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The U.S. Department of Justice, Office for Victims of Crime, is pleased to announce that it is seeking applications for funding for Public Awareness in Underserved Communities. This program furthers the Department's mission by enhancing typically underserved persons' knowledge of and access to crime victim services.

# Public Awareness in Underserved Communities

## Eligibility

Applicants are limited to private nonprofit organizations, including faith-based and community-based organizations, or public agencies that can demonstrate: (1) knowledge and understanding of the victimization issue or issues to be highlighted in the public awareness campaign, (2) experience in the provision of victim services and advocacy, and (3) staff resources and capability to carry out all activities required by the funded project.

(See "Who is Eligible to Apply" page 3)

## Deadline

All applications are due by 12:00 midnight ET on 3/21/2006  
(See "Deadline For Applications", page 3)

## Contact Information

For assistance with the requirements of this solicitation, contact Marie Martinez, Program Specialist, at 202-514-5084 or [marie.martinez@usdoj.gov](mailto:marie.martinez@usdoj.gov).

This application must be submitted through [Grants.gov](http://Grants.gov). For technical assistance with submitting the application, call the Grants.gov Customer Support Hotline at 1-800-518-4726.

Grants.Gov/GMS number assigned to announcement: OVC-2006-1290

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# **Public Awareness in Underserved Communities (CDFA # 16.582 )**

## **Overview**

The statutory authority for this program is 42 U.S.C. § 10603 (c)(1)(A). The overall goal of this program is to raise the awareness of traditionally underserved populations on victims' rights as well as improve their knowledge on how to access local services available to crime victims. The Office for Victims of Crime (OVC) will support the planning and development of victimization-focused public awareness campaigns targeted at underserved populations with limited English proficiency (LEP) in the local community. Victim service organizations will work in partnership with ethnic media (radio, print, television) as well as ethnic- and/or faith-based organizations to produce linguistically and culturally appropriate public awareness campaigns on one or more victimization issues.

## **Deadline: Registration**

The Grants.Gov registration deadline is **12:00 midnight eastern time on March 14, 2006.**

## **Deadline: Application**

The due date for applying for funding under this announcement is **12:00 midnight eastern time on March 21, 2006.**

## **Eligibility**

Eligible applicants are private nonprofit organizations, including faith-based and community-based organizations, or public agencies that can demonstrate: (1) knowledge and understanding of the victimization issue or issues to be highlighted in the public awareness campaign, (2) experience in the provision of victim services and advocacy, and (3) staff resources and capability to carry out all activities required by the funded project. Favorable consideration will be given to applications that provide letters of support that document a partnership between a victim service organization with substantive knowledge of the issues and one or more ethnic community- or faith-based organizations with close ties to the targeted audience. Applications that focus on prevention will not receive strong consideration for funding. A private non-profit organization does not need to have 501(c)(3) status to apply for grant funding under this solicitation.

**Faith-Based and Other Community Organizations:** Consistent with President George W. Bush's Executive Order 13279, dated December 12, 2002, and 28 C.F.R. Part 38, it is DOJ policy that faith-based and other community organizations that statutorily qualify as eligible applicants under DOJ programs are invited and encouraged to apply for assistance awards to fund eligible grant activities. Faith-based and other community organizations will be considered for awards on the same basis as other eligible applicants and, if they receive assistance awards, will be treated on an equal basis with all other grantees in the administration of such awards. No eligible applicant or grantee will be discriminated for or against on the basis of its

religious character or affiliation, religious name, or the religious composition of its board of directors or persons working in the organization.

Faith-based organizations receiving DOJ assistance awards retain their independence and do not lose or have to modify their religious identity (e.g., removing religious symbols) to receive assistance awards. DOJ grant funds, however, may not be used to fund any inherently religious activity, such as prayer or worship. Inherently religious activity is permissible, although it cannot occur during an activity funded with DOJ grant funds; rather, such religious activity must be separate in time or place from the DOJ-funded program. Further, participation in such activity by individuals receiving services must be voluntary. Programs funded by DOJ are not permitted to discriminate in the provision of services on the basis of a beneficiary's religion.

Applicants are encouraged to review the Civil Rights Compliance section under "Additional Requirements" in this announcement.

## **Program-Specific Information**

**Award Amount.** \$350,000 is available for this grant program. Up to seven awards will be given, ranging from \$25,000 to \$50,000. Larger awards will go to urban areas demonstrating high levels of need.

**Award Period.** 24 months

**Background.** OVC first released the Public Awareness in Underserved Communities solicitation in FY 2005. The response to the solicitation was overwhelming, and more than 100 eligible applications were received from organizations nationwide. OVC recognizes that the popularity of this grant program reflects an unmet need in the victim service field. There is a lack of awareness among underserved populations, particularly socially isolated immigrant communities, regarding victims' rights and available resources for crime victims in the local community. Immigrant communities can be especially vulnerable to various types of violent and nonviolent crime. Whether the issue is financial exploitation or gang violence, these communities are often uninformed of their rights and lack awareness of services that are available to them. Many victim service organizations lack the funding to conduct the type of outreach and public awareness activities that will reach groups that are isolated and underserved due to recent immigration or limited English proficiency. Although small, community-based organizations may have established ties with these underserved groups in the community, they do not often have the staffing resources or training necessary to provide education on complex victimization issues. Targeted, well-researched public awareness campaigns produced in partnership among victim service organizations; community organizations, including faith-based organizations; and ethnic media can provide accurate information on victims' rights and services to potential victims and their families that may not otherwise be conveyed through mainstream media and program outreach.

**Program Strategy.** OVC invites applications for the development of victimization-focused public awareness campaigns targeted at communities that are traditionally underserved due to language barriers and/or cultural and social isolation. The applicant may choose its own focus or type of crime victimization for the public awareness campaign, but the applicant must demonstrate significant expertise in the subject area chosen as well as the capability of conveying accurate information and resources on that topic. In addition, the applicant must document the need for focusing awareness and education efforts on the type of victimization

chosen for the campaign. The applicant must choose an area of focus for which there are available resources in the immediate community, and the application must include a strategy for coordinating with the service organizations that can provide these resources.

The applicant must also provide detail in the application regarding the underserved population(s) that will be the intended target audience. The problem statement should demonstrate a substantial need for this type of public awareness effort in the particular community chosen. Any existing relationship with or ties to the targeted community should be detailed in the application.

The applicant is also strongly urged to work closely with faith- and/or community-based organizations on the selection of an appropriate focus area for the public awareness campaign as well as the development of campaign materials. Many people who are socially and culturally isolated from the larger community often turn to faith leaders for guidance and support. As a result, faith leaders may have significant insight into the types of challenges that underserved populations face, as well as methods and types of outreach that may be effective. They may also be able to provide useful feedback concerning linguistic and cultural issues specific to a particular population. Ethnic community-based or faith-based organizations can often serve as cultural brokers and provide useful information related to language, cultural norms, and the appropriate tone for materials developed for the campaign. Working closely with faith leaders and other key stakeholders from community-based organizations can help to ensure that your public awareness campaign is relevant and effective.

Public awareness campaigns can take the form of radio or television public service announcements (PSAs), interviews, or newspaper articles. The applicant may choose one or more of these forms of media, but must work in conjunction with ethnic media to air or print campaign materials and develop a coherent, comprehensive strategy for dissemination of information. The application should discuss any existing relationships with ethnic media as well as the applicant's strategy for engaging ethnic media in the campaign if no previous relationship exists.

When developing your strategy, please note that OVC is statutorily prohibited from funding prevention-based initiatives. In addition, keep in mind the purposes of this initiative: (1) to provide underserved populations with accurate, useful information about their rights as crime victims and (2) increase awareness about existing local resources and services. Stronger consideration will be given to applicants who propose directing most of the available funds to program costs rather than personnel and administrative costs. Applications that focus on funding additional staff positions will not be favorably considered.

Applicants awarded funding under this cooperative agreement will work in close coordination with OVC in the planning and development of their public awareness campaigns. OVC must review and approve all materials developed for the campaigns before publication/dissemination.

**Evaluation.** The applicant must include a plan to perform a basic evaluation of the project, incorporating the performance measures identified below and any other appropriate performance indicators identified by the applicant.

## Performance Measures

To assist in fulfilling the Department’s responsibilities under the Government Performance and Results Act (GPRA), P.L. 103-62, applicants who receive funding under this solicitation must provide data that measure the results of their work. Performance measures for this solicitation are as follows:

Objective	Performance Measures	Data Grantee Provides
<p>The objective of this solicitation is to support the planning and development of public awareness campaigns designed to raise the awareness of underserved immigrant and/or LEP populations on crime victimization issues and resources for victims in the local community.</p>	<p>Number of educational materials developed.</p> <p>Number of publicized events/activities to promote awareness of crime victimization issues supported by this project.</p> <p>Number of programs reporting an increase in collaborative partners.</p>	<p>Number and type of materials developed.</p> <p>Number and type of events held.</p> <p>Number of programs reporting an increase in collaborative partners.</p>

## How to Apply

DOJ is participating in the e-Government initiative, one of 25 initiatives included in the President’s Management Agenda. Part of this initiative -- Grants.gov -- is a “one-stop storefront” that provides a unified process for all customers of federal grants to find funding opportunities and apply for funding.

**Grants.Gov Instructions:** Complete instructions can be found at <http://www.ovc.gov/fund/newapprocedures.htm>. If you experience difficulties at any point during this process, please call the Grants.gov Customer Support Hotline at **1-800-518-4726**.

**CFDA Number:** The Catalog of Federal Domestic Assistance (CFDA) number for this solicitation is 16.582, titled “Crime Victim Assistance/Discretionary Grants,” and the funding opportunity number is OVC-2006-1290.

**A DUNS Number Is Required:** The Office of Management and Budget requires that all businesses and nonprofit applicants for Federal funds include a DUNS (Data Universal Numeric System) number in their application for a new award or renewal of an award. Applications without a DUNS number are incomplete. A DUNS number is a unique nine-digit sequence recognized as the universal standard for identifying and keeping track of entities receiving

Federal funds. The identifier is used for tracking purposes and to validate address and point of contact information. The DUNS number will be used throughout the grant life cycle. Obtaining a DUNS number is a free, simple, one-time activity. Obtain one by calling 1-866-705-5711 or by applying online at <http://www.dunandbradstreet.com>. Individuals are exempt from this requirement.

## What An Application Must Include

### Application for Federal Assistance (SF-424)

#### Program Narrative

The program narrative should not exceed 20 double-spaced pages in 12-point font with 1-inch margins and must include six separate sections: Project Abstract, Problem Statement, Project Goals and Objectives, Project Design/Implementation Plan, Organizational Capability and Project Management, and Plans for Measuring Progress and Outcomes. Each section is described below.

- 1) Project Abstract: The application should include a one-page summary that describes the project's purpose, goals, and objectives, as well as the activities that will be implemented to achieve these goals and objectives, methods, and outcomes.
- 2) Problem Statement: The problem statement must describe the need for the project and provide a clear statement of how funding will support the project's value to the victims' field by meeting a stated goal.
- 3) Project Goals and Objectives: The applicant must specify the goals and objectives of the project. The objectives should be measurable and relate directly to the issues described in the problem statement. The goals should state the overall purpose of what is to be accomplished. The objectives should describe the steps necessary to reach the goals or how the goals will be accomplished. The application should clearly describe how funding will support the overall success of the project.
- 4) Project Design/Implementation Plan: The project design and implementation plan must describe the project strategy and discuss how the strategy will address the identified problems and support the goals and objectives. The applicant's strategy or design must include a description of project phases, tasks, activities, staff responsibilities, and clear descriptions of interim deliverables and final products. It must include a time-task plan that clearly identifies objectives, major activities, and products. The time-task plan presented in chart form will not be included as part of the 20-page narrative limitation.

The applicant must describe:

- The strategy, tasks, and time-task plan for developing the services and products. Applicants must develop a time-task plan that clearly identifies major activities and products for the duration of the project period. This plan must include the designation of organizational responsibility, a schedule for the completion of the activities, and the submission of finished products. In preparing the time-task plan, applicants should make certain that all project activities will occur within the proposed project period. The plan also must provide for the submission of financial and progress

reports. All recipients are required to submit semiannual progress reports and quarterly financial reports. **Applicants should keep in mind the OVC requirement that final drafts of all publications, including videos, are to be submitted 120 days before the end of the grant period.** In most instances, the draft publication will undergo an external review by subject matter experts retained by OVC to provide written comments on the publication's accuracy, relevance, and readability, and to provide suggestions to enhance the publication. In all instances, the publication will be reviewed internally by OVC and other DOJ agencies. For further guidance on the publication process, visit the OVC's Publishing Guidelines for Print and Web Media online at

[www.ojp.usdoj.gov/ovc/publications/infores/pubguidelines/welcome.html](http://www.ojp.usdoj.gov/ovc/publications/infores/pubguidelines/welcome.html).

- The project's intended deliverables or products, such as radio and/or television public service announcements, newspaper articles, etc. The applicant should also describe any additional outreach strategies it will use in its public awareness campaign. OVC grantees who provide services to trafficking victims, for example, often find it necessary to supplement more traditional forms of outreach with creative, unconventional outreach methods. Although media outreach such as PSAs and printed articles are valuable because of their ability to reach a large audience with a substantial amount of information, sometimes less traditional methods can be used to reach out to victims who lack access to traditional media. Creative strategies like the ones below can be used to supplement PSAs, articles, and interviews that are designed to provide more comprehensive information. Some examples of innovative outreach strategies developed by OVC trafficking grantees and others include:
  - Development and distribution of matchbooks containing phone numbers of resources for victims on the inside flap.
  - Mirrored compacts and lipstick cases containing resource information for potential victims of sex trafficking.
  - Public service announcements developed specifically for use in movie theaters during previews.
  - Resource and referral information designed for placement on supermarket shopping carts.
  - Coordination of the project with other organizations, including victim services, faith- and community-based organizations, and any joint or cooperative efforts.
  - Any unusual features of the project such as design; technological innovations; reductions in cost or time; and extraordinary community, volunteer, or private sector involvement.
  - Procedures for testing and evaluating the service or product or its method for obtaining feedback about its worth to the field.
  - How the project will collect and report data on performance measures established for the project.



- The dissemination plan for materials developed for the public awareness campaign.

5) **Organizational Capability and Project Management:** Applications must include a clear description of the applicant's management structure. Applications must include a description of the proposed professional staff members' unique qualifications that will enable them to fulfill their grant responsibilities.

Applicants must describe how the program will be managed and include an organizational chart or information describing the roles and responsibilities of key organizational and functional components and personnel. Applicants must also include a list of personnel responsible for managing and implementing the major stages of the project.

The project director must have both the substantive expertise and experience to perform crucial leadership functions and sufficient time to devote to the project to provide the needed guidance and supervision. Job descriptions should be attached.

6) **Plans for Measuring Progress and Outcomes:** Evaluation is critical to ensure that each OVC project is operating as designed and achieving its goals and objectives. Accordingly, each application must provide a plan to assess the project's effectiveness and to evaluate accomplishment of project goals and objectives. Applicants should describe how they will assess performance in attaining the identified outcomes. Goals and objectives must be clearly stated, links established between program activities and objectives, and performance measures identified. Performance measures will address a mix of immediate and intermediate outcomes and, as appropriate and feasible, information on long-term impact.

The evaluation plan should identify all resources that will be devoted to conducting the assessment including identification of staff members and staff time, use of outside consultants to assist with the assessment, and any other support costs associated with conducting an evaluation. Assessment information will be submitted as part of the semiannual progress report, as well as part of the final report due within 120 days of project completion.

OVC is required to report its programmatic results annually, in accordance with the Government Performance and Results Act (GPRA). OVC summarizes the individual results and outcomes of all discretionary grant programs, indicating whether the programs are successfully meeting their objectives. OVC depends on its grantees to provide accurate, timely, and relevant information on grant progress and impact.

### **Budget Narrative Attachment Form**

The applicant is required to complete the budget narrative and budget detail worksheet (see description below). The budget narrative justifies or explains each budget item and relates it to project activities. The budget narrative provides a justification for all proposed costs and should closely follow the content of the budget detail worksheet. For example, the narrative should explain how fringe benefits were calculated, how travel costs were estimated, why particular items of equipment or supplies must be purchased, and how overhead or indirect costs were calculated. The budget narrative should justify the specific items listed in the budget detail worksheet in all cost categories and demonstrate that all costs are reasonable.

## Budget Detail Worksheet

The completion of this form is required in support of the budget narrative form described above. The budget detail worksheet must list the cost of each budget item and show how the costs were calculated. For example, costs for personnel should show the annual salary rate and the percentage of time devoted to the project for each employee to be paid through grant funds. The budget detail worksheet should present a complete and detailed itemization of all proposed costs. A sample budget detail worksheet form, which can be used as a guide to assist you in preparation of the budget detail worksheet and narrative, can be downloaded by visiting [www.ojp.usdoj.gov/oc](http://www.ojp.usdoj.gov/oc) and clicking on Standard Forms. **(Completion of this form is required).**

*Note: Total costs specified in the Budget Detail Worksheet must match the total amount on line 15.g of the SF 424.*

When completing both the budget narrative attachment form and the budget detail worksheet, applicants must also consider the following:

- 1) Training: Applicants should plan to attend an annual OVC discretionary grantee meeting in Washington, D.C., and with the exception of local grantees, should include line items detailing all estimated travel expenses associated with attending this meeting. Applicants that receive annual funding of more than \$100,000 should also budget costs to attend one Financial Management Training Seminar sponsored by Office for Justice Programs' (OJP) Office of the Comptroller (OC), unless the grantee has previously attended this seminar. Specific information (such as dates and locations of upcoming OC events) can be found at <http://www.tech-res-intl.com/doj-octraining/>.
- 2) Program Match: A financial or in-kind match is not required for this grant.
- 3) Consultant Rates: Consultant rates may not exceed the maximum of \$450/day or, if paid by the hour, \$56.25/hour for a maximum 8-hour workday per award.
- 4) Travel: Travel costs associated with project staff who are not directly employed by the grantee organization must be listed under the Consultant Budget category on the budget information sheet.
- 5) OJP *Financial Guide*: All grantees are required to comply with the regulations and requirements outlined in the OJP *Financial Guide*. The *Financial Guide* includes information on allowable costs, methods of payment, audit requirements, accounting systems, and financial records. Copies are available from the Department of Justice Resource Center (1-800-421-6770) and also through the OJP Web site at <http://www.ojp.usdoj.gov/FinGuide/>. This document will govern the administration of funds by all successful applicants and their contractors.
- 6) Indirect Cost Rate Agreement (if applicable): Indirect costs are allowed provided the applicant has a Federal approved indirect cost rate agreement.
- 7) Financial Capability Questionnaire: Applicants who are nonprofit or commercial organizations, and have never received any grants from OJP, are required to complete the Financial Capability Questionnaire form. The form must be submitted along with a copy of the organization's most recent audited Financial Statements (review if audited Financial Statements

are not available). This form is available at <http://www.ojp.usdoj.gov/forms.htm> under Accounting System and Financial Capability Questionnaire.

### **Other Program Attachments**

Other attachments include the following materials:

Résumés of key personnel must be provided (required).

Letters of support and/or memoranda of understanding (MOU) must be provided from agencies and organizations whose support and collaboration is integral to the successful implementation of the project (required).

Other attachments as needed (if applicable).

### **Selection Criteria**

Applications will be reviewed by a peer review panel using the following criteria:

**Problem(s) to Be Addressed and Goals and Objectives.** The problem statement must provide a strong rationale for the project and clearly describe how the proposed project will be of value to the victims' field by meeting a stated goal. The goals and objectives must be clearly specified, relate directly to the problem statement, and should focus on victim assistance rather than prevention activities. The goal(s) should state the overall purpose of what is to be accomplished, within the context of what the project has already accomplished. The objectives should describe the steps necessary to accomplish the goal(s), within the context of what the project has already accomplished.

**Project Design/Implementation Plan.** The program strategy/methodology must include sufficient detail so that the OVC grant monitor and peer reviewers can understand what will be accomplished, how it will be accomplished, and who will accomplish it. All proposed tasks should be presented in a way that allows a reviewer to see the logical progression of tasks and to be able to relate the tasks directly to the accomplishment of the project goal(s) and objectives. Projected activities should be realistic and reflect the project's allocated time, staff, and funding. Applicants who propose use of donated resources (air time, print space, etc.) as well as innovative strategies for outreach will be more favorably considered. A clear picture of the contents or components of the public awareness campaign is important as well as a detailed plan for disseminating related information to the targeted audience. In addition, the implementation plan should include a strategy for involving and coordinating with other organizations in the community that provide relevant services and resources.

**Organizational Capability.** Applicants must demonstrate how their resources, capabilities, and experience will enable them to achieve the goals and objectives. The applicant must document its capability to undertake and complete a federally funded project, including evidence that the applicant possesses the requisite staff and expertise. Organizational capability will be assessed on the basis of (1) the applicant's described management structure, results of the current grant efforts, and financial capability; and (2) the applicant's project management plan and documentation of the professional staff members' unique qualifications to perform their assigned tasks. Applicants must clearly establish that their experience and resources enable them to achieve the goals and objectives that they propose to accomplish with the funding.

**Plans for Measuring Progress and Outcomes.** Applicants must describe their plan for measuring project progress and success. All applications must contain a plan for evaluating the accomplishment of project goal(s) and objectives. All applications must include all of the standardized performance measures established for this project as listed in the solicitation. Applicants must describe how the evaluation data will be gathered and analyzed and the resources that are being committed for this purpose. In determining the quality of the evaluation plan, the following factors will be considered:

- Extent to which the evaluation plan provides detailed information for increasing the effectiveness of the project's management and administration, documentation that objectives have been met, and assessment and evaluation of information measuring the overall effectiveness of the project.
- Extent to which the proposed methods of evaluation are thorough, feasible, and appropriate to the goals, objectives, and outcomes of the proposed project.

## **Review Process**

OVC staff will review applications for completeness and responsiveness to this application guidance. Responsive applications will be forwarded for peer review. On approval by the OVC Director, the application selected for funding will be forwarded for award processing, subject to the final approval of the Assistant Attorney General for OJP. Funding will not be awarded to applicants with overdue financial and/or progress reports for existing OJP grants.

## **Additional Requirements**

- Civil Rights Compliance
- Confidentiality and Human Subjects Protections Regulations
- Anti-Lobbying Act
- Financial and Government Audit Requirements
- National Environmental Policy Act (NEPA) Compliance
- DOJ Information Technology Standards
- Single Point of Contact Review
- Non-Supplanting of State or Local Funds
- Criminal Penalty for False Statements
- Compliance With Office of the Comptroller Financial Guide *[hyperlink]*
- Suspension or Termination of Funding

- Funding to Faith-Based and Community Organizations
- Non-profit organizations
- Government Performance and Results Act (GPRA)
- Rights in Intellectual Property

We strongly encourage you to review the information pertaining to these additional requirements prior to submitting your application. Additional information for each can be found at <http://www.ojp.usdoj.gov/otherrequirements.htm>

## **Grants versus Cooperative Agreements**

Cooperative agreements are used when substantial collaboration is anticipated between OVC and the award recipient during performance of the proposed activities.

Responsibility for general oversight and redirection of the project, if necessary, rests with OVC. OVC will review and approve all activities in the requirements under the various stages, as enumerated in the solicitation. This includes review and approval in a timely manner of all key personnel selections, consultants, assessments, plans, instruments, manuals, and documents developed or identified for use during the project, with suggestions for modifications. Responsibility for the coordination of topics addressed or services rendered will be shared by OVC and the recipient. Where appropriate, the recipient will act jointly with OVC to determine modifications to the program plan or budget, and design data collection instruments. In executing this responsibility, OVC requires that its program specialist meet periodically with the recipient (as determined by OVC) throughout the life of the project to discuss project activities, plans, problems, and solutions. Responsibility for the day-to-day conduct of the project rests with the recipient. This specifically includes operations, data collection, analysis, and interpretation.