



**BUREAU OF ALCOHOL EDUCATION**

**GRANT APPLICATION  
INSTRUCTION GUIDE**

**2017-19 Grant Cycle**

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## General Grant Information

**Purpose of the grant:** Pennsylvania Liquor Control Board (PLCB) Reducing Underage and Dangerous Drinking grant funds are intended as seed money to initiate programs focused on evidence-informed strategies to reduce underage and dangerous (binge) drinking.

### Who may apply for the grant:

- Schools, community organizations, municipalities, law enforcement organizations, nonprofit organizations, institutions of higher education and for-profit institutions may apply for grants.
- Only one grant is allowed per entity or organization. Coordination among departments of the same organization is encouraged. More than one application from a single entity will not be considered.
- There is no limit on the number of organizations from a single county or municipality that may apply for a grant, as long as each is a separate, discrete entity.
- Prior grant recipients are permitted to apply again, and prior grant performance is considered in evaluation of grant applications.

**The grant period is two years**, from July 1, 2017, or the effective date of the grant, to June 30, 2019. The effective (start) date of the grant is the date the Pennsylvania Attorney General signs the grant application. The Bureau of Alcohol Education will notify the grant project director of the grant start date via email after all legal requirements are met.

*NOTE: No grant activities may begin, nor may any grant funds be spent, before the grant start date. Funds spent prior to the official start date will not be reimbursed or credited as matching funds.*

**The maximum funding amount for a grant is \$20,000 each year**, for a maximum of \$40,000 for both years. Applicants may request a lesser amount.

*NOTE: First-year grant funds must be spent by June 30, 2018, and all activities must be completed by that date. No funds may be carried over into the second year of the grant to support second-year activities.*

**These are cost-reimbursable grants**, meaning no funds are advanced to the grantee. Reimbursement for costs incurred will be paid upon approval of the online grant report (including receipts/invoices) for each of eight reporting periods. Additionally, the final reimbursement payment will not be released until the Cumulative Grant Evaluation Report has been received and approved.

Grant payment is made within approximately 60 days of PLCB receipt of the online grant report, assuming any and all prior reports were approved previously. Incorrect and incomplete reports will delay reimbursement. Further, failure to comply with reporting requirements will impact future grant consideration.

Grants are awarded on a competitive basis and subject to the availability of funds. The Bureau of Alcohol Education has sole discretion to determine grant recipients and award amounts.

## New This Year

### **The grant application process has transitioned to a paperless, internet-based platform.**

In order to submit a grant application through PLCB+, an online system developed to streamline licensing and alcohol education functions, you'll first need to [register and create an account in PLCB+](#). The registration process is quick, easy, and free of charge, and information you supply to register will not be used for solicitation or sold to third parties.

Once you are registered, use this instruction guide to navigate PLCB+ and submit an application. This guide has been designed to walk you through the new online platform, so please read the instruction guide in its entirety and refer to it as you prepare your submission.

*NOTE: Only grant applications submitted timely through PLCB+ will be considered; paper applications or submissions outside PLCB+ will not be accepted.*

### **Additional changes for the 2017-19 grant cycle include the following.**

- Promotional items will no longer be reimbursable by the PLCB. Matching funds may be used to pay for promotional items, but the PLCB will not reimburse for them.
- Each applicant must include a marketing plan demonstrating how the proposed programs and activities will be promoted. Promotion of the programs and activities may be funded through the grant advertising line or by matching funds.
- Scoring preference will be placed on comprehensive programs, and applicants are strongly encouraged to reach out to other organizations to work together.
- Past performance of previous grant recipients – including timely filing of reports, percentage of grant funds spent, and overall ability to complete the programs proposed – will be considered in evaluation of grant applications.
- The previous spending limit on consultants has been eliminated, enabling grantees to use this line to pay for expenses for outside police departments and more traditional consultants.
- When conference attendance is proposed as part of a grant, scoring preference will be given to those attending the annual PLCB Alcohol Education conference. There is no registration cost for this conference, and grant funds may be used to pay for transportation, lodging, and staff expenses.
- Applicants are encouraged to incorporate resources available for free from the PLCB, such as educational materials and trainings, into their grant proposals, instead of generating their own resources or using outside materials and programs. This will be considered in scoring.
- The maximum allowance for law enforcement equipment has been increased to \$1,500.
- Receipts/invoices must be submitted with the quarterly report and will be required for reimbursement of expenses.

## Definition of Terms

**Comprehensive Program** – A program that takes an approach that encompasses several areas to address the problem. For example, a police department advertising via newspaper, billboards and/or website to educate the public of its increased patrols. Another example would be a social norms campaign coupled with curriculum infusion.

*NOTE: New this cycle, all grant applications must include a marketing plan demonstrating how the proposed programs and activities will be promoted. The promotional plan should include social media promotion and may be funded through the grant advertising line or by matching funds.*

**Dangerous Drinking** – Also known as high-risk or binge drinking, drinking to the point where one is in danger of alcohol poisoning. For the purpose of this grant, “dangerous drinking” does not include the risky behaviors caused by drinking, such as drunk driving or sexual assault, as examples.

**Evidence-Informed Program** – A program identified as effective by the Substance Abuse and Mental Health Services Administration (SAMHSA), which maintains a registry of effective programs; by the National Institute of Alcohol Abuse and Alcoholism; or by data illustrating the program’s effectiveness.

**Promotional Items** – Merchandise designed as giveaways, such as t-shirts, stress balls, pens, etc., which have no inherent educational value.

**Supplantation** – The use of grant reimbursement to fund staff or an activity previously paid for by the applicant. Supplantation is prohibited in this grant. For example, all personnel costs should be for overtime (such as extra police patrols); a new position, intern or graduate assistant; or additional hours for existing positions. Supplantation also includes requesting payment for an existing program for which the organization has previously paid, such as AlcoholEDU. Exceptions to the supplantation prohibition may be made if expenses were previously paid by another grant that is no longer available, but this will be at the discretion of the PLCB.

## Scoring Criteria

All grant applications are scored on a scale of 100 possible points according to the following criteria. Following scoring, applications are ranked from most points to least, and top scorers will be awarded grants.

**Applicant Information & Demographics (5 points):** Is the project director identified? Is complete information given for the fiscal contact? Is the fiscal contact different from the project director? Are the supplier and Federal ID numbers correct?

**Grant Narrative (45 points):** Are the organizational name, project title and dollar amount requested identified? Does the project summary give a clear understanding of the project? Are the goals of the grant identified? Are the activities summarized? Are target populations for activities defined and appropriate? Are the anticipated outcomes and impacts identified? Is this a comprehensive program, including a marketing plan? Are project personnel identified and appropriate for the project? Does the application show the organization has appropriate experience (organizational capacity, experience in the field and/or with the target population) to effectively complete the project? Does the reason for each activity relate to reducing underage

and dangerous drinking? Are the goals, objectives, and measurements of effectiveness appropriate and realistic? Is appropriate data included?

**Timeline (3 points):** Are target populations for activities defined and correct?

**Budget Narratives (30 points):** Is each item/activity allowable (see pages 15 and 16 of this guide)? Are all entries listed on the appropriate budget lines? Does the applicant plan to make use of PLCB resources? Is there an explanation of why each budget line-item is needed to fulfill the grant?

**Matching Funds (10 points):** Are matching fund activities and sources identified? Is each activity clearly explained? Are all items allowable (see pages 15 and 16 of this guide)? Does each activity contribute to achieving the goals of the grant?

**Miscellaneous (7 points):** Are letters of support authentic and appropriate? Does the cost of the grant match the deliverables?

### **Grant Application Submission Information**

**The deadline for submission of the grant application is 4 p.m., Friday, March 31, 2017.**

- Only grant applications submitted timely through PLCB+ will be considered. See “New This Year” on page 3 for more information.
- All applications, including complete attachments, must be both completed and submitted by 4 p.m. on March 31.

### **Tips for a Successful Grant Application**

1. **Read this guide and all application directions.** The application has changed from previous years, and these resources emphasize items that are often completed incorrectly. Attention to detail is very important.
2. **Review the FAQs on the [website](#).** They will be updated as questions come in. Because the grant process is competitive, this question-and-answer procedure has been developed to give all prospective grantees access to the same information.
3. **Show your work.** On the budget narrative, explain how you determined the amount of money requested for each line item. Do not simply put in a flat fee for every item.
4. **Provide clear, concise, and compelling information.** If you use an acronym, spell it out when using it the first time. If requesting a program, explain what it is and provide data to support it.
5. **Still have questions?** Check this guide thoroughly and review the FAQ document on our website. If the answer isn't there, email the Bureau of Alcohol Education at [ra-lbaegrant@pa.gov](mailto:ra-lbaegrant@pa.gov) prior to submitting an application. Questions and answers will be added to the FAQ document within two business days of receiving each question.

*NOTE: The last day to submit questions is Friday, March 24, 2017.*

**Before submitting through PLCB+, print a copy of your completed grant application for your records.**

## Grant Applicant Information

1. **Applicant/Legal Name and Address:** You must use the business name and address used to obtain a PLCB Supplier number. If you do not have a supplier number, you must apply for one prior to submitting a grant application (see #3, below). Reimbursement checks will be sent to this address.
2. **ZIP Code:** You must enter the complete nine-digit ZIP Code, including the four digits following the dash. You can obtain your ZIP+4 Code at [www.usps.gov](http://www.usps.gov) or by contacting your local post office.
3. **PLCB Supplier Number:** The PLCB Supplier Number is an individualized five-digit number unique to the PLCB. Any entity or person receiving payment for business conducted with the PLCB is required to have a PLCB Supplier Number. This number must appear on all grant applications.

If your organization does not already have a PLCB Supplier Number, you must apply for one at <http://www.lcb.pa.gov/WorkWithUs/Documents/001698.pdf>. Follow the directions on the form, noting "GRANT APPLICANT" to identify the limited timeframe of the request. The form may be emailed to [ra-lbsupplier@pa.gov](mailto:ra-lbsupplier@pa.gov) (the subject of the email must read "Supplier Name – PLCB Grantee").

If your organization already has a number, it is not necessary to reapply. Use the existing one. If you believe you have a number, but do not know it, email [RA-lbaegrant@pa.gov](mailto:RA-lbaegrant@pa.gov).

4. **Federal Tax ID Number:** The Federal Tax ID Number is a nine-digit number. Your bookkeeper or accounting department should be able to provide this. The number must be the same one used when applying for a PLCB Supplier Number.
5. **Organizational Name and Address:** This is the name you use in most transactions, sometimes referred to as a "Doing Business As" name. It may be the same as the legal name or it may differ. For example, your legal name may be *Your County Alcohol Committee*, but you may more commonly go by *Your County CTC*.
6. **County:** Provide the name of the county in which your organization is located.
7. **Grant Project Director:** This should be the primary contact person for the grant and the individual managing the grant activities. You may only have one project director. Include an email address and phone number.
8. **Fiscal Office Contact** – You must provide a fiscal contact different from the Grant Project Director. Include an email address and phone number.
9. **State Senator and Representative:** Provide the names of the legislators in the [Pennsylvania Senate](#) and the [Pennsylvania House of Representatives](#) that represent the area where your organization is located. Do not provide your representatives in the U.S. Congress.

## Demographic Information

Select the appropriate answers for your organization.

## Grant Narrative

**1. Provide a general overview of your proposed project.** Include the name of the applicant organization, the project title (the name you are giving the grant-funded project), and the dollar amount requested. Briefly summarize the project and include the goals, activities, and anticipated outcomes/impacts. Include a marketing plan demonstrating how the proposed programs and activities will be promoted. Text for this section is limited to 4,000 characters.

**2. Detail the history of the organization or project as it pertains to the grant application.** It is not necessary to provide details about the organization's history except as it relates to the grant. Identify the organization's experience doing this type of work, working with the population identified, etc. Identify project personnel by name and/or include detailed job descriptions, but strive to be concise. You have up to 4,000 characters to demonstrate your experience with and/or capability to handle the proposed project.

**3. Identify the target population(s) the grant activities will address.** Be specific in identifying the geographical area(s) and all audiences or population sub-sets (pre-teens, parents, high school students, for example) you intend to target. Remember, the focus must be on reducing underage and dangerous drinking. Text for this section is limited to 4,000 characters.

**4. Identify specific programs and activities that are planned.**

- First, fill in the field for *grant evaluator*. If known, give the name and title of the person who will do the evaluation. If someone has not yet been chosen, explain how the evaluator will be selected. The grant evaluator must be an individual, not a committee.
- Next, click on the button at the bottom-left labeled “+ Add Program/Activity.” A window will pop up. There are seven fields to be completed for each program or activity proposed. Complete all seven fields for each planned activity. Include such things as the purchase of equipment and supplies, submission of materials for approval, meetings, programs, presentations, etc. Enter each activity individually by clicking on the “Activity” button. Save and close after each one and it will be added to the list. If you make a mistake, click the “Remove” button to delete the activity.

**1. Proposed Activity:** Enter a short descriptive name of the program or activity.

**2. Reason Activity Selected:** Explain how you decided the proposed activity was appropriate. Did you use assessment surveys such as the Pennsylvania Youth Survey (PAYS) or the Core Alcohol and Drug Survey? Did you use focus groups? Did you use arrest records? After you defined the problem, how did you choose what specific activities/programs were appropriate to address the problem? Are they evidence-informed? Explain why this particular activity will be effective in addressing the problem.

**3. Supporting Data:** Cite data from assessment surveys, focus groups, etc. in support of the activity proposed, as well as supporting data for evidence-informed programs. Do not simply state you have the data; include it in your answer. Preference is given to local data, as opposed to national data. Funding of research and surveys is an allowable expense, and research is strongly encouraged. Provide supporting data for EACH activity or program.

*NOTE: If no baseline data is available, a portion of the grant MUST be used for obtaining data.*



4. **Goals/Objectives:** Explain what you hope to do with this particular activity. What impact do you hope to have?
5. **Measurement(s) of Effectiveness:** How will you determine if the activity was a success?
6. **Data to be Collected:** What data will you collect on this activity? Examples include number of people contacted, arrests made, test scores, etc.
7. **Tools/Instruments/Programs/Resources:** What tools will you use to measure the success of the activity? This may seem similar to the previous field, but it asks specifically what tools you will use. Will it be arrest records, PAYS results, or Core Survey results?

*NOTE: Review and refer to lists of unallowable, conditionally allowable and allowable expenses beginning on page 15 of this guide. Unallowable expenses included in an application will be rejected, and scoring will be impacted negatively.*

### Grant Timeline

The intent is for each grant year to begin on July 1. However, due to various review/signature requirements for the grant application approval, there is no guarantee July 1 will be the approval/start date for the first year. Therefore, when planning grant programs, remember funding may not be available to pay for an activity scheduled early in the grant year. Allow for flexibility.

No grant activity may begin prior to grant approval, which happens upon signature from the Pennsylvania Office of Attorney General and will be communicated to the grantee by the Bureau of Alcohol Education. Grant funds may not be used to reimburse for goods/services acquired or employed outside of the approved grant year, either before or after. The last date grant funds for each year may be expended is June 30 of that year.

To complete the grant timeline, enter each item individually and complete the fields as follows:

- **Month/Year:** Fill in using the first three letters of the month (not the number of the month) and the last two digits of the year when the activity will occur.
- **Proposed Activity:** When entering a timeline item, you must select an associated proposed activity (pre-populated from budget narrative proposed activities entries) from the dropdown box. If the item you want to add is not there, you must go back to the proposed activities section and add it. All fields must be completed.
- **Description:** This should be a brief description of the activity.
- **Target Audience:** Identify the audience for whom the activity is intended. Be specific. For reports, the audience would be the PLCB.

After you complete an item, click the “Add Item” button to add another. If you make a mistake, click the “Remove” button to delete it. When complete, save and go to the next page.

## Years One & Two Budget Narratives

The budget narrative for each year is to be completed separately.

The maximum amount of funding for a grant is \$20,000 per year, for a two-year maximum of \$40,000. Applicants may request a lesser amount.

Please enter amounts in whole dollars; otherwise, requested grant funds will be rounded up to the next whole dollar amount.

Provide as accurate of cost estimates as possible, considering proposed project activities. For each line, identify all items related to the cost and provide a detailed description, and justification in the narrative section.

For each line utilized, select “Edit/Add Line Items.” This will open a new window where each item may be added individually. For each item, complete the following fields:

- **Item:** Give a brief, descriptive name to the item. For example, billboards, Core Survey, overtime police or staff hours, etc.
- **Narrative:** Provide a detailed description and justification for each line item. Describe only the budget items proposed to be funded by the PLCB grant; items paid for with matching funds should be detailed in the matching funds section. The narrative must explain exactly what will be purchased and how it will be used for the grant.

*NOTE: If the grant is awarded, changes may be made to the budget with sufficient justification and approval by PLCB. However, no additional lines may be added after the grant is awarded. Instead, transfers of funds may be made within lines included in the original grant application. Therefore, you are strongly advised to enter at least \$1 in any line you may need, which will allow you to transfer funds to that line if necessary. For lines reflecting \$1, no justification is required and no scoring penalty will be imposed. In such cases, enter “place holder” in both the Item and Narrative fields and narrative, enter “1” in the flat rate box, save, and close.*

For the calculation, you will need to fill in either the Flat Rate field or the other fields.

- **Flat Rate:** Only use this field if the item is truly being bought at a flat rate. This should not be used if there are multiple items, nor should it be used as a shortcut to avoid providing detail.
- **Number of Staff/Persons:** This field should only be used under the staff expenses, evaluator or consultant lines. On the staff expense line, use only if all staff are being paid the same amount or if an average salary is being used.
- **Number of Hours/Items:** Provide either the number of hours staff will work or the number of items to be purchased.
- **Rate/Cost per Item:** Enter either the hourly rate for staff/persons or the cost per item.
- **Shipping:** Only use this field if shipping charges are imposed on purchased items.

When done, click “Save.” Calculations will be performed automatically. To add another item or items, click “Add Line Item.”

If an invoice will be paid partially by matching funds, enter the total cost of the invoice by adding one item entry. Add a second item entry using the Flat Rate field and subtract the amount paid for by matching funds.

The nine lines and acceptable associated items/projects/activities PLCB grant monies will fund are:

- 1. Advertisement:** Acceptable entries include paid public service announcements; billboards; web pages; newspaper, social media or web ads; and/or brochures or posters. In order to be eligible for reimbursement, all print, audio, video, and digital advertising must be approved by the Bureau of Alcohol Education prior to production and must include a line indicating the advertising was funded through a grant from the Pennsylvania Liquor Control Board.
  - Applicants are encouraged to review materials available for free from the PLCB before requesting funds for similar items. If the applicant opts not to use PLCB materials that address the same issue/information, an explanation must be provided.
  - In the budget narrative, describe what will be purchased and how funding request amount was determined.

*NOTE: Promotional items (t-shirts, stress balls, pens, etc.) will no longer be reimbursed through PLCB grant funds. The items may be paid for with matching funds.*

Advertisement Examples:

Item:	Billboards
Narrative:	Four billboards with underage drinking messages will be purchased for use during Red Ribbon Week.
Number of Items:	4
Cost per Item:	\$100.00
Item:	Parents Who Host yard signs
Narrative:	20-pack of signs at flat rate
Flat Rate:	\$1,000.00
Shipping:	\$50.00

- 2. Assessment Survey:** Acceptable entries include surveys by Core, American College Health, E-CHUG, AlcoholEDU®, and MyStudentBody.com, as well as other assessment tools including college alcohol risk assessment tools, Administrative Office of the Pennsylvania Courts (AOPC) information, geographic information system (GIS) assessments, rapid response, and other alcohol-related assessment/surveys approved by the PLCB. This line is to be used strictly for the cost of the survey. Related supplies should be entered under “Office Supplies,” personnel costs for administering the survey should be entered under “Staff Expenses,” and travel to administer the survey should be entered under “Travel Expenses.”
  - In the budget narrative, describe what will be purchased and how funding request amount was determined.

Assessment Survey Example:

Item: Core Surveys  
Narrative: Core surveys will be given to an estimated 1,500 incoming freshman students to assess the programming needs. The short form will be used.  
Number of Items: 1,500  
Cost per Item: \$0.35

**3. Consultant:** Consultants must be from outside the organization and should provide guidance and advice concerning the operation of the grant's programs. Employees of your organization should be reimbursed through the staff expenses line. The consultant and the evaluator may not be the same person. Provide as much information as available, including the name of the consultant, if available. All fees for the consultant, including travel, should be included in this line, and no consultant-related expenses may be entered on any other line.

- The PLCB does not maintain a list of potential consultants. It is up to the applicant to research consultants' expertise, availability, and fees.
- This line should also be used for paying for police patrols from an outside police department. For example, if a school is paying the local police department to have police at a school function, this line should be used.
- As with staff expenses, when calculating hours for multiple persons, enter the number of hours worked, each. For example, if two people each worked eight hours, enter 2 persons, 8 hours, not 2 persons, 16 hours. If individuals will work different numbers of hours, enter each separately.

Consultant Examples:

Item: Consultant  
Narrative: Dr. Ann Smith will conduct an all-day peer education training. Flat rate includes travel and hotel expenses.  
Flat Rate: \$1,000.00

Item: Police patrols  
Narrative: City Police Department will provide police patrol during homecoming.  
Number of Persons: 2  
Number of Hours: 8  
Rate: \$30.00

**4. Law Enforcement Equipment (maximum \$1,500 per year):** Acceptable entries of items to be used only by sworn school resource officers and law enforcement departments include portable breath testers and/or related equipment, card readers to verify identification, bicycle enforcement patrol equipment, and camera equipment for enforcement-related activities. Other items will be considered with proper justification. All items must be used for the purposes of the grant, reducing underage and dangerous drinking. Explain how the equipment will be used specifically for that purpose. Items for DUI enforcement are only eligible if they will be used for targeted underage DUI enforcement, and the applicant must explain of how underage DUI will be targeted.

*NOTE: Items reimbursed through this line may only be used by sworn school resource officers and law enforcement departments. If an organization other than a police department seeks reimbursement for equipment to be used by a qualified individual, explain the reason for the purchase, for whom it is to be purchased, and their affiliation with a law enforcement department. Additionally, a letter of support from the department or substantiation that the person to use the equipment is a sworn officer with full arrest powers must be provided. Collegiate police departments should include a statement affirming their officers are sworn with arrest powers.*

Law Enforcement Equipment Examples:

Item: Portable Breath Testers (PBTs)  
Narrative: PBTs will be used by sworn officers on underage drinking patrols.  
Number of Items: 2  
Cost per item: \$500.00

Item: Bicycle  
Narrative: Police bicycle to be used for patrols in areas not accessible by car.  
Number of Items: 1  
Cost per Item: \$1,500.00

- 5. Office Supplies (maximum \$1,000 per year):** Items eligible for reimbursement through this line include printing, paper, copying, and postage costs. Office furniture or equipment, laptops, electronic tablets, coffee, food, and other non-business expenses are not allowable. A monthly allowance is not permitted, rather the applicant must specify exactly what is to be purchased and explain how it will be used for the grant.

*NOTE: Supplies must be used for grant purposes ONLY.*

Office Supplies Example:

Item: Paper  
Narrative: Reams of paper to be used to print letters inviting parents to the Power of Parents program.  
Number of Items: 3  
Cost per Item: \$5.79

- 6. Outside Evaluator (maximum \$1,500 per year):** The outside evaluator must be from outside your organization; employees of your organization should be reimbursed through the staff expenses line. Evaluators assess the outcomes of the grant's programs/activities and complete the evaluation report. The total amount requested from the PLCB to reimburse for outside evaluator expenses must be on this line; the outside evaluator cannot be reimbursed through staff expenses. However, matching funds may be used to pay any evaluator costs in excess of the PLCB reimbursement. The evaluator and the consultant may not be the same person. Provide as much detail as possible.

Evaluator Example:

Item: Evaluator  
Narrative: John Doe from State University will collect and analyze data for the grant activities. He will spend 3 hours per quarter and an additional 3 hours for the cumulative report (15 hours total).  
Number of Hours: 15  
Rate: \$100.00

7. **Staff Expenses:** This line is strictly for employees of your organization, including interns, peer educators and/or graduate assistants. The use of grant reimbursement to fund staff previously paid for by the applicant is prohibited (see Supplantation, page 4).
- Eligible items for inclusion may be overtime costs; time and costs to be spent on strategic planning, needs analysis and curriculum infusion programming; focus group staff expenses; and staff hours to conduct surveys (including Core).
  - Law enforcement applicants may also include officers' hours for court and investigative work related to the grant and law enforcement hours to attend trainings outside of regular shift/patrol work. Non law-enforcement applicants must include this type of work by law enforcement personnel within the Contractor line item.
  - Fringe benefits are not allowable; they may be paid for by matching funds, however.
  - Expenses for consultants and/or outside evaluators may not be included on this line and should be submitted in the aforementioned Consultant or Evaluator sections.
  - When calculating hours for multiple persons, enter the number of hours worked, each. For example, if two people each worked eight hours, enter 2 persons, 8 hours, not 2 persons, 16 hours. If individuals will work different numbers of hours, enter each separately.

Staff Expenses Examples:

Item: Program director  
Narrative: Program director will facilitate administration of Power of Parents 4 hours per week for 4 weeks. Person currently works part-time; hours will be added to her schedule.  
Number of Hours: 16  
Rate: \$15.00

Item: Peer educators  
Narrative: Junior and/or senior students will be hired to work with incoming freshmen. Students will work an average of 2 hours per week for 16 weeks.  
Number of Staff: 4  
Number of Hours: 32  
Rate: \$10.00

**8. Training/Curriculum Expenses:** Acceptable entries include room rental for PLCB-approved trainings (up to \$200 maximum allowance at a facility other than the applicant's); conference registration expenses; and registration and training material costs for PLCB-approved trainings.

- Approved trainings include the Pennsylvania State Police's Fraudulent Document training; MADD's Power of Parents; the Strengthening Families Program; and other evidence-based programs or trainings presented by groups such as the Institute for Law Enforcement Education. Check the list of allowable expenses herein (page 15) and the FAQs on the [grant website](#) to determine other approved training programs. If a training under consideration is not identified as approved, inquire with the Bureau of Alcohol Education ([ra-lbaegrant@pa.gov](mailto:ra-lbaegrant@pa.gov)) prior to submitting an application.
- Room rental for PLCB-approved trainings is reimbursed up to a \$200 maximum allowance per training for a facility other than the applicant's. Reimbursement for a room within the organization's facility is not allowed.
- Regarding conference registration expenses, priority is given to attending the PLCB Alcohol Education conference, which has no registration cost. Travel expenses for the PLCB conference can be reimbursed by the grant using the Travel Expenses line.
- Staff expenses and travel expenses related to trainings should not be included on this line; rather they should be reflected in the Staff Expenses and Travel Expenses lines. Posters, mailings, etc., to promote trainings should be listed under advertisement or office supplies. No food, RAMP or TIPS training expenses are allowed.

Training/Curriculum Examples:

Item:	Room rental
Narrative:	Room rental for peer education training
Flat Rate:	\$150.00
Item:	Parent manual
Narrative:	MADD's Power of Parents parent manual to be distributed at Power of Parents workshops.
Number of Items:	100
Cost per Item:	\$1
Shipping:	\$49.99

**9. Travel Expenses:** Acceptable entries include lodging, mileage, car rental fees, and toll expenses to attend the PLCB conference or other PLCB-approved training, as well as travel expenses necessary to administer programs, such as bus rental to transport students to and from grant programs.

- Travel reimbursements are limited to travel within Pennsylvania - no expenses for out-of-state travel will be allowed.
- The U.S. General Services Administration's mileage rate at the time of the travel will be the maximum amount allowed per mile. For current rates, visit [www.gsa.gov/portal/content/100715](http://www.gsa.gov/portal/content/100715).

- Food expenses and gasoline purchases are NOT allowable.
- Check the list of allowable expenses herein (page 15) and the FAQs on the grant website to determine other approved training programs. If a training under consideration is not identified as approved, inquire with the Bureau of Alcohol Education ([ra-lbaegrant@pa.gov](mailto:ra-lbaegrant@pa.gov)) prior to submitting an application.

Travel Expenses Example:

Item:	Lodging
Narrative:	Hotel room to attend PLCB conference in March.
Number of Staff/Persons:	2
Rate:	\$89.00
Item:	Mileage
Narrative:	Travel from home office in Harrisburg to Carlisle to conduct Power of Parents workshop. 25 miles each way for a total of 50 miles.
Number of Items:	50
Rate:	\$0.54

### Unallowable Expenses

Following are items for which grant reimbursement will not be granted under any condition. Review the list carefully, as some items funded in previous years will no longer be allowed.

- Promotional items, such as t-shirts, stress balls, pens, etc.
- DUI checkpoints, except those targeted for underage audiences (If you are requesting funds for an underage DUI checkpoint, you must explain how underage drivers will be targeted.)
- Laptop computers or electronic tablets/notepads
- Furniture or office equipment
- Indirect costs and regular expenses of doing business (for example, phone bills for the office or a percentage of the rent)
- BASICS training or administration
- Coalition meeting expenses, such as room rental or printing costs, except for strategic planning or needs analysis sessions
- Incentives for participation in grant activities (for example, cash or gift cards for survey participants)
- Educational awareness activities focusing on personal liability issues related to alcohol use
- Alcohol screenings
- One-time educational programs such as assemblies, motivational speakers, mock crashes, DUI simulators, entertainers, or fees for these presentations
- Items such as beer goggles, remote-control cars, etc.



- Administration of PA Youth Survey (PAYS)
- Out-of-state travel expenses
- Registration fees, travel expenses and/or lodging for any conference not sponsored by or approved by the PLCB (Check guidelines and FAQ and, if necessary, submit a question.)
- Teleconferences, webinars, and audio conferences
- Alcohol-free/alternative activities at the college or community settings such as open gyms, after-prom activities, graduation parties, after-school parties, etc., including any costs related to those activities, such as personnel to staff the events or advertisements to publicize them
- Food costs of any type, including per diems for travel
- Fringe benefits for personnel
- RAMP or TIPS training
- Treatment/intervention programs or activities
- Supplantation (See page 4.)
- Mileage rates in excess of what is allowable by the U.S. General Services Administration (If these change over the course of the grant, the rate at the time of travel will be used.)

### **Conditionally Allowable Expenses**

The following expenses may be considered for reimbursement they are a part of a comprehensive program and meet the conditions listed with them.

- Good Neighbor programs MUST focus on underage as well as dangerous drinking or building relationships with the community.
- Harm-reduction strategies (strategies that aim only to minimize damage or injury) will only be accepted as part of a comprehensive program that addresses underage drinking as well as dangerous drinking.
- Social norms campaigns will be allowed provided they address both underage and dangerous drinking and appropriate data/statistics are available. If proposing a social norms campaign, supporting data related to underage drinking must be included in the application. Otherwise, a social norms campaign will not be approved.

### **Examples of Allowable Programs/Activities**

Following are examples of allowable programs/activities. Other programs or activities proposed must be supported by data/evidence of their effectiveness or the effectiveness of a related program.

- Core Alcohol and Drug Survey
- NCHA/ACHA Surveys
- AlcoholEdu®
- Alcohol Wise

- E Checkup to Go (eChug)
- MyStudentBody.com®
- Surveys developed by applicant and approved by the PLCB
- Alcohol Literacy Challenge
- MADD's Power of Parents
- HERO Campaign for Designated Drivers®
- Targeted law enforcement details (as part of a comprehensive program)
- Publicizing alcohol-related laws and school policies
- Curriculum infusion
- Forming of coalitions
- Parents Who Host
- Buzzkill
- Above the Influence
- Strengthening Families Program
- Protecting You/Protecting Me®
- Project Northland
- Class Action
- Life Skills Training
- Project Towards No Drug Abuse (as long as emphasis is given to alcohol)
- Strong African American Families
- Positive Action Introduction AND Positive Action-Alcohol Use Prevention
- Peer Education
- Expenses related to approved trainings:
  - By the Pennsylvania State Police Bureau of Liquor Enforcement
  - By Institute of Law Enforcement Education
  - Others as approved by the PLCB
- Expenses related to approved conferences:
  - PLCB Annual Alcohol Education Conference
  - Students Against Destructive Decisions (SADD) conference
  - Commonwealth Prevention Alliance (CPA) conference
  - Others as approved by the PLCB (see Training/Curriculum Expenses, page 14)

## Years One & Two Matching Funds

In order to move grant-funded activities toward sustainability and institutionalization, the PLCB requires a minimum 25 percent match to its grant funding for each year of the grant. For example, for the full \$20,000 yearly grant award, matching funds must equal or surpass \$5,000 for each grant year.

Sources of matching funds may include the following:

- **Budgeted Line Item** – If an activity associated with the grant has been budgeted by the grantee within a stated program/activity budget, this amount can be used as the match. This could include fringe benefits for staff time dedicated to the project as listed under Line 5, Staff Expenses, or money paid for items or personnel costs in excess of what may be reimbursed through the grant.

*NOTE: Staff salary is only allowable for the time spent on alcohol programming. Time spent on other prevention activities is not allowable.*

- **Eligible Gifts** – For purposes of matching funds, gift is considered a voluntary transfer of money (or a non-cash contribution that is subsequently converted to cash) from a third party to the grantee without compensation or consideration in return.
- **Gifts of Money Given to the Applicant** – Both restricted gifts (gifts given specifically in support of a project) and unrestricted gifts (gifts used at the recipient's discretion) are eligible to be used as a match. The donors must give the gifts directly to the grantee, and these funds must be used to support budgeted project costs during the grant period.
- **Proceeds** – Proceeds from the sale of an item used for the grant activity, i.e., the donation and sale of a quilt, may be used for match.
- **Pledges** – A pledge is a legally enforceable written promise to pay a specific amount of money during the grant period. The PLCB will accept a pledge of money as a match only if the grantee certifies that the pledge is legally enforceable and the donor is obligated to pay the pledge during the grant period. A copy of the donor's pledge letter need not be included in the application, but it must be kept on file for audit purposes. In the event a donor fails to pay a pledge, it is the responsibility of the grantee to enforce the pledge, to substitute other funds, or to return to PLCB the amount of funds awarded that are not supported by matching funds. In the case of pledges, state how the matching funds will be used towards the purpose of the grant.
- **Other Grants** – Grants from other agencies or organizations are acceptable as a source for matching funds.

### **Ineligible Contributions - The following are not allowable as sources of matching funds:**

- Goods, services or property offered to the grantee at no cost or at less than the market value, such as donated or cost-forgiven rent, utilities, etc. This includes extra advertisements or products provided as a result of the purchase of other items.
- Income earned from a gift after the gift is transferred to the grantee (i.e., interest or rent)
- Gifts given to an individual or organization associated with the project that are not given specifically in support of the project and are not transferred to the grantee.

- Ceremonial appearances by administrators or staff of the granting organization or other organizations using their time as a budget time expense.
- Non-cash contributions made to the applicant, such as donated services or equipment.

To enter proposed matching funds, go to the “Year 1 Matching Funds” and “Year 2 Matching Funds” tabs. The matching funds fields are similar to those in the budget narrative and should be completed as follows:

- **Item:** Give a brief descriptive name to the item.
- **Narrative:** Provide a description of the item. Include how the expense will contribute to the overall goals of the grant project. For fringe benefits, be sure to refer to the line in the budget narrative that identified the staff expenses for which you are claiming fringe benefits.
- **Calculation:** As in the budget narrative, use either Flat Rate or Number of Items and Cost per Item to identify costs. If the cost is proposed to be partially funded by the grant, note that in the narrative and only show the amount proposed to be funded by matching funds in the calculation field.
- **Number of persons:** If you have a personnel cost, fill in the number of people. If you do not have a personnel cost, please disregard.

Matching Funds Examples:

Item: Fringe benefits for prevention specialist  
 Narrative: 25% of \$10,000 listed on line 5 (staff expenses) of year one budget.  
 Flat Rate: \$2,500.00

Item: Patrol bike  
 Narrative: Balance for purchase of bike to be used for underage patrols. \$1,500 bike - \$1,000 paid for by grant = \$500 for matching funds  
 Flat Rate: \$500.00

Item: Staff expenses  
 Narrative: Additional overtime salaries for patrols for underage drinking. 5 officers working 8 additional hours.  
 Number of Staff: 5  
 Number of hours: 40  
 Rate: \$25.00

*NOTE: All matching funds information must be maintained by the grantee for three years for audit purposes.*

## **Budget Totals**

This section will automatically calculate based on entries from the budget narratives, therefore there is no need to complete this section. Please check the totals, however, to ensure the grant maximum is not exceeded. The required matching funds amount at the bottom identifies the minimum amount of matching funds required for the proposed grant.

## **Letters of Support**

Coordination and cooperation among agencies, organizations, etc. is encouraged. Include letters of support from each organization or agency that will be involved in the implementation of proposed grant activities. At least two letters of support **MUST** be included in each application.

Letters of support **MUST** be from organizations or agencies other than the applicant; letters from a different department or division within the entity are not allowed. For example, a university applicant would need letters from the surrounding municipality or community organizations, rather than divisions within the university. Likewise, a municipality should work with schools or community organizations, rather than submit letters from the mayor's office, chief of police, or borough council.

Each letter of support must meet the following requirements:

- Written on organization/agency letterhead
- Include organization/agency contact information
- Addressed to the applicant, **NOT** the PLCB
- Include how the authoring organization/agency will support the applicant in achieving stated goals. Such assistance may include contributions of time, money, labor, space, supplies, staff, materials, and/or other necessities. Letters cannot simply state support of the project, rather they must demonstrate **HOW** the authoring organization/agency will support the grant project(s).
- Contain the signature and title of the person representing that organization/agency

When submitting the grant application, the applicant should attach a PDF of the letters of support and maintain original letters for the organization's records.

## **Declaration - Grant Agreement**

The grant agreement is the contract between the grantee and the Pennsylvania Liquor Control Board. Review the agreement carefully, as it sets forth the grant terms to which a successful grantee will be bound. No changes may be made to the grant agreement. Any alteration(s) will result in disqualification.

Each applicant **MUST** check the box affirming agreement with terms of the grant agreement in order to complete the application.

**Before submitting through PLCB+, print a copy of your completed grant application for your records.**