

HHS GRANTS POLICY STATEMENTS

ALLOWABLE COST AND ACTIVITIES

ADVERTISING

Advertising

Advertising is allowed only for recruitment of staff or trainees, procurement of goods and services, disposal of scrap or surplus materials, and other specific purposes necessary to meet the requirements of the grant-supported activity.

Incentive Costs

Incentive payments to volunteers or patients participating in a grant-supported project or program are allowable. Incentive payments to individuals to motivate them to take advantage of grant-supported health care or other services are allowable if within scope of an approved project.

Public Relations Cost

Allowable if communicating with the public and press about specific activities or accomplishments under the grant supported activity.

Publications

Publications are allowable if they are about the aim of the grant funding. The cost of reprints and publishing in other media, such as books, monographs, and pamphlets are allowable.

NOTE: Items and publications used for marketing must support the aim of the grant funded activity and not the organization. The items and publications must acknowledge that they are funded by HHS (U58 State and Regional Primary Care Association) funding opportunity.

OFFICE OF MANAGEMENT AND BUDGET

CIRCULAR NO. A-122

COST PRINCIPLES FOR NON-PROFIT ORGANIZATIONS

Allowable Advertising Cost

The recruitment of personnel required to fulfill the obligation of the award.

Other activities are allowable such as procurement of goods and services, disposal of scrap or surplus material (except when non-profit organizations are reimbursed for disposal cost at a predetermined amount).

Allowable Public Relations Cost

The cost must be about specific activities or accomplishments around the federal award.

Unallowable Advertising and Public Relations Costs

Costs of meetings, conventions, convocations, or other events related to other activities of the non-profit organization, including:

- (a) Cost of displays, demonstrations, and exhibits
- (b) Cost of meeting rooms, hospitality suites, and other special facilities used in conjunction with shows and other special events
- (c) Salaries and wages of employees engaged in setting up displaying exhibits, making demonstrations, providing briefings

Cost of promotional items and memorabilia, including models, gifts, and souvenirs are not allowable.

Cost of advertising and public relations designed solely to promote the non-profit organization are not allowable.

NOTE: When we are reviewing budget allocations and we see Marketing, we try to determine from the information given that it's for the purpose of informing the public of the services provided by the federal funding and not for promoting the organization.