

U.S. Department of Justice
Office of Justice Programs
Office for Victims of Crime

Public Awareness in Underserved Communities Cooperative Agreement



Office for Victims of Crime

FY 2005

Application Deadline: April 14, 2005

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Solicitation Announcement

Public Awareness in Underserved Communities (Cooperative Agreement)

Award Amount. \$350,000 total. Up to ten awards will be given, ranging from \$25,000. to 75,000. Larger awards will go to urban areas that demonstrate high levels of need.

Award Period. 24 months.

Goal. The goal is to raise the awareness of traditionally underserved populations about victims' rights as well as improve their knowledge of how to access local services available to crime victims.

Purpose. The purpose is to support the planning and development of public awareness campaigns focused on victimization 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.

Background. Underserved populations, particularly socially isolated immigrant communities, have a lack of awareness regarding victims' rights and available resources help for crime victims in the local community. Many victim service organizations lack the funding to conduct the type of outreach and public awareness activities that would 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 underserved groups in the community, often they do not have the staffing resources or training necessary to provide education on complex victimization issues. Targeted, well-researched public awareness campaigns produced in partnership with victim service organizations, community organizations (including faith-based), and ethnic media can provide accurate information about victims' rights and services to potential victims and their families that may not otherwise be conveyed through mainstream media and program outreach.

Program Strategy. The Office for Victims of Crime (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. While the applicant may choose the focus or type of crime victimization for the public awareness campaign, the applicant must demonstrate significant expertise in the subject area chosen as well as the capability to convey accurate information and resources on that topic. In addition, the applicant must document the need for a victimization awareness campaign with that particular focus or topic. OVC strongly advises the applicant to focus on a subject area for which resources are available in the immediate community.

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 and during 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 faced by underserved populations. Faith leaders may be able to share effective methods and types of outreach and may also be able to provide useful feedback concerning linguistic and cultural issues specific to the particular population. Ethnic community-based or faith-based organizations can often serve as cultural brokers, providing 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 ensure the development of a relevant and effective public awareness campaign.

Public awareness campaigns can be conducted through radio or television public service announcements (PSAs), interviews, and newspaper articles. The applicant may choose one or more of these media, but must work in conjunction with ethnic media to develop a coherent, comprehensive strategy for dissemination of campaign materials and information through broadcast and print. The application should discuss any existing relationships with ethnic media or set forth a 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. Keep in mind that the purpose of this initiative is to provide accurate, useful information to underserved populations about their rights as crime victims and about existing resources and services in the local community. OVC will give stronger consideration to applicants who propose directing most of the available funds to program costs rather than to personnel and administrative costs. Applications that focus on funding additional staff positions will not be favorably considered.

All applicants awarded funding under this cooperative agreement will work in close coordination with OVC in planning and developing their public awareness campaigns. OVC must review and approve all materials developed for the campaigns prior to publication/dissemination.

Evaluation. The applicant must include a plan for the performance of a basic evaluation of the project. The plan must incorporate the performance measures identified below and any other appropriate performance indicators identified by the applicant.

Performance Measures. To ensure compliance with the Government Performance and Results Act (GPRA), Public Law 103-62, this solicitation notifies applicants that they are required to collect and report data that measure the results of the programs implemented with this grant. To ensure accountability of this data, for which the Office of Justice Programs (OJP) is responsible, the following performance measures apply:

PROGRAM OBJECTIVE	PERFORMANCE MEASURES
<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 about crime victimization issues and available resources for victims in the local community.</p>	<p style="text-align: center;">Outputs</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>

Eligibility Requirements. 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. OVC will give favorable consideration to applications that document through letters of support a partnership between a victim service organization with substantive knowledge of the issues and one or more ethnic community-based or faith-based organizations with close ties to the targeted audience. Applications that focus on prevention will not be considered eligible. **A private, nonprofit organization does not have to have 501(c)3 status to apply for grant funding under this solicitation.**

GMS Registration Deadline. Applicants must register in GMS to apply under this solicitation by 8 p.m. ET on Thursday, March 31, 2005.

Application Deadline. Applications under this solicitation must be submitted to GMS by 8 p.m. ET on Thursday, April 14, 2005.

Contact Person: Marie Martinez
 tel. 202-514-5084
 E-mail: marie.martinez@usdoj.gov

Application Guidelines and Instructions

How To Apply

GMS. OJP now requires that funding applications be submitted through the OJP Grants Management System (GMS). Access through the Internet to this online application system will expedite and streamline the receipt, review, and processing of requests for funding. Applications will only be accepted through the GMS online application system.

Software Requirements. Applications submitted via GMS must be in the following word processing formats—Microsoft Word (*.doc*), PDF files (*.pdf*), or Text documents (*.txt*).

To Begin. To learn how to begin the online application process, see the *Quick Start Guide to Using OJP's Online GMS* on page 7. A toll free telephone number, 1-888-549-9901, has been established to provide applicants with technical assistance as they work through the online process.

DUNS Number is Required. A Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) number must be included in every application for a new award or renewal of an award. The DUNS number will be required whether an applicant is submitting an application through OJP's Grants Management System (GMS) or using the government-wide electronic portal. An application will not be considered complete until the applicant has provided a valid DUNS number. Individuals who would personally receive a grant or cooperative agreement from the federal government are exempt from this requirement.

An Environmental Assessment May Be Required. All award recipients must comply with the National Environmental Policy Act (NEPA). To ensure NEPA compliance, OVC may require some award recipients to submit additional information.

Application Review Checklist

Your GMS application must include the following:

Online Forms

_____ **Application for Federal Assistance (Standard Form 424).** This form is generated by completing the Overview, Applicant Information, and Project Information screens in GMS.

_____ **Assurances and Certifications.** The Assurances and Certifications must be reviewed and accepted electronically by the authorizing official or the designated authorizing official.

Attachments

GMS no longer requires a minimum of three (3) files to be uploaded before an application can be submitted in the system. The system will now only require one (1) file to be attached to the application before it can be submitted. The user is still required to follow all programmatic guidelines outlined in the solicitation on the required files to be attached to the online application in GMS.

_____ **Budget Detail Worksheet (Attachment 1).** The Budget Detail Worksheet must present a detailed budget that itemizes all proposed costs and must include a budget narrative that provides justification for all proposed costs. Applicants do not have to use the Budget Detail Worksheet Form, but they must adhere to the categories and provide all information requested on this Worksheet.

Note: The name of the file uploaded in the system should include the words “Budget Detail Worksheet.”

_____ **Program Narrative (Attachment 2).** The Program Narrative must include the following:

_____ Project Abstract.

_____ Problem Statement.

_____ Project Goals and Objectives.

_____ Project Design/Implementation Plan.

_____ Organizational Capability and Project Management.

_____ Plans for Measuring Progress and Outcomes.

Note: The name of the file uploaded in the system should include the words “Program Narrative.”

_____ **All Remaining Attachments.** These files may be combined or uploaded individually. Each file that is uploaded in the system should be clearly named to identify the information it contains.

_____ Resumes of key personnel/position descriptions (required).

_____ Letters of support (where appropriate).

_____ Memoranda of understanding (where appropriate).

_____ Letters of support (where appropriate).

_____ Memoranda of understanding (where appropriate).

Please refer to corresponding sections in this announcement to determine the specific contents of each of these attachments.

Quick Start Guide to Using OJP's Online Grants Management System

Step 1. Using an established Internet account, go to www.ojp.usdoj.gov/fundopps.htm. An online Applicant Procedures handbook is available on this page and applicants may link directly to OJP's GMS, which provides online help screens.

Step 2. Click on "Logon to the Grants Management System (GMS)."

Step 3. Follow the onscreen instructions. First-time GMS users click on "New User? Register Here." Applicants who already have a GMS password should click "GMS Sign-In." Go to the appropriate OVC Discretionary Grant Solicitation for your project and begin work on it. **You must do this to complete the registration process! Within 7 days, applicants will receive e-mail confirmation that they are eligible to submit an application.** Plan ahead. Applicants can register at any time and are encouraged to do so as soon as possible. For each application being submitted, the applicant must create a separate GMS account.

Note:
Applicants without an Internet account should call the GMS Hotline, 1-888-549-9901, for assistance.

Please Note

Applicants must be sure to provide correct information about the authorizing official (signing authority) and the alternate contact. The authorizing official (signing authority) is the individual authorized to accept grant funds in your organization. If the individual applying online is not the signing authority, then the individual applying must provide the authorizing official's name and contact information, where appropriate.

Questions or problems? Applicants who have questions or problems should refer to the online handbook or access applicable help screens. If the questions are not addressed by the online GMS reference tools, call the GMS Hotline, 1-888-549-9901. Previous users should contact the GMS Hotline if they are having difficulty with their user ID or password.

Step 4. Complete the online Application for Federal Assistance (SF-424 form) by providing the required information in the Overview, Applicant Information, and Project Information screens.

Step 5. To complete the application, you must electronically "accept" the Assurances and Certifications and submit the three (3) (or more) required file attachments—Budget Detail Worksheet, Program Narrative, and Other Program Attachments. For detailed instructions about the information to include in each attachment, see the Application Review Checklist on page 5 and the Application Requirements on page 8.

Please Note

Applicants must upload one (1) file per attachment. Only the most current file uploaded to the appropriate attachment will be saved as part of the application. For your application to be considered for funding, all sections of each attachment must be completed. Be sure to clearly name each attachment file.

Submit your completed application online. The GMS system will notify the applicant that the application has been received and sent to OVC and provide an application identification number for future reference. Applicants who have questions about GMS or need technical assistance with applying online should contact the GMS Hotline, 1-888-549-9901, Monday through Friday, 7 a.m. to 9 p.m. ET (except federal holidays).

Application Requirements

Required Submissions. Applicants for the OVC “Public Awareness in Underserved Communities” Discretionary Grant must submit the following information online through OJP’s GMS:

1. Application for Federal Assistance, Standard Form 424.
2. Assurances and Certifications.
3. Program Attachments.

GMS no longer requires a minimum of three (3) files to be uploaded before an application can be submitted into the system. The system now only require one (1) file to be attached to the application before it can be submitted. However, the applicant is still required to follow all programmatic guidelines outlined in this solicitation regarding the required files to be attached to the online application in GMS.

Attachment 1. Budget Detail Worksheet. Includes budget worksheet and budget narrative. The name of the file uploaded in the system should include the words “Budget Detail Worksheet.”

Attachment 2. Program Narrative. Includes project abstract, problem statement, project goals and objectives, project design/implementation plan and time-task line, project management and organizational capability statement, and plans for measuring progress and outcomes. The name of the file uploaded in the system should include the words “Program Narrative.”

All Remaining Attachments. These may include resumes of key personnel, position descriptions, letters of support, memoranda of understanding, information about the author of the proposal, and other attachments as needed. These files may be combined or uploaded individually. Each file that is uploaded in the system should be clearly named to identify the information it contains.

Detailed instructions about and descriptions of each required element are provided below. An Application Review Checklist has been provided for your convenience on page 5.

Note: Applications that do not include all required elements will not be considered for funding.

Application for Federal Assistance (SF-424)

The Application for Federal Assistance is a standard form used by most federal agencies. It contains 18 items that must be completed online in the Overview, Applicant Information, and Project Information sections of OJP’s GMS.

Assurances and Certifications

Applicants are required to review and accept the Assurances and Certifications. Please verify that the name, address, telephone number, fax number, and e-mail address of the authorizing official have been entered correctly on these online forms.

- **Assurances.** The applicant must comply with assurances to receive federal funds under this program. It is the responsibility of the recipient of the federal funds to fully understand and comply with these requirements. Failure to comply may result in withholding of funds, termination of the award, or other sanctions.

- **Certifications Regarding Lobbying, Debarment, Suspension, and Other Responsibility Matters, and the Drug-Free Workplace Requirement.** Applicants are required to review and check the box on the certification form included in the online application process. This form commits the applicant to comply with the certification requirements under 28 CFR Part 69, “New Restrictions on Lobbying,” and 28 CFR Part 67, “A Government-Wide Debarment and Suspension (Nonprocurement) and Government-Wide Requirements for Drug-Free Workplace (Grants).”

The authorizing official must review the Assurances and Certifications forms in their entirety. To accept the Assurances and Certifications in GMS, click on the Assurances and Certifications link and click the “Accept” button at the bottom of the screen.

Note: Before signing the certifications, applicants should be aware that the Anti-Lobbying Act, 18 U.S.C. §1913, recently was amended to expand significantly the restriction on use of appropriated funding for lobbying. This expansion also makes anti-lobbying restrictions enforceable via large civil penalties, with civil fines between \$10,000 and \$100,000 per each individual occurrence of lobbying activity. These restrictions are in addition to the anti-lobbying and lobbying disclosure restrictions imposed by 31 U.S.C. §1352.

The Office of Management and Budget (OMB) is currently in the process of amending the OMB cost circulars and the common rule (codified at 28 C.F.R. Part 69 for DOJ grantees) to reflect these modifications. However, in the interest of full disclosure, all applicants must understand that no federally appropriated funding made available under this grant program may be used, either directly or indirectly, to support the enactment, repeal, modification, or adoption of any law, regulation, or policy, at any level of government, without the express approval by OJP. Any violation of this prohibition is subject to a minimum \$10,000 fine for each occurrence. This prohibition applies to all activity, even if currently allowed within the parameters of existing OMB circulars.

Other Required Assurances

- **Faith-Based Organizations.** Consistent with President Bush’s Executive Order 13279, December 12, 2002, and DOJ regulation 28 CFR Part 39, faith-based and community organizations that qualify as eligible applicants under OVC programs are invited and encouraged to apply for assistance awards. Faith-based and community organizations will be considered for awards on the same basis as other eligible applicants and if they receive assistance awards, they will be treated on an equal basis with nonfaith-based and community organization 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. Organizations that receive direct financial assistance from the Department may not engage in inherently religious activities, such as worship, religious instruction, or proselytization, as part of the programs or services funded with direct financial assistance from the Department. If an organization conducts such activities, they must be offered separately, in time or location, from the programs or services funded by the Department, and participation must be voluntary for beneficiaries of the programs or services funded with such assistance. In addition, an organization that participates in programs funded by the Department shall not, in providing services, discriminate against a program beneficiary or prospective program beneficiary on the basis of religion or religious belief. It should also be noted that any organization that receives financial assistance from the Department may use space in its facilities, without removing religious art, icons, scriptures, or other religious symbols.
- **Civil Rights Compliance.** All recipients of Federal grant funds are required to comply with nondiscrimination requirements contained in various Federal laws, including Title VI of the Civil Rights Act of 1964 (“Title VI”) and section 809 of the Omnibus Crime Control and Safe Streets Act of 1968 (“Safe Streets Act”), as amended. In the event that a court of an administrative agency makes a finding of discrimination on grounds of race, color, religion, national origin, genders, disability, or age against a recipient of funds after a due process hearing, the recipient must agree to forward a copy of the findings to the Office for Civil Rights of the Office of Justice Programs. All applicants should consult the Assurances required with the application funds to understand the applicable legal and administrative requirements.
- **Services to Limited-English-Proficient (LEP) Persons.** National origin discrimination includes discrimination on the basis of limited English proficiency (LEP). To ensure compliance with Title VI and the Safe Streets Act, recipients are required to take reasonable steps to ensure that LEP persons have meaningful access to their programs. Meaningful access may entail providing language assistance services, including oral and written translation, where necessary. The U.S. Department of Justice has issued guidance for grantees to assist them in complying with Title VI requirements. The guidance document can be accessed on the Internet at www.lep.gov or by contacting the Office of Justice Program’s Office for Civil Rights, 202–307–0690, or by writing to the Office for

Civil Rights, Office of Justice Programs, U.S. Department of Justice, 810 7th Street, NW.,
8th Floor, Washington, DC 20531.

- **Protection of Human Research Subjects.** Applicants should be aware that some of their proposed activities, especially those related to conducting needs assessments or evaluation, may be covered and governed by the Department of Justice’s regulations applicable to the protection of human research subjects and data confidentiality. The Department of Justice’s regulations on the protection of human subjects of research (28 CFR Part 46) require, in brief, that before Federal funds are expended on research involving human subjects, the research activity must be submitted to an institutional review board for approval and subject informed consent procedures must be followed. In addition, the Department’s regulations in 28 CFR Part 22 require that, if OVC funds are used to collect, analyze, or otherwise use information identifiable to a private person as part of a research activity paid for out of OVC funds, a fund recipient must maintain the confidentiality of the identifiable information throughout the data collection process and thereafter. Part 22 also requires that such identifiable information may only be disclosed as authorized by 42 U.S.C. §3789g and 28 CFR Part 22, i.e., for research purposes. In this connection, applicants for OVC support are required to submit a Privacy Certificate as a condition of approval of a grant application or contract proposal that contains a research or statistical component under which information identifiable to a private person will be collected. The Privacy Certificate is the applicant's assurance that he/she understands his/her responsibilities to protect the confidentiality of research and statistical information and has developed specific procedures to ensure that this information is only used or revealed in accordance with the requirements of 42 U.S.C. §3789g and 28 CFR Part 22.

The authorizing official must review the Assurances and Certifications forms in their entirety. To accept the Assurances and Certifications in GMS, click on the Assurances and Certifications link and click the “Accept” button at the bottom of the screen.

Budget Detail Worksheet (Attachment 1)

The applicant must provide a detailed budget that (1) is complete, allowable, cost-effective in relation to the proposed activities, and accurately reflects how grant funds will be used to accomplish the goals and objectives of the proposal; (2) shows the cost calculations that demonstrate how the applicant arrived at the total amount requested; and (3) provides a supporting budget narrative to link costs with project implementation. See below for more about the budget narrative.

These federal grant funds must not be used to supplant state or local funds. These federal funds must be used to supplement existing funds for program activities and not to replace funds already appropriated for the same purpose. The total amount of the federal share of the budget must not exceed the amount approved by OVC.

Applicants must submit both a budget worksheet and a budget narrative in one (1) file. The worksheet provides the detailed computations for each budget item, and the narrative justifies or explains each budget item and relates it to project activities.

- **Budget 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 worksheet should present a complete and detailed itemization of all proposed costs.
- **Budget Narrative.** Should closely follow the content of the budget worksheet and provide justification for all proposed costs. 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 worksheet, particularly supplies, travel, and equipment, and demonstrate that all costs are reasonable.

Applicants may refer to the sample Budget Detail Worksheet form at OVC's Web site at www.ojp.usdoj.gov/ovc/fund/forms.htm#1 and use it as a guide in preparing the budget worksheet and budget narrative. OJP's Financial Guide, containing information on allowable costs, methods of payment, audit requirements, accounting systems, and financial records, is also available on OJP's Web site at <http://www.ojp.usdoj.gov/oc>. This document will govern the administration of funds by all successful applicants and their contractors.

A financial or in-kind match is not required for this grant.

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 receiving annual funding of more than \$100,000 should also budget costs to attend one Financial Management Training Seminar sponsored by OJP's 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/>.

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

Program Narrative (Attachment 2)

The program narrative should not exceed 20 doubled-spaced pages in 12-point font with 1-inch margins, and it must include 6 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.

2a. Project Abstract

The application should include a 1-page summary that describes the purpose of the project, goals and objectives, and activities that will be implemented to achieve the project's goals and objectives, methods, and outcomes.

2b. 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.

2c. 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.

2d. 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 following:

- 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, the Gant chart, or the schedule, applicants should make certain that all project activities will occur within the proposed project period. The plan must also 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 prior to 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.

See OVC's *Publishing Guidelines for Print and Web Media* online at www.ojp.usdoj.gov/ovc/publications/infores/pubguidelines/welcome.html for further guidance on the publication process.

- 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. For example, OVC grantees who provide services to trafficking victims often find it necessary to supplement more traditional forms of outreach with creative, unconventional outreach methods. While media outreach such as PSAs and printed articles are valuable for 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.

Below are some examples of innovative outreach strategies developed by OVC trafficking grantees and others:

- Development and distribution of matchbooks containing telephone 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.

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- Procedures for testing and evaluating the product or the 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.

2e. 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.

2f. 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 and indicates 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.

Other Program Attachments (Attachment 3)

The remaining attachments include—

- **Resumes 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).

Review Procedure

OVC staff will review applications for completeness and responsiveness to this application guidance. Responsive applications will be forwarded for peer review. Upon 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 may not be awarded to applicants with overdue financial and/or progress reports for existing OJP grants.

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 and related directly to the problem statement. 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 goals(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, such as air time, print space, etc., and 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.

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- **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 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 a minimum of one (1) 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 on methods 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 continuation project.
 - Adequacy of the identified performance measures to demonstrate whether, and to what extent, the proposed strategy is meeting its short-term, intermediate, and long-term objectives.
- **Budget and Budget Narrative.** The OVC grant monitor and peer reviewers will examine the identified project tasks, milestones, and assignment of staff resources within the framework of the proposed budget. The applicant must demonstrate that there is sufficient staff and time to accomplish the proposed tasks in a cost-effective manner. Applicants must show cost effective and efficient use of grant resources, demonstrating that all grant-related expenses are necessary for project completion. Applications that focus on funding additional staff positions for the project rather than leveraging existing resources within the organization and partner organizations will be less favorably

considered. Tasks and activities described in the narrative should parallel the budget. All identified costs should accurately reflect the tasks, staff time, supplies, and travel necessary to accomplish the grant-related work, if applicable.

Reporting Requirements

- **Financial Status Report (SF 269-A).** Due quarterly, no later than the 45th day following the end of each calendar quarter. A report must be submitted every quarter in which the award is active, even if there has been no financial activity during the reporting period. The final report is due 120 days after the end date of the award. Future awards and fund drawdowns will be withheld if the financial status reports are delinquent. Financial reports should be submitted online at <https://grants.ojp.usdoj.gov>.
- **Single Audit Report.** An organization-wide financial and compliance audit report that must be filed by recipients who expend \$500,000 or more of federal funds during their fiscal year. The audit must be performed in accordance with the U.S. General Accounting Office Government Auditing Standards. All completed audit reports for state and local governments, institutions of higher education, and nonprofit institutions should be mailed to the Federal Audit Clearinghouse, Bureau of the Census, 1201 East 10th Street, Jeffersonville, IN 47132.
- **Semiannual Progress Report.** Must be submitted by funding recipients. The progress report describes activities during the reporting period and the status or accomplishment of objectives as set forth in the approved application for funding. Progress reports must be submitted within 30 days after the end of the reporting periods, which are January 1 through June 30 and July 1 through December 31 for the life of the award. Due 120 days after the end date of the award, the final report summarizes the progress toward achieving the award's goals and objectives, describes the significant results, and identifies any products developed under the award. Report format will be provided to the recipient by OJP. Future awards and fund drawdowns may be withheld if the progress reports are delinquent. Progress reports must be submitted directly into the GMS system. Address questions about GMS to the GMS Helpdesk, 1-888-549-9901.

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 meets 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.