

AMENDMENT III TO AGREEMENT

THIS AMENDMENT, hereinafter referred to as "Amendment III", is made and entered into this 28th day of April, 2020, by and between COUNTY OF FRESNO, a Political Subdivision of the State of California, hereinafter referred to as "COUNTY", and YOUTH LEADERSHIP INSTITUTE, whose address is 209 9th Street, Suite 200, San Francisco, CA 94103-6800, hereinafter referred to as "CONTRACTOR" (collectively the "parties").

WHEREAS, COUNTY and CONTRACTOR entered into that certain Agreement, identified as COUNTY Agreement No. 16-431, effective July 1, 2016, COUNTY Amendment No. 16-431-1, effective June 20, 2017 and COUNTY Amendment No. 16-431-2, effective May 7, 2019, herein collectively referred to as COUNTY Agreement 16-431, whereby, CONTRACTOR agreed to provide services to reduce alcohol use among Fresno County youth and young adults, as specified in Agreement No. 16-431; and

WHEREAS, the parties desire to amend the Agreement regarding changes as stated below and restate the Agreement in its entirety.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, COUNTY and CONTRACTOR agree as follows:

1. That in the existing COUNTY Agreement No. 16-431, all text in reference to "Exhibit A-1" and "Exhibit A-2" shall be changed to read "Exhibit A-1, Exhibit A-2, Exhibit A-3 and Exhibit A-4".

2. That in the existing COUNTY Agreement No. 16-431, all text in reference to "Exhibit B-1" and "Exhibit B-2" shall be changed to read "Exhibit B-1, Exhibit B-2, Exhibit B-3 and Exhibit B-4".

3. The existing COUNTY Agreement No. 16-431, Section two (2) "TERM", shall be revised by adding the following at Page Two (2), Line Twenty-Seven (27), after the word "period":

"This Agreement shall be extended for an additional twelve (12) month period beginning July 1, 2020 through June 30, 2021."

4. That the existing COUNTY Agreement No. 16-431, beginning on Page Four (4), Line seven (7) beginning with the word "For" and ending on Page Four (4) Line Twenty-Three (23) with "\$363,333.00" be deleted in its entirety and replaced with the following:

"For actual services provided as identified in the terms and conditions of this Agreement

1 and Exhibit A-1, A-2, A-3 and A-4, COUNTY agrees to pay CONTRACTOR and CONTRACTOR
2 agrees to receive compensation as identified in Exhibits B-1, B-2, B-3 and B-4, "Budget," attached
3 hereto and incorporated herein to this Agreement.

4 For the period July 1, 2016 through June 30, 2017, in no event shall actual services
5 performed be in excess of Three Hundred Sixty-Three Thousand Three Hundred Thirty-Three and
6 No/100 Dollars (\$363,333.00).

7 For the period July 1, 2017 through June 30, 2018, in no event shall actual services
8 performed be in excess of Three Hundred Sixty-Three Thousand Three Hundred Thirty-Three and
9 No/100 Dollars (\$363,333.00).

10 For the period July 1, 2018 through June 30, 2019, in no event shall actual services
11 performed be in excess of Three Hundred Sixty-Three Thousand Three Hundred Thirty-Three and
12 No/100 Dollars (\$363,333.00).

13 For the period July 1, 2019 through June 30, 2020, in no event shall actual services
14 performed be in excess of Three Hundred Sixty-Three Thousand Three Hundred Thirty-Three and
15 No/100 Dollars (\$363,333.00).

16 For the period July 1, 2020 through June 30, 2021, in no event shall actual services
17 performed be in excess of Three Hundred Sixty-Three Thousand Three Hundred Thirty-Three and
18 No/100 Dollars (\$363,333.00).

19 The total maximum compensation to be paid by COUNTY to CONTRACTOR upon
20 execution through June 30, 2021 shall not exceed One Million Eight Hundred Sixteen Thousand Six
21 Hundred and Sixty-Five and No/100 Dollars (\$1,816,665.00).

22 5. COUNTY and CONTRACTOR agree that this Amendment III is sufficient to amend the
23 Agreement; and that upon execution of this Amendment III, the Agreement, Amendment I, Amendment
24 II and Amendment III together shall be considered the Agreement.


25 The Agreement, as hereby amended, is ratified and continued. All provisions, terms,
26 covenants, conditions and promises contained in the Agreement and not amended herein shall remain
27 in full force and effect.

28 ///

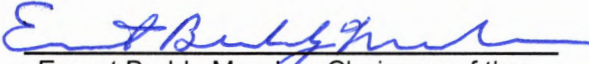
EXECUTED AND EFFECTIVE as of the date first above set forth.

CONTRACTOR

COUNTY OF FRESNO



(Authorized Signature)

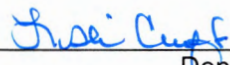


Ernest Buddy Mendes, Chairman of the
Board of Supervisors of the County of
Fresno

Print Name & Title

Mailing Address

ATTEST:
Bernice E. Seidel
Clerk of the Board of Supervisors
County of Fresno, State of California

By: 

Deputy

FOR ACCOUNTING USE ONLY:

Fund: 0001
Subclass: 10000
ORG: FY 2020-21 56302081 (\$363,333.00)
Account: 7295/0

SCOPE OF WORK - REDUCING ALCOHOL ACCESS TO YOUTH (RAAY) PROJECT

Organization Name: Youth Leadership Institute (YLI)

Funding Amount Requested: \$333,333.00

Funding Period: July 1, 2020 - June 30, 2021

Target Population Served: Youth ages 10-20, parents, caregivers, and general population in Fresno County

Problem Statements:

1. Adults are contributing to youth alcohol access.
2. Underage youth have easy access to alcohol throughout Fresno County.

Contributing Factors:

- Adults in focus group discussions and interviews identified the following sources for minors obtaining alcohol and marijuana: parents, family, older people and older siblings.
- According to local experts and stakeholders, adults are not holding youth accountable for alcohol and marijuana use. This includes parents, schools, and the juvenile justice system.
- According to local experts and stakeholders, many adults throughout the community discount alcohol use among youth as a rite of passage. Conversely, adults are either ignoring or unaware of the consequences of alcohol use related to failure in school, criminal behavior, driving under the influence, alcohol or drug dependency, progressive use of more potent and more serious drugs (e.g., methamphetamine), mental health issues, alcohol or drug overdose and death.
- Alcohol is easy for underage minors to get from home, from older siblings or relatives, from parents, or from older adults who will make a purchase for a minor (from focus groups with youth, parents, and professionals).
- Social and cultural norms that make alcohol consumption by youth acceptable and contribute to underage drinking.

Goals:

1. Reduce access to alcohol provided by adult social sources, such as parents, older siblings and cousins, or other adults by 2%
2. Raise awareness of adults and youth about the consequences of underage alcohol use, through youth-led awareness campaigns and media strategies

Evidence of Need

Fresno County youth ages 10-20 consume alcohol at alarming high rates. According to the 2018-19 Fresno County Student Insights Survey, implemented at nine urban and rural schools in Fresno County, 39% of teens report using alcohol in their lifetime, and 19% self-reported having drunk alcohol in the last 30 days. About 17% also reported they had their first drink of alcohol, other than a few sips, before age 13.

The Fresno County Student Insights Survey Data collected also shows that students surveyed find alcohol easily accessible, with 27% reporting it was very easy to access alcohol. Youth reported primarily accessing alcohol from siblings, friends, family members and buying it at Liquor outlets themselves. When asked, *For students who use the following, who do they usually get it from (check all that apply)*, students responded with the following: Parents 27%, Siblings 36%, Friends 67%, Other adult family members 39%, Other adults they know 24%, Adult strangers 33%, and They buy it themselves 16%.

Program Details

The overall goal of the Reducing Alcohol Access to Youth (RAAY) project is to achieve a measurable reduction in access to alcohol among middle school and high school aged youth by parents, and other adult relatives by 2% and to raise awareness of adults and youth about the consequences of underage alcohol use, through youth-led awareness campaigns and media strategies. Utilizing a youth development framework, YLI will build the leadership capacity and partner with youth in seven public high schools, two middle schools, and one countywide youth council to lead underage drinking prevention campaigns, also known as RAAY campaigns. Together they will coordinate efforts to support the education of peers, parents and caregivers and identify specific environmental prevention campaigns to address underage drinking that are relevant to Fresno County neighborhoods and communities. Please see the following list of schools where YLI staff will conduct outreach, to lead a RAAY campaign along with the Youth Advocacy Leadership League (YALL) countywide youth council:

- Edison High School
- Gaston Middle School
- Kerman High School
- Kerman Middle School
- Orange Cove High School
- Reedley Middle College High School
- Roosevelt High School
- San Joaquin Elementary (K-8)
- Selma High School
- Sunnyside High School
- Tranquility High School

In partnership with school site administrators, community-based organizations, and other stakeholders, YLI staff will build youth knowledge of the issue, and build the capacity of program participants to collect data about youth access points to alcohol pertaining to underage drinking. Utilizing the findings, youth will collaborate across the county to identify specific environmental prevention campaigns to address underage drinking in their respective communities, develop a plan of implementation of their chosen campaigns, lead the implementation of said campaign, and participate in an evaluation process that measures effectiveness in their schools, neighborhoods and communities. Evidence-based strategies and example model campaigns from the Friday Night Live ROADMAP will be shared with youth to support campaign selection and implementation. YLI Youth leaders will educate our elected officials, alcohol retailers, parents, caregivers and community stakeholders, about youth access to alcohol from adults and the positive effect of enacting

reform in alcohol retail marketing practices and social host policies has on youth health and safety. This proposal presents a unique opportunity to apply an evidence-based approach that best fits the problem identified in the youth-led assessment.

Evidence of Program Effectiveness

An extensive body of research illustrates that positive youth development is an effective approach to preventing problems and increasing positive outcomes for youth. These outcomes include areas such as skill building and social and personal skills. Research has also provided evidence that positive youth development strategies not only have positive effects for youth but also for the sites that house the programs, families, and the broader community (Durlak, Taylor, Kawashima, Pachan, DuPre, Celio, Berger, Dymnicki, & Weissberg, 2007).

YLI utilizes youth-adult partnerships as a strategy for creating sustainable community change. Research shows that partnering with youth and respecting their ability to contribute may provide important protective factors for youth. A study conducted by The Innovation Center for Community and Youth Development showed that “involving young people in decision making provides them with the essential opportunities and supports (i.e. challenge, relevancy, voice, cause-based action, skill building, adult structure, and affirmation) that are consistently shown to help young people achieve mastery, compassion, and health.”¹ Another key protective factor contributing to resiliency in youth is an internal locus of control, or the feeling of being able to have an impact on one’s environment and on others. Opportunities for meaningful engagement and participation – such as are found in youth-adult partnerships – may provide youth with opportunities to develop and/or strengthen his/her internal locus of control.²

Lastly, YLI has a long history of providing training for and technical assistance to community coalitions and youth-serving organizations across California and nationwide. YLI developed these training modules based on Communities Mobilizing for Change on Alcohol (CMCA), a SAMHSA model program that utilizes community-organizing strategies to reduce youth access to alcohol by changing community policies and practices. In order to reduce youth alcohol use, CMCA employs a range of organizing techniques to address legal, institutional, social, and health issues. One of the core CMCA trainings that YLI delivers provides participants with tools and strategies in utilizing Environmental Prevention approaches to reduce youth ATOD use. Environmental prevention strategies aim to produce more sustainable impact by creating communities that promote healthy behaviors and attitudes and reduce high-risk behaviors associated with alcohol use. This Environmental Prevention approach identifies the many components that influence a young person’s decision to use alcohol or other drugs – it focuses not just on the individual, but also on the agent or the substance causing harm to the individual. It also highlights a person’s environment, which consists of the social, economic, physical, political, and cultural settings wherein the individual and agent interact.

Scope of Work Modifications

Program goals, objectives, activities, target population and geographic area, outcomes and monitoring/evaluation approach indicated below may be modified with the approval of DBH and Contractor.

¹ Shepherd Z, et al. Youth in Decision-Making: A Study on the Impacts of Youth on Adults and Organizations. Madison, WI: National 4-H Council, 2000

² Pittman KJ, et al. Youth Development and Resiliency Research. Washington, DC: Center for Youth Development and Policy Research, 1993.

DESCRIPTION OF PROGRAM

Objectives	Key Activities	Specific Target Population and Geographic Area	Intermediate Outcomes	Monitoring/Evaluation Approach
<p>Objective One: Convene an Adult Ally Advisory Council of key stakeholders, prevention partners, adult allies and experts to support the development, implementation and evaluation of youth designed and developed campaigns through the RAAY Project</p>	<ol style="list-style-type: none"> 1. Invite and recruit selected representatives from Fresno County DPH, school site administration, alcohol and drug prevention professionals, community youth organizations, scholars from local universities, parents and youth to serve as formal advisors to the RAAY project 2. Facilitate advisory council's overview of the project and ensure the group is formally updated on the project's status, successes, and challenges and receives training on Youth and Adult Partnerships 3. Convene the advisory council quarterly to discuss implementation progress, troubleshoot roadblocks and barriers, give feedback on project and campaign development, and make recommendations for changes in the upcoming year 	<p>The Adult Ally Advisory Council that will be made up of project stakeholders, experts, parents and youth from Fresno County schools, community leaders, prevention professionals from FCDPH, community youth organizations. Both rural and urban areas will be represented on the Council. Our current council has representatives from: Alcohol Beverage Control, Fresno County Department of Public Health, Kerman Unified School District, Selma Unified School District, Fresno Unified School District, Prevention Partners in Marijuana and Prescription Drugs, Councilmember's representatives, Fresno County Department of Behavioral Health - Substance Use Disorder Services, Parent-focused CBOs, Fresno City College, Neighborhood and Faith-based organizations</p>	<ol style="list-style-type: none"> 1. The Adult Ally Advisory Council will be trained on Youth Adult Partnerships as part of Communities Mobilizing for Change on Alcohol (CMCA), a Substance Abuse and Mental Health Services Administration (SAMHSA) designated evidence-based program model that applies community organizing strategies to reduce teen access to alcohol by changing community policies and practices 2. Successful retention of an advisory council of at least five adult stakeholders and two youth representatives from student groups, by maintaining email communications and providing updates on project implementation through the YLI social media and website 	<ol style="list-style-type: none"> 1. Participation in Adult Ally Advisory Council meetings using sign-in sheets and agendas 2. Adult Ally retrospective survey to measure relationship building, decision making, leadership opportunities, involvement and knowledge built effective Youth and Adult partnerships and AOD Environmental Prevention 3. Reporting in the PPSDS reporting system to track number of members, meetings, trainings, and message dissemination

<p>Objective Two: Convene a Youth Development Coalition of community youth organizations support youth skill building, development, and implementation of youth designed and developed campaigns through the RAAY Project</p>	<ol style="list-style-type: none"> 1. Invite and recruit selected representatives from community youth organizations 2. Facilitate the youth coalition's training on Youth and Adult Partnerships, Youth Advocacy and Youth Organizing 3. Convene the advisory coalition quarterly to discuss implementation progress and collaborate on project and campaign development 	<p>The Youth Development Coalition will be made up of various local youth serving organizations; including but not exclusive to: non-profits, grassroots organizations, faith-based organizations, and youth serving programs for the purpose of sharing Youth Development best practices and collaboratively working toward meaningfully engaging youth in community and school-based wellness and prevention efforts in Fresno County beyond YLI programming</p>	<ol style="list-style-type: none"> 1. Successful recruitment and retention of at least seven representatives of partnering youth organizations. Some potential partners may include: The kNow Youth Media, Fresno City College, California Youth Connection, Californians for Justice, Every Neighborhood Partnership, The Children's Movement, Fresno Boys and Men of Color, The California Health Collaborative, Bitwise Industries, Boys and Girls Club, Economic Opportunities Commission, and City of Fresno Youth Commission 2. Completed Youth Adult Partnerships training as part of Communities Mobilizing for Change on Alcohol (CMCA), a Substance Abuse and Mental Health Services Administration (SAMHSA) designated evidence-based program model that applies community organizing strategies to reduce teen access to alcohol by changing community policies and practices 	<ol style="list-style-type: none"> 1. Participation in Youth Development Coalition meetings using sign-in sheets and agendas. 2. Adult Ally retrospective survey to measure relationship building, decision making, leadership opportunities, involvement and knowledge built effective Youth and Adult partnerships and AOD Environmental Prevention 3. Reporting in the PPSDS reporting system to track number of members, meetings, trainings, and message dissemination
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<p>Objective Three: Recruit, train and retain at least fifteen student leaders and at least one adult advisor in up to 10 sites</p>	<ol style="list-style-type: none"> 1. Develop compelling marketing materials that appeal to potential student participants and distribute materials widely throughout Fresno County in partnership with the school administration, teachers, Health Center staff, community-based organization and other partnering adult allies 2. Partner with local youth organizations and school staff including teachers, counselors, and other faculty to identify and recruit a diverse group of youth to participate in the RAAY Project over the school year 3. Train youth and adult advisors utilizing the Friday Night Live (FNL) Roadmap curriculum. The Roadmap provides facilitators at all levels with a step-by-step guide that leads them through the entire process of supporting a youth-led prevention program and campaign. The (FNL) Roadmap is based on the evidence-based Youth Development Standards of Practice 4. Develop and implement a supplemental training curriculum to prepare youth for authentic participation in 	<p>YLI Staff will outreach to the following sites to lead a RAAY campaign:</p> <ul style="list-style-type: none"> ● Edison High School ● Gaston Middle School ● Kerman High School ● Kerman Middle School ● Orange Cove High School ● Reedley Middle College High School ● Roosevelt High School ● San Joaquin Elementary (K-8) ● Selma High School ● Sunnyside High School ● Tranquility High School 	<ol style="list-style-type: none"> 1. Consistently maintain 150 youth across 8 high schools, two middle schools, one elementary to sustain leadership involvement in the project per school year 2. Each site is trained on the FNL Roadmap campaign cycle which includes: <ul style="list-style-type: none"> - Capacity Building – Recruiting youth, creating a vision, gathering an understanding of the environment, and learning about youth-led change, including training for both youth and the adults working with them. - Assessment – Building action research skills, conducting research and using data for action. - Planning – Using findings from the assessment to choose a solution and make a plan. - Implementation – Implementing the identified solutions. - Evaluation and Reflection – Reflecting on process. 	<ol style="list-style-type: none"> 1. Participation in Youth meetings tracked using sign-in sheets and agendas 2. Participation in trainings tracked using sign-in sheets, training flyers and training agendas 3. Youth Development Survey to measure experience and knowledge built 4. Weekly reporting in the PPSDS reporting system to track number of youth, meetings, trainings, recruitment efforts, and staff cultural competency training
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	<p>this project. Training will include, but not limited to: public speaking, facilitation, and team-building skills, substance abuse issues, Environmental Prevention concepts, research methods, media advocacy and message development, youth-adult partnerships, policy and systems change, and working with and engaging decision-makers</p> <p>5. Cultural Competency Training and development for YLI staff leading Program Work with Youth</p>		<p>3. Completed identified supplemental trainings</p> <p>4. 80% of participating youth will report positive changes in leadership skills; note confidence in their ability to fully participate in the research, message creation, and media development portions of the project; and report a stronger understanding and knowledge of environmental approaches to prevention in the Youth Development (YD) Survey</p> <p>5. Staff Completion of Cultural Competency Training</p>	
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<p>Objective Four: Recruitment, Retention, and Capacity Building of Youth Advocacy Leadership League (YALL)</p>	<ol style="list-style-type: none"> 1. Recruit and select 8-16 youth leaders from FNL sites and YLI Programs to serve and lead YALL 2. During the Summer or Fall, YLI staff will coordinate a three-day train-the-trainer retreat/academy to ensure YALL participants have a clear understanding of the FNL Roadmap and are able to facilitate the trainings at their respective school site and to other youth organizations. The trainings include: youth and adult partnership, facilitation, social justice 101, Environmental Prevention campaign strategy, youth organizing, public speaking, media literacy and community engagement 3. Develop training skills by co-facilitating workshops with YLI Staff at YLI regional and community events. Events like, Fall Fest, Spring Jam, the Summer Leadership Academy, and other YLI community events 4. Convene twice a month to conduct trainings, choose and design a RAAY campaign, and coordinate an action plan to implement the project 	<p>YLI staff along with advisors will nominate and select Friday Night Live (FNL) youth leaders from Edison High School, Kerman High School, Sunnyside High School, Roosevelt High School, Selma High School, Tranquility high School to serve and lead YALL. An invitation for youth to participate from other YLI Programs will also be extended. YALL will be composed of 8-16 youth who have been participants of the YLI programs for over a year and have received the YLI core trainings and acquired the skills and knowledge of youth and adult partnerships, youth-led facilitation, social justice 101, Environmental Prevention, public speaking, media literacy, and community engagement</p>	<ol style="list-style-type: none"> 1. Implementation of the Summer/Fall Leadership Academy 2. Co-facilitated trainings at Summer/Fall Leadership Academy, Fall Fest, Spring 3. Generated set of concrete facts used to develop and create educational materials for youth, parents, caregivers and community stakeholders on the issue of underage drinking and youth access to alcohol by adults and disseminate using at least one channel of communication 4. Educational outreach conducted with YLI Staff to parents, caregivers, and stakeholders on youth access to alcohol. Parent messages and marketing materials created and disseminated 5. Completed Fresno County-wide underage drinking prevention RAAY campaign 6. 80% of YALL participants report increased knowledge and skills as 	<ol style="list-style-type: none"> 1. Participation in Youth meetings tracked using sign-in sheets and agendas 2. Participation in trainings and regional events tracked using sign-in sheets, training flyers and training agendas 3. Youth Development Survey to measure experience and knowledge built 4. Weekly reporting in the PPSDS reporting system to track number of youth, meetings, trainings, and implementation of regional events and parent/caregiver workshops
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	<p>5. Develop and lead a Fresno County-wide underage drinking prevention RAAY campaign in partnership with YALL leaders</p> <p>6. Train to co-facilitate educational workshops with YLI Staff for parents, caregivers, and stakeholders on youth access to alcohol. Parent messages and marketing materials will be created and disseminated using at least one channel of communication. The Not On My Watch developed by the Friday Night Live (FNL) Partnership will be used to engage and reinforce parental responsibility and control of youth access to alcohol</p>		<p>will also report that they experienced safety relationship building, decision making, and leadership opportunities</p>	
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<p>Objective Five: Development of at least one RAAAY campaign per site utilizing the Environmental Prevention Approach</p>	<ol style="list-style-type: none"> 1. Train youth participants on conducting and analyzing data research through the Youth-Led Action Research training, and share Student Insights Survey assessment to youth participants 2. Train youth participants on evidence-based toolkits from the FNL Roadmap that will aid youth in building the skills necessary to develop and implement the RAAAY campaign that best addresses the issues identified in the research. Campaigns will focus on reducing youth access to alcohol through media or a Positive Social Norms campaign 3. Utilizing data, generate parent/caregiver messages and deliver these messages using various communication channels 4. Utilizing data, generate youth messages and deliver these messages using various communication channels 	<p>YLI's RAAAY project is designed to build the leadership and capacity of up to 150 high school, middle school, and elementary school-aged program participants (a total of at least fifteen youth per site). The campaigns aims to reach entire student populations of: eight public high schools, two public middle schools, and one elementary school. The initiative will serve three large public high schools (more than 2000 students), four medium-sized high schools (500 to 2000 students), one small high school (Less than 500), two large middle schools (more than 500), and one medium elementary (500-1000). Using the 2018-2019 populations of students for schools in these three categories, the proposed campaign will serve at least 14,212 students. Parents and caregivers of students who attend each of the schools will also be targeted. Each RAAAY campaign can also potentially impact entire city populations which is approximately 613,887</p>	<ol style="list-style-type: none"> 1. Completed Youth-Led Action Research training 2. At minimum, 10 completed mini RAAAY campaigns, that will focus on implementing a media or a Positive Social Norms campaign with the intention of reaching peers and adults at each site or community 3. Generated messages about access to alcohol disseminate to youth, parents, caregivers and other adults using at least one communication channel 4. A 2% reduction in access to alcohol from adults in Fresno County 	<ol style="list-style-type: none"> 1. Participation in Youth meetings tracked using sign-in sheets and agendas 2. Participation in trainings and regional events tracked using sign-in sheets, training flyers and training agendas 3. Weekly reporting in the PPSDS reporting system to track number of youth, meetings, trainings, message dissemination and implementation of mini RAAAY campaigns 4. Measure 2% percent reduction in access to alcohol from adults in Fresno County through California Health Interview Survey (CHIS) for Fresno County and the California Healthy Kids Survey (CHKS) or Fresno County Student Insights Survey
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<p>Objective Six: One youth produced printed mini magazine (ZINE) that highlights storytelling and substance use prevention through the lens of highly impacted youth that includes: English learners, socioeconomically disadvantaged families, migrant youth, foster youth, LGBTQ+ youth, homeless youth and students with disabilities</p>	<ol style="list-style-type: none"> 1. Train and build capacity of youth participants on storytelling and utilizing for advocacy 2. Create and develop a Youth Fresno County ATOD Prevention Mini Magazine referred to a ZINE 3. Distribute the ZINE at Schools and Community outreach events and online a downloadable PDF 	<p>The Fresno County ATOD ZINE aims to reach entire student populations and parents references in Objective #5</p>	<ol style="list-style-type: none"> 1. Articles and media developed to influence other youth to reduce underage alcohol use and at-risk behaviors 2. Completion and Distribution of a 16-page Fresno County ATOD Prevention ZINE 	<ol style="list-style-type: none"> 1. Completed print publication that includes both personal narratives and substance use prevention messages 2. Distribution of publication to Fresno county schools, community-based partners and general public tracked through tracking log
<p>Objective Seven: Youth-Led Community outreach for Parents/Caregivers and Stakeholders</p>	<ol style="list-style-type: none"> 1. Develop educational materials and media to present to parents, caregivers, community members, and stakeholders based on data generated by the California Health Interview Survey (CHIS) for Fresno County and the California Healthy Kids Survey (CHKS) or Fresno County Student Insights Survey. The purpose of materials is to increase awareness and dialogue regarding underage drinking, youth access to alcohol, and the risk and consequences associated with underage alcohol use 2. Identify and attend community events and resource fairs to distribute youth created educational materials and messages for youth and adults 	<p>Parents and caregivers of students who attend each of the schools will also be targeted. Up to 4000 households will be targeted by the campaign. Of the eight schools, at least 20 students will be directly involved in the development and implementation of the project as leaders on campaign action committees in each of the schools</p>	<ol style="list-style-type: none"> 1. Educational outreach conducted with YLI Staff to parents, caregivers, and stakeholders on youth access to alcohol. Parent messages and marketing materials created and disseminated 2. Increase in the number of adults who have received educational services in Fresno County by 2% as measured by sign in sheets and PPSDS reporting 3. Decrease in youth access to alcohol provided by adults by 2% in Fresno County as measured by California Healthy Kids Survey or the Fresno County Student Insights Survey 	<ol style="list-style-type: none"> 1. Weekly reporting in the PPSDS reporting system to track number of youth attending events, and pledges 2. Distribution of materials to general public tracked through tracking log 3. Measure 2% percent reduction in access to alcohol from adults in Fresno County though California Health Interview Survey (CHIS) for Fresno County and the California Healthy Kids Survey (CHKS) or Fresno County Student Insights Survey

SCOPE OF WORK - FRESNO COUNTY FRIDAY NIGHT LIVE (FNL)

Organization Name: Youth Leadership Institute

Funding Amount Requested: \$30,000

Funding Period: July 1, 2020 - June 30, 2021

Target Population Served: Youth ages 10-20 in Fresno County

Problem Statements:

1. A focus of public funding for prevention on activities that target youth and young adults ages 10-25 is needed in Fresno County.

Contributing Factors:

- In 2017-18 Fresno Unified 941 students were suspended and 14 expelled due to alcohol or drugs.
- According to Kidsdata.org in Fresno, 40% of youth reported there was a mild problem with drugs and alcohol use at school, 33.3% reported there was a moderate problem with drugs and alcohol use at school, and 26.7% reported there was a serious problem with drugs and alcohol use at school.
- According to Kidsdata.org in Fresno, 36.4% of youth feel A LOT of substance use prevention is provided at school, 63.6% feel only SOME substance use prevention is provided at school, and 18.2% NEITHER AGREE OR DISAGREE that substance use prevention is provided at school.

Goals:

1. Retain and augment alternative programming through school-based and community projects that engage youth in primary prevention education and activities.

Evidence of Need

Friday Night Live (FNL) works across California to reduce underage drinking and other drug use utilizing Youth Development principles and Environmental Prevention strategies. Friday Night Live program components are embedded in a positive Youth Development framework driven by decades of research that proves that young people need a safe environment, opportunity to build skills, experiences developing positive peer and adult relationships, and meaningful and authentic opportunities to demonstrate leadership and contribute to their community through active engagement and involvement, and that these standards need to be infused in all experiences young people have at a community level.

In Fresno County, the majority of school and community-based prevention programs use an education and awareness raising approach to reducing substance use and abuse. Far fewer programs engage young people in looking at factors, influences and issues that contribute to substance use and abuse, and in using community level research to drive youth-led efforts, or youth-adult partnerships, to tackle these issues and problems.

Capacity building is an important consideration in the ability to understand and resolve substance use from a community level perspective. Youth voice and engagement is vital to positive Youth Development and community change efforts, but capacity building in skills, Environmental Prevention and public health knowledge that leads to engagement by youth workers, teachers and support staff, and others who directly work with teens is often constrained by time, limited capacity, and access to relevant tools and materials. Teachers, counselors, youth-serving organizations, faith-based organizational staff have limited access to the necessary support, tools, and training to help them with meaningful youth involvement in substance abuse prevention approaches that look beyond providing alternatives and increasing education.

Program Details

The Youth Leadership Institute has coordinated the Fresno Friday Night Live/ Club Live for 16 years. Using practices YLI has established in Fresno, as well as those we have developed running the program in three other county Friday Night Live communities (Marin, San Mateo and San Francisco) we propose a program designed to support and engage young leaders in school settings to undertake projects that prevent alcohol and other drug use and promote community health. In partnership with school site administrators, partner community-based organizations, and other stakeholders, YLI staff will build youth knowledge of the issue, and build the capacity of program participants to collect data about youth access points to alcohol pertaining to underage drinking. Evidence-based strategies and example model campaigns from the Friday Night Live ROADMAP will be shared with youth to support campaign selection and implementation.

YLI Youth leaders will also educate our elected officials, alcohol retailers, parents, caregivers and community stakeholders, about youth access to alcohol from adults and the positive effect of enacting reform in alcohol retail marketing practices, advertising practices and social host policies has on youth health and safety.

The following sites will be implementing the Friday Night Live (FNL) Program meant for high school aged youth, or the Club Live (CL) program meant for middle school aged youth:

- Edison High School
- Gaston Middle School
- Kerman High School
- Kerman Middle School
- Orange Cove High School
- Reedley Middle College High School
- Roosevelt High School
- San Joaquin Elementary (K-8)
- Selma High School
- Sunnyside High School
- Tranquility High School

Evidence of Program Effectiveness

Fresno County Friday Night Live draws on the California Friday Night Live Partnership theory of change that states programs and Chapters that integrate five Youth Development standards of practice (community engagement, leadership and advocacy, relationship building, safety, and skill development) will create settings rich in Youth Development supports and opportunities. This theory is supported by a wealth of Youth Development research going back more than twenty years. YLI organizes its tools, training, and mini-grants program to support allies and programs in creating these environments and making these opportunities available. YLI is also privy to any new tools and evidence-based curriculum in the field as an elected representative of the statewide Friday Night Live Leadership Council. A second and equally important theory is that environmental strategies are effective in reducing youth exposure, access to and desire to use alcohol. This strategy is grounded in significant research and supported by at least three Substance Abuse and Mental Health Administration (SAMHA) model programs that demonstrate measurable positive change from Environmental Prevention approaches. Youth-led interventions that use environmental strategies are more likely to have longer term and systemic impacts than those youth-led projects that focus on raising awareness of the harms of using substances (Deborah A. Fisher, Ph.D, Environmental Prevention Strategies: An Introduction and Overview, 1998).

The Friday Night Live Roadmap and the Prevention Youth Council Manual will also be used as the curriculum. The Roadmap was created as a training resource for FNL chapter facilitators ranging in experience from novice to expert. The Roadmap provides facilitators at all levels with a step-by-step guide that leads them through the entire process of supporting a youth-led prevention program and campaign. The Roadmap is based on the evidence-based Youth Development Standards of Practice to help create a standard process across Friday Night Live chapters so that all programs are able to support the common goal of partnering youth with adults to build healthier communities.

All FNL Chapters follow a “Roadmap” for youth-led community prevention initiatives that includes:

- Capacity Building – Recruiting youth, creating a vision, gathering an understanding of the environment, and learning about youth-led change, including training for both youth and the adults working with them.
- Assessment – Building action research skills, conducting research and using data for action.
- Planning – Using findings from the assessment to choose a solution and make a plan.
- Implementation – Implementing the identified solutions.
- Evaluation and Reflection – Reflecting on process.

Scope of Work Modifications

Program goals, objectives, activities, target population and geographic area, outcomes and monitoring/evaluation approach indicated below may be modified with the approval of DBH and Contractor.

DESCRIPTION OF PROGRAM

Objectives	Key Activities	Specific Target Population and Geographic Area	Intermediate Outcomes	Monitoring/Evaluation Approach
<p>Objective One: Establish or Maintain Ten Community or School-based, Friday Night Live/Club Live Chapters Comprised of at Least 15 Youth Leaders and One or More Adult Allies per Chapter for the Purposes of Taking Action Around Prevention and Community Health Issues</p>	<ol style="list-style-type: none"> 1. Formalize a Memo of Understanding (MOU) with each school site or community-based site to ensure that Administrators, Advisors and Chapters understand their commitments clearly 2. Develop marketing materials that appeal to potential student participants and distribute widely throughout Fresno County in partnership with the school administration, teachers, community-based organization and other partnering adult allies 3. Partner with local youth organizations and school staff including teachers, counselors, and other faculty to identify and recruit a diverse group of youth to participate in the Friday Night Live Program 4. Train youth and adult advisors utilizing the Friday Night Live (FNL) Roadmap curriculum. The Roadmap provides facilitators at all levels with a step-by-step guide that leads them through the entire process of supporting a youth-led prevention program and campaign. The (FNL) Roadmap is based on the evidence-based 	<p>YLI Staff will outreach to the following sites to implement the Friday Night Live Program</p> <ul style="list-style-type: none"> • Edison High School • Gaston Middle School • Kerman High School • Kerman Middle School • Orange Cove High School • Reedley Middle College High School • Roosevelt High School • San Joaquin Elementary (K-8) • Selma High School • Sunnyside High School • Tranquility High School 	<ol style="list-style-type: none"> 1. Formalized MOU's at 11 sites 2. Recruitment of 150 youth across eight high schools, two middle schools, one elementary to sustain leadership involvement in the project 3. At least 75% of the community or school-based chapters participate actively throughout the contract year 4. Completed training on the FNL Roadmap campaign cycle which includes: <ul style="list-style-type: none"> - Capacity Building – Recruiting youth, creating a vision, gathering an understanding of the environment, and learning about youth-led change, including training for both youth and the adults working with them - Assessment – Building action research skills, 	<ol style="list-style-type: none"> 1. Participation in Youth meetings tracked using sign-in sheets and agendas 2. Participation in trainings and regional events tracked using sign-in sheets, training flyers and training agendas 3. Weekly reporting in the PPSDS reporting system to track recruitment efforts, number of youth at meetings and trainings 4. Adult Ally retrospective survey to measure experience and knowledge built 5. Youth Development Survey to measure experience and knowledge built

	<p>Youth Development Standards of Practice</p> <p>5. Develop and implement a supplemental training curriculum to prepare youth for authentic participation in this project. Training will include, but not limited to: public speaking, facilitation, and team-building skills, substance abuse issues, Environmental Prevention concepts, research methods, media advocacy and message development, and youth-adult partnerships</p>		<p>conducting research and using data for action</p> <ul style="list-style-type: none"> - Planning – Using findings from the assessment to choose a solution and make a plan - Implementation – Implementing the identified solutions. - Evaluation and Reflection – Reflecting on process. <p>5. Completed identified supplemental trainings</p> <p>6. 80% of participating youth will report positive changes in leadership skills; note confidence in their ability to fully participate in the research, message creation, and media development portions of the project; and report a stronger understanding and knowledge of environmental approaches to prevention in the Youth Development (YD) Survey</p>	
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<p>Objective Two: Provide Concrete Assistance and Guidance to Chapter Youth and Their Adult Allies to Effectively Plan and Carry Out Prevention Action Projects</p>	<ol style="list-style-type: none"> 1. Facilitate an advisor training on Youth and Adult Partnerships and Youth Advocacy 2. Organize and offer a comprehensive set of tools and resources for Chapter adult allies and youth that cover a broad range of prevention and civic engagement topics and skill development areas. These materials will be available on the Friday Night Live website and accessible as a Fresno FNL and CL, chapters. In addition, YLI staff will periodically distribute relevant tools or resources to chapter allies through email or a list-serve 3. Directly support youth chapter engagement and successful project implementation. Chapters will be able to select from a menu of training that staff will directly provide for them to implement with their adult ally 	<p>This objective aims to reach the student populations and schools references in Objective One</p>	<ol style="list-style-type: none"> 1. At least 10 chapters will successfully implement community action projects with support from staff, with at least 75% of these chapters incorporating Environmental Prevention approaches 2. At least 75% of youth participants in chapters implementing community and prevention action projects will have a better understanding of community and Environmental Prevention 3. At least 75% of adult allies who receive our coaching and/or training services will report increased skills, knowledge, and confidence in supporting youth leadership in prevention activities 	<ol style="list-style-type: none"> 1. Participation in trainings and regional events tracked using sign-in sheets, training flyers and training agendas 2. Weekly reporting in the PPSDS reporting system to track number of youth, meetings, trainings, and implementation of campaign 3. Adult Ally retrospective survey to measure experience and knowledge built 4. Youth Development Survey to measure experience and knowledge built
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<p>Objective Three: Maintain a Network Friday Night Live Chapters to Facilitate Connections and Relationships Between Chapter Youth and Their Adult Allies Across Fresno County</p>	<ol style="list-style-type: none"> 1. Organize a half-day event early in the school year in which adult and youth representatives can receive free training on environmental prevention strategies, community assessment tools, and action planning 2. Post monthly to YLI's Facebook, Twitter, and Instagram pages on FNL and CL Chapters' progress, encouraging connections and links between Chapters, and providing other useful information for youth and adult allies doing prevention projects 3. Organize a social event that provides an opportunity for Chapters to share project accomplishments, network with peers, and be formally recognized for their ideas, efforts and successes 	<p>This objective aims to reach the student populations and schools references in Objective One, as well as the Fresno County general public</p>	<ol style="list-style-type: none"> 1. At least one-half day capacity building event 2. At least four Chapters and/or their adult allies will reach out to another Chapter in the network for the purposes of collaboration, info sharing, or other networking purposes 3. Traffic on social media pages captures through shares and likes 	<ol style="list-style-type: none"> 1. Participation in Youth half-day event tracked using sign-in sheets and agenda 2. Reporting in the PPSDS reporting system to track number of youth, and adults who attended events 3. Adult Ally retrospective survey to measure experience and knowledge built 4. Youth retrospective survey to measure experience and knowledge built 5. Tracking of Social Media analytics
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**Reducing Alcohol Access to Youth (RAAY) Project
Youth Leadership Institute
FY 2020-21 (July 2020 - June 2021)**

PROGRAM EXPENSES

1000: SALARIES & BENEFITS					
Employee Salaries					
Acct #	Position	FTE	Admin	Direct	Total
1101	Interim CEO	14%	\$ -	\$ -	\$ 25,000
1102	CV Senior Director of Programs	12%	-	-	\$ 10,000
1103	CV Associate Director of Programs	25%	-	-	\$ 17,731
1104	Communications Manager	1%	-	-	\$ 700
1107	Program Manager	90%	-	-	\$ 48,204
1108	Program Coordinator	100%	-	-	\$ 38,563
1109	Program Coordinator	100%	-	-	\$ 38,563
1110	Program Assistant	50%	-	-	\$ 17,139
Personnel Salaries Subtotal		3.92	\$ -	\$ -	\$ 195,901
Employee Benefits					
Acct #	Description		Admin	Direct	Total
1101	Retirement		\$ -	\$ 2,449	\$ 2,449
1102	Worker's Compensation		-	4,898	4,898
1103	Health Insurance		-	31,834	31,834
Employee Benefits Subtotal:			\$ -	\$ 39,180	\$ 39,180
Employee Benefits %:					\$ 0.19
Payroll Taxes & Expenses:					
Acct #	Description		Admin	Direct	Total
1202	FICA/MEDICARE		-	2,449	2,449
1203	SUI		-	7,346	7,346
Payroll Taxes & Expenses Subtotal:			\$ -	\$ 9,795	\$ 9,795
EMPLOYEE SALARIES & BENEFITS TOTAL:			\$ -	\$ 48,975	\$ 244,876

3000: OPERATING EXPENSES		
Acct #	Line Item Description	Amount
3001	Telecommunications	\$ 2,880
3002	Printing/Postage	1,000
3003	Office, Household & Program Supplies (program curriculum 5k & office supplies 1250)	6,250
3005	Staff Development & Training	2,920
3006	Staff Mileage	5,000
OPERATING EXPENSES TOTAL:		\$ 18,050

4000: FACILITIES & EQUIPMENT		
Acct #	Line Item Description	Amount
4001	Building Maintenance	\$ 942
4002	Rent/Lease Building	\$ 16,238
4003	Rent/Lease Equipment	\$ 100
FACILITIES/EQUIPMENT TOTAL:		\$ 17,280

6000: ADMINISTRATIVE EXPENSES		
Acct #	Line Item Description	Amount
6001	Administrative Overhead	\$ 50,000
ADMINISTRATIVE EXPENSES TOTAL		\$ 50,000

7000: FIXED ASSETS		
Acct #	Line Item Description	Amount
7001	Computer Equipment & Software	\$ 3,127
FIXED ASSETS EXPENSES TOTAL		\$ 3,127

TOTAL PROGRAM EXPENSES \$ 333,333

**Reducing Alcohol Access to Youth (RAAY) Project
Youth Leadership Institute
FY 2020-21 (July 2020 - June 2021) Budget Narrative**

ACCT #	LINE ITEM	AMT	DETAILED DESCRIPTION OF ITEMS BUDGETED IN EACH ACCOUNT LINE
1000: SALARIES & BENEFITS		244,876	
Employee Salaries		195,901	
1101	Interim CEO	25,000	Supervision of CV Senior Director of Programs, Contract Compliance
1102	CV Senior Director of Programs	10,000	Supervision of CV Associate Director of Programs, Partnership lead
1103	CV Associate Director of Programs	17,731	Supervision of Program Manager, Budget Management, Oversight of campaigns
1104	Communications Manager	700	Direct media support to local campaigns
1107	Program Manager	48,204	Supervision of Program Coordinators and Assistant, Direct implementation of programming at Edison High School Gaston Middle School, liasion to school and community partners
1108	Program Coordinator	38,563	Direct program implementation at Reedley College Middle High School, Orange Cove High School and Selma High School sites
1109	Program Coordinator	38,563	Direct program implementation at Kerman High School, Kerman Middle School, Tranquility High School and San Joaquin Elementary (K-8) sites
1110	Program Assistant	17,139	Direct program support to Sunnyside and Roosevelt High School sites
Employee Benefits		39,180	
1101	Retirement	2,449	403(b) Retirement contribution at .05% of total benefits of \$48,975
1102	Worker's Compensation	4,898	Worker's Compensation contribution at .10% of total benefits of \$48,975
1103	Health Insurance	31,834	Medical, Dental, Vision, Life, Fertility Benefits at .65% of total benefits of \$48,975
Payroll Taxes & Expenses:		9,795	
1202	FICA/MEDICARE	2,449	FICA/Medicare contribution at .05% of total benefits of \$48,975
1203	SUI	7,346	SUI contribution of .15% of total benefits of \$48,975
3000: OPERATING EXPENSES		18,050	
3001	Telecommunications	2,880	Cell phone reimbursement of \$80 per staff x 3 staff x 12 months = \$2880 (staff include Program Coordinator, Program Coordinator, Program Assistant)
3002	Printing/Postage	1,000	Material printing at approximately \$83.33 per month x 12 months = \$1000
3003	Office, Household & Program Supplies (program curriculum 5k & office supplies 1250)	6,250	Office/Household/Program supplies at \$104.16 per month x 12 months = \$1250 Program Curriculum \$5000
3004	Advertising	-	
3005	Staff Development & Training	2,920	Staff development \$730 x 4 staff = \$2920 (staff include Program Manager, Program Coordinator, Program Coordinator, Program Assistant)
3006	Staff Mileage	5,000	Staff mileage \$1000 x 5 staff = \$5000 (staff include CV Associate Director, Program Manager, Program Coordinator, Program Coordinator, Program Assistant)
4000: FACILITIES & EQUIPMENT		17,280	
4001	Building Maintenance	942	Building Mainenance at \$78.5 per month x 12 months = \$942
4002	Rent/Lease Building	16,238	Rent \$1353.16 per month x 12 months = \$16,238
4003	Rent/Lease Equipment	100	Rent equipment at \$100
6000: ADMINISTRATIVE EXPENSES		50,000	
6001	Administrative Overhead	50,000	Indirect at 15% of \$333,333
7000: FIXED ASSETS		3,127	
7001	Computer Equipment & Software	3,127	Three laptops at \$1042.33 each x 3 = \$3127
TOTAL PROGRAM EXPENSE FROM BUDGET NARRATIVE:		333,333	
TOTAL PROGRAM EXPENSES FROM BUDGET TEMPLATE:		333,333	

**Friday Night Live (FNL)
Youth Leadership Institute
FY 2020-21 (July 2020 - June 2021)**

PROGRAM EXPENSES

1000: SALARIES & BENEFITS

Employee Salaries

Acct #	Position	FTE	Admin	Direct	Total
1101	Program Manager	0.10%	\$ -	\$ -	\$ 5,304
Personnel Salaries Subtotal		0.00	\$ -	\$ -	\$ 5,304

Employee Benefits

Acct #	Description	Admin	Direct	Total
1101	Retirement	\$ -	\$ 66	\$ 66
1102	Worker's Compensation	-	133	133
1103	Health Insurance	-	862	862
Employee Benefits Subtotal:		\$ -	\$ 1,061	\$ 1,061
Employee Benefits %:		\$ 0.19		

Payroll Taxes & Expenses:

Acct #	Description	Admin	Direct	Total
1202	FICA/MEDICARE	-	66	66
1203	SUI	-	199	199
Payroll Taxes & Expenses Subtotal:		\$ -	\$ 265	\$ 265
EMPLOYEE SALARIES & BENEFITS TOTAL:		\$ -	\$ 1,326	\$ 6,630

3000: OPERATING EXPENSES

Acct #	Line Item Description	Amount
3009	Other (Youth Transportation)	1,870
3010	Other (Youth Hospitality)	6,000
OPERATING EXPENSES TOTAL:		\$ 7,870

5000: SPECIAL EXPENSES

Acct #	Line Item Description	Amount
5003	Contractual/Consulting Services (Adult Advisor Stipends)	11,000
SPECIAL EXPENSES TOTAL:		\$ 11,000

6000: ADMINISTRATIVE EXPENSES

Acct #	Line Item Description	Amount
6001	Administrative Overhead	\$ 4,500
ADMINISTRATIVE EXPENSES TOTAL		\$ 4,500

TOTAL PROGRAM EXPENSES	\$ 30,000
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**Friday Night Live (FNL)
Youth Leadership Institute
FY 2020-21 (July 2020 - June 2021) Budget Narrative**

ACCT #	LINE ITEM	AMT	DETAILED DESCRIPTION OF ITEMS BUDGETED IN EACH ACCOUNT LINE
1000: SALARIES & BENEFITS		6,630	
Employee Salaries		5,304	
1101	Program Manager	5,304	Supervision of Program Coordinators and Assistant, Direct implementation of programming at Edison High School Gaston Middle School, liasion to school and community partners
Employee Benefits		1,061	
1101	Retirement	66	403(b) Retirement contribution at .05% of total benefits of \$1327
1102	Worker's Compensation	133	Worker's Compensation contribution at .10% of total benefits of \$1327
1103	Health Insurance	862	Medical, Dental, Vision, Life, Fertility Benefits at .65% of total benefits of \$1327
Payroll Taxes & Expenses:		265	
1202	FICA/MEDICARE	66	FICA/Medicare contribution at .05% of total benefits of \$1327
1203	SUI	199	SUI contribution of .15% of total benefits of \$1327
3000: OPERATING EXPENSES		7,870	
3009	Other (Youth Transportation)	1,870	Approximately 3462 miles x .54 per mile = \$1870
3010	Other (Youth Hospitality)	6,000	Youth Food and Hospitality 10 Chapters x \$600 = \$6000
5000: SPECIAL EXPENSES		11,000	
5003	Contractual/Consulting Services (Adult Advisor Stipends)	11,000	Adult Advisor 10 x \$1100.00 each = \$11,000
6000: ADMINISTRATIVE EXPENSES		4,500	
6001	Administrative Overhead	4,500	Indirect at 15% of \$30,000
TOTAL PROGRAM EXPENSE FROM BUDGET NARRATIVE:		30,000	
TOTAL PROGRAM EXPENSES FROM BUDGET TEMPLATE:		30,000	