

a. Outreach

Eligible expenses associated with providing outreach services may include costs such as outreach staff time, promotional materials limited to business cards, flyers and pamphlets. The expenses must directly connect to the overall SSVF Grantee comprehensive outreach plan. Items must DIRECTLY contribute to the effectiveness of reducing homelessness or housing placement/prevention. Grantees are encouraged to leverage non-SSVF funding for items that they see as beneficial to the outreach process.

SSVF expenses can be used to create outreach (hygiene) kits when grantee staff are conducting direct outreach to Veterans living on the streets, encampments, vehicles or other unsheltered homeless situations. These outreach kits should typically include items that will assist with basic needs of homeless Veterans. SSVF Grantees are encouraged to solicit donations, volunteer community groups or use other funds to create outreach kits. If this is not possible then SSVF funds are allowable on a limited basis. As with any purchase bulk purchases that will extend past the current grant year are unallowable as is increasing cost to branding items with the SSVF logo unless it is supported by a lower cost. Typically, a kit can include one or two of the following items:

- Pair of cotton socks
- Pair of underwear
- Travel size first aid kit
- Razor
- Deodorant
- Handwipes
- Bug repellent
- Sunscreen, lip balm

Major outreach events such as Stand Downs, County and/or Local engagements should limit outreach materials to items such as pamphlets or informational cards/flyers for community stakeholder's education and referrals. Items such as outreach kits should only be provided to veterans for active engagement into the SSVF program. Other items not defined in an outreach kit or as defined below are not allowable.

Ineligible items include trucker hats, beanies, gloves, scarves, flashlights, sweatshirts, hoodies, jackets, key chains pins, lanyards, pens and buttons.

Any article of clothing for employee identification used during outreach is required to meet the criteria for "Uniforms" as per the Uniformed Guidance (2 CFR 200). Clothing for outreach must be evaluated to ensure who is receiving the clothing and how is it contributing to outreach activities for Veterans or staff (Identify SSVF and reflect the number of employees dedicated to SSVF activities).

b. Advertising, Marketing, and Public Relations

As these costs do not directly provide benefit to homeless and at-risk Veteran households, expenditures in this area must be carefully planned and targeted to maximize their impact and value.

The term "advertising costs" refers to the costs of advertising media and corollary administrative costs. Advertising media include magazines, newspapers, radio and television, direct mail, exhibits, electronic or computer transmittals, and the like. The only allowable advertising costs are those that are solely for:

- The recruitment of personnel required by the non-Federal entity for performance of a Federal award.
- The procurement of goods and services for the performance of a Federal award.
- The disposal of scrap or surplus materials acquired in the performance of a Federal award except when non-Federal entities are reimbursed for disposal costs at a predetermined amount.

- Program outreach and other specific purposes necessary to meet the requirements of the Federal award.

Grantees must ensure care was taken to advertise or market the SSVF program itself and if combining with other agency programs, that the appropriate allocation methods are applied and documented to support expenses. The advertising and marketing must directly connect to the overall SSVF Grantee comprehensive outreach plan.

The term “marketing materials” include business cards, flyers, pamphlets, and brochures.

SSVF may pay for SSVF advertising and or marketing materials to enhance conventional staff-driven outreach provided that all of the following terms are met before incurring such costs:

- Traditional staff-driven methods of outreach were tried but target numbers are still unmet.
- An assessment was performed to ensure chosen marketing method will be effective.
- A comparison was made between effectiveness of staff outreach versus marketing.
- Care was taken to advertise or market the SSVF program itself and if combining with other agency programs, that the appropriate allocation methods are applied and documented to support expenses.
- Marketing was designed to ensure effectiveness in connecting Veterans to SSVF.

Grantees must develop a “SSVF Cost-Benefit Analysis for Advertising and Marketing” packet to document compliance efforts and address the requirements for both Advertising and Marketing listed above.

Grantee’s must retain a copy of the marketing materials or an example of the applicable media used with the “SSVF Cost-Benefit Analysis for Advertising and Marketing” packet.

The term “public relations” includes community relations and means those activities dedicated to maintaining the image of the non-Federal entity or maintaining or promoting understanding and favorable relations with the community or public at large or any segment of the public. The only allowable public relations costs are:

- Costs specifically required by the Federal award.
- Costs of communicating with the public and press pertaining to specific activities.
- Accomplishments which result from performance of the Federal award (these costs are considered necessary as part of the outreach effort for the Federal award).
- Costs of conducting general liaison with news media and government public relations officers, to the extent that such activities are limited to communication and liaison necessary to keep the public informed on matters of public concern, such as notices of funding opportunities and financial matters, etc.

Unallowable advertising and public relations costs include the following:

- All advertising and public relations costs other than as specified in the paragraphs on reasonableness and unallowable costs under Compensation below.
- Costs of meetings, conventions, convocations, or other events related to other activities of the entity including:
 - (1) Costs of displays, demonstrations, and exhibits.
 - (2) Costs of meeting rooms, hospitality suites, and other special facilities used in conjunction with shows and other special events.
 - (3) Salaries and wages of employees engaged in setting up and displaying exhibits, making demonstrations, and providing briefings.
- Costs of promotional items and memorabilia, including models, gifts, and souvenirs.
- Costs of advertising and public relations designed solely to promote the non-Federal entity.