

EVOLVEMENT

2010 **MINI-**
GRANT
PROGRAM

JOIN NEW MEXICO'S
STATEWIDE YOUTH MOVEMENT
APPLY TODAY FOR A \$2,000 MINI-GRANT FOR
YOUR YOUTH ORGANIZATION.

LEARN MORE AT

THE **EVOLVEMENT**.ORG/**MINIGRANTS**

ABOUT EVOLVEMENT

Evovement is a statewide youth empowerment movement funded by New Mexico's Tobacco Use Prevention and Control (TUPAC) Program. Evovement members are high school students all over New Mexico unified by a common cause: to prevent youth tobacco use.

ABOUT THE MINI-GRANT PROGRAM

Evovement is NOT a club – it's a cause. Evovement's Mini-Grant Program was established to recruit members for the movement to lead tobacco-free campaigns on the ground. There will be 8 youth organizations throughout New Mexico who will be selected as Mini-Grant recipients and receive \$2,000 to be used without restriction. Youth advisors will NOT be required to submit any reports to Evovement. Once youth members are trained, they will work directly with Evovement Project Coordinators to lead projects on the ground to support a tobacco-free New Mexico.

EVOLVEMENT INCREASES YOUTH AWARENESS OF TOBACCO-RELATED ISSUES AND EMPOWERS YOUTH TO TAKE ACTION IN THEIR COMMUNITIES.

WHAT EVOLVEMENT YOUTH MEMBERS DO

Evovement members work on campaigns that support the overall mission: to reduce youth smoking in New Mexico. Each campaign has a specific objective. For example, one campaign objective may be to stop tobacco advertising in magazines with high youth readership while another objective may be to increase tobacco-free schools. **Youth sign up to plan and lead projects in their communities.** To reach the campaign objective, Evovement members educate the public. Then, youth motivate the public to take action by completing a Measure of Progress (MOP) which can be letters, petition signatures, surveys, or anything else that can serve as evidence of public support. Equipped with the knowledge of the campaign issue and objective, youth set out to achieve as many MOPs from the public as they can get. **For example, one successful youth project equals 30 completed surveys or 50 petition signatures.** The campaign MOPs will be compiled by Evovement and presented to key decision-makers to cause change.

Campaigns and MOPs ensure that youth projects throughout New Mexico share a common purpose for maximum impact. Additionally, youth also know how much he/she personally contributed to the mission by counting the number of achieved MOPs. Youth will be trained on Evovement campaigns and MOPs at the new member training in the Fall.



ORGANIZATION ELIGIBILITY REQUIREMENTS

- 1 Club/organization must have **only high-school** members. Examples include school clubs, leadership organizations, youth groups, service organizations, or sports groups.
- 2 The club/organization that is applying for the Mini-Grant Program **MUST** be based in New Mexico. If the club/organization is nationwide, only the chapters physically based in New Mexico are eligible.
- 3 Club/organization members must have regular access to the Internet, as most communications occur online on a members-only site.

GENERAL RULES

Evolvement will provide **ongoing support and encouragement** for youth members. However, most communication will happen online or on the phone. For that reason, the **Mini-Grantee Advisor is expected to continuously motivate** youth in-person to lead and complete projects. The role of the Advisor is crucial to the success of the Mini-Grant program.

Evolvement reserves the right to terminate a Mini-Grantee in the program if the milestones are not satisfactorily met as outlined in the Memo of Understanding. Once terminated, grant payments for any milestones not met will be forfeited by the Mini-Grantee.

MINI-GRANT MILESTONES

1ST MILESTONE: NEW MEMBER TRAINING AMOUNT \$500

- At least 35 youth applications
- At least 25 trained youth
- Evolvement will conduct training and cover associated costs

2ND MILESTONE: PROJECT DAY AMOUNT \$500

- Group-planned project to jump start new member involvement
- Involve at least 5 new members

3RD MILESTONE: 10 PROJECTS AMOUNT \$500

- Successful completion of 10 youth projects

4TH MILESTONE: 20 PROJECTS AMOUNT \$500

- Successful completion of additional 10 youth projects

APPLICATION PROCESS

- 1 Each club/organization must complete the online Mini-Grant application online at **TheEvolvement.org**. Submit your application by September 15, 2010.
- 2 Applications are reviewed and recipients will be notified via email by September 30, 2010.
- 3 Recipients will be required to sign a Memo of Understanding (MoU) that outlines required participation from the organization. Mini-Grant awards will be disbursed to recipients in four installments as milestones are completed.