

## Funding and other issues

The following pages give information and details about projects, programs, and initiatives that Prevention Network and MCRUD have supported and been a part of over the years. The descriptions have been formatted using the questions below to guide you. It is our hope that a group would choose a project based on their local community needs, and not just because we have listed it here. We believe that in order for a project to have the greatest impact, it must address an identified problem or issue. The questions we used are:

Why would our community group or coalition want to do this project?

What area of underage drinking prevention does this project address?

Project Description

Who needs to be involved?

What resources will we need?

How and why do we get the media involved?

How and why do we evaluate this project?

## **FUNDING**

An additional question that could have been listed with all nine is: Who can we get to pay for this project? The answer for all nine would be the same, so I will answer it here for all of them.

The activities themselves, as outlined in the following pages, are likely to fit the initial funding criteria for Prevention Network's grant programs. However, this does not mean that rewriting these descriptions on an application to submit would result in a grant award. There is information about who is eligible to apply, how the process works, and specific guidelines for applying available on the application itself. If you are interested in a grassroots organization that you are affiliated with applying for a grant using these project ideas, contact us before you fill out the application. This is a requirement for any of our grants, regardless of the activities proposed for funding.

We also recognize that finding a local source of funding for some of the items listed within the activities may be desirable. Part of the process of finding local funding is usually to present information about your community group and the project. In addition to finding the actual money needed to do these projects, seeking funding in your community helps get your message out to local businesses, civic groups, and others.

Sources of local funding may include:

Michigan Coalition to Reduce Underage Drinking  
Prevention Network PO Box 4458 East Lansing, Michigan 48826  
800-968-4968 Fax: 517-393-6931 www.mcrud.org kend@preventionnetwork.org

- Civic groups such as the Elks, Eagles, Kiwanis, or Knights of Columbus
- Business groups such as the chamber of commerce or Jaycees
- Specific professional organizations such as a local Medical Association or labor union
- Businesses such as insurance agencies, local owned businesses, or large national chains like Target, Wal-Mart, or Meijer's

When looking to local groups for funding and donations, be aware that allowing businesses associated with the alcohol beverage industry to donate may send an unwanted message to the youth in your community. For more information about this, please see the MCRUD's Alcohol Industry Funds Policy at [www.mcrud.org](http://www.mcrud.org), or contact ken at 800-968-4968

## **IT'S THE ENVIRONMENT**

The projects we have chosen are intended, for the most part, to have an impact on the environment that we live in. We know that some minors choose to use alcohol in spite of the fact that we have tried to teach them the negative consequences since they were old enough to walk. In order to assist them in making healthier choices, namely to delay their decision to use alcohol until they turn 21, we need to create an environment in our communities that is consistent with what we have taught them throughout their lives.

## **GIVING CREDIT TO YOU, THE LOCAL COMMUNITY GROUP**

These projects have been collected not only through our experiences attending your meetings, but from helping plan your events, and listening to your challenges. They have also been culled from over 5 years of reviewing applications and awarding grants through the original MCRUD Grant, its offspring the Environmental Change Grant, and the current Underage Drinking Prevention Grant. We have learned a great deal from your efforts.

We also know that all prevention is local. You may have done a program almost like one of these listed here. You may have created your own version of one of these ideas. And you may have even been funded by a Prevention Network grant sometime in the past to do one of these projects. We appreciate being allowed to learn from you and to be able to share these lessons with community groups throughout Michigan and beyond.