Grant Guidelines and Application Instructions
October 2017

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GRANT GUIDELINES

DEADLINE FOR APPLICATIONS: <u>Tuesday, October 31, 2017 - 5:00 p.m. Eastern</u>

Welcome. Thank you for your interest in the Truth Initiative® grant program, **"Reinvent the Reel. Finish Smoking on Screen."** The program is supported in partnership with [Trinity Health](#).

The program will award approximately 10 grants of up to $2,500 each to organizations working to educate and engage youth and young adults (ages 15-24) on the issue of smoking in the movies. The goals of the grant program are to:

1. **Raise public awareness of the issue of smoking in the movies and popular culture; and**

2. **Advocate for entertainment media companies to implement an R-rating for movies with smoking by June 1, 2018.**

The grant period will be January 15 – July 30, 2018.

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

Truth Initiative will hold an informational call on Tuesday, October 17, 2017, at 3 p.m. Eastern to answer questions about the program. Participation is optional. Dial in at 1-866-499-6378; use code 977-523-0968 to join.

OVERVIEW

Truth Initiative and Trinity Health believe that smoking imagery has no place in popular culture and entertainment, especially in media targeted at youth. Youth and young adults are uniquely susceptible to social and environmental influences to use tobacco, and [smoking is the leading cause of preventable death](#) in the U.S. Though smoking continues to become a less socially acceptable behavior, the use of tobacco in entertainment remains one of the places where it continues to be portrayed positively – as something glamorous, rebellious and edgy.

These portrayals can be seen across a variety of entertainment media – movies, TV, streaming content, video games and more. And when it comes to smoking in the movies, we know that these portrayals are harmful to youth. According to the [U.S. Surgeon General](#), exposure to onscreen smoking in movies can cause young people to start smoking. In fact, youth who are heavily exposed to onscreen smoking imagery are approximately [two to three times as likely to begin smoking](#), compared to youth who are lightly exposed.

Movie studios have made some strides in decreasing tobacco depictions over the years, but more than one-third of PG-13 movies continue to include tobacco imagery and the decline in the number of movies with smoking has plateaued. From 2002 to 2016, the percentage of all youth-rated movies (G, PG, PG-13) that were smoke-free increased from 35 percent to 74 percent; however, in youth-rated movies that showed any smoking, the average number of tobacco incidents per movie climbed to historically high levels in 2014 and were nearly as high in 2016.

According to the 2014 Surgeon General's Report, if all films with smoking were rated R, teen smoking rates would decline 18 percent. The report also determined that assigning the R rating to movies with tobacco content would prevent 1 million tobacco deaths among children and teens alive today. Both Truth Initiative and Trinity Health endorse the policy solutions recommended by Smokefree Movies, including applying an R-rating to all films with smoking.

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. Youth across the country have been playing an important role in the effort to get smoking out of movies. The public health community's challenge to movie studios to apply an R-rating to movies with smoking by June 1, 2018, presents a timely opportunity to expand the smoke-free movies youth activist movement and increase the pressure for change.

To build momentum behind this effort, Truth Initiative, in partnership with Trinity Health, will award approximately 10 grants of up to $2,500 each to engage youth (ages 15-24) in raising public awareness of smoking in the movies and popular culture and advocating for entertainment media companies to assign an R-rating for movies with smoking by June 1, 2018. The grant period will be January 15 – June 30, 2018. Youth-serving nonprofits and government entities 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® 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.

ABOUT TRINITY HEALTH

Trinity Health is one of the largest multi-institutional Catholic health care delivery systems in the nation. It serves people and communities in 22 states from coast to coast with 93 hospitals, and 121 continuing care locations — including home care, hospice, PACE and senior living facilities - that provide more than 97 million home health and hospice admissions.

The organization was formed in May 2013, when Trinity Health and Catholic Health East officially came together to strengthen their shared mission, increase excellence in care and advance transformative efforts with our unified voice. With annual operating revenues of $17.6 billion and assets of $23.4 billion, the new organization returns $1.3 billion to its communities annually in the form of charity care and other community benefit programs.

Trinity Health employs more than 131,000 colleagues, including 7,500 employed physicians. Committed to those who are poor and underserved in its communities, Trinity Health is known for its focus on the country's aging population. As a single, unified ministry, the organization is the innovator of Senior Emergency Departments, the largest not-for-profit provider of home health care services — ranked by number of visits — in the nation, as well as the nation's leading provider of PACE (Program of All Inclusive Care for the Elderly) based on the number of available programs.

WHO MAY APPLY

Funding is available to youth-serving 501(c)(3) organizations and government entities (health departments, high schools, colleges, etc.) located in the 50 US states, 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).

At least four of the approximately ten grants will be awarded to organizations located in states, and preferably communities, served by a [Trinity Health hospital](). At least one grant but no more than four will be awarded to an organization that implements the Reality Check youth engagement programming that is part of the Advancing Tobacco-Free Communities grant in New York State.

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. In addition, Truth Initiative requires that an awardee will not accept any grant monies or in-kind contribution from any tobacco manufacturer, distributor, or other tobacco-related entity over the duration of the grant.

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, "Reinvent the Reel. Finish Smoking on Screen." to access the grant application.

All of the questions from the online application are also located on page 10 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 Karen Martin, AVP and Managing Director of Grants, at 202-454-5555 or Vincent Irving, Community Outreach Manager, at 202-436-4006. You may also send an email to ReinventTheReel@truthinitiative.org.

PROJECT WORK PLAN - REQUIRED ELEMENTS

Each grantee is required to complete the following activities during the grant period:

- By January 26, 2018, identify at least two youth who will serve as Lead Finishers. The Lead Finishers will organize events and conduct peer training on the issue of smoking in the movies and popular culture. A Finisher is someone who is dedicated to making this generation the one that ends smoking once and for all. By joining the **truth** movement, Finishers will stay up-to-date on how they can help end smoking and fight back against Big Tobacco in their communities and on social media. The Lead Finishers must be age 15-24.

- Both Lead Finishers must attend a "train the trainer" session (via online platform) conducted by **truth**. **truth** will provide training materials for Lead Finishers to use with local youth and youth adults.

- By February 28, 2018, a) educate at least 150 youth and young adults (ages 15-24) on the issue of smoking in the movies, TV, streaming content, and video games and b) train the youth and young adults to become Finishers and engage in smoke-free movies and popular culture campaign activities. The youth and young adults must also enlist as a Finisher on www.thetruth.com/join.

- Conduct at least two local events or actions for youth to urge entertainment media companies to direct the MPAA to assign an R-rating to films with smoking by June 1, 2018. Note that garnering local media coverage of your activities is an important aspect

of the grant. Your plans for reaching out to local press should be included in your work plan. You must develop at least one local action or event for each of the two categories (campaign kick-off and public event/action) described below:

1. **Campaign Kick-Off** – As you prepare to introduce the issue to your organization, youth, and the community, you want to bring excitement around the opportunity to be part of this campaign. You want to make sure this local event provides education around the issue, but also showcases your plans for action around this issue. Examples include, but are not limited to:
   - Tobacco-free movie night
   - Press conference
   - Mock awards show
   - Open mic night

2. **Public Event or Action** – Hold a local public event or action to educate the community and call attention to the issue. Examples include, but are not limited to, a demonstration at a local theater showing a youth-rated film with smoking, a rally outside a media company's shareholder meeting, a press event, or a public education event. Grantees are encouraged to partner with other community organizations on the public event or action – as well as other grant activities.

- Participate in Trinity Health's Week of Action, during the week prior to the 2018 Academy Awards (week of February 25 – March 4, 2018). Information will be provided about this event which includes a letter-writing campaign to movie studios. Details on the 2017 Week of Action can be found here.

- Participate in at least one **truth** online action regarding smoking in movies, TV, streaming content, or video games. **truth** will provide instructions and a link to the action when available. Examples of past actions include signing online petitions or posting on social media, participating in quizzes, and sending thank you cards to entertainment companies that produce smoke-free media.

- Participate in an action organized by **truth**, such as a rally at an entertainment media company's shareholders meeting. **This activity will be organized by truth and funded by Truth Initiative and Trinity Health, not with grant funds**. You do **not** need to develop a plan for this action or include expenses for this activity in your budget request. You agree that at least two Finishers will participate in the event or action. Details will be provided when available.

- If your organization is served by a Trinity Health hospital or facility, you must meet with their team to explore opportunities for local collaboration on the issue.

- One Lead Finisher must represent your organization on bi-monthly report out calls led by Truth Initiative staff.

- The project lead or designated adult staff are encouraged to participate in the monthly Smokefree Movies partner coalition calls hosted by Smokefree Movies.

Use the supplied work plan and budget template to develop your organization's work plan based on the requirements listed above. Save your work plan and budget as one document on your

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computer and upload it to your online application when prompted. Please carefully follow the instructions on the template.

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.

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.

No grant activities may be conducted outside of the United States.

BUDGET AND USE OF FUNDS

Use the same work plan and budget template to develop your budget request. Save your work plan and budget as one document on your computer and upload it to your online application when prompted. Please carefully follow the instructions on the template.

You may request up to $2,500.

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.)

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
- Demonstrate interest in the issue of smoking in the movies
- Agree to partner with local Trinity Health hospital, where applicable

RESOURCES

Smokefree Movies – Smokefree Movies leads the effort to get smoking out of movies. Founded by Dr. Stanton Glantz, Professor of Medicine and Truth Initiative Distinguished Professor in Tobacco Control at the University of California San Francisco, Smokefree Movies works with medical and public health organizations, researchers, government agencies, legal authorities, socially responsible investors, and other partners around the world to improve public policy and film industry practice. The website includes a helpful overview of the issue, research, policy solutions, downloadable materials and suggestion actions.

Thumbs Up! Thumbs Down! – The Thumbs Up! Thumbs Down! website is a searchable database that provides information on tobacco content in films grossing more than $1,000,000.

Centers for Disease Control and Prevention – Smoking in the movies overview, key data and recommendations.

Truth Initiative: Smoking and Entertainment – Articles and reports on smoking in entertainment.

GRANT APPLICANT INFORMATION CALL

Truth Initiative will hold an informational call on Tuesday, October 17, 2017, at 3 p.m. Eastern to answer questions about the program. Participation is optional. The call-in information is: 1-866-499-6378; code 977-523-0968.

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
- Final review by Trinity Health staff

All applicants will be notified by email in mid-December 2017. 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

Request for Proposal (RFP) Announcement Released	Grant Information Call for Potential Applicants	Funding Amount	Applications Due	Award Notifications	Project Start Date	Project End Date
Monday, October 2, 2017	Tuesday, October 17 at 3 p.m. Eastern Call-in number: 1-866-499-6378 Code: 977-523-0968	Up to $2,500	Tuesday, October 31, 2017 at 5 p.m. Eastern	Mid December 2017	On or around January 15, 2018	July 30, 2018

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

Project Name*
Name of Project
Character Limit: 200

PROJECT INFORMATION

Name, Title and Organization of Person Submitting the Proposal*
Provide name, title and organization of person submitting the proposal.
Character Limit: 250

Project Lead*
Provide name, title and organization of adult project lead.
Character Limit: 250

Amount of Funding Requested*
The maximum amount is $2,500.
Character Limit: 20

Why are you interested in participating in this grants program?*
Character Limit: 1,500

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 movies advocacy is not required. Please keep your answers concise.

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: 1,000

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: 1,500

Has your organization engaged in tobacco control activities (prevention, cessation,

policy, etc.) in the past?*
Yes/No

If yes, please describe your organization's experience in tobacco control.
Character Limit: 1,500

How often does your organization work with youth or young adults face-to-face? (i.e. daily, weekly, monthly)*
Character Limit: 1,000

Do you collaborate with other local or regional partners on youth activism programs?*
Yes/No

If yes, please explain.
Character Limit: 1,500

Briefly describe your organization's experience garnering local or regional press for your activities.*
Character Limit: 1,500

TRINITY HEALTH COMMUNITIES

Trinity Health Hospitals*
Is your organization located in a community served by a Trinity Health hospital or facility? For a list of Trinity Health locations, [click here.](#)
Yes/No

If yes, which hospital or facility is located in your community?
Character Limit: 250

Has your organization partnered with the hospital or facility on any projects in the past? If so, how?
Character Limit: 1,500

PROJECT WORK PLAN AND BUDGET

Project Work Plan and Budget*
Using the [supplied work plan and budget template](#) create your project work plan and budget. Save your work plan and budget as one combined document and upload the document below. Read the grant guidelines carefully before developing your work plan and budget.
File Size Limit: 2 MB

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, your organization's 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 college 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?
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: 3,000

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 ReinventTheReel@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 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. 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

7. **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.

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GRANT CONTENT

8. **What is the maximum grant amount?**
    Truth Initiative will grant up to $2,500. Proposals with budgets exceeding this amount will not be considered.

9. **Are other sources of funding required?**
    No. Other funding sources to support the project are not required.

SUBMITTING THE APPLICATION

10. **When is the application deadline?**
    The deadline for applications is **Tuesday, October 31, 2017, at 5 p.m. Eastern.** Applications submitted after this time will not be accepted.

11. **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

12. **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.

13. **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 ReinventTheReel@truthinitiative.org if you need further assistance. If contact is via phone, indicate that you are calling about the Reinvent the Reel grants program and specify the nature of your call.

14. **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.