



Community Improvement Grant Project Budget and Matching Funds

PROJECT NAME:

Cost Estimate: List all features, amenities, supplies and plans (Add or delete rows as needed)

Cost Estimate		Requested Funds	Matching Funds
Salaries/Wages (in-kind only)			
	Benigno A. Merlin Solorio	N/A	
Contracted Services			
Materials/Supplies			
	Fatal Vision THC Campaign Kit with goggles and cart.	2,500	3,000
Printing/Reproduction			
Rentals			
Other			
Total Requested Grant Amount		A. \$2,500	
Total Matching Funds			B. \$3,000
Total Project Cost (A+B)		\$5,500	

Other Funding Sources:

Funding Sources	Date Committed	Amount
Friday Night Live Mini Grant	1/1/26	\$3,000
Total		

Community Advisory Board

Community Improvement Grant Questions

Organization: Northern California Center for Well-Being

Project: Project TRUE: Cannabis Education Campaign

Date Submitted: 5/1/2026

1. Describe your project, including objectives and goals, and explain how your project will meet these goals.

To address community needs and gaps, the Northern California Center for Well-Being (NCCWB) has long invested in the training and empowerment of Project TRUE (PT) leaders—teen members who share cultural identities with their peers. Project TRUE leaders act as trusted leaders in their school communities to inform students around substance use in a fun and engaging way for teens. Our PT leaders have expressed concerns for how often their peers are smoking in classes, bathrooms, and how they are bombarded by cannabis marketing on their walks to school or in hangout places like barbershops, shopping centers, food courts, concerts, and community events. They believe students are not as informed on teen cannabis use and the issues with driving under the influence of marijuana. In response to this emergent need, the Center for Well-Being worked with Project TRUE leaders to develop a Cannabis Education Campaign to have teens develop a cannabis awareness event where they will facilitate peer-to-peer presentations and interactive events held at local high schools utilizing educational anti-DUI (Driving Under the Influence)/Driving Under the Influence of Drugs strategies.

a. Also include who will benefit from this project and how many people your project is expected to impact.

This project will serve middle school and high school students in Santa Rosa, primarily bilingual, bicultural, and low-income students, who are currently attending one of our partnered schools. By bringing an event to their campus, Project TRUE will bring awareness of youth cannabis use and the impact of cannabis DUI/DUID so teens are well-informed and make good decisions. This project will also foster connection, leadership, and mentorship among high school teens and their peers, creating a passion for advocacy and helping their community make safe and healthy decisions.

Evaluation and Impact:

To measure the effectiveness of Project TRUE, NCCWB staff will focus the evaluations on tracking reach numbers, assessing community impact, and collecting feedback to ensure continuous improvement for the needs of the school and students.

- Reach Estimate: **2-4 High School and Middle Schools** will receive a cannabis education awareness event.
- Activity Logs: NCCWB staff will evaluate the campaign by tracking reach numbers with a log of activities, dates, locations, and number of participants.
- Teen Reflections & Feedback: NCCWB will document feedback from students and schools, highlight the school impact and share stories of the event. This information will be included in a report and shared with project partners, schools, and the public via our website and organizational newsletter.

b. Describe any approvals and permits needed and obtained for your project (i.e. land use, City, etc.)

No approvals or permits will be necessary.

c. Include a clear timeline outlining its start, implementation, and completion phases.

Strategies and Implementation:

NCCWB staff and Project TRUE leaders implementing the cannabis awareness event will:

- **Partner with high schools** to recruit students into the Project TRUE program.
- **Leverage Project TRUE students' trusted relationships** and school administrators, teachers, and students to plan event.
- **Coordinate with school administrators** to identify best strategies, locations, and timing for awareness events to reach middle school and high school students.
- All aspects of the project will be **youth-led and youth-driven**, ensuring services are youth-centered and culturally responsive.

Timeline:

This campaign will begin in early Fall 2026 to coincide with the start of the 26/27 Academic Year. NCCWB staff will begin filling out MOU agreements with partnered schools to get approval to work with students on campus. Once approved, NCCWB staff will outreach and recruit high school students to join Project TRUE. With the support of NCCWB staff, Project TRUE students will then collaborate with administrators, teachers, and staff on coordinating a cannabis awareness event. Regular Project TRUE meeting will allow NCCWB staff to check in with students to monitor progress and help address any challenges or barriers. With this level of funding, we expect the project will be completed by March 2027 at the latest.

2. Describe the community support for your project.

a. What organizations, neighborhood associations, non-profits, residents, etc. are involved in the project?

The Center for Well-Being has long prioritized collaboration as a core value, maintaining strong partnerships with clinics, nonprofits, and community members to achieve a shared vision. The following are some of our key partners for this project:

- Roseland School District (Roseland University Prep & Roseland Accelerated Middle School)
- Santa Rosa City Schools (Santa Rosa High School & Montgomery High School)
- County of Sonoma Health Services Departments Substance Use Health & Prevention Services Unit
- California Friday Night Live Partnership

b. What roles are they playing and how collaborative is the project?

This project is fully collaborative with all our partners. We will be working with Roseland School District and Santa Rosa City Schools to have Project TRUE programs at their schools, recruitment efforts, use of a meeting space, students, and working with teachers, administrators, and school staff to coordinate Cannabis awareness events. California Friday Night Live will help train staff on recruitment best practices, how to work with teens on goal setting and leadership skills, new information on teen substance use, with monthly check-ins and staff support. The County of Sonoma Health Services Departments will help train NCCWB staff and students on the issues with youth cannabis use on brain development, mental health risks, addiction, potency, school performance, myths, DUI/DUID, and resources.

c. What other support exists for your project?

The Center for Well-Being has received a \$3,000 grant from the California Friday Night Live.

3. What is your outreach plan? Please also explain how your project will be open and accessible to the community.

We will work directly with our partnered schools to plan and schedule an event where their students can attend and participate. We will hold the events at the school campuses to make them accessible to all students. One unique component of this program is that it is youth-led and youth-driven, so students leverage their position and relationships with school staff, teachers, administrators, and other students to increase interest and engagement in campaign activities. The peer-to-peer method is also more effective than an adult sharing the

information, so teens will be more engaged and comfortable interacting and learning from other teens.

4. Is there ongoing maintenance required for your project? If so, what is the plan for maintenance and who is going to be responsible?

No, maintenance will not be required.

5. Provide a brief statement on how you will keep project participants safe during implementation (e.g. social distancing protocols, gloves, masks, etc.).

Youth will be kept safe during implementation by always having an adult mentor supervising them during their activities. Either an NCCWB staff that has been fingerprinted/background checked or a school staff, and/or teacher will be present. Youth and staff will adhere to all school policies and procedures on social distancing and masks.

6. Project Budget: Grant requests may not exceed \$2,500. Explain how the requested funds will be used, how the cost estimate was determined, and the status of matching funds. Please explain your plans to ensure the project's long-term sustainability. This section is supplemental information to the Cost Estimate Form.

The budget will be used in full to purchase equipment and games like impairment goggles and a pedal kart that can be reused for years to come. These tools are so useful in educating youth but also initiating engagement with something interactive.

NCCWB staff are consistently seeking funding to support youth programs and educational prevention activities. We have long-term partnerships with the County of Sonoma Health Services Department's Substance Use Health & Prevention Services unit and the California Friday Night Live Partnership.

7. Projects should reflect environmental consciousness regarding materials, energy, and conservation. Please describe how your project will meet this goal.

When possible, QR codes will be provided to participants to share additional information that may have previously required unnecessary printing. Social media promotion and school announcements will be utilized as much as possible in place of physical flyers.