



National Association of VOCA Assistance Administrators

APPLICANT GUIDE FOR
2025 NATIONAL CRIME VICTIMS' RIGHTS WEEK
COMMUNITY AWARENESS PROJECTS
April 6-12, 2025

This Applicant Guide will assist you with preparing your National Crime Victims' Rights Week Community Awareness Project (NCVRW CAP) proposal, provide instructions on completing the application, and provide 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 16, 2024, beginning at 2:00 p.m. Eastern Time. Advance registration is required by clicking [HERE](#)**. Time permitting, participants will be able to ask questions. The webinar will be recorded and posted on the NCVRW CAP website 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 7:59 pm Eastern Time, Friday, November 8, 2024. Applicants are strongly encouraged to submit their applications as early as possible to avoid any last-minute technical difficulties and ensure a timely receipt before the deadline.

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 intends to promote National Crime Victims' Rights Week and 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 impacting the ***general community*** rather than a narrow or select audience. The broader the project's scope, 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, memorial services).
- ***mass media advertising*** (e.g., newspaper, radio, or television ads, billboards, mass transit or movie theatre ads, including social media); and the production, publication, and distribution of ***printed awareness materials*** (e.g., brochures, posters, victims' rights cards, resource directories).

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

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 private individuals will not be considered for funding. However, individuals with innovative ideas related to this project are encouraged to partner with an eligible organization or community coalition.

Previous recipients of NCVRW CAP funding (and their major partners) 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 to implement projects without a cash advance.

Timeline

- Webinar for Applicants 2:00 pm (ET), Wednesday, October 16, 2024
- Applications due 7:59 pm (ET), Friday, November 8, 2024
- Anticipated notification of award decision January 2025

NCVRW Resource Guide

The Office for Victims of Crime now makes its “*National Crime Victims’ Rights Week Resource Guide*” available in electronic format and downloadable from the [OVC NCVRW website](#). The *Resource Guide* is expected to be available in early 2025 and will include, among other things:

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

Sign up for the OVC NCVRW CAP [mailing list](#) to receive:

- Email notification when the 2025 NCVRW Resource Guide is available to download.
- Details concerning the National Crime Victims' Service Awards Ceremony
- Information about future National Crime Victims' Service Award nomination periods.

Many NCVRW CAP recipients rely greatly on the *Resource Guide* by customizing its materials and artwork and integrating the annual NCVRW theme, logo, and colors into their public awareness projects. See the discussion below (Section 4a) for information about the 2025 NCVRW theme, colors, and logo. Please be aware, however, that the *Resource Guide* is published by the Office for Victims of Crime (OVC), and we have no control over its contents or when it will be available.

General Application Instructions

Once again, a web-based electronic application form is available, and hard-copy applications will not be accepted. Please visit <https://navaa.awardsplatform.com/> to access the electronic application.

Applicants must:

1. Register as an applicant through the online application system.
 2. Start entry of application (save it in progress.)
 3. Submit the application by **7:59 pm EST, Friday, November 8, 2024**
 4. Print or Save a PDF of the application.
1. Complete all sections of the application and pay close attention to the specific information requested in each section. Only applications using the provided form will be accepted, and only the information provided on the application form will be considered.
 2. **Do not attach or submit additional pages, information, or letters of support;** they will not be considered.
 3. 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 funded by the proposed project and not other activities, even if related to NCVRW.
 4. Remember to retain a copy of the application for your records. Upon completion, a PDF will be available.

All sections of the application are required and must be completed. Applications that fail to provide complete information 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 name. For example, use “Acme County Victim Assistance Program” instead of “Victim Assistance Program.”

Federal regulations require all subgrantees (other than community coalitions) to have a Unique Entity Identifier (UEI). A UEI number is a 12-character alphanumeric ID assigned to an entity by SAM.gov. The UEI number differs **from** an organization’s taxpayer identification number (TIN) or Federal employer identification number (FEIN), which use a xx-xxxxxxx format. A UEI number may be obtained at no cost by going to www.sam.gov.

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 as the total project cost in Section 3, not exceeding \$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 carefully because an applicant who 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 major project partners or collaborative organizations have 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 at <https://navaa.org/previous-recipients/>.

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

Briefly describe the applicant agency's experience in providing and advocating for rights and services for crime victims, including the 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 activity to be funded. For each activity described, specifically identify:

- 1) the targeted audience(s);
- 2) the geographic area(s);
- 3) the specific date(s) when each activity will be implemented (do not include project planning activities); and
- 4) the estimated attendance at each in-person event.

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 proposed project details, the stronger the application will be. (Do not exceed 650 words)

The funded activities must be conducted during or close to National Crime Victims' Rights Week, April 6-12, 2025. The NCVRW CAP program is **not** intended to fund campaigns to highlight other awareness and prevention campaigns 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 or primarily on your agency.

Section 3 – Federal Funds Budget (use Federal Budget Form)

Applicants must complete the [**"Federal Budget Form"**](#). Please only enumerate those items to be paid for with Federal NCVRW CAP funds. Use whole dollar amounts and 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. Identify each speaker, if known at the time of the application. To the extent applicable, include each item's quantity and unit cost. (Costs associated with specific items, such as shipping or set-up charges, can be 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 directly related and traceable to a specific activity or event described in Section 2.

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

- Agencies with 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 15 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 15 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 as a percentage followed by the dollar amount requested in the “Amount” column. Leave the rate blank if indirect costs are not requested.
2. 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 cost rate agreement); or
 - b. Is eligible for and elects to use the de minimis indirect cost rate of no more than 15% as described in 2 C.F.R. 200.414(f).
3. Indicate whether the rate entered is a federally approved rate or a de minimis rate. If an indirect cost rate amount is entered, one of these options must be selected; indirect costs will not be allowed unless one of these options is selected.
4. Enter the dollar amount requested for indirect costs.
5. **DO NOT ENTER ANY INFORMATION ON THE INDIRECT COST LINE UNLESS INDIRECT COSTS ARE REQUESTED.**

The Total Project Cost may not exceed \$5,000 and must be the same amount entered as “Amount Requested” in Section 1.

Do NOT:

- Include any in-kind or other cash contributions. There should be no lines in the budget with a \$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 current DOJ Grants Financial Guide edition, 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. Production and purchase of mass media advertising in print and digital 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. Design costs must be limited and reasonable for production and purchase costs.
2. Produce and distribute 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. Design costs must be limited and reasonable for production and purchase costs. 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 must report on the number of items produced (printed) and the number distributed.
3. Purchase of awareness materials intended to share resources for victims, such as a program name and

contact information. Design costs must be limited and reasonable for production and purchase costs. **Awareness materials must relate to NCVRW, including the 2025 NCVRW dates, theme, colors, and logo.** Items may not exceed a unit cost of \$20, including set-up and shipping costs. All printed awareness materials must be presented for approval to the Project Director, Rhonda Dean, before printing.

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 \$81.25/hour or \$650 maximum 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 to exceed the \$650/day limit. You may, however, pay the speaker for actual and reasonable time spent on 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, meals, and incidental expenses (M&IE) may not exceed the allowable 2024 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 the use of a privately owned vehicle, use the rate set by your agency, not to exceed the prevailing Federal rate for privately owned vehicles (You may use the CY2024 rate of \$0.655/mile for budget purposes, although the rate may change as of January 1, 2025; check <http://www.gsa.gov/portal/content/100715>). Subgrant funds may not reimburse the applicant agency for using its own vehicles.
6. Purchase consumable supplies and materials for approved public awareness events and activities.
7. Reasonable cost to rent or lease equipment necessary for public awareness events. Equipment is an item with an expected life of more than one year. Equipment may not be purchased unless there is a demonstration that it cannot be borrowed or donated and that purchasing it is more economical than renting or leasing it for the relevant time period.
8. Rental of space to conduct NCVRW activities and events. If funded in part or whole under this subgrant, events must be open to the general public and not targeted to a limited audience or restricted only to those invited. The total combined cost for space rental and audio/video equipment may not exceed \$31.25/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 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, including planning, implementing, or presenting an NCVRW CAP activity.
2. **Food, beverages, or refreshments.** Donated food (including candy or treats), beverages, or refreshments provided at an NCVRW CAP event must be clearly identified as 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 expenses 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 website or web page announcing NCVRW activities and providing agency information if the web page also includes a link describing how people can donate 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 are used to host an NCVRW walk/run with an entrance fee 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, or gift card prizes. 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 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 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. Describe how the project will utilize the NCVRW theme, logo, and colors. (Do not exceed 100 words.) The 2025 theme is "**Connecting < KINSHIP > Healing**".
- b. Although the specific logo and colors for 2025 NCVRW are not yet available, the application must describe how these elements will be incorporated into the proposed project. In order to receive reimbursement, post-project documentation (such as photos) will be required and reviewed to ensure that events and items using subgrant funds utilize the NCVRW theme, logo, and colors as described in the application.
- c. Identify major project partners and collaborative organizations and briefly describe each one's role in planning and implementing the proposed project. Do not discuss overall or general support to the agency or community victim services. (Do not exceed 100 words.)
- d. Describe the involvement of victims/survivors in the planning and implementing 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, enter into a legally binding agreement to accept the NCVRW CAP subgrant. The application must be signed electronically as indicated on the application.

Applications must be *received* no later than 7:59 pm Eastern Time, Friday, November 8, 2024.

Application Scoring and Project Selection

Each application will be reviewed and scored by a team of 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 – 25 points
- Section 4a: Use of NCVRW theme, logo, and colors – 20 points
- Section 4b: Collaboration – 10 points

- Section 4c: Victim/Survivor Involvement – 10 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 goal is to fund at least one project in as many states/jurisdictions as possible.
- Funding applicants (including major partners) who have not received recent NCVRW CAP funding
- The extent to which projects address rights and services for ***victims of all types of crimes***.

The entire review committee will meet to assemble a list of recommended projects for OVC. It is estimated that approximately 90-100 projects will be recommended. Recommendations may include partial funding or project revisions. OVC will make the final funding decisions.

All applicants will be notified whether or not their applications were approved. Funding decisions are anticipated to be made by January 2025, at which time a notice will be posted on the NCVRW CAP website (<http://cap.navaa.org>). Applicants should contact cap@navaa.org if they have not received notice by the end of January 2025 whether or not their application has been approved.

Post-Project Requirements

Selected projects must submit an After-Action Report/Reimbursement Request (AAR) to describe, and document completed NCVRW CAP activities, request reimbursement of approved and actual expenses, and 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) may receive partial or no reimbursements.