

**2027 National Crime Victims' Rights Week
Community Awareness Project
NCVRW CAP**

Applicant Information Webinar

PROJECT CONTACTS

Rhonda Dean

Project Director

National Association of VOCA Assistance Administrators (NAVAA)

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navaa

National Association of
VOCA Assistance Administrators

WEBINAR

Webinar recording and PowerPoint slides will be posted on
NCVRRW CAP website:

<https://navaa.org/community-awareness-project/>

OVERVIEW

1. This is a competitive selection process, so all relevant application information is contained on the NCVRW CAP website, the Applicant Guide, and this webinar.

2. You can refer to this recorded webinar linked on the CAP website.

3. Send questions you may have to rhonda@navaa.org. Please do not submit questions about your individual application or proposal.

AGENDA

- 1** **Background Information**
- 2** General Application Instructions
- 3** My Entries - Details
- 4** Section 1: Organizational Information
- 5** Section 2: Project Description
- 6** Section 3: Federal Funds Budget
- 7** Section 4: Certification
- 8** Application Scoring and Project Selection
- 9** Technical Assistance
- 10** Questions

BACKGROUND INFORMATION



Administered by NAVAA under cooperative agreement with OVC.



Website:
<https://navaa.org/community-awareness-project/>



Maximum amount:
reimbursement up to \$5,000.



Expect to fund approximately
100 projects.

BACKGROUND INFORMATION

Purpose

Increase the general public's awareness of:

- rights and services for victims
- victims of all types of crimes
- National Crime Victims' Rights Week activities
- 2027 dates/theme: TBD

BACKGROUND INFORMATION

Typical activities

- Public events open to the public
- Mass/social media advertising
- Printed materials



Unallowable

- Training, including professional development or self-defense
- Private or limited-access events
- Ongoing activities
- Non-NCVRW recognitions, such as Sexual Assault Awareness Month or Child Abuse Awareness Month

BACKGROUND INFORMATION

Eligible applicants

- Public agencies
- Non-profit organizations
- Victim service organizations
- Faith-based organizations
- Tribal organizations
- Coalitions

Ineligible applicants

- Individuals
- For-profit organizations

BACKGROUND INFORMATION

Eligibility

- Non-profits: 501(c)3 not required
- Applicant MUST have a Unique Entity Identifier (Unique Entity Identifier) Number
 - 12 alphanumeric ID (not TIN/EIN, no hyphens)
 - No cost – www.sam.gov
 - Except community coalition groups
- Previous recipients are eligible, but preference will be given to new/not recent recipients

BACKGROUND INFORMATION

Anticipated timeline

- Applications due 7:59 p.m. ET, Friday, July 31, 2026
- Anticipated decision by mid-November 2026
- NCVRW CAP Subgrantees' Webinar: January 7, 2027
- Technical assistance - January – April 2027
- Post-Project webinar: March 18, 2027
- NCVRW: TBD
- After-Action Reports Due Wednesday, June 30, 2027

subject to change as needed

2026 Recipient Highlight

California:

San Francisco Police Department hosted a memorial service for victims, their families, and community members.

As attendees arrived, they were invited to visit resource tables staffed by SFPD where attendees picked up coins and a t-shirt for the event. The memorial service featured several key speakers, a moment of silence, and a ribbon ceremony, with each ribbon symbolizing a different type of crime.

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ONLINE APPLICATION

Application

Available at
<https://navaa.awardsplatform.com/>

Applicant Guide

Available on NAVAA's CAP webpage:
Applicant Guide

Log in or register

Email

Continue

or log in with

Facebook

X (Twitter)



Google

Share



NAVAA

2027 National Crime Victims Rights Week Community Awareness Project (NCVRW-CAP)

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. NCVRW CAP's intent is 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 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.

- 1 Register an account.
- 2 Start your entry (save it in-progress).
- 3 Submit your entry to be considered.

Best of luck!

For any questions, please contact: CAP Project Director Rhonda Dean @ rhonda@navaa.org

GENERAL INSTRUCTIONS

- **Read the Applicant Guide.**
- Complete all sections.
- No additional pages, attachments, information or letters of support.
- Save and retain a copy of the application.
- After submitting, applicants should receive a confirmation from Award Force. If you do not receive confirmation, email Rhonda Dean at rhonda@navaa.org.

Application deadline

Friday, July 31, 2026

7:59 p.m. ET

ONLINE APPLICATION

Application

Available at
<https://navaa.awardsplatform.com/>

Applicant Guide

Available on NAVAA's CAP webpage:
Applicant Guide

Project Ideas

Community/Resource Fair

Information and awareness for
victims of crime

Walk/Run

Raises funds and awareness of
community resources

Media Campaign

Billboards, commercials, newspaper
articles/advertising

Candlelight Vigil

Honoring victims

APPLICATION TIPS

- Read and follow the Applicant Guide.
- Do not exceed the word limit for each narrative question.
- You can copy and paste responses into the form.
- Be concise, straightforward, and direct. Avoid unnecessary superlatives.
- Focus only on the specific proposal and what NCVRW CAP funds will pay for.
- Provide only the information requested.
- Review what is allowable before finalizing your project and budget.



2026 Recipient Highlight

Colorado:

CAP funds supported a district-wide awareness campaign that combined digital outreach, community banners, and public engagement. Paid social media ads and banners placed in key locations promoted victims' rights and available services. Funds also supported "conversation starter" buttons for law enforcement, prosecutors, advocates, and staff to encourage everyday discussions about victims' rights.

The project also included a public reception with a keynote address by a crime survivor and an awards ceremony recognizing local service providers.

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My Entries - Details

Category

2027 NCVRW CAP Grant



NCVRW CAP's intent is 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 that will impact the broader community, rather than a narrow or select audience.

INSTRUCTIONS:

1. 2027 NCVRW-CAP should be pre-selected from the drop down, if not please select.
2. Enter the title of the proposed project as the "Entry Name."



[Download blank entry PDF for reference](#)

Entry name

Save + next

Cancel

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SECTION 1: Organizational Information

Details

Section 1: Organizational Information

Section 2: Project Description

Section 3: Federal Funds Budget

Section 4: Certification



Enter Name of Applicant Agency

ABC Organization

Street/Mailing Address

123 Anywhere Street

City

Anywhere

State/US Territory

Iowa



ZIP

99999

SECTION 1: Organizational Information

First Name of Primary Contact:

Rhonda

Last Name of Primary Contact

Dean

Phone Number:

 +1 ▾ 5154140805

Total Request: This total **MUST** match the total on the uploaded budget worksheet.
Please check your math.

US\$5,000.00

Agency Website

<https://www.ABCAgency.org>

SECTION 1: Organizational Information

Type of Organization (select only one):

- Coalition/Grassroots organization
- Faith-based organization
- Non-profit organization
- Public/Government organization
- Tribal organization
- Other

If Other, please specify

Other - insert type.

Enter applicant's EIN/Tax ID #

99-123456

Enter applicant's UEI #

ABC458Tjid23

Is the agency/organization suspended or barred from receiving federal funding?

- Yes
- No

Does your agency require employees or contractors to sign or agree to any confidentiality, nondisclosure, or similar agreement, policy, or statement that prohibits, limits, or discourages them from reporting suspected waste, fraud, or abuse to appropriate oversight officials?

- Yes
- No

This question does not apply to ordinary confidentiality requirements related to client, victim, personnel, or case information, unless those requirements also restrict someone from reporting suspected waste, fraud, or abuse.

Has the lead agency or any of the major project partners received previous NCVRW CAP funding?

- No
- Yes

If yes, for which year(s):

- 2026
- 2025
- 2024
- 2023
- 2022
- 2021
- Other

SECTION 1: Organizational Information

SECTION 1: Organizational Information

Briefly describe the applicants' experience providing/advocating crime victims' rights and services.

14 / 50 words

Organization has been providing direct victim services to crime victims since 1985, etc. etc.

Save + next

Save + close

Preview

2026 Recipient Highlight



Florida:

The Office of the State Attorney, 20th Judicial Circuit hosted a public awareness event honoring crime victims and promoting victims' rights. SAO staff and local advocates wore t-shirts featuring the 2026 NCVRW theme and logo.

CAP funds also supported banners displayed at the event and downtown in the weeks leading up to NCVRW, along with digital billboards promoting Crime Victims' Rights Week.

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SECTION 2: Project Description

Details

Section 1: Organizational Information

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Concisely describe how funds will be used to promote or enhance **the general public's awareness** of rights and services for victims of **all types of crimes** in conjunction with **National Crime Victims' Rights Week**. For each activity, specifically identify:

1. Target audience(s);
2. Geographic area(s);
3. Specific date(s) when each activity will be implemented; and
4. Estimated attendance at each in-person event.

30 / 600 words

The target audience is community member statewide. The dates include the week before and during NCVRW. Estimated attendance is 5000 people Social media posts will be scheduled and etc.etc etc

SECTION 2: Project Description

Collaborative Community Partners

List the collaborative community partners involved in this project only, and describe each partner's input, role, or contribution.

	Organization/Entity	Contribution
1		
2		
3		

Add row

Victim/Survivor Involvement - Describe the involvement of victim/survivors in the project's planning and implementation, including specific population(s) for which activities are targeted.

0 / 200 words

SECTION 2: Project Description

How will you use the NCVRW 2027 theme across all publications, printed and related materials?

0 / 300 words

Write a three sentence abstract explaining your NCVRW project. *Specifically how CAP funds will be used.*

0 / 75 words

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SECTION 3: Federal Funds Budget

Details

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What will CAP funds specifically pay for? (Choose all that apply)

- Printing
- Media - ALL types
- Event supplies
- Giveaways/Swag
- Event Speakers
- Speaker Per Diem and Travel
- Other

INDIRECT COSTS

- Indirect costs are costs of an organization that are not readily assignable to a particular project but are necessary to the organization's operation and the project's performance.
- More information on direct costs can be found in the [Indirect Costs Guide Sheet](#) on the OJP TFSC website.

INDIRECT COSTS

Applicants may choose one of the following:

1. Use the agency's approved federally negotiated indirect cost rate;
2. Use up to the 15% de minimis rate, if the agency has never had a federally negotiated indirect cost rate; or
3. Not request indirect costs.

If requesting indirect costs:

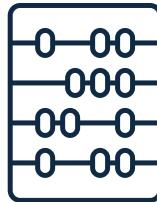
1. Enter the indirect cost rate.
2. Select either the federally approved rate or the de minimis rate.
3. Calculate indirect costs as: $\text{Total Direct Costs} \times \text{Indirect Cost Rate}$.
4. Calculate total project cost as: $\text{Total Direct Costs} + \text{Indirect Costs}$.

Leave the indirect cost line blank if you are not requesting indirect costs.

SECTION 3: Federal Funds Budget

Before submitting your budget:

1. Review all calculations carefully.
2. Confirm that the budget total matches your total funding request.
3. Save a copy of your application for your records.
4. Upload the completed application in Award Force.



ALLOWABLE USES

- Production and purchase of mass media and social media.
- Production and distribution of printed materials.
- Promotional awareness materials that share victim resource information, such as a program name and contact information.
- Recognition awards may not exceed \$100 each.

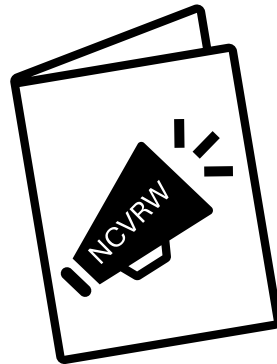
Printed awareness materials:

- Design costs must be limited and reasonable compared with production and purchase costs.
- Materials must relate to NCVRW, including dates, colors, theme, or logo.
- Cost may not exceed \$20 per unit, including setup and shipping.
- Printed awareness materials must be submitted to Rhonda Dean, Project Director, for approval before printing.

ALLOWABLE USES

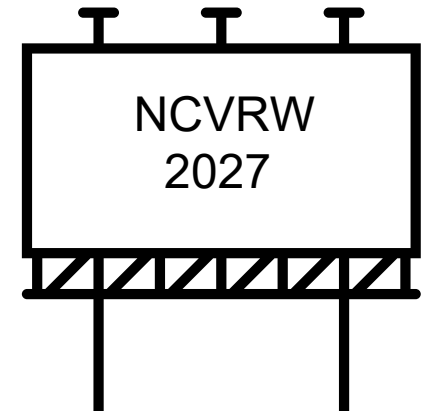
Event speaker costs:

- Paid speakers should be identified in the project description, if known;
- speaker fees do not exceed \$81.25 per hour or \$650 per day total, including non-NCVRW CAP funds;
- travel expenses are reasonable, follow agency policy, and do not exceed Federal Travel Regulations; and
- GSA per diem rates are used when applicable: www.gsa.gov/perdiem.



ALLOWABLE USES

- Consumable supplies and commodities.
- Rental or lease of essential equipment.
 - Equipment has an expected life of more than one year.
- No purchase of equipment unless demonstrated that the equipment:
 - Cannot be borrowed or donated and
 - Purchase is more economical than rental/lease.
- Rental of space and audiovisual equipment
 - Combined space/AV cannot exceed \$31.25/person/day.
 - Applicants must document a comparison of at least three facilities.
- Indirect Costs



UNALLOWABLE COSTS

- Agency salary or staff time
- Food, beverages, or refreshments
- Entertainment, including attractions intended to increase event attendance
- Fundraising activities
- Bar charges or alcoholic beverages
- Monetary gifts, cash prizes, or gift cards
- Training, including professional development or self-defense
- Lobbying



**Unallowable costs will not be reimbursed,
even if included in an approved budget.**

SECTION 3: Federal Funds Budget

Upload the Federal Budget Form: The budget form is available on the CAP page of the NAVAA website at <https://navaa.org/wp-content/uploads/2026/06/2027-CAP-Budget.xlsx>



Drag your file here
or

Select file

Use this space for explanations or calculations of federally-funded budget items. (optional)

Save + next

Save + close

Preview

Submit entry

2026 Recipient Highlight



Ohio:

The Victim Assistance Program led a public transit marketing campaign to promote Crime Victims' Rights Week and increase awareness of victims' rights and services.

CAP funds supported signage on 30 MetroRTA buses in Summit County, Ohio.

The ads directed viewers to VAP's online resource page through a QR code and included VAP's 24/7/365 hotline number.

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SECTION 4: Certification

Has the project contact reviewed the application webinar?

Yes

No

Printed Name of Authorized Representative

Rhonda Dean

Title

Project Manager

Date

01/23/2026

Electronic Signature In accordance with federal law by entering the printed name, title and date and by marking this box with an "X," the Authorized Representative certifies this document to be true, accurate and complete to the same degree as a handwritten signature.

Save + close

Preview

Submit entry

SECTION 4: Certification

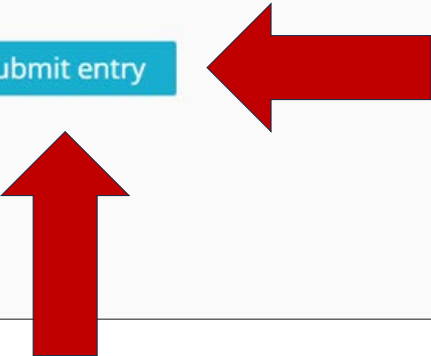
Title

Date

Electronic Signature In accordance with federal law by entering the printed name, title and date and by marking this box with an "X," the Authorized Representative certifies this document to be true, accurate and complete to the same degree as a handwritten signature.

Save + next Save + close Preview **Submit entry**

Need help?



Application Submission

Submit your application in Award Force:

<https://navaa.awardsplatform.com/>

Application deadline

Friday, July 31, 2026

7:59 p.m. ET / 6:59 p.m. CT / 5:59 p.m. MT / 4:59 p.m. PT

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SECTION 8: Scoring and Selection

NAVAA makes recommendations, and OVC makes the final funding decision.

Funding decisions are anticipated by the end of November 2026.

All applicants will be notified of the funding decision.

Application Scoring

- Experience in victims' issues – 5 points
- Project Description – 30 points
- Federal Funds Budget – 25 points
- Use of NCVRW theme, logo, and colors – 20 points
- Collaboration – 10 points
- Victim/Survivor Involvement – 10 points

- **Additional considerations**
 - Funding at least one project in each state.
 - Funding new or not recently funded projects.
 - The extent to which the project addresses rights and services to victims of all types of crimes.

2026 Recipient Highlight

Texas:

RGVEZ hosted two Empowerment Walks to raise awareness of National Crime Victims' Rights Week and available victim resources.

Attendees received t-shirts featuring the NCVRW logo, and resource tables provided water bottles, tote bags, pens, and informational brochures with NCVRW 2026 information for community members to take home.

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TECHNICAL ASSISTANCE

- Support for implementing NCVRW CAP projects
- Subgrantees-only website
- Subgrantees' listserv
- Scheduled and as-needed online office hours
- Individual consultations

Additional resources:

- CAP tip sheets with planning and implementation strategies

NCVRW RESOURCES

- [OVC's NCVRW webpage](#) provides Resource Guide information, mailing list updates, and theme materials.
- Applicants may sign up for the NCVRW mailing list to receive notice when materials are available.
- The 2027 Resource Guide is expected in early 2027 as a digital download only.

NAVAA does not produce or distribute the NCVRW Resource Guide.

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QUESTIONS?

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