

APPLICANT GUIDE FOR 2010 NATIONAL CRIME VICTIMS' RIGHTS WEEK COMMUNITY AWARENESS PROJECTS

This Applicant Guide will assist you with the preparation of your National Crime Victims' Rights Week Community Awareness Project (NCVRW CAP) mini-grant proposal funded by the Ohio Attorney General's Office. **You are still strongly encouraged to read carefully the application instructions, and review the Requirements and Criteria.**

In general, the intended use of these grant funds is to help cover costs of activities during NCVRW, April 18 – 24, 2010, (including Saturday, April 17, 2010) which enhance the *general public's awareness* of crime victims' rights and services.

The NCVRW CAP program is funded by the Ohio Attorney General's Office. Funded activities should involve some type of public event (e.g., program recognizing crime victims and/or service providers, vigil, memorial service, resource fair), advertising (e.g., billboards, theatre ads, radio and television ads), and publication and distribution of printed materials (e.g., brochures and posters). **All printed material must list funding provided by the Ohio Attorney General's Office. Electronic media will be made available.**

The awareness campaign should focus on this year's theme, "*Crime Victims' Rights: Fairness. Dignity. Respect.*" and integrate the NCVRW logo and colors. All applicants for NCVRW CAP funding will automatically receive a copy of the "*Resource Guide for National Crime Victims' Rights Week.*" The *Resource Guide* is expected to be available in early 2010 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.

The *Resource Guide* is prepared by the National Center for Victims of Crime (NCVC), not by NAVAA. Many NCVRW CAP recipients rely greatly on the *Resource Guide* by customizing its materials and integrating the annual NCVRW theme, logo and colors into their public awareness projects.

Public Impact and Focus on Victims of All Types of Crimes

Recipients of the funds are strongly encouraged to collaborate with and work in partnership with other victim service agencies, allied professionals and community coalitions. The intent is to enhance the general public's awareness of the rights and needs of victims of *all types of crimes*, rather than a single population. The application should describe a project that will impact the general community at large, rather than a narrow or select audience.

The funded activities must be held during or in close conjunction with National Crime Victims' Rights Week, April 18-24, 2010 (including Saturday, April 17, 2010). The funding 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.

Use of NCVRW CAP Grant Funds

The following activities may be approved for up to \$1,000 reimbursement under this initiative:

1. Purchase of advertising in print media, radio, television, or outdoor advertising to promote NCVRW events, victims' rights, and available services.
2. Design and printing of promotional NCVRW materials, such as posters, invitations and fliers.
3. Support of NCVRW event speakers (not to exceed \$450 per day for each speaker plus travel expense not to exceed the allowable Federal rates).
4. Purchase of supplies, materials, and equipment used in public awareness events and activities.
5. Rental of space to conduct NCVRW activities and events.

Note: All printed material must list funding provided by the Ohio Attorney General's Office. Electronic media will be made available.

Printed Materials

Funds may be used to pay for the printing of materials promoting NCVRW activities, such as posters, invitations and fliers, and for materials that enhance the general public's awareness and knowledge of crime victims' rights and services. The funds are intended to cover materials needed in conjunction with activities associated with or distributed at events held during NCVRW. It is allowable to ask for funding for brochures describing agency services, but only for the amount you anticipate distributing in conjunction with NCVRW events. The funding is not intended to pay for the agency's future or ongoing public education efforts beyond NCVRW. If awarded a grant, you will be asked to report how many posters, brochures, fliers etc., were produced (printed) and how many were actually distributed.

Speaker Fees and Costs

Grant funds can be used to pay for speakers at NCVRW CAP events. However, speaker fees in total can not exceed \$450 per day. You are allowed to cover the speaker's preparation time and travel time within the daily rate of \$450.

Projects Involving Schools and Students

When proposing a project that includes working with area schools and or colleges, (i.e., working with the art class to conduct a poster contest; speaking to school assemblies; or inserting victims' rights and services information into an existing class curriculum) be mindful of school calendars and policies. Schools set spring break dates and testing dates well in advance and those dates may conflict with NCVRW. Often course curriculum is set well in advance and some schools lack the flexibility or willingness to alter it. By making some initial inquiries before submitting the application, you may be saved the frustration and disappointment that comes with having to change your planned activities at a later date.

Unallowable Costs

Grant funds may only be used for allowable costs. The following will NOT be approved for reimbursement:

1. Salary.
2. Organizational overhead costs.
3. Refreshments/Food.
4. Entertainment.
5. Costs associated with fundraising activity.
6. Bar charges or alcoholic beverages, cash prizes and gift cards.
7. Cost associated with professional training and other events not open to the public.

The following summarize some of the issues that have arisen in previous NCVRW CAP projects:

Fundraising: Grant funds may not be used to pay for a fundraising activity or associated at all with a fundraising activity, even if the money is earmarked for an organization other than the grantee. The examples below demonstrate **unallowable** uses of the grant funds:

- 1) Grant funds are used to create a web page to announce NCVRW activities and provide agency information. However, the web page includes a link describing how people can make a donation to the organization.
- 2) Grant funds are used to fund a conference open to the public covering speakers, site rental, and refreshments. During one of the breaks and at the conference site, attendees can go into a room to bid on silent auction items.
- 3) Grant funds are used to host a walk/run during NCVRW, and the entrance fee is used to raise money for a local charitable organization other than the grantee.
- 4) Grant funds are 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.

Lobbying: Grants 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.

Monetary Gifts or Awards: NCVRW CAP may involve contests or competitions, such as children's poetry, essay or poster contests. However, grant 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, are permissible.