maximum request is \$2,000.

Read the grant guidelines carefully before developing your budget document. The guidelines explain the requirements for the budget. You must follow the guidelines in order for your proposal to be considered responsive to the RFP.

File Size Limit: 2 MB

### **Additional Questions**

In addition to the activities included in our proposal, does your organization agree to carry out the following:

- By February 19, 2020, identify at least two youth (ages 15-24) who will serve as Lead Finishers. The Lead Finishers will organize events and conduct peer training on the issue of secondhand smoke and smoke-free environments.
- Participate in a strategy and organizing training with Truth Initiative staff.
- If requested by Truth Initiative, participate in at least one truth online action. Truth Initiative will provide instructions and a link to the action when available.
- Enlist a total of at least 50 youth and young adults as Finishers on [www.thetruth.com](http://www.thetruth.com).
- The project lead (or designated representative) and at least one Lead Finisher must represent your organization on monthly report out calls led by Truth Initiative.

Choices

- Yes, my organization agrees to carry out these activities.
- No, my organization DOES NOT agree to carry out these activities.

**Please certify that your organization understands and will comply with each of the following conditions of the grant contract:**

- No part of the grant funds shall be used for any political activities or lobbying, including but not limited to, support of or opposition to candidates, ballot initiatives, voter registration drives, attempting to influence legislation, referenda or similar activities.
- No part of the grant funds shall be used to support activities outside the 50 United States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, the Virgin Islands, American Samoa or the Northern Marianas.

Choices

- I certify that my organization understands and will comply with these conditions.
- I DO NOT certify that my organization understands and will comply with these conditions.

## **ORGANIZATION AND FINANCIAL STATUS**

### **Organization Status**

Upload as a Word/PDF document.

- Please submit the letter from the IRS exempting your organization 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 organization is a state entity and does not have an IRS determination letter, please submit a letter from an authorized senior official (for example, the president or vice president of finance and administration) affirming that your organization is a government entity or political subdivision and is exempt from federal taxation. The letter MUST be written on your organization's letterhead, dated and signed by a senior official.

Please refer to the grant guidelines for additional information.

File Size Limit: 2 MB

**Audited Financial Statements**

Have your organization's financial statements been audited in the past four years?

Choices

Yes

No

**If yes, what was the date of the audit?**

Character Limit: 250

**Were there any findings included in the audit? If so, please describe.**

Character Limit: 3000

**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 Robin Scott, Senior Grants Manager, at 202-454-5555 or [rscott@truthinitiative.org](mailto:rscott@truthinitiative.org).

## FREQUENTLY ASKED QUESTIONS

### 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 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. Be succinct. 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

- 6. 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.

### SUBMITTING THE APPLICATION

- 7. When is the application deadline?**  
The deadline for applications is **Wednesday, October 30, 2019, at 5 p.m. Eastern.**

8. **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

9. **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](mailto:passwordreminder@foundant.com) will be sent to your email address.

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

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, Senior Grants Manager, at [rscott@truthinitiative.org](mailto: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 LaDonna Ellis at [lellis@truthinitiative.org](mailto:lellis@truthinitiative.org) or 202-215-8989.

11. **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.