



FY26 COUNTY VETERAN SERVICE FUND GRANT APPLICATION TEMPLATE

This is the only approved template for use in submitting the County Veteran Service Fund (CVSF) grant request.

Definitions to determine the proper individual to list as a contact can be found in the Grant Guidance. The Authorized Official is the person able to accept funds and enter the County into agreements and contracts. This is usually the Chairperson of the Board of Commissioners. The three contacts listed must all be different individuals.

Requested Total Grant Amount is the total of all initiatives/programs/salaries and must balance with the total of all Budget Request Forms and Staff Salary Budget Request Forms.

CONTACT INFORMATION

Applicant County	Alpena County		
Requested Total Grant Amount	\$22,635.00		
SIGMA Vendor Code	CV0047952	SIGMA Address Code	045

Project Director	Dan Perge
Mailing Address	150 B North State St, Alpena, MI 49707
Phone	989-354-9671
E-mail Address	perged@alpenacounty.org

Financial Officer	Cindy Cebula
Mailing Address	720 W. Chisholm St, Ste 3, Alpena, MI 49707
Phone	989-354-9534
E-mail Address	Cebulac@alpenacounty.org

Authorized Official	John Kozlowski
Mailing Address	720 W. Chisholm St, Alpena, MI 49707
Phone	989-354-9500
E-mail Address	johnkozlowski@alpenacounty.org

All assistance, programming, and service initiatives must be submitted with separate Project Narrative, Budget Narrative/Justification, and Budget Request Forms. Duplicate forms as needed for each initiative and attach supporting documentation (quotes, contracts, etc.) as necessary.

PROJECT DETAIL

Enter the name of the initiative in the Project Title and which of the four initiative categories listed in the Grant Guidance the initiative falls into in the Grant Focus Area.

Project Title	Marketing
Grant Focus Area	Veterans Benefits and Services Outreach and Awareness

PROJECT NARRATIVE

Describe, in detail, the project/initiative and how grant funds will be used to execute. Include how the project/initiative links to the Grant Focus Area.

This project is aimed to increase the awareness of local county services provided by this office and to help more county veterans and dependents connect to available benefits. We hope by implementing the marketing steps more veterans/dependents will be guided toward one of our accredited VSOs who can advise, assist and advocate that they receive their earned benefits.

BUDGET NARRATIVE/JUSTIFICATION

Describe the budget and include an **itemized list** of all planned expenditures. The items listed below must be included on the Budget Request Form(s) or Staff Salary Budget Request Form(s) and balance with the Requested Total Grant Amount.

Marketing Project Total:

Professionally Produced Radio Commercial: \$ No Charge with commercial run

This will be used in advertising services on local radio. A professionally produced ad will guarantee that the delivered message is received with a positive impression/view.

30 Second Radio Spots: \$11,000

This would run our professionally produced advertisement on our local radio stations enabling our ad to reach veterans across the county numerous times per day. Ads would run numerous times per week for a total of 100+ spots per month spots.

Newspaper Ads: \$1,000

These ads will advertise our office, events and the services available to veterans. Advertisements will be updated and run in the Alpena News to ensure maximum visibility by our veterans and their family members. The content/message of the advertisements can also be changed with each run.

Bus Ads: \$4,800

These will advertise our office, and the services available to veterans. Advertisements will be run on the side of local transit bus to ensure maximum visibility by our veterans and their family members. The content/message of the advertisements can be run for multiple months.

Baseball Caps: \$2,000

Stocking Hats: \$2,200

Lanyards: \$1,200

These promotional items will be given to veterans and family members and will display the Alpena County Veterans Affairs Office information. The items will be made available to veterans/family members in our office, in the local community and at community/veteran outreach events.

PROGRAMMING/INITIATIVE JUSTIFICATION

Describe how the requested programming/initiative meets the purpose of the grant, to enhance the connection between veterans, eligible dependents, survivors and the federal veteran benefits they may have not accessed previously. Include how each initiative links to the Grant Focus Area identified in the Project Narrative.

The requested funds are aimed at enhancing/increasing/advertising services to veterans and eligible family members. In past years we have relied on television commercials and billboards, but more recently we have attempted to reach our target audience in different ways. We believe that by changing our focus to local area bus ads and radio advertisements we can reach a more broad audience. Our hope is through these efforts we can connect more eligible veterans, service members, eligible dependents and survivors to benefits by marketing our office/services to as many eligible claimants as possible through radio, print, bus ads, presence in the community and distribution of various promotional items.

SUBMISSION OF APPLICATION

Type an "X" in the box for confirmation of the following statements

I understand that my County must become registered to do business with the State of Michigan prior to receiving any grant funding. Registration is available at the following website: www.michigan.gov/SIGMAVSS .	
I have included a digitally signed FY26 PIV Verification Form indicating active remote access to the United States Department of Veterans Affairs computing systems or will submit one no later than September 25, 2026 .	
I understand that my County must submit Michigan Veterans Trust Fund applications for emergency assistance prior to utilizing the County Veteran Service Fund when applicable.	
I have included itemized Budget Request Forms for each initiative/program/salary request.	
I have included a FY17 and current year county budget for the veteran service office that provides assistance to veterans and/or family members.	
I understand that I should receive an email confirmation of submission of my application within 24 business hours, and if I do not receive an email confirmation, I should contact the agency for confirmation.	
I understand that the grant agreement must be signed by the <u>Authorized Official</u> before grant funds can be expended.	

Signature: _____
Authorized Official

Date: _____

County Veteran Service Fund Grant Budget Request

One initiative per page. Make additional sheets for each initiative.					
Applicant County		Grant Number		SIGMA Vendor Code	
Alpena County		FOR MVAA USE ONLY		CV0047952	
I. Project / Initiative Name					
Marketing					
II. Project Total (Amount requested for this initiative)					
					\$22,635
III. Expenditure Details					
Item / Service Description	Quantity	Cost Per Unit	Cost		
Radio Advertising	1	\$11,000.00	\$11,000.00		
Bus Ads	1	\$4,800.00	\$4,800.00		
Newspaper Ads	1	\$1,000.00	\$1,000.00		
Baseball Cap	300	\$6.67	\$2,000.00		
Set-up Fee	1	\$35.00	\$35.00		
Shipping	1	\$100.00	\$100.00		
Beanie Cap	350	\$6.29	\$2,200.00		
Set-up Fee	1	\$35.00	\$35.00		
Shipping	1	\$75.00	\$75.00		
Lanyards	500	\$2.40	\$1,200.00		
Set-up Fee	1	\$90.00	\$90.00		
Shipping	1	\$100.00	\$100.00		
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		Total		\$22,635.00	