



**FIRST THINGS FIRST**

**Community Awareness Budget - FTF Directed Strategy**

Budget Category	Description of Line Item	Total Cost
<b>CONTRACTED SERVICES</b>	<b>Contracted Services Sub Total</b>	
Educational reinforcement materials	FTF branded educational reinforcement materials	11,200.00
Scholastic Books	Scholastic Children's Books	12,000.00
Born Learning Materials		-
Printing of Collateral Materials		2,300.00
Event Participation		500.00
Event Sponsorships		2,500.00
FTF Hosted Events		500.00
<b>OTHER OPERATING EXPENSES</b>	<b>Other Operating Sub Total</b>	<b>\$ 1,000.00</b>
Communtiy Awareness Equipment	3- or 4-panel durable table dsplay, shade awning, Flip Camera, Extra memory card for camera	1,000.00
<b>Total</b>		<b>\$ 30,000.00</b>

<b>Budget Narrative--provide description of the activities and rationale for funding level for each line item</b>		
Educational Reinforcement Materials	FTF-branded educational reinforcement materials will be purchased over the course of the year to be utilized at community events such as: Head Start Resource Fairs, Health and Safety Fairs, 4th of July Parade and other parades and community events centered on holidays, White Mountain Bike Rodeo, Navajo and Apache County Fairs, in partnership with grantees and other community partners, presentations/speaker's bureaus and community meetings where an FTF presentation or update is being given. Onesies: 1000 based on birth cohort (distributed through Summit Regional Medical Center and local pediatricians), magnets: 2000, book stickers: 6000, jumbo crayons: 2000	11,200
Scholastic Children's Books	6000 books at \$2.00 per book to be distributed at community fairs, ECE-related events, presentations such as Summit Regional Health Fair, White Mountain Regional Health Fair, White Mountain Bike Rodeo, Head Start Resource Fairs, Navajo and Apache County Fairs, in partnership with regionally funded programs, and other community events that are related to the early childhood development and health	12,000
Born Learning Materials	Not included in this regions' strategy.	0
Printing of Collateral Materials	Printing of posters/banners/brochures/flyers, etc for events in which the Regional Council participates, is a sponsor. Will also be utilized for materials for Week of the Young Child in 2012.	2300
Event Participation	Participation in small community events with a low cost that do not meet sponsorship criteria	500
FTF Sponsorships	Sponsorship of the 11th Annual White Mountain Bike Rodeo and Safety Fair in May 2012 ; Northland Pioneer College Annual Early Childhood Fair in fall of 2011	3000

FTF Hosted Events	There are a great many events in the region that are opportunities for partnership, or sponsorship; therefore FTF hosted events are not necessary in SFY 2012.	0
Community Awareness Equipment	3- or 4- panel durable table display for FTF tables or spaces at fairs and events; FTF-branded Shade Awning for outdoor events; Flip Camera for obtaining video clips and still shots at remote locations, and an extra memory card for the Flip Camera.	1000