

Tobacco/Nicotine-Free College Program Grant Guidelines and Application Instructions January 2025

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GRANT PROGRAM GUIDELINES

DEADLINE FOR APPLICATIONS:

Thursday, April 24, 2025 at 5:00 p.m. Eastern Time

Welcome. Thank you for your interest in the Truth Initiative® Tobacco/Nicotine-Free College Program. This grant program promotes tobacco/nicotine-free environments and helps young people fight nicotine addiction and its negative impact on mental health. 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 over the past decade. The number of colleges and universities with 100% smoke-free or tobacco-free policies more than tripled from 774 in 2012 to 2,587 in 2024.¹

College campuses are critical partners in empowering young people to quit tobacco or never start in the first place and reduce exposure to secondhand smoke for all. Prevalence of e-cigarette use is high among young adults 18-24 years old and dual use with cigarettes is a growing concern. This has implications for mental health because nicotine withdrawal can intensify anxiety symptoms and feelings of depression. Most people addicted to nicotine say they want to quit, and the increasing popularity of e-cigarettes and nicotine pouches among young people has created a major need for cessation resources. Truth Initiative’s EX® Program, a comprehensive and free digital cessation intervention, can serve as a resource to help students, faculty, and staff on their journey to quit.

Since 2015, Truth Initiative has awarded funding to more than 235 colleges and universities to advocate for and adopt a 100% tobacco/nicotine-free policy. We recognize that colleges with existing 100% tobacco-free policies need resources and support to implement and enforce their policies. However, we also recognize that novel nicotine delivery products are designed to hide in plain sight and are pervasive on college campuses. With more than one-third of all young people at risk of a lifetime of addiction, colleges and universities can play an instrumental role in helping students break their addiction and improve their mental well-being.

Truth Initiative’s Tobacco/Nicotine-Free College Program is relaunching the program by offering two-year grants, up to a \$20,000 total award, to colleges and universities to support either the adoption or implementation and enforcement of a 100% tobacco/nicotine-free policy and promote quitting. Applicants will select their program goal:

1) To adopt a 100% tobacco/nicotine-free, college-wide policy and promote quitting with Truth Initiative’s EX® Program or

2) Implement and enforce their existing 100% tobacco/nicotine-free policy and promote quitting with Truth Initiative's EX[®] Program.

The grant goal must be achieved by July 31, 2027. Grant activities must engage and mobilize the student population; create support among faculty, staff, and administration; and promote quitting.

The project period will start on or around August 15, 2025 and end on July 31, 2027. The deadline for applications is Thursday, April 24, 2025 at 5:00 p.m. Eastern time. Grantees will receive technical assistance through in-person training, webinars, printed resources, and one-on-one consultations throughout the grant period.

ABOUT TRUTH INITIATIVE

Truth Initiative is a national nonprofit public health organization committed to a future free from lifelong nicotine addiction, fostering healthier lives and a more resilient nation. Our mission is to prevent youth and young adult nicotine addiction and empower quitting for all. Through our evidence-based, market-leading cessation EX[®] Program and the nationally recognized **truth**[®] public education campaign, we are leading the fight against youth and young adult tobacco use, which threatens to put a new generation at risk of nicotine addiction. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment continue to contribute to ending one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, 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, 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 the longest-running proven effective national tobacco prevention campaign for youth and young adults. The campaign delivers the facts about tobacco use and the marketing tactics of the tobacco industry so that young people can make informed choices and influence others to do the same. We are credited with preventing millions of young people from becoming smokers and are committed to achieving the same results with the youth e-cigarette crisis. As part of this effort, our first-of-its-kind, text message quit vaping program for teens and young adults, This is Quitting[®], (now part of EX[®] Program), enrolled over 800,000 young people nationwide between 2019 and 2024. **truth** is part of Truth Initiative[®], a national public health organization dedicated to achieving a culture where young people reject smoking and vaping, and anyone can quit. Learn more about truth and the organization behind it at thetruth.com and truthinitiative.org.

ABOUT EX[®] PROGRAM

EX Program is a proven effective digital program to help anyone ages 13+ quit smoking, vaping, or any tobacco. Developed by Truth Initiative in collaboration with Mayo Clinic[®], EX Program brings users evidence-based quitting approaches and the most established online quit community. EX Program has helped over 2 million tobacco users on their journey to quit since 2008. Always free to end users and available 24/7 across the U.S., EX Program supports tobacco users with tailored daily texts and online resources; information about nicotine replacement therapy and guidance how to use it; plus community support from experts at Mayo Clinic and experienced quitters. Enterprise options are available for co-branding and population reporting. Learn more about EX Program at exprogram.com.

WHO MAY APPLY

Funding is available to public or private, non-profit colleges or universities located in the 50 US states, the District of Columbia, and 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).

Colleges may apply for funds to adopt a 100% tobacco/nicotine-free policy if:

- A policy on smoking or tobacco use does not exist.
- The current policy allows smoking or tobacco use somewhere on campus: on outdoor grounds or designated areas; a specific number of feet from buildings; or in certain locations like a parking lot or athletic stadium.

Colleges that already have adopted a 100% tobacco/nicotine-free policy (see policy definition on page 12) may apply for up to \$20,000 to implement and enforce the policy.

Colleges that received Truth Initiative funding through the HBCU or Community College Smoke-Free and Tobacco-Free College Grant Program between 2015 to 2017 are eligible for this grant.

The following colleges are not eligible for this grant:

- For-profit colleges and online-only colleges;
- Colleges that have received Truth Initiative funding through the Tobacco/Vape-Free College Program between 2018 and 2024; and
- Colleges that are preempted by state law from adopting 100% tobacco-free policies (e.g., University of North Carolina college system).

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 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) or Global Action to End Smoking; and (ii) no funds or anything of value received by grantee from a Tobacco Company or the Global Action to End Smoking 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 create a username and password. To access the grant application, click on “Tobacco/Nicotine-Free College Program – Grant Application Cohort 9.”

The online application questions are also located starting on page 13 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 Truth Initiative template to develop your work plan and budget. Instructions are included in the following sections. All information is automatically saved as you type. You will be able to preview, print, and save the entire application in the online system.

Please direct questions to Vera Kuma, Senior Specialist, College Partnerships at vkuma@truthinitiative.org or 202-802-7737.

PROJECT WORK PLAN

PROGRAM GOAL

Each applicant is required to select a grant goal, to achieve by July 2027:

1. To adopt a 100% tobacco/nicotine-free policy and promote quitting with Truth Initiative’s EX[®] Program. The policy must be college-wide, affecting all campuses and centers.
2. To implement and enforce an existing 100% smoke or tobacco-free policy and promote quitting with Truth Initiative’s EX[®] Program.

REQUIRED ELEMENTS

The proposal must clearly address all five core project elements and be completed during the grant period:

Required element	Adoption grant	Implementation grant
Taskforce	Broad-based taskforce will spearhead the initiative and carry out project activities including policy development.	Broad-based taskforce will spearhead the initiative and carry out project activities including policy implementation and enforcement.
Assessment	Survey of tobacco-related issues including behavior, connection to mental health, attitudes and support for policy change among students, faculty, and staff.	Survey of tobacco-related issues including behavior, connection to mental health, attitudes, and awareness/support for current policy among students, faculty, and staff.
Education	Educate students, staff, and faculty on the harms of tobacco, the ability to quit nicotine with help, and the need for policy change.	Educate students, staff, and faculty on the harms of tobacco, the ability to quit nicotine with help, and build awareness for the current policy.
Cessation	Promote EX Program so that any student, staff, or faculty member knows where to get support when they are ready to quit nicotine.	Promote EX Program so that any student, staff, or faculty member knows where to get support when they are ready to quit nicotine.
Policy	Develop a policy recommendation for a 100% tobacco/vape-free policy to present to key decision-makers and finalize adoption.	Develop a plan to implement and enforce the current 100% smoke or tobacco-free policy and carry out activities.

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/nicotine-free campus project and carry out project activities including policy development and/or implementation/enforcement activities.

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/mental health counselors; 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, connection to mental health, attitudes, and policy support among students, faculty, and staff. Applicants who select the implementation/enforcement goal should also include questions on policy awareness. 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/nicotine-free campus or on awareness and compliance of the current 100% tobacco-free policy. This must be done in two ways: a) student engagement and b) education and engagement of staff, faculty, and decision-makers. The required elements are described below:

- a. The goal of the **student engagement component** is to inspire students to use their creativity and social influence to spread the truth about tobacco and vaping and encourage quitting with help, thereby driving policy change or increasing policy awareness and compliance 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. **Recruit and select**

Recruit and select a minimum of two students for the position of “College Leader.” The College Leaders will co-develop and lead student engagement activities as described in the sections below. A maximum of four College Leaders may be selected.

For purposes of the proposal, applicants should describe how they will promote the leadership opportunity and select the College Leaders by October 1, 2025. Applicants are encouraged to hire the 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 and will follow traditional student hiring procedures at your institution.

- ii. **Educate and advocate**

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 College Leaders to build a tobacco/nicotine-free college movement through education and advocacy, as described below.

Even though College Leaders are charged with creating at least two educational events/activities per semester, your proposal must include potential student engagement and educational activities throughout the project period.

- **Educate:** College Leaders should create and execute at least two events/activities per semester to educate on the dangers of tobacco and vaping and encourage quitting with help, with a goal of either supporting policy change or increasing awareness and compliance of the current policy. The activities may be incorporated into existing events on campus such as back-to-school events, homecoming, or a health fair. Or they may be new, stand-alone events or activities. These events should be creative and engaging. Truth Initiative will provide College Leaders with descriptions of event ideas, many of which center on the intersectionality of tobacco use with social justice, environment, and mental health.
 - **Advocate:** College Leaders are required to execute one high-level action to engage college decision-makers. Examples include hosting a town hall forum or a rally, meeting with the college president, or presenting the proposed policy to the board of directors. This action will require College Leaders to take a larger leadership role to advocate for policy adoption or increase awareness/compliance for an existing policy.
- b. **Educate and engage adult staff, faculty, and decision-makers.** Educational and engagement strategies could include presentations to staff and faculty groups, open forums, letters of support, newsletter articles, public education events, etc.
4. Identify a plan to address ***nicotine addiction treatment*** for those students, faculty, and staff who are interested in quitting. Applicants are required to include activities or strategies that promote EX Program[®], a free, proven-effective digital cessation resource to quit smoking, vaping, and any tobacco product. Sample activities include hosting activities and events that promote a culture of quitting; creating and disseminating quit kits; or providing cessation workshops on campus.
5. **Adoption goal:** Develop a [policy recommendation](#) for a 100% tobacco/nicotine-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 the faculty senate or student government association, the vote of the college council, the vote of the board of directors, etc.) along with corresponding dates. Creating an implementation and enforcement plan is strongly recommended. Applicants who plan to adopt a policy early in the project period should include policy implementation and enforcement activities in the proposal.

Implementation/enforcement goal: Develop a **plan to implement and enforce** an existing 100% smoke or tobacco-free policy and carry out all activities. The aim is to raise awareness about the policy among the campus community and to encourage compliance. Activities may include, but not limited to, updating policy signage and official college documents, communication activities, and peer enforcement strategies such as ambassador programs or policy reminder cards. Grantees will be provided with an Implementation and Enforcement Guide.

REQUIRED TRAINING

Please note: At least one project lead and the College Leaders **must** participate in an in-person training in Washington DC on Friday, November 14-Saturday, November 15, 2025. All travel expenses will be covered by Truth Initiative and should not be included in your budget. Truth Initiative reserves the right to move the training to an online forum. Funded grantees will receive more information about the convening.

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, S.M.A.R.T objectives, and reasonable, well-planned activities for the two-year project period. Save your work plan on your computer and upload it to the online application system when prompted.

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.

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 \$20,000 in total over the two-year grant period. Applicants will propose a budget for Year 1 (August 15, 2025 – July 31, 2026) and Year 2 (August 1, 2026 - July 31, 2027). We strongly recommend requesting up to \$10,000 per project year. 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.

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. Please note, we will also provide Truth Initiative merchandise to grantees.
- Expenses for a student engagement event or activity including speaker fees, music, food, and supplies.
- Production of college project-branded items to promote a tobacco-free environment such as t-shirts, water bottles, socks, fidget spinners, , etc.
- Incentives for student participation in surveys, research or events.
- Student personnel expenses (internship pay, stipends, etc.) are allowable and highly encouraged but do **not** count towards the 15% requirement.

Additional allowable project-related costs include:

- Personnel costs including staff time or stipends, along with fringe benefits, for project leads and College Leaders. **Personnel costs may not exceed 70% of the total proposed budget.**
- Development and printing of tobacco/vape-free policy signage
- Meeting and event expenses including speaker fees, music, supplies, and food. **Food expenses may not exceed 40% of the total proposed budget.**
- Materials for “Quit Kits,” over-the-counter nicotine replacement therapy,
- 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:

- Prescription nicotine replacement therapy
- Capital expenditures
- Equipment expenses (such as computers, i-pads, cameras, 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:

- Personnel
- Educational and Promotional Items (ex: tobacco prevention fact sheets, t-shirts, stress balls, socks, fidget spinners, , etc.)
- Meeting Expenses (room rental, AV rental, food, etc.)
- Printing (posters, signs, etc.)
- Photocopying (flyers, materials, etc.)
- Supplies (poster board, markers, etc.)
- Other (quit kits, etc.)
- 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. Note, this is a sample only. Make sure your proposed budget supports the deliverables and activities in your workplan.

You may design your budget in a Word document or an Excel spreadsheet. 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.
- Items must be broken down by per unit cost. For example, if proposing funds for personnel, provide the name of the position, base salary, amount of time devoted to the project, and total amount of funds requested in the grant.

TECHNICAL ASSISTANCE

Interested applicants are invited to participate in one of two grant information webinars scheduled for January 30 and February 19 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.

Please direct all questions to Vera Kuma, Senior Specialist, College Partnerships at vkuma@truthinitiative.org or 202-802-7737.

Please refer to the resource below for further clarification on the online application system:

- [Applicant Tutorials](#)

REPORTING REQUIREMENTS

Requirements include:

- A total of eight quarterly and one final financial report, three narrative reports (one interim and two annual). Narrative reports must report on progress made towards the approved project goal and objectives.
- Reporting of events and activities at the end of the semester by College Leaders. Examples of required information could include event descriptions, photos and the number of people reached (see student engagement section on pages 6-8 for more details).
- Scheduled periodic update 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 early July 2025. 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 yearly award upon execution of the grant agreement. Grantees will receive subsequent reimbursement 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

Request for Proposal (RFP) Released	Grant Information Webinar for Potential Applicants	Eligible Funding Amount	Applications Due	Award Notifications	Project Start Date	Washington, DC Convening	Project End Date
Jan 16, 2025	Jan 30 and Feb 19 at 3 p.m. ET	Up to \$20,000 for a two-year period	Thurs, April 24, 2025 at 5pm ET	Early-July 2025	On or around August 15, 2025	Nov 14-15, 2025	July 31, 2027

100% TOBACCO/NICOTINE-FREE POLICY DEFINITION

What is a 100% tobacco/nicotine-free campus policy?

A 100% *tobacco/nicotine-free policy* prohibits the use of any commercial tobacco product, including, but not limited to, cigarettes, e-cigarettes, nicotine pouches, cigars, cigarillos, small cigars, pipes, hookah, smokeless tobacco (otherwise known as dip, chew, snuff, spit, and snus) and other smokeless products. The primary concern of a tobacco/nicotine-free policy is overall health, sanitation, and the environment. Also, a comprehensive tobacco/nicotine-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 properties, including outdoor grounds, 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 of their visit.

A 100% tobacco/nicotine-free policy should have no exemptions. Vague exemptions such as Presidential permission or educational, research, artistic, religious or cultural exemptions are not permitted. Allowable exemptions should be limited to smoking for research in a controlled laboratory setting, ceremonial purposes for American Indians, and use in personal vehicles.

Truth Initiative recognizes and honors 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 the name, title, and contact information (including address, email, and phone) of the 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 the name of the 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 the authorization of the college administration.

Character Limit: 50

Amount of Funding Requested*

The maximum amount is \$20,000 over a two-year period.

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. 2023-2024)

Character Limit: 15

Total Student Enrollment*

Character Limit: 10

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

SELECT PROGRAM GOAL

- To adopt a 100% tobacco/vape-free policy and promote quitting with Truth Initiative's EX[®] Program by July 2027.
- To implement and enforce an existing 100% tobacco/vape-free policy and promote quitting with Truth Initiative's EX[®] Program by July 2027.

BACKGROUND AND RATIONALE

The following questions focus on previous/current experience towards the adoption or implementation of a tobacco/nicotine-free college 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/nicotine-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 concerning tobacco use and a tobacco/nicotine-free policy? Include lessons learned and challenges faced.

Character Limit: 2500

Adoption goal only: Approval Process

Describe the approval process required at your college to adopt a tobacco/nicotine-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

Use the Truth Initiative template [work plan](#) and follow the instructions on pages 5-9 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 August 15, 2025, as the project start date and July 31, 2027 as the project end date. Projects will start on or around August 15, 2025.

IMPORTANT: You MUST incorporate all required elements in your work plan as described on pages 5-9 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 or implementing 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 the 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

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 Vera Kuma at vkuma@truthinitiative.org or 202-802-7737.