



# Millennium Fund Annual Report

For the Period July 1, 2013 through June 30, 2014

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## Youth Advocacy & Empowerment Initiative

### Organizational Contact Information:

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**Millennium Fund Grant Award**

\$700,000

**Report Date**

10/1/2014

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**Project Goals:** Prevent initiation of tobacco use among youth.

**Rationale or Justification for Project:** Funding community programs to reduce tobacco use is identified as one of the CDC's best practices in preventing initiation of tobacco use among youth (Best Practices for Comprehensive Tobacco Control Programs). In addition the CDC recommends implementing marketing efforts that counter pro-tobacco influences and increase pro-health messages, promote media advocacy strategies, and reduce or replace tobacco industry sponsorship and promotion. The tobacco industry spends about \$4 million annually in Idaho normalizing a deadly and addictive product.

**Project Summary:** Get REAL, a program at the University of McCall, supports coalitions of youth-led community groups focusing on empowering youth advocates, ages 12-18, to engage in tobacco control activities, while de-normalizing the industry. The Bust Big Tobacco program is a nine-lesson curriculum designed to accomplish the aforementioned goals. Local coalitions consist of 8-12 youth members and an adult sponsor. Local coalitions plan activities around a policy goal, as well as participating in statewide events.

**Geographic Area Covered:** The level of funding provided by the Legislature was enough to support a statewide program with sub-grants provided to 59 local programs in all of Idaho's 44 counties.

**Project Outputs:**

Number of Statewide Projects Funded	1
Number of Local Projects Funded	59
Number of Youth Members	1,424
Number of Student and Adult Sponsors Trained	353
Number of Media Exposures	24,869

**Project Outcomes:**

- Two regional tobacco forums were held that reached a total of 180 youth and 49 adults representing 37 coalitions.
- Approximately 892 youth statewide participated in the Bust Big Tobacco program and 676 youth completed at least seven of the ten sessions.
- A statewide event, "Tobacco Out of Sight, Out of Mind," was also held in the spring and fall reaching 12,333 youth and 5,881 adults.

**Financial Statement:**

Description	Amount	Total
<b>Revenue</b>		
Millennium Fund Grant	700,000	
Other Fund Sources	50,000	
In-Kind Match	100,000	
<b>Total Revenue</b>		<b>850,000</b>
<b>Expenses</b>		
Personnel	175,000	
Operating	450,000	
Transfer Payments	200,000	
<b>Total Expenses</b>		<b>825,000</b>
<i>Dollar Variance</i>		<b>25,000</b>
<i>Percent Variance</i>		2.9%

**Budget Notes:**

The remaining \$25,000 was reverted back to the State of Idaho.

<The Financial Statement is an embedded Excel spreadsheet. Double click on it to open. Rows can be added or deleted, as can columns. If you wish to include other details, the spreadsheet can be modified. Also, this section of Budget Notes should be used to describe and explain other fund sources, in-kind match, staff time, etc. A variance of over 5% should also have an explanation included in this section (Variance is total revenue minus total expenses). Delete this text and replace with your own notes.>