



## The Allstate Foundation 2010 Teen Driver Safety Grants Call for Proposals

### Background

The Allstate Foundation (TAF) has partnered with the Governors Highway Safety Association (GHSA) to assist State Highway Safety Offices (SHSOs) in engaging teens to be safer drivers. SHSOs are invited to submit program proposals to compete for up to \$25,000 in funding to help mobilize teens to address the teen driving issue during National Youth Traffic Safety Month (NYTSM) in **May, 2011**. Three states will be awarded grants totaling \$75,000. The activities outlined in the proposal should support the goals of NYTSM (available at [www.NOYS.org](http://www.NOYS.org)) and should culminate in May, 2011. The focus of the funding is on promoting teen-led activities that harness the power of peer influence to help change the way teens think or act in the car as a driver or passenger.

### Timeline

SHSO program proposals are due to [headquarters@ghsa.org](mailto:headquarters@ghsa.org) by **June 30, 2010**. Award grants will be distributed by **August 31, 2010**.

### Proposal Criteria

While SHSOs can work with other partners in program implementation, proposals must be submitted directly by the SHSO. Proposals must include the following:

- **Program Description:** What unique, innovative approaches will the program use to engage teens in the issue during May, 2011. Programs may promote existing teen engagement tools developed by TAF and, its partners, or programs such as Ford Driving Skills for Life, NHTSA teen driving programs, or other state programs/tools.
- **Program Impact:** How many potential teens will the program empower to be peer safety leaders?
- **Potential for Replication:** How likely could the program be replicated in other states in future years?

### Judging

Proposals will be reviewed by a panel of TAF and GHSA representatives. Judging will be based on the criteria listed above.

### Questions

Direct questions to Jonathan Adkins at GHSA, [jadkins@ghsa.org](mailto:jadkins@ghsa.org), 202-789-0942, ext. 13.