

College Ambassador Program

2023-2024 School Year

Frequently Asked Questions

Q: We are thinking of doing multiple events. Is that okay or are we supposed to do only one?

A: Your organization is welcome to propose a series of events, as long as: a) the combined budget for all the events fits within the maximum grant amount offered; b) all the grant money budgeted for each event is spent prior to June 30, 2023; and c) there is a clear reason that you need multiple events to reach your whole community rather than one single event.

Q: We're deciding when to host our event. Do you have any suggestions?

A: You might consider hosting an event during the beginning of the semester, such as during student orientation. Another option is hosting an event for National Collegiate Alcohol Awareness Week (NCAAW), which traditionally takes place during the third full week in October. Other options include March 19 (Minnesota's Fetal Alcohol Spectrum Disorders Awareness Day), April (Alcohol Awareness Month), or September 9 (FASD Awareness Day). However, you are not limited to any of these dates.

Q: Our organization has received a grant from Proof Alliance (formerly MOFAS) in the past and is planning to apply again this year. Is it okay if we propose the same event as we did before?

A: While it is acceptable to apply to host the same event, Proof Alliance encourages applicants to expand on the events they've done in the past.

In particular, aim to include the following three elements:

- ❖ *Creative:* While special speaker events can work well, they may not be the most engaging way to spread the message of FASD prevention. Consider creative ways to incorporate information about alcohol-free pregnancies and preconception health messages in a way your community will connect with most.
- ❖ *Educational:* Make sure the FASD prevention message is front and center in your event. If messaging related to the prevention of alcohol-exposed pregnancies is not incorporated throughout the entirety of the event promotion, implementation, and evaluation, it will not be funded.
- ❖ *Interactive:* In the past, we have found that the prevention message is best received through interactive events. Even with special speaker events, interaction with the community can be incorporated! Consider how to involve your attendees through activities, trivia questions, or games on FASD prevention.

Q: Should we budget for Proof Alliance promotional materials? What about T-shirts?

A: You should not include Proof Alliance promotional materials (e.g., hand sanitizers, lip balms, pens, informational brochures, etc.) in your budget, as these will be provided at no cost by Proof Alliance. However, you should budget for T-shirts if you intend to include them in your event. You can work with Proof Alliance to determine the design, and then your organization will be responsible for buying T-shirts and having them screen printed. If you anticipate including T-shirts in your event, you should solicit a quote from a shop of your choosing and include it in your budget worksheet, as this cost varies from company to company.

Q: We want to give out gift cards as a prize for participants. Is that okay?

A: You can spend up to 15% of your overall budget on prizes, including gift cards. However, gift cards must be \$20 or less each in value. Proof Alliance is unable to reimburse you for gift cards over \$20. For example, if you buy two \$20 individual gift cards, we can reimburse you, but if you buy one \$40 gift card, we will not be able to reimburse you. We strongly recommend asking businesses to donate gift cards and/or other prizes to reduce costs. Past grantees have done this and have ended up with a great selection of prizes at no cost!

Q: What format of financial statements does Proof Alliance accept?

A: Proof Alliance will need a copy of your organization's latest financial statements. This can be any one of the following in its most recent form: board financials, annual budget, audit report, income year-to-date, or most recent monthly statements.

Q: What happens if we have to cancel our event due to COVID or other restrictions?

A: We ask all grantees to have a Plan B in the event they cannot host their event(s) in-person. This could include hosting something virtually over Zoom or a similar platform for students, hosting a virtual art contest in which students submit works of art inspired by FASD prevention, creating informative social media campaigns about FASD prevention, or anything else that gets the message across in a way that is safe and effective.

questions?

We welcome your questions regarding the application process. Contact Myo Myo Aye at myomyo.aye@proofalliance.org or 651-917-2370.