



**APPLICANT GUIDE FOR  
2011 NATIONAL CRIME VICTIMS' RIGHTS WEEK  
COMMUNITY AWARENESS PROJECTS Mini-Grant**

This Applicant Guide will assist you with the preparation of your National Crime Victims' Rights Week Community Awareness Project (NCVRW CAP) Mini-Grant proposal and provide you guidance on some recurring issues and questions we have encountered over the past grant cycles. **You are still strongly encouraged to read carefully the application instructions and review the Requirements.**

In general, the intended use of these grant funds is to help cover costs of activities during NCVRW, April 10 – 16, 2011, which enhance the *general public's awareness* of crime victims' rights and services.

The NCVRW CAP program is managed by the National Association of VOCA Assistance Administrators (NAVAA) under a grant from 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.

For the most part, funded activities have involved 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). Some 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> and other ideas at [http://www.ovc.gov/ncvrw/2006/tips/tips\\_index.html](http://www.ovc.gov/ncvrw/2006/tips/tips_index.html) and <http://ovc.ncjrs.gov/ncvrw2009/pdf/MaximizingCommunication.pdf>.)

The awareness campaign should focus on this year's theme, "*Reshaping the Future. Honoring the Past.*" and integrate the annual logo and colors.

**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 an innovative 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 10- 16, 2011. 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. 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 solely on your agency.

**Use of NCVRW CAP Grant Funds**

The following are some of the activities that 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.

### **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.

### **Equipment Purchases**

Funds may be used to purchase equipment used during a NCVRW related public awareness event. However, you must be able to demonstrate that it is more cost effective to purchase the equipment than to lease the equipment for the relevant time period.

### **Speaker Fees and Costs**

Grant funds can be used to pay for speakers at NCVRW CAP events. However, speaker fees in total (not just the NCVRW CAP share) cannot exceed \$450 per day. In other words, you cannot supplement grant funds with non-grant funds to pay speakers more than \$450 per day. You may, however, pay the speaker for actual and reasonable time spent for preparation and travel at the same daily limit of \$450. In addition to the fee, the grant may cover reasonable travel, lodging and per diem (meals and incidental expenses) for the speaker. However, travel and per diem rates may not exceed the allowable Federal rates found at [www.gsa.gov/perdiem](http://www.gsa.gov/perdiem). If you are requesting funds to cover mileage for use of a privately owned vehicle, use the rate set by your agency. However, the rate used may not exceed the allowable rate for privately owned vehicles (FY 2010 rate is \$0.45/mile).

### **Projects Involving Schools and Students**

Be mindful of school calendars and policies when proposing a project that includes working with area schools and or colleges, (i.e., an art class poster contest; speaking to school assemblies; or inserting victims' rights and services information into an existing class curriculum). Schools set curriculum and holiday break schedules and testing dates well in advance; those dates may conflict with NCVRW. 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 as defined in the OJP Financial Guide (<http://www.ojp.usdoj.gov/financialguide/index.htm>). The following will NOT be approved for reimbursement:

1. Salary.
2. Organizational administrative, indirect or overhead costs.
3. Refreshment costs.
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.

Events Must Be Open to the Public

Events, including conferences and award luncheons, if funded in part or in whole under this grant, must be open to the **general public** and not targeted to a limited audience or restricted only to those invited. Grant funds cannot be used to pay for professional development training or continuing education credits. The cost of refreshments at an event held in conjunction with NCVRW must be reasonable.

# 2011 NCVRW Community Awareness Projects (CAP)

## Application Instructions

### General Instructions:

Fax applications to 866-569-9769, e-mail as attachment to: thomas.smith@ohioattorneygeneral.gov or mail to the Ohio Attorney General's Office of Crime Victims Assistance and Prevention, 150 East Gay Street, 25<sup>th</sup> Floor, Columbus, OH 43215.

Make certain you complete **all** sections of the applications and pay close attention to the specific information requested in every section. Be concise and do not exceed the number of allowable words for each narrative question. Only applications using the form provided will be accepted and only the information provided on the application form will be considered. Do

not attach or submit any additional pages or information.

***Keep in mind that the focus of this National Crime Victims' Rights Week project is to increase the general public's awareness and knowledge of the rights and services available to victims of all types of crime.***

Be certain to print out and retain a copy of the application for your records. The Ohio Attorney General's Office Crime Victims Assistance & Prevention section will acknowledge receipt of your application.

### Section-by-section Instructions:

Section 1 – Organizational Information The Lead Applicant Organization is the primary contact for all project related communications and will be held responsible for compliance with all project requirements. Be certain to provide a valid, current e-mail address for the project contact.

Indicate whether the lead organization or any of the major project partners or cosponsors has previously received NCVRW CAP funding and if so, 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.

Briefly describe the lead agency's mission and/or services for crime victims. (Do not exceed 300 words).

#### Section 2 – Project Description

a. Enter the date or dates for the proposed activities. Events must be held in conjunction with National Crime Victims' Rights Week, April 10 – 16, 2011.

b. Clearly describe the specific NCVRW CAP general public awareness activities or events for which grant funds are requested. The description should include the geographic area(s) to be covered, the specific victim population(s) targeted and, if known, the identity of any speakers for whom grant funds will be used. (Do not exceed 500 words.)

c. Describe whether and how this project will be coordinated with other community NCVRW activities. Although NCVRW week overlaps with other victim-related observances (e.g. Sexual Assault Awareness and Child Abuse Prevention) this project is intended to focus on NCVRW and this year's theme. (Do not exceed 200 words.)

d. Specifically describe how the project will use the NCVRW theme ("*Reshaping the Future. Honoring the Past*"), logo and colors. (Do not exceed 300 words.)

e. Identify the major project cosponsors/collaborative organizations and briefly describe each one's contribution to the project being funded (do not discuss overall or general support to the agency or community victim services). Indicate if any of the cosponsors have committed to providing financial or other forms of direct assistance in carrying out the project. (Do not exceed 300 words.)

f. Describe the involvement of victim/survivors in the planning and implementation of the specific project being funded. Identify any specific population(s), including underserved, minority or immigrant communities, for which activities are targeted. (Do not exceed 300 words.)

#### Section 3 – Budget

Itemize every budget line item for which federal funding is being requested. Be certain to review the allowable and unallowable cost information listed in the *Applicant Guide Document*.

Do **not** include cash or in-kind contributions contributed by the lead agency or partners. Do **not** include costs for any activities or events not included in the project description. Do **not** exceed a total of \$1,000. Use the space provided (not to exceed 150 words) for any necessary explanation or calculations.

#### Certification:

Enter the name and title of a person authorized to apply for this subgrant and, if approved, to legally 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.