

**APPLICANT GUIDE FOR
2017 NATIONAL CRIME VICTIMS' RIGHTS WEEK
COMMUNITY AWARENESS PROJECTS
April 2 – 8, 2017**

This Applicant Guide will assist you with the preparation of your National Crime Victims' Rights Week Community Awareness Project (NCVRW CAP) proposal, provide you with instructions on completing the application and guidance on submitting a strong application.

You are also strongly advised to carefully read and review the Requirements, Criteria and Frequently Asked Questions pages posted at <http://cap.navaa.org>.

A webinar for applicants will be conducted on **Wednesday, October 12, 2016, beginning at 4:00 pm Eastern Time**. Advance registration is required by clicking [here](#) or going to: bit.ly/2017NCVRW. Time permitting participants will be able to ask questions. The webinar will be recorded and posted on the NCVRW CAP website so as to be available to all potential applicants.

This is an open competitive selection process. All relevant application information is contained on the NCVRW CAP website, this Applicant Guide and the webinar for applicants, which is posted on the website. Individual questions about specific applications or proposals will not be answered.

Applications must be received no later than 11:59 pm Eastern Time, Wednesday, October 26, 2016. However, applicants are strongly encouraged to submit their applications as early as possible to avoid any last minute technical difficulties and to ensure timely receipt prior to the deadline.

An acknowledgment that the application has been received will be sent within three days of the deadline to the project contact's email address as shown in the application. It is the responsibility of an agency that has submitted an application prior to the deadline if it has not received an acknowledgment within three days of the deadline to immediately contact cap@navaa.org for confirmation that its application has been accepted for consideration.

Background information

The National Crime Victims' Rights Week Community Awareness Project is managed by the National Association of VOCA Assistance Administrators (NAVAA) under a cooperative agreement with the Office for Victims of Crime (OVC), Office of Justice Programs (OJP), U. S. Department of Justice. NAVAA is a non-profit organization whose members are the agencies in every state designated to administer (pass-through) Victims of Crime Act (VOCA) victim assistance formula grants.

Public Impact and Focus on Victims of All Types of Crimes

NCVRW CAP's intent is to enhance the **general public's awareness** of the rights and services for victims of **all types of crimes**. The application should describe a project that will impact the **general community** at large, rather than a narrow or select audience. The broader the scope of the project, the more likely it will be funded.

For the most part, NCVRW CAP funded activities involve one or more of the following:

- a **public event** at which individual members of the general public physically attend in-person (e.g., candlelight vigils, information or resource fairs, 5k walk/runs, recognition ceremonies, memorial services);
- **mass media advertising** (e.g., newspaper, radio, or television ads, billboards, mass transit or movie theatre ads, including social media);
- the production, publication and distribution of **printed materials** (e.g., brochures, posters, victims' rights cards, resource directories); and/or

- the production and distribution of ***promotional giveaway items*** (e.g. bracelets, buttons, t-shirts, grocery/tote bags) that contain a message related to NCVRW. (See budget information below.)

Many previous recipients have shown considerable imagination and creativity in getting the word out about crime victims’ rights and services. For a summary of previous activities, go to <http://cap.navaa.org/previous.html>.

Eligibility

Public, governmental agencies, nonprofit organizations, community-based victim service organizations, faith-based organizations, tribal organizations, and community coalitions committed to advocating for the rights and services of crime victims are encouraged to apply. Nonprofit organizations without 501(c)3 status that serve crime victims also are eligible to apply.

Applications from individuals will not be considered for funding. Individuals with innovative ideas related to this project are encouraged to work in partnership with an organization or community coalition.

Previous recipients of NCVRW CAP funding (and their major cosponsors) are eligible to reapply but preference may be given to projects that have not recently received funding.

NCVRW CAP is a reimbursement program which means successful applicants must have sufficient funds available to implement projects without a cash advance.

Anticipated Timeline

- Webinar for Applicants Wednesday, October 12, 2016
- Applications due 11:59 pm Eastern Time, Wednesday, October 26, 2016
- Anticipated notification of award decision late-December 2016

NCVRW Resource Guide

The Office for Victims of Crime now makes its “Resource Guide for National Crime Victims’ Rights Week” available in electronic format and downloadable from the OVC NCVRW website. The Resource Guide is expected to be available in early 2017 and will include, among other things:

- Victimization statistics.
- Special event ideas.
- Camera-ready art files.
- A motivational DVD.
- Customizable posters, including the NCVRW theme poster.

Sign up for the NCVRW CAP [mailing list](https://puborder.ncjrs.gov/Listservs/Subscribe_NCVRW.asp) (https://puborder.ncjrs.gov/Listservs/Subscribe_NCVRW.asp) to receive:

- A complimentary copy of the 2017 NCVRW Theme Poster;
- Email notification when the 2017 NCVRW Resource Guide is available to download
- Details concerning the National Crime Victims' Service Awards Ceremony; and
- Information about future National Crime Victims' Service Award nomination periods.



The 2017 NCVRW Theme is “Strength. Resilience. Justice.”

The 2017 NCVRW colors are:

Royal Blue	Red	Cream
C=100; M=70; Y=0; K=0	C=15; M=100; Y=90; K=10	C=0; M=12; Y=29; K=0
R=0; G=91; B=179	R=190; G=30; B=45	R=255; G=255; B=185
PMS 2935	PMS 200	PMS 7506
HTML #005BAA	HTML #BE1E2D	HTML #FFE189

Many NCVRW CAP recipients rely greatly on the *Resource Guide* by customizing its materials and by integrating the annual NCVRW theme, logo and colors into their public awareness projects. Please be aware that the *Resource Guide* is not prepared by NAVAA and we have absolutely no control over its contents or when it will be available.

General Application Instructions

Make certain to complete **all** sections of the application and pay close attention to the specific information requested in every section. Only applications using the provided form will be accepted and only the information provided on the application form will be considered. **Do not attach or submit any additional pages, information or letters of support;** they will be ignored.

Be concise and do not exceed the number of allowable words within the space provided for each narrative question. Attention should be paid solely to activities to be funded by the proposed project and not to other activities, even if related to NCVRW, crime victims' rights and services.

Be certain to print out and retain a copy of the application for your records.

All sections of the application are required and must be completed. Applications that fail to provide complete information (other than fax number and web site, if not available) will be penalized in the selection process.

Section-by-section Instructions

Section 1 – Organizational Information. The Applicant Agency is the primary contact for all project related communications and will be held legally responsible for compliance with all project requirements. If selected, the name of the Applicant Agency, as it appears on the application, will be used as the legal entity entering into a contractual agreement. The name of the applicant agency should be as short as possible (preferably no longer than 41 characters), while still sufficiently identifying the agency. Do not use acronyms, "doing business as," "on behalf of," or a non-identifiable generic names. For example, use "Acme County Victim Assistance Program," rather than just "Victim Assistance Program."

Federal regulations require that all subgrantees (other than community coalitions) have a Unique Entity Identifier (formerly DUNS number). Unique Entity Identifier numbers are nine (9) digits with no dashes. The Unique Entity Identifier number is **not** the same as an organization's taxpayer identification number (TIN) or Federal employer identification number (FEIN) which use a xx-xxxxxxx format. A Unique Entity Identifier number may be obtained at no cost by going to <http://fedgov.dnb.com/webform> or calling toll-free 1-866-705-5711.

Since virtually all communications will be sent by email, it is essential that a valid, current email address for the project contact is provided and kept up-to-date. Only one project contact per application will be accepted.

The amount requested must be the same amount as the total budget in Section 3, not to exceed \$5,000.

A response must be provided for each of the following; blank fields will be penalized:

- The applicant agency's type of organization. Select only one type.
- Answer Yes or No to the following Federally-required questions. Please read the wording of the questions very carefully because an applicant that answers "Yes" to either question is ineligible to receive a subgrant award.
 - Is the applicant agency/organization suspended or barred from receiving Federal funds? The Excluded Parties List System (EPLS) can be searched by going to www.sam.gov.
 - Does the agency require internal confidentiality agreements or statements from employees or contractors that *prohibit or otherwise restrict* employees or contractors from reporting waste, fraud, or abuse?
- Answer Yes or No to indicate whether the applicant agency/organization or any of the major project partners or cosponsors has previously received NCVRW CAP funding. If the answer is Yes, mark the

year(s) for which funding was received. Previous recipients are eligible to re-apply for funding, although preference may be given to new recipients. A list of previously funded projects can be viewed <http://cap.navaa.org/previous.html>.

Application scores will be reduced for failure to respond to each item.

Briefly describe the applicant agency's experience in providing and/or advocating for rights and services for crime victims, including year established, target victim population(s) and geographic area(s) served. (Do not exceed 250 words.)

Section 2 – Project Description

Provide a separate and concise description for each distinct type of project activity to be funded; specifically explain how and the specific date(s) when each activity will be implemented (do not include project planning activities). Each activity should be identified as one of the following categories:

- A **public event** at which individual members of the general public physically attend in-person (e.g., candlelight vigils, information or resource fairs, 5k walk/runs, recognition ceremonies, memorial services). **Include the expected number of attendees for each event;**
- **Mass media advertising** (e.g., newspaper, radio, or television ads, billboards, mass transit or movie theatre ads, including social media);
- Production, publication and distribution of **printed materials** (e.g., brochures, posters, victims' rights cards, resource directories); and/or
- Production and distribution of **promotional giveaway items** (e.g. bracelets, buttons, t-shirts, grocery/tote bags) that contain a message related to NCVRW. (See budget information below.)
- Any **other** eligible type of activity not included in the above categories.

Be certain to include:

- The date(s) when events, media and other activities will take place (not including planning).
- For events, the location(s), if known, and the anticipated number of attendees.
- The identity of any paid speakers (other than crime victims who may prefer to remain anonymous) must be provided, either in the application or prior to the event.
- An explanation of how specific items in the budget will be utilized.

The specific activity(ies) must be directly and logically related to line items identified in the requested budget in Section 3. The more specific and well-thought out the details of the proposed project, the stronger the application will be. (Do not exceed 650 words)

Because 2017 National Crime Victims' Rights Week is earlier than usual, less time is available for project planning. It is therefore strongly advised that proposals be kept as simple, straightforward and as easy as possible to implement consistent with the goals and objectives of NCVRW CAP.

The funded activities must be conducted during or close to National Crime Victims' Rights Week, April 2 – 8, 2017. The NCVRW CAP program is not intended to fund campaigns designed to highlight other awareness and prevention campaigns also celebrated in the same month (i.e., Sexual Assault Awareness Month and National Child Abuse Prevention Month). Extended events, such as those lasting several months or the entire year will not be funded. Although the project may promote the availability of crime victim services in your community, the focus of funded activities and materials should be on National Crime Victims' Rights Week and not exclusively on your agency.

Section 3 – Federal Funds Budget

Enumerate only those items to be paid for with Federal NCVRW CAP funds. Use whole dollar amounts, round off amounts if necessary.

Enter individual line items. Budget requests should be as detailed as possible at this stage of the planning process. Do not combine different types of budget items on a single line. For example, it is not sufficient to merely list “candlelight vigil” as a single line item; each cost element (e.g. candles, banner, etc.) must be broken out. Speaker fees should be listed as a line item(s) separately from any associated speaker travel costs. To the extent applicable, include the quantity and unit cost for each item. (Costs associated with specific items, such as shipping or set-up charges, can be either incorporated into the unit cost or listed as a separate line item.) Each budget item must be an allowable, reasonable, actual, out-of-pocket cost that is directly related and traceable to a specific activity or event described in Section 2.

Enter the Total Direct Costs in the space provided.

Indirect costs. Applicants may elect to charge indirect costs. Inclusion of indirect costs does not increase the \$5,000 maximum amount of a NCVRW CAP subgrant award amount.

- Agencies that have a Federally approved negotiated indirect cost rate must use the Federally approved rate.
- Agencies that have never had a Federally approved negotiated indirect cost rate may elect to use a de minimis rate of up to 10 percent.
- State and local government departments that have never negotiated indirect cost rates with the Federal government and that receive less than \$35 million in direct Federal funding per year and Federally recognized Indian tribes that have never negotiated an indirect cost rate with the Federal government may also use a de minimis rate of up to 10 percent and must keep the documentation of this decision on file.
- Agencies that elect to charge indirect costs must use the same indirect cost rate for all Federal funding awards.

If the applicant chooses to include indirect costs:

1. Enter the indirect cost rate in the space provided. Only enter an indirect cost rate if indirect costs are being requested with the dollar amount entered in the “Amount” column. Leave the rate blank if indirect costs are not requested.
2. The indirect cost amount is calculated by multiplying the total allowable direct costs (not the total project cost or maximum grant amount) by the indirect cost rate. For example, if the direct costs total \$4,500 and the indirect cost rate is 10%, the amount of the indirect costs is \$450 ($\$4,500 \times .10$) and total project cost is \$4,950 ($\$4,500 + \450). [Note: for selected projects, the indirect cost rate percentage will be used to calculate reimbursements, even if the final total direct costs are less than the proposed budget.]
3. By entering an indirect cost rate, the applicant certifies that it either:
 - a. Has a Federally-approved indirect cost rate (in which case successful applicants will be required to submit a current, signed Federally-approved indirect costs rate agreement); or
 - b. Is eligible for and elects to use the de minimis indirect cost rate of no more than 10% as described in 2 C.F.R. 200.414(f).
4. Indicate whether the rate entered is a Federally-approved rate or de minimis rate. One of these options **must** be selected if an indirect cost rate amount is entered; indirect costs will not be allowed unless one of these options is selected.
5. Enter the dollar amount for indirect costs.
6. DO NOT ENTER ANY INFORMATION ON THE INDIRECT COST LINE UNLESS INDIRECT COSTS ARE BEING REQUESTED.

Enter the Total Project Cost (total direct cost plus indirect cost, if requested) in the space provided. The Total Project Cost may not exceed \$5,000 and must be the same amount entered as “Amount Requested” on the first page.

Do not:

- Include any in-kind or other cash contributions; those can be listed in Section 4b. There should be no lines in the budget with \$0 amount.
- Include costs for activities or events not identified or explained in the project description.
- Exceed a total of \$5,000.

Use the space provided (not to exceed 150 words) for any necessary explanation or calculations.

Allowable uses of NCVRW CAP Subgrant Funds

Grant funds may only be used for allowable costs as defined in the OJP Financial Guide which is available at <http://ojp.gov/financialguide/DOJ/>. The following are some of the activities that may be approved for up to a total of \$5,000 reimbursement under this initiative:

1. Design, production and purchase of mass media advertising in print media, radio, television, or outdoor advertising to promote NCVRW events, victims' rights, and available services. This includes costs associated with the use of websites and social media.
2. Design, production and distribution of printed NCVRW materials, such as posters, invitations and fliers, promoting NCVRW activities that enhance the general public's awareness and knowledge of crime victims' rights and services. The funds are intended to cover materials needed and used at NCVRW activities. This may include brochures describing agency services, but only for the amount anticipated for distribution at NCVRW events. The funding is not intended to pay for the agency's future or ongoing public awareness efforts beyond NCVRW. If awarded a subgrant, you will be required to report on the number of items produced (printed) and the number actually distributed.
3. Purchase of promotional giveaway items, such as bracelets, buttons, t-shirts, coffee mugs, and similar items. These are typically items that have a function or use in addition to conveying a message. **Items must contain a message related to NCVRW and may not exceed a unit cost of \$20, including set-up and shipping costs.**
4. Modest recognition awards, such as certificates or plaques, not to exceed \$50 each, including set-up fees, shipping, etc.
5. Support of NCVRW event speakers not to exceed \$650 per day for each speaker plus reasonable travel expenses (not to exceed the allowable Federal rates). The \$650/day maximum may not be supplemented with funds from other sources in order to exceed the \$650/day limit. You may, however, pay the speaker for actual and reasonable time spent for preparation and travel at the same daily rate. In addition to the fee, the subgrant may cover reasonable travel, lodging and per diem (meals and incidental expenses) for the speaker. However, travel, lodging and meals and incidental expenses (M&IE) may not exceed the allowable Federal rates found at www.gsa.gov/perdiem. (Note: M&IE reimbursement for travel days may not exceed 75 percent of the full day rate.) If you are requesting funds to cover mileage for use of a privately owned vehicle, use the rate set by your agency, not to exceed the allowable Federal rate for privately owned vehicles (FY 2016 rate is \$0.54/mile; <http://www.gsa.gov/portal/content/100715>). Subgrant funds may not be used to reimburse the applicant agency for its own vehicle costs.
6. Purchase of consumable supplies and materials used in approved public awareness events and activities.
7. Reasonable cost to rent or lease equipment necessary for public awareness events. Equipment is an item that has an expected life of more than one year. Equipment may not be purchased unless there is a demonstration that the equipment cannot be borrowed or donated and that purchase is more economical than renting or leasing the equipment for the relevant time period.
8. Rental of space to conduct NCVRW activities and events. The total combined cost for space rental and audio/video equipment may not exceed \$25/person per day. Although an elaborate formal written bidding process is not required, subgrantees must be able to document that they solicited at least three offers for space and/or AV equipment and the reasons why the vendor was selected.

Unallowable Costs

The following will **NOT** be approved for reimbursement:

1. Agency salary or staff time.
2. **Any food, beverages or refreshments.** Any donated food, beverages or refreshments provided at a NCVRW CAP event must be clearly identified as being donated and not paid for with Federal funds.
3. Entertainment, including bands, “bounce houses,” disc jockeys, or similar costs. Federal funds may not be used for any entertainment purposes, including the rental of equipment or other costs related to the provision of entertainment. This also includes attractions (such as a children’s “bounce house”) intended as an inducement to attend an event. A minimal amount may be used as an honorarium to a local choir or color guard that is integral to and directly related to the nature of the event (such as a candlelight vigil).
4. Any costs associated with any activity or event that includes any fundraising even if other aspects of the event are allowable NCVRW CAP activities or if the funds raised are earmarked for an organization other than the subgrantee. The examples below demonstrate **unallowable** uses of the grant funds:
 - a) Grant funds used to create or modify a web site or web page announcing NCVRW activities and providing agency information if the web page also includes a link describing how people can make a donation to the organization or participate in a fundraising activity.
 - b) Grant funds used for a public ceremony or event during which attendees can go into a room to bid on silent auction items.
 - c) Grant funds used to host a NCVRW walk/run with an entrance fee used to raise money for a local charitable organization.
 - d) Grant funds used to advertise NCVRW events, which include both non-fundraising and fundraising events. For instance, a newspaper ad lists the week’s events such as a candlelight vigil and a walk/run. If the walk/run is a fundraiser, then no portion of the cost of that ad is allowable or reimbursable.
5. Bar charges or alcoholic beverages.
6. Monetary gifts, cash prizes or gift cards. Although NCVRW CAP activities may involve contests or competitions, such as children’s poetry, essay or poster contests, subgrant funds may not be used for any monetary gifts or awards, including cash or gift cards. Reasonable costs for other forms of recognition, such as certificates or plaques, are permissible, but may not exceed \$50 each (including any set-up fees, shipping etc.); expensive items, such as Ipads, netbooks, etc. are not reimbursable.
7. Costs associated with training (such as professional development, self-defense, etc.) and other events not open to the general public or that are intended for a limited or narrow audience (e.g. only victim advocates). Subgrant funds cannot be used for continuing education credits.
8. Lobbying. Subgrant funds may not be used directly or indirectly to try to influence the outcome of any Federal, state or local election or to support the enactment, repeal, modification, or adoption of any law, regulation, or policy, at any level of Government, without the express approval of OJP.

NOTE: Unallowable items **CANNOT** be reimbursed even if included in an otherwise approved budget.

Section 4 — Additional Project Information

- a. Specifically describe how the project will utilize the NCVRW theme, logo and colors. (Do not exceed 100 words.) **The theme for 2017 National Crime Victims’ Rights Week is “Strength. Resilience. Justice.” Post-project documentation will be required and reviewed to ensure compliance with this requirement in order to receive reimbursements.**
- b. Identify major project cosponsors/collaborative organizations and briefly describe each one's cash and/or in-kind contributions to the proposed project. Do not discuss overall or general support to the agency or community victim services. (Do not exceed 100 words.)
- c. Describe the involvement of victim/survivors in the planning and implementation of the specific project being funded. Identify any specific victim/survivor population(s), including underserved, minority or immigrant communities, for which activities are targeted. (Do not exceed 100 words.)

Certification

Enter the name and title of the person authorized to apply for this subgrant and, if approved, to enter into a legally binding agreement to accept the NCVRW CAP subgrant. The application must be dated and signed, either in writing or by electronic signature as indicated on the application.

Application Submission

Applications may be submitted:

- As an email attachment to cap@navaa.org or
- Mailed/shipped to NCVRW CAP, 5702 Old Sauk Road, Madison, WI 53705.

Applications must be received no later than 11:59 pm Eastern Time, Wednesday, October 26, 2016.

Application Scoring and Project Selection

Each application will be reviewed and scored by a team of two reviewers. Applications will be scored according to the following weights:

- Section 1: Experience in victims' issues – 5 points
- Section 2: Project Description – 30 points
- Section 3: Federal Funds Budget – 20 points
- Section 4a: Use of NCVRW theme, logo and colors – 15 points
- Section 4b: Collaboration –15 points
- Section 4c: Victim/Survivor Involvement – 15 points

Each team will review and score all the applications submitted from the same state. Team scores will be averaged, ranked and sorted by state. In addition to scores/rankings the following factors will be taken into consideration:

- The extent to which projects address rights and services for ***victims of all types of crimes;***
- The goal of funding at least one project in as many states/jurisdictions as possible;
- Funding applicants (including major cosponsors) who have not received recent NCVRW CAP funding.

The entire review committee will meet to put together a list of recommended projects to OVC. It is estimated that at least 60 projects will be recommended. Recommendations may include partial funding of projects or include project revisions. OVC will make the final funding decisions.

All applicants will be notified whether or not their applications were approved. It is anticipated that funding decisions will be made by late-December, 2016 at which time a notice will be posted on the NCVRW CAP website (<http://cap.navaa.org>). An applicant should contact cap@navaa.org if they have not received notice by the end of December, 2016 whether or not their application has been approved.

Post-Project Requirements

Selected projects will be required to submit an After-Action Report/Reimbursement Request (AAR) to describe and document completed NCVRW CAP activities, to request reimbursement of approved, actual expenses and to provide additional comments and feedback. A copy of the AAR will be sent to successful applicants at the outset of their projects so they will be aware of the required information. Subgrantees that fail to provide adequate documentation of projects in compliance with program requirements or fail to implement projects as described in their applications (unless a modification is approved) will not be reimbursed.