



State Farm ® / MADD
GOOD DECISION
SERVICE-LEARNING GRANT

To Address

Underage Alcohol Use Prevention
And
Vehicle Safety

Presented By



In partnership with



Application Period:
March 17, 2009 - April 20, 2009

***Criteria for the
State Farm® / MADD
Good Decision Service-Learning
Grants and Projects***



SERVICE-LEARNING: More than a Service Project

Service-learning is a teaching method that combines meaningful service with curriculum or program based learning. Schools and organizations use service-learning as a tool to help youth build stronger academic skills, foster civic responsibility and develop leadership skills. It is important the applicant fully and truly understands the service-learning teaching method.

GRANT OVERVIEW:

The State Farm / MADD Good Decision Service-Learning program is offering 15 grants of \$1000 each to teachers, school-based service-learning coordinators and community organizations that work with children and youth ages 5-25 to implement a service-learning project on one of the following areas: Underage Alcohol Use Prevention and Vehicle Safety.

WHO IS ELIGIBLE?

Grant applicants must meet the following requirements:

- Be a U.S. citizen or permanent resident.
- Be a certified teacher or professor who currently teaches in a public, private, faith-based, charter or higher education institution within the 50 states and the District of Columbia.
- Be a school-based service-learning coordinator, whose primary role is to coordinate service-learning projects in a school or university as described above.
- Be a coordinator of a community based organization working with children and youth.

If you are a teacher or school-based service-learning coordinator or a community-based organization working in a school, please secure approval from your principal or other relevant leadership before submitting your service-learning project proposal.

REVIEW PROCESS:

State Farm and MADD will select a diverse committee to review all grant proposals. The committee will utilize a quantitative scoring method to evaluate each proposal based on the applicants' ability to include the core components of service-learning.

TIMELINE:

March 17, 2009 State Farm/MADD Good Decision Service-Learning Grant application period begins.

April 20, 2009 Grant application deadline.

May 15, 2009 Grant winners and applicants not selected to receive this grant will be notified via email.

Please submit your completed application (Application Coversheet and Project Description including your project abstract) via email to:

kappie@kbliss.com

Subject line: State Farm / MADD Good Decision Service-Learning Grant

ABOUT OUR SPONSORS:

State Farm supports efforts to assure all children have access to an education that will allow them to achieve their greatest potential. "State Farm has changed its focus to support programs and processes that demonstrate the ability to impact student achievement. There is a large amount of research that supports service-learning's effectiveness in impacting student engagement and academic achievement," explains Kathy Payne, State Farm Public Affairs Sr. Director.

Community-based applicants fill out the following:

Name of Organization: _____

Name of Executive Director: _____

Name of Project Manager for this project: _____

Mission of Organization: _____

Name of School or Organization (if project is being done in partnership): _____

Has the school or organization approved the project? Yes No

Has your organization completed other service-learning projects? Yes No

If yes, what type: _____

Project Focus (select one):

Underage Alcohol Use Prevention

Vehicle Safety

Note: Please be aware of any mixed messages you may be conveying if your project focuses on youth under age 21 (i.e. drinking and driving vs. MADD's zero tolerance approach to alcohol use under age 21).

Project Academic Subject Area (math, science, foreign language, etc.): _____

Who is your U.S. Representative? _____

Visit www.Congress.org to help you identify elected officials on the federal, state, and local level.

Who are your U.S. Senators? _____

Visit www.Congress.org to help you identify elected officials on the federal, state, and local level.

If you have an existing relationship with a State Farm agent or employee, please indicate the name of your local State Farm partner: _____

If you have an existing relationship with a local MADD chapter, please indicate the name of the local chapter: _____



Please answer the questions below and include students' input, as youth ownership is vital at every stage of the planning process. Do not include attachments or additional information not asked for in the application.

MADD takes a zero tolerance approach to alcohol use under age 21. Keep this in mind as you design your project. For more information, visit www.madd.org.

Project Abstract

Provide an abstract of 100 words or less describing your project that can be used for publicity and promotion of the Good Decision Grant.

Project Basics

1. What date(s) will your project take place? Please specify exact date(s) and include a detailed timeline. If producing a video/PSA include distribution information in your timeline.
2. What major community need will your service-learning or video/PSA project address? Why is this need important?
3. Describe your project. For a video/PSA project describe the content of the video/PSA you will produce. What will you do? (Include a detailed description and overview of the project.)
4. Describe who will benefit from your service-learning project or video/PSA.

Youth Voice

5. Are you involving any of the following populations as volunteers? Check all that apply
Youth who speak English as a second language Youth with physical disabilities
Youth from low-wealth communities Youth with learning disabilities
Mixed-age groups (younger students and older students collaborating on the service-learning project)
6. How are youth involved in determining the community need described above?
7. How are youth involved in identifying and planning the project that addresses the need?
8. What leadership roles will youth be given?
9. What skills or knowledge are youth using or learning (academic or non-academic) in preparing for and implementing this service-learning or video/PSA project?

Service-Learning Connection

10. For school-based projects how does your service-learning project or video/PSA support established learning objectives (i.e. academic standards, course curricula, etc.)? For community-based projects what are the learning objectives of your project and what skills will youth be required to use to complete the project? What additional skills will they develop by participating in the project?
11. What type of reflection activities will you use to connect the students' service experience and learning objectives? Remember reflection activities should occur before, during, and after the service experience.
12. How will youth participants be acknowledged and celebrated upon completion of the service-learning or video/PSA project?

Building Partnerships

13. What community partners will work with the youth to jointly meet the identified community need and to assist with the project (i.e., consider local businesses, community-based organizations, local government offices, etc.)?
14. How will you engage elected and agency officials in your service-learning or video/PSA project? **Make sure that you include specific names and titles.** Explain what you will ask your elected and agency officials to do (i.e., present project results during a city council meeting, encourage state officials to support your identified community need, issue a national proclamation, participate as a volunteer, etc.)
15. How will you engage members of the media in your area in your project? **Make sure that you include specific names and titles.** Explain what you will ask the media members to do (i.e., broadcast live, send a popular news anchor or D.J. to emcee your kick-off event, provide a public service announcement, participate as a volunteer, etc.).
16. How will you engage and involve State Farm and MADD in your project? What opportunities will be available to local representatives of State Farm or MADD?

Financial Fitness

17. How will you use the requested grant? Create a detailed spending plan and budget. Make sure that you list the total amount of items, how much each item costs, and the total amount needed for your service-learning or video/PSA project. If your budget exceeds the amount of the grant, identify and list other resources.
Please note: Grant funds may not be used for salaries, substitute salaries, payment for other project leaders, or unexplainable expenses.

Moving Forward

18. Describe how you will continue to engage youth in service and service-learning after the grant ends (i.e., additional service-learning projects, project continuation, project expansion, etc.). Please explain opportunities for future of involvement of State Farm and MADD.



HELPFUL RESOURCES



State Farm and MADD are pleased to provide you with resources to assist you in developing your service-learning project proposal.

- **Mothers Against Drunk Driving** provides several resources to help you with your research on national and state statistics and provides information on underage alcohol use prevention, vehicle safety and adult impaired driving. For more information visit www.madd.org. For information on specific MADD programs that may be of interest to you visit www.pypm.org and www.youthinaction.org.
- **The National Service-Learning Partnership** is a national advocacy network through which its members educate, organize, and mobilize for strategic leadership that promotes and strengthens the practice of service-learning. The partnership is dedicated to advancing service-learning as a core element of the educational experience of every elementary, middle, and secondary school in the United States. The partnership concentrates on strengthening the impact of service-learning on young people's learning and development, especially their academic and civic preparation. Membership includes over 8,000 organizational and individual members including teachers, administrators, educational leaders, community organization staff, researchers, policymakers, parents, young people, professors, and "influentials" in business and other sectors in all 50 states. For more information, visit www.servicelearningpartnership.org.
- **The National Youth Leadership Council** is a leader in the service-learning movement, linking youth, educators, and communities in redefining the roles of young people in society. Each year, thousands of practitioners attend NYLC trainings and receive technical assistance. For more information visit www.nylc.org.
- **Leadership to Keep Children Alcohol Free**, a unique coalition of Governor's spouses or their designate, Federal agencies and public and private organizations, is an initiative to prevent the use of alcohol by children 9-15. For more information visit www.alcoholfreechildren.org.
- **The Center on Alcohol Marketing and Youth** at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of American youth. For more information visit www.camy.org.
- **The National Service-Learning Clearinghouse**, a program of Learn and Serve America, offers timely information, as well as thousands of free online resources. Under "Hot Topics" are state standards aligned to service-learning. For more information visit www.nslc.org.
- **Pacific Institute for Research and Evaluation's Center for Underage Drinking Enforcement** assists and supports states and local communities in implementing strategies with research-based evidence of effectiveness to prevent underage drinking. For more information visit www.udetc.org.
- **Youth Service America (YSA)** is a resource center that partners with thousands of organizations committed to increasing the quality and quantity of volunteer opportunities for young people in America, ages 5-25, to serve locally, nationally and globally. Founded in 1986, YSA's mission is to strengthen the effectiveness, sustainability and scale of the youth service and service-learning fields. Please visit www.ysa.org for more information.