

Budget Narrative
ITAC- It Takes a Community Drug and Alcohol Prevention Coalition
Year 6 DFC Competing Continuation
April 3rd, 2023

Proposed Project Period: Start Date: 09/30/2023 End Date: 09/29/2024

A. Salaries & Wages:

Table 1: FEDERAL REQUEST

Position	Name	Annual Salary/Rate	Level of Effort	Cost
(1) Authorized Organizational Representative (AOR)	Alli Pelletreau	\$23/hour	0.5 FTE 12 months	\$23,920
(2) Program Director Project Coordinator (PD/PC)	Sarah Sterlace	\$20/hour	0.5 FTE 12 months	\$20,800
			TOTAL	\$44,720

NARRATIVE JUSTIFICATION:

The Authorized Organizational Representative (AOR) and Program Director are responsible for the day-to-day running of the coalition, administration, program planning, implementation and evaluation, financial management and reporting and oversight of personnel and project management. They lead the coalition in its projects within the community to reduce substance use among youth and build capacity, while working closely with the Steering Committee (SC). The AOR is responsible for overseeing the financial aspects of the grant and the performance of the grant-supported project or activities, as specified in the action plan. Other responsibilities include creating a positive collaborative relationship with community and sector members, raising awareness of the local conditions affecting youth substance use by networking, building capacity and using data, and focusing on sustaining an effective strategic planning process to maintain positive prevention outcomes over time. The AOR also plays a critical role in keeping the team focused on the goals and objectives of the Action Plan. They will oversee all activities under the direction of the SC, assessments, planning and implementation of strategies and events to ensure they are completed on time and within budget. The AOR is a key staff member and the primary contact between staff, coalition and the evaluator who are working towards achieving the project goal and objectives.

The Program Director/Project Coordinator will provide programmatic oversight of the grant and is accountable to officials of the recipient organization. They will also manage the work of the coalition and program activities, including training, coalition communication, data collection and information dissemination. They are also a key staff member for this project and will assist the AOR in project activities, assessments, planning and implementation of strategies and events to ensure the coalition is meeting the goal and objectives of the project.

At this time, both the AOR and Program Director cooperate to perform the responsibilities of the Project Coordinator position, implementing activities based on the action plan, and under direction and guidance of the SC and coalition. In the future, this position may be filled by another person on a contract basis.

Table 2: NON-FEDERAL MATCH

Position	Name	Annual Salary/Rate	Level of Effort	Cost
Fiscal Agent	John Wolski	\$122,000	12.5%	\$15,250
President Steering Comm.	Mark Sterlace	\$50,000	10%	\$5,000
Steering Comm.	Justin Chernogorec	\$75,000	10%	\$7,500
Steering Comm.	Dan Wood	\$75,000	5%	\$3,750
Steering Comm. (Treasurer)	Dawn Stover	\$45,000	5%	\$2,250
Steering Comm.	Joanne Goellner	\$20,000	10%	\$2,000
Steering Comm.	Stu Woodside	\$25,000	5%	\$1,250
Business Office Support	Barb Lowe	\$45,000	5%	\$2,250
Business Office Support	Carol Comerford	\$45,000	5%	\$2,250
Business Office Support	Sara Schreiner	\$45,000	5%	\$2,250
IT Support	Matt Jacobs	\$75,000	5%	\$3,750
IT Support	Mike Messecar	\$60,000	5%	\$3,000
			TOTAL	\$50,500

NARRATIVE JUSTIFICATION:

Iroquois Central School District (ICSD) donates the time of their business office staff to act as our fiscal agent. Staff and Support staff from ICSD attend Coalition and Steering Committee meetings; assist with timesheets, payroll, purchase requisitions, technology service, copying, ordering supplies, etc. In addition, District personnel assist with multiple facets of the execution of many of the events & strategies articulated in the action plan all leading to effective change in youth substance use rates. Also included in this table are the volunteer members of our steering committee to reflect their efforts.

B. Fringe Benefits:

Table 3: FEDERAL REQUEST

Component	Rate	Wage	Cost
FICA	7.65%	\$44,720	\$3,421
		TOTAL	\$3,421

NARRATIVE JUSTIFICATION: Federal and state guidelines were applied and followed.

Table 4: NON-FEDERAL MATCH

Component	Rate	Wage	Cost
FICA	7.65%	\$50,500	\$3,863
Workers Compensation	2.5%	\$50,500	\$1,263
TRS Retirement	9.76%	\$15,250	\$1,488
ERS Retirement	13.1%	\$28,750	\$3,766
		TOTAL	\$10,380

NARRATIVE JUSTIFICATION: Federal, state and contract guidelines were applied and followed.

C. Travel:

Table 5: FEDERAL REQUEST

Purpose of Travel	Location	Item	Rate	Cost
CADCA National Coalition Academy (3 weeks TBD)	TBD	Airfare	\$400/person x 2 persons (x 3)	\$2400
CADCA National Coalition Academy	TBD	Hotel	\$250/night x 5 nights, x 2 persons (x 3)	\$2500
CADCA National Coalition Academy	TBD	Per Diem	\$64/day x 2 persons x 5 days (x 3)	\$1920
CADCA National Coalition Academy	TBD	Ground Transport	Uber/Lyft @ \$50 each way (x 3)	\$300
CADCA National Leadership FORUM Jan 29-Feb 1, 2024	Washington DC	Airfare	\$400/person x 2 persons	\$800
CADCA National Leadership FORUM	Washington DC	Hotel	\$250/night x 5 nights, x 2 persons	\$2500

CADCA National Leadership FORUM	Washington DC	Per Diem (meals and incidentals)	\$64/day x 2 persons x 5 days	\$640
CADCA National Leadership FORUM	Washington DC	Registration Fee	\$795/person x 2 persons	\$1590
CADCA National Leadership FORUM	Washington DC	Ground Transport	Uber/Lyft @ \$50 each way	\$100
CADCA Mid-year Conference July 14-18, 2024	Chicago, IL	Airfare	\$400/ticket x 2 persons	\$800
CADCA Mid-year Conference	Chicago, IL	Hotel	\$250/day x 5 nights x 2 persons	\$2500
CADCA Mid-year Conference	Chicago, IL	Per Diem (meals and incidentals)	\$64/day x 2 persons x 5 days	\$640
CADCA Mid-year Conference	Chicago, IL	Registration Fee	\$795/person x 2 persons	\$1590
CADCA Mid-Year Conference	Chicago, IL	Ground Transport	Uber/Lyft @ \$50 each way	\$100
			TOTAL	\$18,380

NARRATIVE JUSTIFICATION: The three-week National Coalition Academy (NCA) is a 3-week training program spread out over several months and two people per coalition are required to attend. This training is highly encouraged for Key Personnel in Year 6, especially as both AOR and Program Director did not attend in Year 1 (different personnel at that time). It is anticipated that Key Personnel will attend CADCA National Leadership Forum in February – which is the largest training event for community-based substance misuse prevention professionals and coalition leaders, as well as the CADCA Mid-Year Training Institute in July. Coalition members will be encouraged to consider attending the National Leadership Forum - focus will be on reaching out to those sectors that are identified to increase sector membership objectives. Although not required, attendance at the CADCA conferences is highly encouraged for KP and/or coalition members to increase skill sets and knowledge of current trends which will lead to enhanced coalition effectiveness in prevention and sustainability.

Table 6: NON-FEDERAL MATCH

Purpose of Travel	Location	Item	Rate	Cost

NARRATIVE JUSTIFICATION: No anticipated match.

D. Equipment:

Table 7: FEDERAL REQUEST

Equipment		Item	Rate	Cost
			TOTAL	\$0

NARRATIVE JUSTIFICATION: No anticipated costs

Table 8: NON-FEDERAL MATCH

Equipment		Item	Rate	Cost
				\$0

NARRATIVE JUSTIFICATION: No anticipated costs.

E. Supplies:

Table 9: FEDERAL REQUEST

Item Requested	Type	Number Needed	Unit Cost	Amount Requested
General Office Supplies	\$50/mo. x 12 mo.			\$600
Marketing Items	Clips, stress balls/fidgets, hats, shirts, pens, pencils, magnets, toothbrushes, frisbees, decals etc. all with ITAC logo will have various costs.	varies	< \$5/ea	\$2000
Signage in public areas	Updating municipal signage in public areas to reflect the latest policy change or ordinances	10	\$35	\$350
Red Ribbon Week supplies	Variety of posters, banners, incentives, and prizes for Red Ribbon Week.	varies	Varies	\$1000
Print Material for messaging campaigns and activities	Lawn Signs- 18x24 Double sided.	150	\$9.50	\$1425
		4	\$250	\$1000

	Messaging campaign banners (at least 3’x9’) Event posters for 2-3 events, 75 @ \$2.25ea Flyers, postcards, booklets, playbills, stickers, bookmarks, placemats, business cards, infographics etc.	75 varies	\$2.25 varies	\$170 \$2100
PSS Stickers	Stickers to be placed on pizza boxes, take-out containers, bags. At least 2 campaigns	15,000	\$700/7000	\$1500
Easels	Easels (with floor-standing or tabletop options)	10	\$27.50	\$275
			TOTAL:	\$10,420

NARRATIVE JUSTIFICATION:

General office supplies will include but are not limited to, pens, pencils, paper, filing folders, sticky notes, ink, rubber bands, tape, paper clips, binders, index cards, business cards, scissors, markers, legal pads, message pads, glue sticks, envelopes, calendars, plastic covers, clip boards, push pins, bulletin boards, paper supplies etc. Brochures will be printed, and ITAC’s logo will appear on all printed material. Youth ambassadors and volunteers will receive t-shirts. The marketing items budget contains specific coalition outreach/capacity building items that will have the ITAC logo and be used during events and activities to build capacity and raise awareness of the negative consequences of underage drinking, tobacco and cannabis use and will also allow us to advertise special events, educational forums, create public service announcements and training(s) on a more regular basis to draw in a larger audience. The print material budget allows us to advertise special events, educational forums and trainings, and also create infographics and public service announcements for messaging campaigns. For example, the action plan specifically mentions a youth-developed prevention campaign (Goal 1, Objective 2) and a Community Resource Guide (Goal 2, Objective 1, Strategy 1) and a sports prevention program booklet called “Tackle” (Goal 2, Objective 3 & 4). Project Sticker Shock (PSS) has been a successful campaign for us in the past and we are looking to increase our reach by running at least two PSS projects per year in more locations and for more substances. Easels will be utilized at events to display information including but not limited to: CLYDE survey data, anti-substance messaging, PSAs, and youth messaging. As we look at sustainability and building capacity, fundraising efforts for these kinds of supplies will increase, and additional grant opportunities will be researched.

Table 10: NON-FEDERAL MATCH

Item(s)	Rate	Cost
General office supplies	\$50/mo. x 12 mo. (School)	\$600

Laptop Computers	3 school computers x \$512	\$1536
Microsoft 365 Account (School Account)	\$150/user x 1-year @ 3 users	\$450
Adobe Creative Cloud Account (School Account)	\$360/user x 1-year @ 3 users	\$1080
Printing of documents and flyers etc	Estimate of printing costs	\$400
	TOTAL	\$4,066

NARRATIVE JUSTIFICATION: The match of office supplies and laptop computers provided by the school allows the Coalition to maintain communication with our members, provide information, build capacity, and educate the community. In addition, access to subscription-based software and printing services improves administration of the grant.

F. Contract:

Table 11: FEDERAL REQUEST

Name	Service	Scope	Rate	Amount Requested
Catalyst Research, LLC.	External Evaluator	Project-based contract; deliverables to include collection of core measures, creation of evaluation report, coalition evaluation support (e.g., member survey), and activity evaluation support, pre/post survey development); community presentation of data), training re: data collection methods and analysis		\$10,000
Lamar	Billboards	Our current Lamar contract is: \$5,710 - 4 four week flights, 4 vinyls using 4 designs, labor & art design.	Dates: Oct. 2023 Dec. 2023 Feb. 2024 May 2024	\$5710
Philipps & Brooks, CPA's	Tax Preparation	To complete the required annual reporting for a 501(c)3 organization	Contract	\$1000
John Bennett	Lead Youth Coach	To implement the goals of our Youth Coalition and work directly with HS and MS youth ambassadors. Schedule	\$20/hr @ 10hrs/month	\$2400

		activities 5-6 per year- and monthly meetings		
Caitlin Ernst	Youth Coach	To implement the goals of our Youth Coalition and work directly with HS and MS youth ambassadors. Schedule activities 5-6 per year- and monthly meetings	\$20/hr @ 10hrs/month	\$2400
Celebrating Families Caitlin Violanti	Family oriented evidence-based intervention program	Funds will be used to support access to the training for families in our community.	TBD	\$1500
EA Rink	Venue	Venue for annual ice-skating event	2 hour rink time + skate rentals	\$800
TBD	PSA	Development & Production of PSAs. TV airing of PSAs.	TBD	\$2400
Moran Lawyers Alyssa Gross	Legal	Legal consult as needed	\$1000 retainer; \$210/hour @ 7 hours	\$2470
TBD	Liability Insurance	Liability insurance blanket coverage Add-on riders for special event	Contract \$100/event	\$600 \$400
TBD	Media Specialist	Manages social media pages and website.	\$20/hr @ 10hrs/month	\$2400
TBD	Grant Specialist	To identify and apply for other funding opportunities for future sustainability.	\$20/hr @ 10hrs/month	\$2400
			TOTAL	\$34,480

NARRATIVE JUSTIFICATION:

Catalyst Research: An external evaluator is a necessary component of the SPF process and as a coalition feedback on our assessment, planning, and implementation strategies is required. As we look at our data it is important to examine the efficacy of our efforts to address local conditions. We will be administering Clyde surveys every other year to evaluate our programs and make necessary changes to our action plan (projected dates Sept. 2023 and 2025).

Targeted marketing campaigns, to include billboards & PSAs, will raise awareness and impact perceptions of acceptability/social norms to reduce substance use by youth in our community. Youth Coaches work with Youth Ambassadors on a variety of initiatives focused on preventing underage substance use. They are instrumental in educating, motivating, and supporting our youth in implementing the strategies, activities, and events that support the Action Plan and Coalition mission. Coaches create opportunities for our youth to lead which in turn allows them to engage, feel valued and believe they are an integral part of the process to achieve our grant goals and objectives. Involving youth in making decisions that affect them increases the

likelihood that the ideas will be accepted and adopted into their everyday lives. In turn, they are more likely to be effective at engaging the population to have a greater impact thus reaching our goal. Youth Coaches also assist the AOR and Project Director in implementation of strategies and activities including focus groups, surveys, and events. The Youth Coaches were selected in a competitive proposal through DFC funds during Year 5, whereby candidates submitted applications for the positions and went through an interview process.

As a 501c(3), there are certain tax reporting requirements we must fulfill each year, and we are assisted with that by Phillips & Brooks, CPA. Legal consultation is budgeted on an “as needed” basis. Liability insurance is particularly important for general protection of the coalition, and for special events that require an additional rider.

ITAC is forming a partnership with a local private counselor to offer the Celebrating Families program in our community. This is an evidence-based program for families with substance use disorders or living in at-risk communities, and is a product of the National Associations for Children of Addiction (NACoA).

Certain activities listed in our action plan will require contract based services to achieve, such as our annual Ice-Skating Rink which is held in the community during February break and the development, production and airing of youth-led video PSA’s.

Two contractual positions have been proposed to assist key personnel: a media specialist to manage social media, digital content and the website, and a grant specialist to work on fundraising and sustainability efforts for the coalition.

Unless listed as TBD, contractors were selected in previous budget years through a competitive bidding process. Progress, performance, and supervision of the contract is the responsibility of the AOR and Program Director, with oversight from the Steering Committee.

For those listed as TBD:

PSA – ITAC is looking for our Youth Coalition to spearhead this campaign. There are two film clubs at each HighSchool in our catchment area – the steering committee is currently discussing whether to portion out some of the budget to each film club to develop a PSA, and any remaining money would be used to secure publicity on radio, TV or in local theatres if necessary. ITAC will request quotes for these things or seek in-kind sponsorship from local media outlets.

For the Liability Insurance, ITAC will request bids from several local insurance agencies to review and select the most appropriate insurance for cost and benefits.

For the Media Specialist and Grant Specialist, the steering committee will create and approve job descriptions and responsibilities for the positions. ITAC will advertise internally via the coalition members and school staff, and publicly via social media and local media, for expressions of interest in the contract-based positions. ITAC will then accept resumes and schedule interviews. The interview panel (an ad-hoc committee - members TBD) will make a recommendation to the steering committee for the final hiring committee. New hires will be expected to complete fingerprint testing as is required in our school districts.

For all TBD, progress, performance, and supervision of the contract will be the responsibility of the AOR and Program Director, with oversight from the Steering Committee.

Table 12: NON-FEDERAL MATCH

Name	Service	Scope	Rate	Cost
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Coalition Members (Active)	Attending meetings, joining committees, volunteering at events	Participation in coalition activities outlined in the 12-Month Action Plan	40 members @ \$30/hr. x 1 hr./mo. (average) x 11 mo.	\$13,200
Student Youth Ambassadors (Active)	Attending meetings, joining committees, volunteering at events	Participation in coalition activities outlined in the 12-Month Action Plan	9 members @ \$18/hr. x 3 hr./mo. (average) x 11mo.	\$5,346
Coalition Members (Non Active)	Volunteer for events only	Participation in coalition activities outlined in the 12-Month Action Plan	44 members @ \$30/hr 3 hours 4 times a year	\$15,840
Estimated outside facility use: Aurora Theatre & Popcorn Shop	The theatre donates their space for us to hold events and/or meetings	Includes staff hours to run the theatre.	2 events per year	\$800
TBD	Training	Additional training for Key Personnel, Youth and Coalition members related to substance use prevention, capacity building, program implementation etc.	2-3 trainers @ approx. \$500 each	\$1500
Glen Colton	Provides music and instructions for PSAs	Brings his own equipment, arranges music, leads youth participants	One PSA per year	\$1200
Erie County Sheriff's Office Elma Police	Responsible Server Three day Training, Compliance checks	Deputy Sheriff's provide TIPS training to selected on & off-site establishments Compliance checks will be conducted at POS retailers	6 officers x 3hrs x 5	\$6,750

		identified by the coalition		
Lamar	Billboards	Lamar provides four free billboards	\$815 per vinyl	\$3260
		TOTAL		\$47,896

NARRATIVE JUSTIFICATION:

Hourly rate for volunteers was obtained from www.independentsector.org and includes active members, youth volunteer service hours, and those volunteers that only Aurora Theatre & Popcorn Shop donates their venue to ITAC to use 2 times per year. As we continue to educate our community on substance misuse prevention, guest speakers and trainers will provide training and information to members on current trend data and evidence-based practices, trainers will be sourced from the local and state resources/organizations that are able to offer education to our coalition free of charge (such as, Tobacco Free Communities, WNYPRC, Erie County Department of Health, OASAS etc.). Additional training efforts will address cultural diversity and inclusion of all members of the community to not only participate in initiatives and ensure we have targeted ‘community within a community’ concerns, but to also facilitate the communication of messages in a respectful, appropriate fashion. Working with Community Prevention partners to host several prevention education training(s) and seminars with a primary target audience of youth and secondary target of parents will be pursued. Glen Colton volunteers his time to assist with music for yearly PSA’s. Collaborations with Erie County Sheriff’s Office (ECSO) & Elma Police allow us to sponsor TIPS training to on- and off-site establishments that serve alcohol. Compliance checks will be conducted at retail locations (POS - Point of Sale) as identified by the coalition to ensure age verification is occurring (these will occur for alcohol, tobacco & cannabis sales, as needed). Lamar Billboards offers 1 free matching billboard to non-profit organizations under contract.

G. Other:

Table 13: FEDERAL REQUEST

Item	Rate	Cost
Newspaper Subscriptions	Subscriptions are delivered, weekly editions.	
East Aurora Advertiser/Elma Review	EA Advertiser/Elma Review \$116	\$141
East Aurora Bee	EA Bee (delivery only) \$25	
Publicity – local advertising in print media, and social media platforms	\$50 for small ads – up to \$300 for full page At least 8 social media ads/boosts per year	\$800

Item	Rate	Cost
CADCA membership	\$300/year	\$300
Zoom subscription	\$149/year	\$149
Website – Weebly	Domain & Site Plan fees 2-year subscription (\$274 current period until Jan 2025)	\$0
EA Chamber of Commerce Membership Dues	Yearly membership (due Sept. 2024)	\$123
CADCA National Forum at Washington DC January 29-Feb 01, 2024	Four students and two adult chaperone 6 x airfare @ \$400/person	\$2400
	4 x hotel rooms @ \$250/night for 4 nights	\$4000
	Per diem stipend (meals etc) @ \$64/day per person (6) for 4 days	\$1536
	Uber/Lyft Ground Transport @ \$100 each way	\$200
	Registration Fees 2 adult @ \$795 4 students @ \$585	\$3930
	TOTAL	\$13,579

NARRATIVE JUSTIFICATION:

Newspaper subscriptions allow ITAC to stay up to date with the pulse of the community, and to document media coverage of the coalition. Publicity allows us to purchase advertising space for raising awareness of our goals, events and mission. CADCA membership, though not required, provides the coalition with an invaluable resource of training, support and information to achieve success in our program administration. During COVID, having a Zoom subscription allowed us to hold meetings virtually, when nearly every other avenue of communication with the coalition was limited. Now, as COVID restrictions have largely been removed, using zoom to offer hybrid meeting access to people who cannot attend in person increases our ability to build capacity. ITAC’s website costs are a reasonable fee for the service provision that is required to keep a website updated and running smoothly. ITAC is a member of the Great East Aurora Chamber of commerce for a yearly fee, allowing us to network with a greater audience of businesses, organizations and individuals through networking meetings, events and dissemination of information to the community.

In January 2023, ITAC was able to send 7 youth ambassadors and 6 adults to the CADCA National Forum, which was a fantastic opportunity for coalition members to get a really good understanding of coalition work and inspire ideas. ITAC wants to continue to encourage this high level of training for youth by sponsoring travel for four youth and 2 adult chaperones (youth

coaches) to attend the National Forum in January 2024. The coalition will also consider fundraising to increase the number of attendees we are able to send.

Table 14: NON-FEDERAL MATCH

Item	Rate	Cost
Fundraising for Mid-Year Training Institute Chicago, IL July 14-18, 2024	Four students and two adult chaperone 6 x airfare @ \$400/person	\$2400
	4 x hotel rooms @ \$250/night for 4 nights	\$4000
	Per diem stipend (meals etc) @ \$64/day per person (6) for 4 days	\$1536
	Uber/Lyft Ground Transport @ \$100 each way	\$200
	Registration Fees 2 adult @ \$795 4 students @ \$585	\$3930
Office Space	ICSD provides office and storage space to Key Personnel	\$18,602
Monthly Meetings	ICSD provides meeting space for steering committee, coalition, youth coalition and committee meetings.	\$3000
Donations from local businesses and organizations	Gift cards for incentives & prizes: Generally \$5-100 gift cards for youth ambassadors who may participate in ITAC activities, or to use as prizes during events.	\$600
Donations from local businesses and organizations	Products and services to be used as prizes for basket raffles, door prizes and other incentives.	\$2000
	TOTAL	\$36,268

NARRATIVE JUSTIFICATION: ITAC will conduct fundraising and sponsorship efforts to cover the cost of four youth and two adult chaperones to attend the MYTI in July. The ICSD provides space to hold meetings and events, as well as donating office and storage space for key personnel to work from. ITAC solicits donations and sponsorships from the

community to assist with fundraising efforts, event planning and promote sustainability.

TOTAL DIRECT CHARGES:

FEDERAL: \$125,000

NON-FEDERAL MATCH: \$149,110

INDIRECT CHARGES: No indirect charges requested.

Proposed Project Period

a. Start Date: 09/30/2023

b. End Date: 09/29/2024

Table 15: BUDGET SUMMARY

Category	Federal Request	Non-Federal Match	Total
Personnel	\$44,720	\$50,500	\$95,220
Fringe	\$3,421	\$10,380	\$13,801
Travel	\$18,380	\$0	\$18,380
Equipment	\$0	\$0	\$0
Supplies	\$10,420	\$4,066	\$14,486
Contractual	\$34,480	\$47,896	\$82,376
Other	\$13,579	\$36,268	\$49,847
Total Direct Costs	\$125,000	\$149,110	\$274,110
Indirect Costs	\$0	\$0	\$0
Total Project Costs	\$125,000	\$149,110	\$274,110

Table 16: FUTURE YEARS BUDGET SUMMARY

Projected Future Years	Federal Request	Non-Federal Match
Year 7	\$125,000	\$157,250
Year 8	\$125,000	\$172,375
Year 9	\$125,000	\$187,500
Year 10	\$125,000	\$190,000
TOTAL (7-10)	\$500,000	\$517,315