



Administration for Children and Families

Administration on Children, Youth and Families

Adoption Recruitment Campaign and Response Initiative

HHS-2013-ACF-ACYF-CO-0586

Application Due Date: 03/07/2013

Adoption Recruitment Campaign and Response Initiative

HHS-2013-ACF-ACYF-CO-0586

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Department of Health & Human Services
Administration for Children and Families

Program Office: Administration on Children, Youth and Families - Children's Bureau
Funding Opportunity Title: Adoption Recruitment Campaign and Response Initiative
Announcement Type: Initial
Funding Opportunity Number: HHS-2013-ACF-ACYF-CO-0586
CFDA Number: 93.652
Due Date for Applications: **03/07/2013**

Notice: On January 1, 2012, the Administration for Children and Families implemented required electronic application submission via www.Grants.gov for discretionary grant applications. (76 Fed. Reg. 66721-66723, October 27, 2011, [New Policies and Procedural Requirements for the Electronic Submission of Discretionary Grant Applications](#)). Please see *Section III.3. Disqualification Factors*, *Section IV.2. Content and Form of Application Submission* and *Application Submission Options*, and *Section IV.3. Explanation of Due Dates and Times* for information on electronic application submission and the availability of exemptions allowing applicants to submit applications in paper format.

Executive Summary:

This funding opportunity is designed to meet the requirements of the Child Health Act of 2000 to plan, develop, and carry out a national campaign to provide information to the public regarding the adoption of children from the public child welfare foster care system as well as to provide support to the States in managing the increased volume of inquiries due to the national public service advertising campaign, increasing the capacity of States to utilize the national campaign rather than create local campaigns, and supporting States in making optimal use of emerging social media strategies.

The purpose of this funding opportunity announcement (FOA) is to establish a multimedia National Public Service Adoption Recruitment Campaign to promote the adoption of children from the public child welfare foster care system, to ensure that these children have permanent adoptive homes with loving families, and to establish a support system for the States in the utilization of the newly established media resources and in appropriate recruitment response mechanisms. The award made under this announcement will be in the form of a cooperative agreement. (See *Section II, Description of ACF's Anticipated Substantial Involvement Under the Cooperative Agreement* for further information.)

The intended result of the work performed through this campaign is to increase the number of adults willing to provide a foster home for children who enter the foster care system. The National Public Service Adoption Recruitment Campaign and the corresponding Recruitment Response Support Initiative is intended to reach and inspire adult Americans to adopt by offering important, accurate information about the foster care system and the adoption process. The support to the States to provide increased access to new recruitment media and their ability to respond in a timely and customer-friendly manner fills a gap currently unmet by the AdoptUSKids photolisting and technical assistance services.

As a result of the National Public Service Adoption Recruitment Campaign, the Children's Bureau (CB) expects to see the following results:

- A measurable change in public perceptions about adopting children from the foster care system;
- An increase in the number of potential adoptive families inquiring about adoption; and

- An increase in the number of children, especially older children, adopted from foster care.

As a result of the Recruitment Response Support Initiative, CB expects to see the following results:

- A measurable penetration into the local markets of each State of the multi-media campaign;
- A responsive system that supports States in managing the increased volume of inquiries due to the new media materials and national public service advertising campaign; and
- A measurable increase in the utilization of emerging social media strategies in States.

I. Funding Opportunity Description

Statutory Authority

Adoption Opportunities Program, Section 203 (42 U.S.C. 5113), of the Child Abuse Prevention and Treatment and Adoption Reform Act of 1978 (Pub.L. 95-266), as amended by the Keeping Children Safe Act of 2003 (Pub.L.108-36).

Description

Background

The Administration on Children, Youth and Families (ACYF) is committed to facilitating healing and recovery and promoting the social and emotional well-being of children who have experienced maltreatment, exposure to violence, and/or trauma. This FOA and other discretionary spending this fiscal year are designed to ensure that effective interventions are in place to build skills and capacities that contribute to the healthy, positive, and productive functioning of children and youth into adulthood.

Children who have experienced maltreatment, exposure to violence, and/or trauma are impacted along several domains, each of which must be addressed in order to foster social and emotional well-being and promote healthy, positive functioning:

- **Understanding Experiences:** A fundamental aspect of the human experience is the development of a world view through which one's experiences are understood. Whether that perspective is generally positive or negative impacts how experiences are interpreted and integrated. For example, one is more likely to approach a challenge as a surmountable, temporary obstacle if his or her frame includes a sense that "things will turn out alright." On the contrary, negative experiences can color how future experiences are understood. Ongoing experiences of abuse might lead children to believe they deserve to be maltreated and affect their ability to enter into and stay engaged in safe and healthy relationships. Interventions should seek to address how young people frame what has happened to them in the past and their beliefs about the future.
- **Developmental Tasks:** People grow physically and psychosocially along a fairly predictable course, encountering normal challenges and establishing competencies as they pass from one developmental stage to another. However, adverse events have a marked effect on the trajectory of normal social and emotional development, delaying the growth of certain capacities, and, in many cases, accelerating the maturation of others. Intervention strategies must be attuned to the developmental impact of negative experiences and address related strengths and deficits to ensure children and youth develop along a healthy trajectory.
- **Coping Strategies:** The methods that young people develop to manage challenges both large and small are learned in childhood, honed in adolescence, and practiced in adulthood. Those who have been presented with healthy stressors and opportunities to overcome them with appropriate encouragement and support are more likely to have an array of positive, productive coping strategies available to them as they go through life. For children who grow up in unsafe, unpredictable environments, the coping strategies that may have protected them in that context may not be appropriate for safer, more regulated situations. Interventions should help children and youth transform maladaptive coping methods into healthier, more productive strategies.

- **Protective Factors:** A wealth of research has demonstrated that the presence of certain contextual factors (e.g., supportive relatives, involvement in after-school activities) and characteristics (e.g., self-esteem, relationship skills) can moderate the impacts of past and future negative experiences. These protective factors are fundamental to resilience; building them is integral to successful intervention with children, youth, and families.

The skills and capacities in these areas support children and youth as challenges, risks, and opportunities arise. In particular, each domain impacts the capacity of young people to establish and maintain positive relationships with caring adults and supportive peers. The necessity of these relationships to social and emotional well-being and lifelong success in school, community, and at home cannot be overstated and should be integral to all interventions with vulnerable children and youth. Additionally, building these skills and capacities through the implementation of effective interventions will ready children, youth, and families for positive permanency outcomes.

An important component of promoting social and emotional well-being includes addressing the impact of trauma, which can have a profound effect on the overall functioning of children and youth.

ACYF promotes a trauma-informed approach, which involves understanding and responding to the symptoms of chronic interpersonal trauma and traumatic stress across the domains outlined above, as well as the behavioral and mental health sequelae of trauma.

ACYF anticipates a continued focus on social and emotional well-being as a critical component of its overall mission to ensure the safety, permanency, and well-being of children.

Working with Other CB Discretionary Grant Projects

CB currently funds approximately 300 discretionary grants projects in over 50 different program areas. Through their work with a broad spectrum of populations within the child welfare arena, discretionary grantees develop a wealth of knowledge across numerous program areas. The findings from these programs can be useful in informing the field. Applicants are strongly encouraged to utilize the knowledge being developed by CB discretionary research and demonstration projects and other related Training and Technical Assistance (T/TA) activities when developing proposals in response to this FOA. For more information on CB discretionary grant programs, please see www.acf.hhs.gov/programs/cb/grants/discretionary-grant and http://basis.caliber.com/cbgrants/ws/library/docs/cb_grants/GrantHome.

Adoption Recruitment Campaign and Response Initiative Program Requirements

NOTE: See *Section IV.2 Application and Submission Information/The Project Description/Approach* for additional instructions for applicants.

The Need for the National Public Service Adoption Recruitment Campaign and Recruitment Response Initiative

The Children's Health Act of 2000 provides that the Department of Health and Human Services, through a grant, carry out a national campaign to provide information to the public regarding the adoption of children from the public child welfare foster care system. The National Public Service Adoption Recruitment Campaign fulfills this requirement and will help the more than 104,000 children in the public child welfare system waiting to be adopted.

Most of these children are not infants as many potential adoptive parents envision; they tend to be older and many have been in the foster care system for over 3 years. Children who remain in care without permanent homes are at higher risk for difficult life outcomes. Adoption into a loving, permanent home would help these children lead more stable lives.

Often prospective adoptive parents are not aware that there is little or no cost to adopt children from the foster care system and are also unaware of the financial and programmatic supports available when adopting from the foster care system.

Public Service Advertising (PSA) is commonly defined as “advertising that serves the public interest.” The objective of a PSA campaign is to educate and make the public aware of a significant social issue in an effort to change the public’s attitudes and behaviors and stimulate positive social change. PSA also relies on donated media so there is no need to purchase airtime or space. PSA is always sponsored by a nonprofit or government agency.

The National Public Service Adoption Recruitment Campaign was launched in July 2004, with the goal of raising awareness of the significant number of foster children in this country waiting to be adopted. The campaign has garnered \$39 million in donated media placement annually.

The PSA campaign directs traffic to the AdoptUSKids website, which provides fulfillment/response to the campaign in the form of information about adoption as well as directing the public to the appropriate State agency to work with them in their inquiry about adopting a child from foster care. AdoptUSKids is a multi-faceted project of CB and is managed through a cooperative agreement. Since the launch of the campaign in 2004, the Adoption campaign has resulted in more than 192,000 calls to the toll-free number and over 27 million website visits. Over 15,000 children featured on the AdoptUSKIDS website are now with a permanent family.

The National Adoption Campaign has built a body of work since the launch in 2004, as the PSA’s annually focus on the particular populations of waiting children who are most in need of assistance in finding families, as well as featuring diversity of families who take care of them. Over the years, PSAs targeted at finding homes for older children and teens, sibling groups, and children of color have been created, as well as having PSAs that feature a range of families in terms of age, race/ethnicity, marital status, and economic situations. Two years have targeted Spanish speaking communities. In 2011, the PSAs were targeted for pre-teens (ages 8-12), and the 2012 PSAs are targeted for older teens (ages 14-16).

A National Public Service Adoption Recruitment Campaign will continue to provide for accurate information being shared about the children available for adoption as well as about the adoption process and will result in more children being adopted from foster care. A smart, savvy national campaign will continue to create public interest and will have a positive impact on improving the rate of adoption of children waiting in foster care.

A National Public Service Adoption Recruitment Campaign can inspire prospective parents to make an initial inquiry but cannot ensure that they received helpful “customer care.” Collaboration with the AdoptUSKids project, which supports a variety of fulfillment activities will be essential to ensuring that States have the response system in place to provide timely and accurate information and connections for the inquiring families. The Campaign also requires the provision of support to States in utilizing new and emerging social media strategies and assistance in linking their local markets to the national multi-media campaign.

This project will assist States in meeting the requirements of the Multi-Ethnic Placement Act (MEPA) of 1994, as amended. MEPA prohibits the delay or denial of any adoption or placement in foster care due to the race, color, or national origin of the child or the foster or adoptive parents. It also requires States to provide for diligent recruitment of potential foster and adoptive families who reflect the ethnic and racial diversity of children for whom homes are needed. Section 1808 of Pub.L.104-188 affirms the prohibition against delaying or denying the placement of a child for adoption or foster care on the basis of race, color, or national origin of the foster or adoptive parents of the child involved (42 U.S.C. 1996b). To meet MEPA's diligent efforts requirements, States must have a comprehensive plan that includes:

1. A description of the characteristics of waiting children;
2. Specific strategies to reach all parts of the community;
3. Diverse methods of disseminating both general and child-specific information;
4. Strategies for assuring that all prospective parents have access to the home study process, including location and hours of services that facilitate access by all members of the community;

5. Strategies for training staff to work with diverse cultural, racial, and economic communities;
6. Strategies for dealing with linguistic barriers;
7. Non-discriminatory fee structures; and
8. Procedures ensuring a timely search for prospective parents awaiting a child, including the use of exchanges and other interagency efforts, provided that such procedures ensure that the placement of a child in an appropriate household is not delayed by the search for a same race or ethnic placement.

State agencies are required to submit a 5-year comprehensive Child and Family Services Plan (CFSP) which outlines initiatives and activities the State, Tribe, or territory will carry out in administering programs and services to promote the safety, permanency, and well-being of children and families. In the CFSP, the State must describe its plan for the diligent recruitment of potential foster and adoptive families that reflects the ethnic and racial diversity of children in the State for whom foster and adoptive homes are needed. In the Annual Services and Progress Report (http://basis.caliber.com/cwig/ws/cwmd/docs/cb_web/SearchForm), the State must describe the State's progress and accomplishments made in the past fiscal year with regard to the diligent recruitment of potential foster and adoptive families who reflect the ethnic and racial diversity of children in the State for whom foster and adoptive homes are needed, as well as explain planned activities for recruiting foster and adoptive families in the coming year.

In September 2010, the Administration for Children and Families (ACF) completed the second round (R2) of CFRs in all 50 States, the District of Columbia, and Puerto Rico. In these reviews, no State achieved "substantial conformity" on six of the seven safety, permanency, and well-being outcomes. On the performance indicator that addresses stability of foster care placements (Item 6), a scarcity of appropriate placement resources, particularly for children with special care needs or severe behavior problems, was noted in 37 States. This is an increase from 19 States in Round 1 (R1). On the performance indicator that addresses adoption (Item 9), no States performed satisfactorily; only 36 percent of the applicable cases reviewed during R2 were rated as a "strength." Although the most common concern for this item was related to timely processing of termination of parental rights petitions, many other challenges and barriers were identified, including, but not limited to, insufficient recruitment of and follow-up with resource families.

In the 37 States where shortage of foster homes was identified, the greatest needs for foster and adoptive resources were for:

- Adolescents;
- Children with mental health or behavioral health needs;
- Children with disabilities or other physical and medical needs; and
- Large sibling groups.

In all 37 States, a need for more culturally diverse homes (e.g., Native American, African American, and Hispanic) was identified.

With the passage of the Adoption and Safe Families Act of 1997 (ASFA), States are no longer permitted to use jurisdictional barriers as a reason to delay or deny a permanent home to a child. ASFA calls upon States to use regional and national information exchange systems (particularly electronic exchange systems) and to report on this utilization in their CFSP.

As is emphasized in the Fostering Connections to Success and Increasing Adoption Act of 2008, recruitment of foster and adoptive parents is necessary to provide for sibling placements and to ensure children and youth can remain in their schools upon placement into foster care.

It is essential that applicants read the entire FOA package carefully before preparing an application and include all of the required application forms and attachments. The application must reflect a thorough understanding of and support the purpose and objectives of the applicable legislation. Reviewers expect

applicants to understand the goals of the legislation and CB's interest in each topic and to address and follow all of the evaluation criteria in ways that demonstrate this understanding. Applications that do not clearly address the evaluation criteria or program requirements generally receive very low scores and are rarely funded.

CB's website (www.acf.hhs.gov/programs/cb) provides a wide range of information and links to other relevant websites. Before preparing an application, applicants can learn more about CB's mission and programs by exploring the website.

II. Award Information

Funding Instrument Type:	Cooperative Agreement
Estimated Total Funding:	\$1,500,000
Expected Number of Awards:	1
Award Ceiling:	\$1,500,000 Per Project Period
Award Floor:	\$750,000 Per Project Period
Average Projected Award Amount:	\$1,500,000 Per Project Period

Length of Project Periods:

Other

54-month project with one 6-month and four 12-month budget periods.

Additional Information on Awards:

Awards made under this announcement are subject to the availability of Federal funds.

Applications requesting an award amount that exceeds the *Award Ceiling* per budget period or per project period, as stated in this section, will be disqualified from competitive review and from funding under this announcement. This disqualification applies only to the *Award Ceiling* listed for the first 12-month budget period for projects with multiple budget periods. If the project and budget period are the same, the disqualification applies to the *Award Ceiling* listed for the project period. Please see *Section III.3. Application Disqualification Factors*.

Note: For those programs that require matching or cost sharing, grantees will be held accountable for projected commitments of non-Federal resources in their application budgets and budget justifications by budget period or by project period for fully funded awards, even if the projected commitment exceeds the required amount of match or cost share. **A grantee's failure to provide the required matching amount may result in the disallowance of Federal funds.**

Description of ACF's Anticipated Substantial Involvement Under the Cooperative Agreement

A cooperative agreement is a specific method of awarding Federal assistance in which substantial Federal involvement is anticipated. A cooperative agreement clearly defines the respective responsibilities of CB and the grantee prior to the award. CB anticipates that agency involvement will produce programmatic benefits to the grantee otherwise unavailable to them for carrying out the project. The involvement and collaboration includes:

- CB and grantee joint collaboration in the performance of key programmatic activities (i.e., strategic planning, implementation, information technology enhancements, T/TA, publications or products, and evaluation);
- Close collaboration with CB regarding the requirements stated in this announcement that limit the

- grantee's discretion with respect to scope of services offered;
- Close monitoring by CB during performance that may, in order to ensure compliance with the intent of this funding, exceed those Federal stewardship responsibilities customary for grant activities; and
- Approval by CB for each activity at each project level.

Please see *Section IV.5 Funding Restrictions* for limitations on the use of Federal funds awarded under this announcement.

III. Eligibility Information

III.1. Eligible Applicants

Public and private entities are eligible to apply. Eligibility is open to State, county, city, or township governments; Native American Tribal governments and organizations; nonprofits with or without 501(c)3 status; public, private and State institutions of higher education; profit-gaining organizations and small businesses as allowed by the statute: Adoption Opportunities Program, Section 203 (42 U.S.C. 5113), of the Child Abuse Prevention and Treatment and Adoption Reform Act of 1978 (Pub.L. 95-266), as amended by the Keeping Children Safe Act of 2003 (Pub.L.108-36).

Individuals, foreign entities, and sole proprietorship organizations are not eligible to compete for, or receive, awards under this announcement. See *Section III.3. Other*.

Faith-based and community organizations that meet eligibility requirements are eligible to receive awards under this funding opportunity announcement.

See "Legal Status of Applicant Entity" in *Section IV.2* for documentation required to support eligibility.

III.2. Cost Sharing or Matching

Cost Sharing / Matching Requirement: No

III.3. Other

DUNS Number and System for Award Management Eligibility Requirements (SAM.gov)

All applicants must have a DUNS number (www.dnb.com) and be registered with the System for Award Management (SAM, www.sam.gov) and maintain an active SAM registration until the application process is complete, and should a grant be made, throughout the life of the award. Finalize a new, or renew an existing, registration at least two weeks before the application deadline. This action should allow you time to resolve any issues that may arise. Failure to comply with these requirements may result in your inability to submit your application or receive an award. Maintain documentation (with dates) of your efforts to register or renew at least two weeks before the deadline. See the SAM Quick Guide for Grantees at: https://www.sam.gov/sam/transcript/SAM_Quick_Guide_Grants_Registrations-v1.6.pdf.

HHS requires all entities that plan to apply for, and ultimately receive, Federal grant funds from any HHS Agency, or receive subawards directly from recipients of those grant funds to:

- Be registered in the SAM prior to submitting an application or plan;
- Maintain an active SAM registration with current information at all times during which it has an active award or an application or plan under consideration by an OPDIV; and

- Provide its active DUNS number in each application or plan it submits to the OPDIV.

ACF is prohibited from making an award until an applicant has complied with these requirements. At the time an award is ready to be made, if the intended recipient has not complied with these requirements, ACF:

- May determine that the applicant is not qualified to receive an award; and
- May use that determination as a basis for making an award to another applicant.

APPLICATION DISQUALIFICATION FACTORS

Applications from individuals, foreign entities, or sole proprietorship organizations will be disqualified from competitive review and from funding under this announcement.

Award Ceiling Disqualification

Applications that request an award amount exceeding the *Award Ceiling* per budget period, or per project period, as stated in *Section II. Award Information*, will be disqualified from competitive review and from funding under this announcement. This disqualification applies only to the *Award Ceiling* listed for first 12-month budget period for projects with multiple budget periods. If the project and budget period are the same, the disqualification applies to the *Award Ceiling* listed for the project period.

Application Submission Disqualifications

ACF requires electronic submission of applications at www.Grants.gov. Applicants that do not have an Internet connection or sufficient computing capacity to upload large documents to the Internet may contact ACF for an exemption that will allow these applicants to submit an application in paper format. Information on requesting an exemption from electronic application submission is found in *Section IV.2. Application Submission Options*.

The deadline for electronic application submission is 11:59 p.m., ET, on the due date listed in the Overview and in Section IV.3. Submission Dates and Times. Electronic applications submitted to www.Grants.gov after 11:59 p.m., ET, on the due date, as indicated by a dated and time-stamped email from www.Grants.gov, will be disqualified from competitive review and from funding under this announcement. That is, applications submitted to www.Grants.gov, on or after 12:00 a.m., ET, on the day after the due date will be disqualified from competitive review and from funding under this announcement.

Applications submitted to www.Grants.gov at any time during the open application period, and prior to the due date and time, which fail the www.Grants.gov validation check, will not be received at or acknowledged by ACF.

Each time an application is submitted via www.Grants.gov, the application will receive a new date and time-stamp email. Only those applications with on-time date and time stamps that result in a validated application, which is transmitted to ACF, will be acknowledged.

The deadline for receipt of paper applications is 4:30 p.m., ET, on the due date listed in the Overview and in Section IV.3. Submission Dates and Times. Paper applications received after 4:30 p.m., ET, on the due date will be disqualified from competitive review and from funding under this announcement. **Paper applications received from applicants that have not received approval of an exemption from required electronic submission will be disqualified from competitive review and from funding under this announcement.** See "Request an Exemption from Required Electronic Application Submission" in *Section IV.2. Content and Form of Application Submission*.

Applications that are disqualified under any of these circumstances will receive written notification by letter or by email.

IV. Application and Submission Information

IV.1. Address to Request Application Package

CB Operations Center
ATTN: Children's Bureau
c/o Lux Consulting Group
8405 Colesville Road, Suite 600
Silver Spring, MD 20910
Phone: (866) 796-1591
Email: cb@luxcg.com

Electronic Application Submission:

The electronic application submission package is available at www.Grants.gov.

Applications in Paper Format:

For applicants that have received an exemption to submit applications in paper format, Standard Forms, assurances, and certifications are available at the ACF Funding Opportunities Forms webpage at <http://www.acf.hhs.gov/grants-forms>. See *Section IV.2. Request an Exemption from Required Electronic Application Submission* if applicants do not have an Internet connection or sufficient computing capacity to upload large documents (files) to www.Grants.gov.

Standard Forms that are compliant with Section 508 of the Rehabilitation Act (29 U.S.C. § 794d):

Available at the [Grants.gov Forms Repository](http://www.Grants.gov) website and at http://www.whitehouse.gov/omb/grants_forms.

Federal Relay Service:

Hearing-impaired and speech-impaired callers may contact the Federal Relay Service for assistance at 1-800-877-8339 (TTY - Text Telephone or ASCII - American Standard Code For Information Interchange).

Section IV.2. Content and Form of Application Submission

FORMATTING ACF APPLICATIONS

FOR ALL ACF APPLICATIONS:

Authorized Organizational Representative (AOR)

The AOR is an individual(s), named by the applicant/recipient organization, who is authorized to act for the applicant/recipient and to assume the obligations imposed by the Federal laws, regulations, requirements, and conditions that apply to grant applications or awards. Each applicant must designate an AOR.

AOR authorization is part of the registration process at www.Grants.gov, where the AOR will create a short profile and obtain a username and password from the Grants.gov Credential Provider. AORs will only be authorized for the DUNS number registered in the System for Award Management (SAM).

Point of Contact

In addition to the AOR, a point of contact on matters involving the application must also be identified. The point of contact, known as the Project Director or Principal Investigator, should not be identical to the person identified as the AOR. The point of contact must be available to answer any questions pertaining to the application.

Application Checklist

Applicants may refer to *Section VIII. Other Information* for a checklist of application requirements that may be used in developing and organizing application materials. Details concerning acknowledgment of received applications are available in *Section IV.3. Submission Dates and Times* of this announcement.

Follow the instructions provided in this application formatting section to ensure that your application does not exceed the page limitations and can be printed efficiently and consistently for the competitive review.

Accepted Font Styles:

All applicants must use 12-point font in Times New Roman (TNR).

Page Limitations for Application Submissions

Applicants must observe the page limitations listed later in this section. Page limitations do not include OMB-approved Standard Forms (SFs) and OMB-approved forms

All applications must be double-spaced and in Times New Roman, 12-point font. An application that exceeds the cited page limitation for double-spaced pages in the Project Description file or the Appendices file will have the extra pages removed and these pages will not be reviewed.

Page limitations apply to electronically submitted and paper format applications. For applications that are single-spaced and/or one-and-a-half spaced (in whole or in part, except for the exempted elements listed later in this section) and/or use a font smaller than TNR, 12-point, ACF will use a formula to determine the actual number of pages. The formula counts the number of characters an applicant uses when following the instructions and using 12-point TNR and then compares the resulting number with that of the submitted application. For example, an applicant using TNR, 11-point font, with 1-inch margins all around, and single-spacing, would have an additional 26 lines, or 1500 characters, which is equal to 4/5 of an additional page. Extra pages resulting from this formula will be removed and will not be reviewed.

Be sure to print the Project Description and Appendices documents on paper and count the number of pages for each file before submission. Keep the printed copy as a hard copy of your application for your files.

Copies Required

Applicants must submit one complete copy of the application package electronically. Applicants submitting electronic applications need not provide additional copies of their application package.

Applicants submitting applications in paper format must submit one original and two copies of the complete application, including all Standard Forms and OMB-approved forms. The original copy must have original signatures.

Signatures

Applicants submitting electronic applications must follow the AOR Authorization and E-Biz POC instructions provided at www.Grants.gov.

The original of a paper format application must include original signatures.

Accepted Application Format

With the exception of the required Standard Forms and OMB-approved forms, all application materials must be formatted so that they will print out onto 8 ½" x 11" white paper with 1-inch margins all around.

The Project Description and Appendices files must be numbered separately. The font size on any scanned documents must be large enough so that it is readable. Do not scan more than one page of a document on a single page. Application pages with two or more pages of a document scanned to it will be removed and will not be reviewed.

Elements Exempted from Double-Spacing Requirements

The following elements of the application submission are exempt from the double-spacing requirements listed earlier in this section: the one-page Project Summary/Abstract, required Assurances and Certifications, required Standard Forms, required OMB-approved forms, resumes, logic models, proof of legal status/non-profit status, contracts, and the Budget Justification. These items may be single-spaced. The Project Summary/Abstract is required to be one single-spaced page in 12-point font with 1-inch margins. The Budget Justification may be single-spaced but must be in 12-point font. Resumes must be in 12-point font, but are not required to be double-spaced. The font size on any scanned documents must be large enough so that it is readable.

ELECTRONIC APPLICATION SUBMISSION INSTRUCTIONS

Applicants are required to submit their applications electronically unless they have requested and received an exemption that will allow submission in paper format. See *Section IV.2. Application Submission Options* for information about requesting an exemption.

Electronic applications will only be accepted via www.Grants.gov. **ACF will not accept applications submitted via email or via facsimile.**

Application Upload Requirements

Each applicant is required to upload ONLY two electronic files, excluding Standard Forms and OMB-approved forms. No more than two files will be accepted for the review, and additional files will be removed. Standard Forms and OMB-approved forms will not be considered additional files.

ACF strongly recommends that electronic applications be uploaded as Portable Document Files (PDFs). One file must contain the entire Project Description and Budget Justification; the other file must contain all documents required in the Appendices. Details on the content of each of the two files, as well as page limitations for each, are listed later in this section.

To adhere to the two file requirement, applicants may need to convert and/or merge documents together using a PDF converter software. Many recent versions of Microsoft Office include the ability to save documents to the PDF format without need of additional software. Applicants using the Adobe Professional software suite will be able to merge these documents together. ACF recommends merging documents electronically rather than scanning multiple documents into one document manually, as scanned documents may have reduced clarity and readability.

However, ACF understands that all applicants may not have access to this software. Grants.gov offers a listing of several free PDF conversion programs. These programs can be found on Grants.gov by clicking on 'Applicant Resources' on the far left side of the home page, and then by following the link to 'Download Software' near the top of the screen, or by clicking [HERE](#). Free PDF software is available on this page that will allow users to convert and merge PDF documents. As an example, ACF is providing written instructions on downloading and using one type of free software listed at Grants.gov at the following link: https://www.acf.hhs.gov/sites/default/files/assets/pdf995_instructions_for_video.pdf. ACF does not endorse any of the software listed on Grants.gov, and applicants are not required to use a specific type of PDF conversion software to submit an application.

NOTE: Applications submitted via www.Grants.gov will undergo a validation check. See *Section IV.2. Application Submission Options* for more information. The validation check can affect whether the application is accepted for review. If an application fails the Grants.gov validation check and is not

resubmitted by 11:59 p.m., ET, on the due date, it will not be transmitted to ACF and will be excluded from the review. If an applicant resubmits their application to Grants.gov by 11:59 p.m., ET, on the due date and the application does not pass the validation check, it will not be transmitted to ACF and will be excluded from the review.

Required Standard Forms (SFs) and OMB-approved Forms

Standard Forms (SFs) and OMB-approved forms, such as the SF-424 application and budget forms and the SF-P/PSL (Project/Performance Site Location), are uploaded separately at Grants.gov. These forms are submitted separately from the Project Description and Appendices files. See *Section IV.2. Required Forms, Assurances, and Certifications* for the listing of required Standard Forms, OMB-approved forms, and required assurances and certifications.

Carefully observe the file naming conventions required by www.Grants.gov

Limit file names to 50 characters and do not use special characters (example: &, -, *, %, /, #) including periods (.), blank spaces, and accent marks, within application form fields, and file attachment names. An underscore (_) may be used to separate a file name.

Use only file formats supported by ACF

It is critical that applicants submit applications using only the supported file formats listed here. While ACF supports all of the following file formats, **we strongly recommend that the two application submission files (Project Description and Appendices) are uploaded as PDF documents in order to comply with the two file upload limitation.** Documents in file formats that are not supported by ACF will be removed from the application and will not be used in the competitive review. This may make the application incomplete and ACF will not make any awards based on an incomplete application.

ACF supports the following file formats:

- Adobe PDF – Portable Document Format (.pdf)
- Microsoft Word (.doc or .docx)
- Microsoft Excel (.xls or .xlsx)
- Microsoft PowerPoint (.ppt)
- Corel WordPerfect (.wpd)
- Image Formats (.JPG, .GIF, .TIFF, or .BMP only)

Do Not Encrypt or Password-Protect the Electronic Application Files

If ACF cannot access submitted electronic files because they are encrypted or password protected, the affected file will be removed from the application and will not be reviewed. This removal may make the application incomplete and ACF will not make awards based on an incomplete application.

FORMATTING FOR PAPER APPLICATION SUBMISSIONS:

The following requirements are only applicable to applications submitted in paper format. Applicants must receive an exemption from ACF in order for a paper format application to be accepted for review. See *Section IV.2. Request an Exemption from Required Electronic Application Submission* later in this section under *Application Submission Options* for more information.

Signatures

An original signature of the AOR is required only on the original copy of paper format application submissions. A point of contact on matters involving the application must be identified on the SF-424 at item 8f. The point of contact, known as the Project Director or Principal Investigator, should not be identical to the person identified as the AOR.

Format Requirements for Paper Applications

All application materials must be submitted on 8 ½" x 11" white paper with 1-inch margins. Applications

must be in two sections. The first section must contain the entire Project Description and Budget Justification, and the second section must contain all required Appendices. The pages of the two sections must be separately and sequentially numbered.

All copies of mailed or hand-delivered paper applications must be submitted in a single package. If an applicant is submitting multiple applications under a single FOA, or multiple applications under separate FOAs, each application submission must be packaged separately. The package(s) must be clearly labeled for the specific FOA it addresses by FOA title and by Funding Opportunity Number (FON).

Because each application will be duplicated, do not use or include separate covers, binders, clips, tabs, plastic inserts, maps, brochures, or any other items that cannot be processed easily on a photocopy machine with an automatic feed. Do not bind, clip, staple, or fasten in any way separate sections of the application. Applicants are advised that the copies of the application submitted, not the original, will be reproduced by the Federal government for review. All application materials must be one-sided for duplication purposes.

Instructions on the order of assembly for paper application submissions are available later in this formatting section.

Addresses for Submission of Paper Applications

See *Section IV.6. Other Submission Requirements* for addresses for paper format application submissions.

Page Limitations and Content of the Application for All Submission Formats:

NOTE: ADDITIONAL CB-SPECIFIC INSTRUCTIONS FOR ALL APPLICATIONS UNDER THIS FOA:

The Project Description file is limited to 75 pages and must include these items in this order:

1. Table of Contents
2. Abstract
3. Objectives and Need for Assistance
4. Approach
5. Evaluation
6. Organizational Capacity
7. Logic Model
8. Line Item Budget and Budget Justification

The Appendices file is limited to 50 pages and must include these items in this order:

1. Certifications and Assurances
2. Proof of Legal Status (if applicable)
3. Third-party agreements
4. Staff and Position Data (e.g., resumes, job descriptions, organizational charts)
5. Indirect Cost Rate Letter (if applicable)

Do not include Standard Forms or OMB-approved forms as part of the Project Description file or the Appendices file. For electronic applicants, Standard Forms are submitted separately at [Grants.gov](https://www.Grants.gov). Standard Forms and OMB-approved forms are not included in the page limitations.

ORGANIZING THE PROJECT DESCRIPTION AND APPENDICES. The applicant must address all requirements listed in Section IV.2 in their project description. Reviewers will use the specific evaluation criteria in Section V.1 Application Review Information of this FOA to review and evaluate each application. Therefore, applicants must organize their Project Description and Appendices in the sequence used in Section V.1 so that reviewers can readily find information that directly addresses each of the specific review criteria.

Required Forms, Assurances, and Certifications

Applicants seeking grant or cooperative agreement awards under this announcement must submit the listed Standard Forms (SFs), assurances, and certifications with the application. All required Standard Forms, assurances, and certifications are available at [ACF Funding Opportunities Forms](#) or at the [Grants.gov Forms Repository](#) unless specified otherwise.

Forms / Assurances / Certifications	Submission Requirement	Notes / Description
DUNS Number (Universal Identifier) and Systems for Award Management (SAM) registration.	A DUNS number is required of all applicants. To obtain a DUNS number, go to http://fedgov.dnb.com/webform . Active registration at the Systems Award Management (SAM) website must be maintained throughout the application and project award period. SAM registration is available at http://www.sam.gov .	A DUNS number and SAM registration are eligibility requirements for all applicants. See <i>Section III.3. Other</i> for information on obtaining a DUNS number and registration at http://www.sam.gov .
SF-424 - Application for Federal Assistance and SF-P/PSL - Project/Performance Site Location(s)	Submission is required for all applicants by the application due date.	Required for all applications.
Protection of Human Subjects Assurance Identification/IRB Certification/Declaration of Exemption (Common Rule)	Submission of the required information and forms is due with the application package by the due date listed in the <i>Overview</i> and <i>Section IV.3. Submission Dates and Times</i> . If the information is not available at the time of application, it must be submitted prior to the award of a grant.	Form is available at http://www.hhs.gov/ohrp/assurances/forms/index.html . General information about the HHS Protection of Human Subjects regulations can be obtained at http://www.hhs.gov/ohrp/ . Applicants may also contact OHRP by email (ohrp@csophs.dhhs.gov) or by phone (240-453-6900).

<p>SF-LLL - Disclosure of Lobbying Activities</p>	<p>If applicable, submission of this form is due at the time of application.</p>	<p>If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the applicant shall complete and submit the SF-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.</p>
<p>Survey on Ensuring Equal Opportunity for Applicants</p>	<p>Submission is voluntary. Submission may be made with the application by the application due date listed in the <i>Overview</i> and <i>Section IV.3. Submission Dates and Times</i>. Or, it may be submitted prior to the award of a grant.</p>	<p>Non-profit private organizations (not including private universities) are encouraged to submit the survey with their applications. Submission of the survey is voluntary. Applicants applying electronically may submit the survey along with the application as part of an appendix or as a separate document. Hard copy submissions should include the survey in a separate</p>

		envelope.
Certification Regarding Lobbying	Submission required of all applicants with the application package. If it is not submitted with the application package, it may also be submitted prior to the award of a grant.	Submission of this Certification is required for all applications.

Non-Federal Reviewers

Since ACF will be using non-Federal reviewers in the review process, applicants have the option of omitting from the application copies (not the original) specific salary rates or amounts for individuals specified in the application budget as well as Social Security Numbers, if otherwise required for individuals. The copies may include summary salary information. If applicants are submitting their application electronically, ACF will omit the same specific salary rate information from copies made for use during the review and selection process.

The Project Description

The Project Description Overview

The project description provides the majority of information by which an application is evaluated and ranked in competition with other applications for available assistance. The project description should be concise and complete. It should address the activity for which federal funds are being requested. Supporting documents should be included where they can present information clearly and succinctly. In preparing the project description, information that is responsive to each of the requested evaluation criteria must be provided. Awarding offices use this and other information in making their funding recommendations. It is important, therefore, that this information be included in the application in a manner that is clear and complete.

General Expectations and Instructions

ACF is particularly interested in specific project descriptions that focus on outcomes and convey strategies for achieving intended performance. Project descriptions are evaluated on the basis of substance and measurable outcomes, not length. Extensive exhibits are not required. Cross-referencing should be used rather than repetition. Supporting information concerning activities that will not be directly funded by the grant or information that does not directly pertain to an integral part of the grant-funded activity should be placed in an appendix.

General Instructions for Preparing a Full Project Description

Introduction

Applicants that are required to submit a full project description shall prepare the project description statement in accordance with the following instructions while being aware of the specified evaluation criteria. The topics listed in this section provide a broad overview of what the project description should include while the Criteria in *Section V.I.* identify the measures that will be used to evaluate applications.

Table of Contents

List the contents of the application including corresponding page numbers.

Project Summary/Abstract

Provide a summary of the application's project description. The summary must be clear, accurate, concise, and without reference to other parts of the application. The abstract must include a brief description of the proposed grant project including the needs to be addressed, the proposed services, and the population group(s) to be served.

Please place the following at the top of the abstract:

- Project Title
- Applicant Name
- Address
- Contact Phone Numbers (Voice, Fax)
- E-Mail Address
- Web Site Address, if applicable

The project abstract must be single-spaced and limited to one page in length.

Objectives And Need For Assistance

Clearly identify the physical, economic, social, financial, institutional, and/or other problem(s) requiring a solution. The need for assistance, including the nature and scope of the problem, must be demonstrated, and the principal and subordinate objectives of the project must be clearly and concisely stated. Supporting documentation, such as letters of support and testimonials from concerned interests other than the applicant, may be included. Any relevant data based on planning studies or needs assessments should be included or referred to in the endnotes/footnotes. Incorporate demographic data and participant/beneficiary information, as needed. In developing the project description, the applicant may volunteer or be requested to provide information on the total range of projects currently being conducted and supported (or to be initiated), some of which may be outside the scope of the funding opportunity announcement.

Approach

Outline a plan of action that describes the scope and detail of how the proposed work will be accomplished. Account for all functions or activities identified in the application. Cite factors that might accelerate or decelerate the work and state your reason for taking the proposed approach rather than other approaches. Describe any unusual features of the project such as design or technological innovations, reductions in cost or time, or extraordinary social and community involvement.

Provide quantitative monthly or quarterly projections of the outcomes to be achieved for each function or activity in such terms as the number of people to be served and the number of activities accomplished.

Data may be organized and presented as project tasks and subtasks with their corresponding timelines during the project period. For example, each project task could be assigned to a row in the first column of a grid. Then, a unit of time could be assigned to each subsequent column, beginning with the first unit (i.e., week, month, quarter) of the project and ending with the last. Shading, arrows, or other markings could be used across the applicable grid boxes or cells, representing units of time, to indicate the approximate duration and/or frequency of each task and its start and end dates within the project period.

When accomplishments cannot be quantified by activity or function, list them in chronological order to show the schedule of accomplishments and their target dates.

Provide a list of organizations, cooperating entities, consultants, or other key individuals who will work on the project, along with a short description of the nature of their effort or contribution.

Applicants must describe their plans to meet the following requirements of the Adoption Recruitment Campaign and Response Initiative:

1. Create a Multi-media National Public Service Advertising Campaign that will:

- Provide for the planning, development, and implementation of an annual national campaign to provide information to the public regarding the more than 104,000 children in the public child welfare system who are waiting to be adopted; conduct comprehensive market research (both qualitative and quantitative) to assure the campaign is meeting the established need;
- Provide extensive national media outreach and public relations efforts;
- Develop a donated public service campaign strategy that will recruit and connect adoptive families with waiting children throughout the United States and that includes a themed message, target audience definition, and recommended media placement;
- Annually create and produce appropriate multi-media products supporting the strategy and building on the body of work of the National Adoption Campaign completed between 2004-2012; provide capability to renew talent utilized in the prior campaign conducted between the years noted above;
- Provide access to a broad range of media outlets to ensure national distribution of the message and to ensure the general public receives the message and information through more than one type of media;
- Create products such as public services announcements for broadcast on television, print, radio, internet, and social media (at least two of each on an annual basis) and other means that will reach individuals who are most likely to adopt children ages 8 and older;
- Provide key decision-makers in each of these media properties with individual media kits describing the sponsor's message with a specific request to donate media time or space;
- Make optimal use of emerging social media strategies and assure a responsive system is in place for individuals utilizing these sites;
- Monitor and periodically report on the results of the dissemination effort;
- Demonstrate the ability to attract partners that can provide additional support to the campaign;
- Target various populations, taking into account geographic regions, as appropriate, and produced in a language and cultural context that is most appropriate to the population involved;
- Produce Spanish-language public service announcements to support the campaign and ensure a responsive system is established in each State in which they are made available;
- Include public service announcements on television, radio, print, social media, and other means that will reach individuals who are most likely to adopt children with special needs.

2. Develop a Recruitment Response Support Initiative that will:

- Work closely with State agency communication directors and State adoption administrators to link the multi-media campaign throughout local markets increasing the capacity of States to utilize the national campaign rather than create local campaigns;
- Work with States to make optimal use of emerging social media strategies and ensure a responsive system is in place for individuals utilizing these sites;
- Provide for collaboration with AdoptUSKids, who has responsibility for nationwide campaign fulfillment activities by providing a responsive system that supports States in managing the increased volume of inquiries due to the new media materials and national public service advertising campaign.

Evaluation

Provide a narrative addressing how the conduct of the project and its results will be evaluated. In addressing the evaluation of results, state what measures will be used to determine the extent to which the project has achieved its stated objectives and the extent to which the accomplishment of objectives can be attributed to the project. Discuss the criteria to be used to evaluate results, and explain the methodology that will be used to determine if the needs identified and discussed are being met and if the project results and benefits are being achieved. With respect to the conduct of the project, define the procedures to be employed to determine whether the project is being conducted in a manner consistent with the work plan presented and discuss the impact of the project's various activities that address the project's effectiveness.

NOTE: ADDITIONAL CB-SPECIFIC INSTRUCTIONS FOR ALL APPLICANTS UNDER THIS FOA

Project evaluations are very important. Applicants should either demonstrate that they have the in-house capacity to conduct an objective, comprehensive evaluation of the project, or describe plans to contract with a third-party evaluator specializing in social science or evaluation, or a university or college, to conduct the evaluation. In either case, it is important that the applicant demonstrate that the evaluator has the necessary independence from the project to ensure objectivity. A skilled evaluator can help develop a logic model and assist in designing an evaluation strategy that is rigorous and appropriate given the goals and objectives of the proposed project. Additional assistance may be found in a document titled "Program Manager's Guide to Evaluation." A copy of this document can be accessed at www.acf.hhs.gov/programs/opre/other_resrch/pm_guide_eval/index.html.

The applicant should describe plans to regularly update its Federal project officer about ongoing evaluation activities and findings in required progress reporting and provide CB with a written report at the end of the project.

The following activities should be addressed in the applicant's proposed evaluation plan, describing how the proposed project would:

- Monitor results of the media dissemination and launch effort to track media support and placement of the Adoption Campaign;
- Media placement will be tracked by media type, geographic area, and to the extent possible, audience composition;
- Quarterly reports evaluating campaign performance developed to aid in measuring the campaign's effectiveness;
- Track all earned media and buzz surrounding the issue;
- Report and assess fulfillment data, such as unique visitors to the campaign website and downloads of campaign materials;
- Conduct a pre-wave study to gauge a baseline of attitudes and behaviors prior to the campaign launch;
- Based on evaluations, make recommendations on how to optimize the campaign for future efforts;
- Provide CB with a report on each Annual Campaign to indicate success in meeting goals and objectives agreed upon; and
- Provide a monthly progress report to CB regarding the State's response to recruitment referrals and gaps in their response to referrals and development of strategies to correct any gaps.

The applicant's evaluation plan should also include:

- A plan for the development of a data collection infrastructure sufficient to support the evaluation;
- A plan for identifying appropriate data sources, and collecting and analyzing data;
- A plan for securing informed consent from participants in the evaluation; and
- A plan for implementing an Institutional Review Board (IRB) review, and tribal review, if applicable.

Geographic Location

Describe the precise location of the project and boundaries of the area to be served by the proposed project. Maps or other graphic aids may be attached.

Legal Status of Applicant Entity

Applicants must provide the following documentation of their legal status:

Proof of Non-Profit Status

Non-profit organizations applying for funding are required to submit proof of their non-profit status. Proof of non-profit status is any one of the following:

- A reference to the applicant organization's listing in the IRS's most recent list of tax-exempt organizations described in the IRS Code.
- A copy of a currently valid IRS tax-exemption certificate.
- A statement from a State taxing body, State attorney general, or other appropriate State official certifying that the applicant organization has non-profit status and that none of the net earnings accrue to any private shareholders or individuals.
- A certified copy of the organization's certificate of incorporation or similar document that clearly establishes non-profit status.
- Any of the items in the subparagraphs immediately above for a State or national parent organization and a statement signed by the parent organization that the applicant organization is a local non-profit affiliate.

When applying electronically, proof of non-profit status may be submitted as an attachment; however, proof of non-profit status must be submitted prior to award.

Logic Model

Applicants are expected to use a model for designing and managing their project. A logic model is a one-page diagram that presents the conceptual framework for a proposed project and explains the links among program elements. While there are many versions of logic models, for the purposes of this announcement the logic model should summarize the connections between the:

- Goals of the project (e.g., objectives, reasons for proposing the interventions, if applicable);
- Assumptions (e.g., beliefs about how the program will work and its supporting resources. Assumptions should be based on research, best practices, and experience);
- Inputs (e.g., organizational profile, collaborative partners, key staff, budget);
- Activities (e.g., approach, listing key intervention, if applicable);
- Outputs (i.e., the direct products or deliverables of program activities); and
- Outcomes (i.e., the results of a program, typically describing a change in people or systems).

Project Sustainability Plan

Provide a plan for sustainability that details how the proposed project approach will create project self-sufficiency and help to ensure that the impact of the project will continue after Federal assistance has ended. The applicant may include information on plans to secure additional financial resources.

Organizational Capacity

- Organizational charts
- Board of Directors
- Financial statements adhering to Generally Accepted Accounting Principles (GAAP)
- Audit reports or statements from Certified Public Accountants/Licensed Public Accountants
- Contact persons and telephone numbers
- Names of bond carriers

- Child care licenses and other documentation of professional accreditation
- Information on compliance with Federal/State/local government standards
- Documentation of experience in the program area
- Any other pertinent information the applicant deems relevant.

Provide a biographical sketch or resume for each key person appointed. Resumes should be no more than two pages in length. Job descriptions for each vacant key position should be included as well. As new key staff are appointed, biographical sketches or resumes will also be required.

Protection of Sensitive and/or Confidential Information

If any confidential or sensitive information will be collected during the course of the project, whether from staff (e.g., background investigations) or project participants and/or project beneficiaries, provide a description of the methods that will be used to ensure that confidential and/or sensitive information is properly handled and safeguarded. Also provide a plan for the disposition of such information at the end of the project period.

Dissemination Plan

Provide a plan for distributing reports and other project outputs to colleagues and to the public. Applicants must provide a description of the method, volume, and timing of distribution.

Third-Party Agreements

Provide written and signed agreements between grantees and subgrantees, or subcontractors, or other cooperating entities. These agreements must detail the scope of work to be performed, work schedules, remuneration, and other terms and conditions that structure or define the relationship.

The Project Budget and Budget Justification

All applicants are required to submit a project budget and budget justification with their application. The project budget is input on the Budget Information Standard Form, either SF-424A or SF-424C. The budget justification is a line-item detail that includes detailed calculations for "object class categories" identified on the Budget Information Standard Form. Calculations must include estimation methods, quantities, unit costs, and other similar quantitative detail sufficient for the calculation to be duplicated. If matching or cost sharing is a requirement, applicants must include a detailed listing of any funding sources identified in Block 18 of the SF-424 (Application for Federal Assistance).

***Special Note:** The Consolidated Appropriations Act, 2012 (Pub.L. 112-74), enacted December 23, 2011, limits the salary amount that may be awarded and charged to ACF grants and cooperative agreements. Award funds issued under this announcement may not be used to pay the salary, or any percentage of salary, to an individual at a rate in excess of Executive Level II. The Executive Level II salary of the Federal Executive Pay scale is \$179,700 (<http://www.opm.gov/oca/12tables/html/ex.asp>). This amount reflects an individual's base salary **exclusive** of fringe and any income that an individual may be permitted to earn outside of the duties to the applicant organization. This salary limitation also applies to subawards/subcontracts under a ACF grant or cooperative agreement.*

NOTE: ADDITIONAL CB-SPECIFIC REQUIREMENTS FOR APPLICANTS UNDER THIS FOA

Applicants must provide a detailed budget for each year of the proposed project, and a narrative budget justification for the first year of the project. The narrative budget justification must describe how the categorical costs are derived and must discuss the necessity, reasonableness, and allocation of the

proposed costs.

Applicants must allocate sufficient funds in the budget to provide for the project director, the evaluator, and key partners, including the local or state CW agency partner if the grantee is a private organization, to travel to Washington, D.C. to attend the Kick-off Meeting for funded grantees to be held within the first 3 months of the project (first year only); and the 3-day Annual Grantees Meeting, usually held in the spring.

General

Use the following guidelines for preparing the budget and budget justification. Both Federal and non-Federal resources (when required) shall be detailed and justified in the budget and budget narrative justification. "Federal resources" refers only to the ACF grant funds for which you are applying. "Non-Federal resources" are all other non-ACF Federal and non-Federal resources. It is suggested that budget amounts and computations be presented in a columnar format: first column, object class categories; second column, Federal budget; next column(s), non-Federal budget(s); and last column, total budget. The budget justification should be in a narrative form.

Personnel

Description: Costs of employee salaries and wages.

Justification: Identify the project director or principal investigator, if known at the time of application. For each staff person, provide: the title; time commitment to the project in months; time commitment to the project as a percentage or full-time equivalent; annual salary; grant salary; wage rates; etc. Do not include the costs of consultants, personnel costs of delegate agencies, or of specific project(s) and/or businesses to be financed by the applicant.

Fringe Benefits

Description: Costs of employee fringe benefits unless treated as part of an approved indirect cost rate.

Justification: Provide a breakdown of the amounts and percentages that comprise fringe benefit costs such as health insurance, Federal Insurance Contributions Act (FICA) taxes, retirement insurance, taxes, etc.

Travel

Description: Costs of project-related travel by employees of the applicant organization. (This item does not include costs of consultant travel.)

Justification: For each trip show: the total number of traveler(s); travel destination; duration of trip; per diem; mileage allowances, if privately owned vehicles will be used to travel out of town; and other transportation costs and subsistence allowances. If appropriate for this project, travel costs for key staff to attend ACF-sponsored workshops should be detailed in the budget.

Equipment

Description: "Equipment" means an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost that equals or exceeds the lesser of: (a) the capitalization level established by the organization for the financial statement purposes, or (b) \$5,000. (Note: Acquisition cost means the net invoice unit price of an item of equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired. Ancillary charges, such as taxes, duty, protective in-transit insurance, freight, and installation, shall be included in, or excluded from, acquisition cost in accordance with the organization's regular written accounting practices.)

Justification: For each type of equipment requested provide: a description of the equipment; the cost per unit; the number of units; the total cost; and a plan for use on the project; as well as use and/or disposal of the equipment after the project ends. An applicant organization that uses its own definition for equipment should provide a copy of its policy, or section of its policy, that includes the equipment definition.

Supplies

Description: Costs of all tangible personal property other than that included under the Equipment category.

Justification: Specify general categories of supplies and their costs. Show computations and provide other information that supports the amount requested.

Contractual

Description: Costs of all contracts for services and goods except for those that belong under other categories such as equipment, supplies, construction, etc. Include third-party evaluation contracts, if applicable, and contracts with secondary recipient organizations, including delegate agencies and specific project(s) and/or businesses to be financed by the applicant.

Justification: Demonstrate that all procurement transactions will be conducted in a manner to provide, to the maximum extent practical, open and free competition. Recipients and subrecipients, other than states that are required to use 45 CFR Part 92 procedures, must justify any anticipated procurement action that is expected to be awarded without competition and exceeds the simplified acquisition threshold fixed at 41 U.S.C. § 134, currently set at \$100,000. Recipients may be required to make pre-award review and procurement documents, such as requests for proposals or invitations for bids, independent cost estimates, etc. available to ACF.

Note: Whenever the applicant intends to delegate part of the project to another agency, the applicant must provide a detailed budget and budget narrative for each delegate agency, by agency title, along with the same supporting information referred to in these instructions.

Other

Description: Enter the total of all other costs. Such costs, where applicable and appropriate, may include but are not limited to: local travel; insurance; food; medical and dental costs (noncontractual); professional services costs; space and equipment rentals; printing and publication; computer use; training costs, such as tuition and stipends; staff development costs; and administrative costs.

Justification: Provide computations, a narrative description and a justification for each cost under this category.

Indirect Charges

Description: Total amount of indirect costs. This category should be used only when the applicant currently has an indirect cost rate approved by the Department of Health and Human Services (HHS) or another cognizant federal agency.

Justification: An applicant that will charge indirect costs to the grant must enclose a copy of the current rate agreement. If the applicant organization is in the process of initially developing or renegotiating a rate, upon notification that an award will be made, it should immediately develop a tentative indirect cost rate proposal based on its most recently completed fiscal year, in accordance with the cognizant agency's

guidelines for establishing indirect cost rates, and submit it to the cognizant agency. Applicants awaiting approval of their indirect cost proposals may also request indirect costs. When an indirect cost rate is requested, those costs included in the indirect cost pool should not be charged as direct costs to the grant. Also, if the applicant is requesting a rate that is less than what is allowed under the program, the authorized representative of the applicant organization must submit a signed acknowledgement that the applicant is accepting a lower rate than allowed.

Paperwork Reduction Disclaimer

As required by the Paperwork Reduction Act, 44 U.S.C. §§ 3501-3521, the public reporting burden for the Project Description is estimated to average 40 hours per response, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection information. The Project Description information collection is approved under OMB control number 0970-0139, which expires 11/30/2012. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Application Submission Options

Electronic Submission via www.Grants.gov

- Additional guidance on the submission of electronic applications can be found at http://www.grants.gov/applicants/get_registered.jsp.
- If applicants encounter any technical difficulties in using www.Grants.gov, contact the Grants.gov Contact Center at: 1-800-518-4726, or by email at support@grants.gov, to report the problem and obtain assistance. Hours of Operation: 24 hours a day, 7 days a week. The Grants.gov Contact Center is closed on federal holidays.
- Applicants should always retain Grants.gov Contact Center service ticket number(s) as they may be needed for future reference.
- **Contact with the Grants.gov Contact Center prior to the listed application due date and time does not ensure acceptance of an application. If difficulties are encountered, the Grants Management Officer listed in *Section VII. Agency Contacts* will determine whether the submission issues are due to Grants.gov system errors or user error.**

Application Validation at www.Grants.gov

After an application has been successfully submitted to www.Grants.gov, it still must pass a series of validation checks. After an application is submitted, Grants.gov generates a submission receipt via email and also sets the application status to "Received." This receipt verifies that the application has been successfully delivered to the Grants.gov system.

Next, Grants.gov verifies the submission is valid by ensuring it does not contain viruses, the opportunity is still open, and the applicant login and applicant DUNS number match. If the submission is valid, Grants.gov generates a submission validation receipt via email and sets the application status to "Validated."

If the application is not validated, the application status is set to "Rejected." The system sends a rejection email notification to the applicant and the applicant must re-submit the application package. See "What to Expect After Submitting" at www.Grants.gov for more information.

Each time an application is submitted, or resubmitted, via www.Grants.gov, the application will receive a new date and time stamp. Only those applications with on-time date and time stamps that result in a validated application, which are transmitted to ACF, will be acknowledged.

Applicants will be provided with an acknowledgement from Grants.gov that the submitted application package has passed, or failed, a series of checks and validations. Applications that are submitted on time that fail the validation check will not be transmitted to ACF and will not be acknowledged.

Request an Exemption from Required Electronic Application Submission

ACF recognizes that some applicants may have limited or no Internet access, and/or limited computer capacity, which may prohibit them from uploading large files at www.Grants.gov. To accommodate such applicants, ACF offers an exemption from required electronic submission. The exemption will allow applicants to submit hard copy, paper applications by hand-delivery, applicant courier, overnight/express mail couriers, or by other representatives of the applicant.

To receive an exemption from required electronic application submission, applicants must submit a written request to ACF that must state that the applicant qualifies for the exemption for one of the two following reasons:

- Lack of Internet access or Internet connection, or
- Limited computer capacity that prevents the uploading of large documents (files) at www.Grants.gov.

Applicants may request and receive the exemption from required electronic application submission by either:

- Submitting an email request to electronicappexemption@acf.hhs.gov, or
- Sending a written request to the Office of Grants Management Contact listed in *Section VII. Agency Contacts* in this announcement.

Requests for exemption from required electronic application submission will be acknowledged with an approval or disapproval.

Requests that do not state one of the two listed reasons will not be approved.

An exemption is applicable to all applications submitted by the applicant organization during the Federal Fiscal Year (FFY) in which it is received. Applicants need only request an exemption once in a FFY. Applicants must request a new exemption from required electronic submission for any succeeding FFY.

Please Note: electronicappexemption@acf.hhs.gov **may only be used to request an exemption from required electronic submission.** All other inquiries must be directed to the appropriate Agency Contact listed in *Section VII.* of this announcement. Queries or requests submitted to this email address for any reason other than a request for an exemption from electronic application submission will not be acknowledged or answered.

All exemption requests must include the following information:

- Funding Opportunity Announcement Title,
- Funding Opportunity Number (FON),
- The listed Catalog of Federal Domestic Assistance (CFDA) number,
- Name of Applicant Organization and DUNS Number,
- AOR name and contact information,
- Name and contact information of person to be contacted on matters involving the application (i.e., the Point of Contact), and
- The reason for which the applicant is requesting an exemption from electronic application submission. The request for exemption must state one of the following two reasons: 1) lack of Internet access or Internet connection; or 2) lack of computer capacity that prevents uploading large documents (files) to the Internet.

Exemption requests must be received by ACF no later than two weeks before the application due date, that is, 14 calendar days prior to the application due date listed in the *Overview* and in *Section IV.3. Submission Dates and Times*. If the fourteenth calendar day falls on a weekend or federal holiday, the due date for receipt of an exemption request will move to the next federal business day that follows the weekend or federal holiday.

Applicants may refer to *Section VIII. Other Information* for a checklist of application requirements that may be used in developing and organizing application materials. Details concerning acknowledgment of received applications are available in *Section IV.3. Submission Dates and Times* of this announcement.

Paper Format Application Submission

An exemption is now required for the submission of paper applications. See the preceding section on "Request an Exemption from Required Electronic Application Submission."

Applicants with exemptions that submit their applications in paper format, by mail or delivery, must submit one original and two copies of the complete application with all attachments. The original and each of the two copies must include all required forms, certifications, assurances, and appendices, be signed by the AOR, and be unbound. The original copy of the application must have original signature(s). See *Section IV.6.* of this announcement for address information for paper format application submissions.

Applicants may refer to *Section VIII. Other Information* for a checklist of application requirements that may be used in developing and organizing application materials. Details concerning acknowledgment of received applications are available in *Section IV.3. Submission Dates and Times* in this announcement.

IV.3. Submission Dates and Times

Due Date for Applications: **03/07/2013**

Explanation of Due Dates

The due date for receipt of applications is listed in the *Overview* section and in this section. See *Section III.3. Application Disqualification Factors.*

Electronic Applications

The deadline for submission of electronic applications via www.Grants.gov is 11:59 p.m., ET, on the due date. Electronic applications submitted at 12:00 a.m., ET, on the day after the due date will be considered late and will be disqualified from competitive review and from funding under this announcement.

Applicants are required to submit their applications electronically via www.Grants.gov unless they received an exemption through the process described in *Section IV.2. Request an Exemption from Required Electronic Application Submission.*

ACF does not accommodate transmission of applications by email or facsimile.

Instructions for electronic submission via www.Grants.gov are available at: http://www.grants.gov/applicants/apply_for_grants.jsp.

Applications submitted to www.Grants.gov at any time during the open application period prior to the due date and time that fail the Grants.gov validation check will not be received at ACF. These applications will not be acknowledged.

Mailed Paper Format Applications

The deadline for mailed paper applications is 4:30 p.m., ET, on the due date. Mailed paper applications received after the due date and deadline time will be considered late and will be disqualified from competitive review and from funding under this announcement.

Paper format application submissions will be disqualified if the applicant organization has not received an exemption through the process described in *Section IV.2. Request an Exemption from Required Electronic Application Submission.*

Hand-Delivered Paper Format Applications

Applications that are hand-delivered by applicants, applicant couriers, by overnight/express mail couriers,

or other representatives of the applicant must be received on, or before, the due date listed in the *Overview* and in this section. These applications must be delivered between the hours of 8:00 a.m. and 4:30 p.m., ET, Monday through Friday (excluding federal holidays). Applications should be delivered to the address provided in *Section IV.6. Other Submission Requirements*.

Hand-delivered paper applications received after the due date and deadline time will be considered late and will be disqualified from competitive review and from funding under this announcement.

Hand-delivered paper format application submissions will be disqualified if the applicant organization has not received an exemption through the process described in *Section IV.2. Request an Exemption from Required Electronic Application Submission*.

No appeals will be considered for applications classified as late under the following circumstances:

- Applications submitted electronically via www.Grants.gov are considered late when they are dated and time-stamped after the deadline of 11:59 p.m., ET, on the due date.
- Paper format applications received by mail or hand-delivery after 4:30 p.m., ET, on the due date will be classified as late and will be disqualified.
- Paper format applications received from applicant organizations that were not approved for an exemption from required electronic application submission under the process described in *Section IV.2. Request an Exemption from Required Electronic Submission* will be disqualified.

Extensions and/or Waiving Due Date and Receipt Time Requirements

ACF may extend an application due date and receipt time when circumstances make it impossible for applicants to submit their applications on time. These events include natural disasters (floods, hurricanes, tornados, etc.), or when there are widespread disruptions of electrical service, or mail service, or in other rare cases. The determination to extend or waive due date and/or receipt time requirements rests with the Grants Management Officer listed as the Office of Grants Management Contact in *Section VII. Agency Contacts*.

Acknowledgement from www.Grants.gov

Applicants will receive an initial email upon submission of their application to www.Grants.gov. This email will provide a **Grants.gov Tracking Number**. Applicants should refer to this tracking number in all communication with Grants.gov. The email will also provide a **date and time stamp**, which serves as the official record of application's submission. Receipt of this email does not indicate that the application is accepted or that it has passed the validation check.

Applicants will be provided with an acknowledgement from www.Grants.gov that the submitted application package has passed, or failed, a series of checks and validations. Applications that are submitted on time that fail the validation check will not be transmitted to ACF and will not be acknowledged.

See "What to Expect After Submitting" at www.Grants.gov for more information.

Acknowledgement from ACF of an electronic application's submission:

Applicants will be sent additional email(s) from ACF acknowledging that the application has been retrieved from www.Grants.gov by ACF. Receipt of these emails is not an indication that the application is accepted for competition.

Acknowledgement from ACF of receipt of a paper format application

ACF will not provide acknowledgement of receipt of hard copy application packages submitted via mail or courier services.

IV.4. Intergovernmental Review of Federal Programs

This program is not subject to Executive Order (E.O.) 12372, "Intergovernmental Review of Federal Programs," or 45 CFR Part 100, "Intergovernmental Review of Department of Health and Human Services Programs and Activities." No action is required of applicants under this announcement with regard to E.O. 12372.

IV.5. Funding Restrictions

Costs of organized fund raising, including financial campaigns, endowment drives, solicitation of gifts and bequests, and similar expenses incurred solely to raise capital or obtain contributions, are considered unallowable costs under grants or cooperative agreements awarded under this funding opportunity announcement.

Note: Costs incurred for grant application preparation are not considered allowable costs under an award and may not be included in the project budget or budget justification.

Grant awards will not allow reimbursement of pre-award costs.

Construction is not an allowable activity or expenditure under this grant award.

Purchase of real property is not an allowable activity or expenditure under this grant award.

IV.6. Other Submission Requirements

Submit paper applications to one of the following addresses. See *Section IV.2. Request an Exemption from Required Electronic Application Submission*.

Submission By Mail

Robin Bunch
Grants Management Officer, Division of Discretionary Grants
Office of Grants Management
Administration for Children and Families
370 L'Enfant Promenade, SW
6th Floor East
Washington, DC 20447

Hand Delivery

Robin Bunch
Grants Management Officer, Division of Discretionary Grants
Office of Grants Management
Administration for Children and Families
901 D Street, SW
Aerospace Building (ACF Mailroom 2nd floor, near loading dock)
Washington, DC 20024

Electronic Submission

See *Section IV.2* for application requirements and for guidance when submitting applications electronically via <http://www.Grants.gov>.

For all submissions, see *Section IV.3* for information on due dates and times.

V. Application Review Information

V.1. Criteria

Applications competing for financial assistance will be reviewed and evaluated using the criteria described in this section. The corresponding point values indicate the relative importance placed on each review criterion. Points will be allocated based on the extent to which the application proposal addresses each of the criteria listed. Applicants should address these criteria in their application materials, particularly in the project description and budget justification, as they are the basis upon which competing applications will be judged during the objective review. The required elements of the project description and budget justification may be found in *Section IV.2* of this announcement.

OBJECTIVES AND NEEDS FOR ASSISTANCE

Maximum Points: 20

The applicant demonstrates an understanding of the issues relevant to this FOA (0-5).

- The applicant demonstrates a clear and thorough understanding of the need for assisting States and Tribes in the development and implementation of a National Public Service Adoption Recruitment Campaign and Response Initiative and demonstrates knowledge of applicable legislative mandates. The applicant demonstrates extensive knowledge of and experience of the public service market and the elements that play key roles in the success of any public service communications program; and
- The applicant demonstrates extensive knowledge of the 10-year history of the CB National Public Service Ad Recruitment Campaign and can demonstrate the ability to build on the body of work developed through this campaign.

The applicant presents a clear description of the proposed project that is responsive to this FOA (0-15 points).

- The applicant presents a clear and concise statement of goals and objectives of the proposed project. The proposed goals and objectives clearly address each of the items listed in the project requirements detailed and described in this FOA.
- The objectives of the project will effectively launch an annual national recruitment campaign that will produce a measurable change in public perceptions about adopting children from the foster care system;
- The objectives provide a means to effectively increase the number of potential families inquiring about adoption and a means to measure the increase;
- The objectives provide a means to increase the number of children, especially older children, adopted from the foster care and a means to effectively measure the change;
- The objectives provide a clear and effective Response Initiative and a means to determine its' effectiveness;
- The Response Initiative will provide for a measurable penetration into the local media markets of each State of the multi-media campaign;
- The Response Initiative will provide for a responsive system that supports States in managing the increased volume of inquiries due to the new media materials and national public service advertising campaign;
- The Response Initiative will provide for a measurable increase in the utilization of emerging social media strategies in the States;

APPROACH

Maximum Points: 40

The applicant proposes a sound technical approach (0-20 points).

- The applicant provides a workable plan of action. The plan relates to the stated objectives and scope of the project and reflects the intent of the legislative mandates. The overall plan for the approach reflects an understanding of the project's priorities described in this FOA.
- There is a reasonable timeline (e.g., charts such as a Gantt chart, bar chart, or other chart that illustrates project schedules) for implementing the proposed project, including the activities to be conducted in chronological order, showing a reasonable schedule of accomplishments and target dates, and the factors that may accelerate or decelerate the work.

The applicant proposes a sound programmatic approach (0-20 points).

- The application details all aspects of the planning, development, and implementation of a national campaign to provide information to the public regarding the more than 104,000 children in the public child welfare system who are waiting to be adopted.
- The application includes their plans to collaborate and coordinate with other Federal and national efforts, in particular, collaboration with AdoptUSKids.
- The applicant's services, program activities, and materials will be developed and provided in a manner that is racially and culturally sensitive to the population being served.
- The applicant provides a means to build upon the existing Children's Bureau National Adoption Recruitment Campaign in the integration of the theme and established materials.
- The applicant provides for access to a broad range of media outlets to ensure national distribution of the message.
- The applicant provides for optimal use of emerging social media strategies and assures a responsive system is in place for individuals utilizing these sites.
- The application includes a description of the various populations to be targeted, the geographic regions, the language, and the cultural context in which the program will be carried out;
- The application includes a description of the public service announcements to be developed for television, radio, print, social media, and other means that will reach individuals who are most likely to adopt children ages 8 and older.
- The application describes how work with each state child welfare agency will be conducted so as to link the multi-media campaign throughout local markets increasing the capacity of states to utilize the national campaign rather than create local campaigns.
- The application describes how work with the States will make optimal use of emerging social media strategies and ensure a responsive system is in place for individuals utilizing these sites.

EVALUATION

Maximum Points: 15

The applicant proposes a strong evaluation plan (0-8 points).

- The applicant's logic model effectively illustrates the relationship between the project's approach and the outcomes expected.
- The evaluation plan examines both process and outcomes.
- The applicant identifies specific evaluation questions for investigation and proposes appropriate methods for addressing those questions within realistic timeframes.
- The proposed evaluation will enable the project to document changes in public perceptions, behaviors, and improved system responsiveness.
- The applicant describes appropriate measure(s) for each goal, objective, result, or benefit.
- The proposed evaluation can be expected to provide regular, meaningful feedback for project improvement.

The applicant demonstrates capacity to conduct a rigorous evaluation (0-7 points).

- The applicant demonstrates sufficient in-house capacity to conduct an objective evaluation of the

project, or provides a sound plan for contracting with a third-party evaluator specializing in social science or evaluation, or a university or college to conduct the evaluation.

- The applicant presents a sound plan for documenting project activities and results, including the development of a data collection infrastructure that is sufficient to support a methodologically sound evaluation. The applicant identifies appropriate data sources and how relevant data will be collected. There is a sound plan for collecting and analyzing these data, securing informed consent, and implementing an Institutional Review Board review and tribal review, if applicable.

ORGANIZATIONAL CAPACITY

Maximum Points: 20

The applicant demonstrates the qualifications and capacity of the applicant organization and any partnering organization and their staff (0-10 points).

- The applicant (and its partners and contractors, if applicable) demonstrates sufficient and relevant experience and expertise in administration, development, implementation, management, and evaluation of similar projects.
- The proposal clearly demonstrates the applicant's ability to administer and implement the project effectively and efficiently. The applicant and any partnering organizations collectively have extensive experience and expertise in conducting comprehensive (qualitative and quantitative) market research to inform development of a national public service campaign targeted to a specific population; developing successful donated public service campaigns to recruit and connect adoptive families with waiting children throughout the United States; creating and producing appropriate multimedia products supporting the identified strategy; disseminating multimedia products to national media outlets and utilizing best efforts to encourage use of Public Service Announcements; demonstrating extensive experience in marshalling talent from the advertising and communications industries, the facilities of the media, and the resources of the business and non-profit communities to spread a public service message, create awareness, foster understanding, and motivate action for public service issues; establishing relationships with the elite of the advertising and media industry and regional media outreach experts; and demonstrating capacity and background in producing annual and multi-year, multi-media PSA campaigns focused on the adoption of children ages 8 and over from the child welfare system.
- The applicant has sufficient experience, expertise, and understanding of the recruitment and retention of foster care to provide high-quality project services. The applicant possesses sufficient knowledge about State and Tribal child welfare systems and populations to develop a sound and culturally competent public service recruitment campaign and recruitment response initiative.
- If the project involves partnerships with additional agencies, organizations, or subcontractors, the partnering organization has the ability and organizational capacity to fulfill its roles and functions.

The applicant demonstrates systematic capacity and develops an executable management plan (0-10 points).

- The roles, responsibilities, and time commitments of each proposed key project staff position, including consultants, subcontractors, and/or partnering agencies or organizations, are clearly defined and appropriate for the successful implementation of the proposed project. The applicant has secured commitments from its key partners, if applicable.
- The proposed project director and key project staff possess sufficient relevant knowledge, experience, and capabilities to implement and manage a project of this size, scope, and complexity effectively. The role, responsibilities, and time commitments of each proposed project staff position, including consultants, subcontractors, and/or partners, are clearly defined and appropriate to the successful implementation of the proposed project.
- There is a sound management plan for achieving the objectives of the proposed project on time and within budget, including clearly defined responsibilities, timelines, and milestones for accomplishing project tasks and ensuring quality. The plan clearly defines the role and

responsibilities of the lead agency. The plan clearly describes the effective management and coordination of activities carried out by any partners, subcontractors, and consultants (if appropriate). There would be a mutually beneficial relationship between the proposed project and other work planned, anticipated, or underway with Federal assistance by the applicant.

- The applicant possesses the organizational capability to successfully perform the activities described in this FOA.
- The applicant organization and its staff document experience and expertise in successful collaboration with a variety of partners in the provision of services as described in the project.
- The applicant organization has demonstrated ability in garnering additional support from the media community.

BUDGET AND BUDGET JUSTIFICATION

Maximum Points: 5

There is a line item budget for each year of the project, and a detailed narrative budget justification for the first year of the project (0-4 points).

- The costs of the proposed project are reasonable in view of the activities to be conducted and expected results and benefits.
- Allocate sufficient funds in the budget to support required travel for staff for one annual campaign kick-off event and for one annual meeting in Washington, D.C. with CB staff and AdoptUSKids staff;

The applicant demonstrates fiscal controls and accounting procedures that ensure prudent use, proper and timely disbursement, and accurate accounting of funds received under this FOA (0-1 points).

V.2. Review and Selection Process

No grant award will be made under this announcement on the basis of an incomplete application. No grant award will be made to an applicant or sub-recipient that does not have a DUNS number (www.dbn.com) and an active registration at SAM (www.sam.gov). See *Section III.3. Other*.

Initial ACF Screening

Each application will be screened to determine whether it meets one of the following disqualification criteria as described in *Section III.3. Application Disqualification Factors*:

- Applications that are designated as late according to *Section IV.3. Submission Dates and Times*,
- Applications that are submitted in paper format without prior approval of an exemption from required electronic submission (*Section IV.2. Request an Exemption from Required Electronic Application Submission*), or
- Applications with requests that exceed the award ceiling stated in *Section II. Award Information*.

For those applications that have been disqualified under the initial ACF screening, notice will be provided by postal mail or by email. See *Section IV.3. Explanation of Due Dates* for information on Grants.gov's and ACF's acknowledgment of received applications.

Objective Review and Results

Applications competing for financial assistance will be reviewed and evaluated by objective review panels using the criteria described in *Section V.1. Criteria* of this announcement. Each panel is composed of experts with knowledge and experience in the area under review. Generally, review panels include three reviewers and one chairperson.

Results of the competitive objective review are taken into consideration by ACF in the selection of

projects for funding; however, objective review scores and rankings are not binding. They are one element in the decision-making process.

ACF may elect not to fund applicants with management or financial problems that would indicate an inability to successfully complete the proposed project. Applications may be funded in whole or in part. Successful applicants may be funded at an amount lower than that requested. ACF reserves the right to consider preferences to fund organizations serving emerging, unserved, or under-served populations, including those populations located in pockets of poverty. ACF will also consider the geographic distribution of Federal funds in its award decisions.

ACF may refuse funding for projects with what it regards as unreasonably high start-up costs for facilities or equipment, or for projects with unreasonably high operating costs.

Please refer to *Section IV.2.* of this announcement for information on non-Federal reviewers in the review process.

Approved but Unfunded Applications

Applications recommended for approval that were not funded under the competition because of the lack of available funds may be held over by ACF and reconsidered in a subsequent review cycle if a future competition under the program area is planned. These applications will be held over for a period of up to one year and will be re-competed for funding with all other competing applications in the next available review cycle. For those applications that have been deemed as approved but unfunded, notice will be given of such determination by postal mail.

V.3. Anticipated Announcement and Award Dates

Announcement of awards and the disposition of applications will be provided to applicants at a later date.

Applications will be reviewed during the month of March 2013. Cooperative agreement awards will have a start date no later than April 1, 2013.

VI. Award Administration Information

VI.1. Award Notices

Successful applicants will be notified through the issuance of a Notice of Award (NOA) that sets forth the amount of funds granted, the terms and conditions of the grant, the effective date of the grant, the budget period for which initial support will be given, the non-federal share to be provided (if applicable), and the total project period for which support is contemplated. The NOA will be signed by the Grants Officer and transmitted via postal mail or email. Following the finalization of funding decisions, organizations whose applications will not be funded will be notified by letter signed by the cognizant Program Office head. Any other correspondence that announces to a Principal Investigator, or a Project Director, that an application was selected is not an authorization to begin performance.

Project costs that are incurred prior to the receipt of the NoA are at the recipient's risk and may be reimbursed only to the extent that they are considered allowable as approved pre-award costs. Information on allowable pre-award costs and the time period under which they may be incurred is available in *Section IV.5. Funding Restrictions.*

VI.2. Administrative and National Policy Requirements

Awards issued under this announcement are subject to the uniform administrative requirements and cost principles of 45 CFR Part 74 (Awards And Subawards To Institutions Of Higher Education, Hospitals, Other Nonprofit Organizations, And Commercial Organizations) or 45 CFR Part 92 (Grants And Cooperative Agreements To State, Local, And Tribal Governments). The Code of Federal Regulations (CFR) is available at <http://www.gpo.gov>.

An application funded with the release of federal funds through a grant award does not constitute, or imply, compliance with federal regulations. Funded organizations are responsible for ensuring that their activities comply with all applicable federal regulations.

Prohibition Against Profit

Grantees are subject to the limitations set forth in 45 CFR Part 74, Subpart E-Special Provisions for Awards to Commercial Organizations (45 CFR § 74.81_Prohibition against profit), which states that, "... no HHS funds may be paid as profit to any recipient even if the recipient is a commercial organization. Profit is any amount in excess of allowable direct and indirect costs."

Equal Treatment for Faith-Based Organizations

Grantees are also subject to the requirements of 45 CFR § 87.1(c), Equal Treatment for Faith-Based Organizations, which says, "Organizations that receive direct financial assistance from the [Health and Human Services] Department under any Department program may not engage in inherently religious activities such as worship, religious instruction, or proselytization, as part of the programs or services funded with direct financial assistance from the Department." Therefore, organizations must take steps to completely separate the presentation of any program with religious content from the presentation of the Federally funded program by time or location *in such a way that it is clear that the two programs are separate and distinct*. If separating the two programs by time but presenting them in the same location, one program must *completely* end before the other program begins.

A faith-based organization receiving HHS funds retains its independence from federal, state, and local governments, and may continue to carry out its mission, including the definition, practice, and expression of its religious beliefs. For example, a faith-based organization may use space in its facilities to provide secular programs or services funded with federal funds without removing religious art, icons, scriptures, or other religious symbols. In addition, a faith-based organization that receives federal funds retains its authority over its internal governance, and it may retain religious terms in its organization's name, select its board members on a religious basis, and include religious references in its organization's mission statements and other governing documents in accordance with all program requirements, statutes, and other applicable requirements governing the conduct of HHS-funded activities.

Regulations pertaining to the Equal Treatment for Faith-Based Organizations, which includes the prohibition against federal funding of inherently religious activities, "Understanding the Regulations Related to the Faith-Based and Neighborhood Partnerships Initiative" are available at <http://www.hhs.gov/partnerships/about/regulations/>. Additional information, resources, and tools for faith-based organizations is available through The Center for Faith-based and Neighborhood Partnerships website at <http://www.hhs.gov/partnerships/index.html> and at the [Capacity Building Toolkits for Faith-based and Community Organizations](#).

Award Term and Condition under the Trafficking Victims Protection Act of 2000

Awards issued under this announcement are subject to the requirements of Section 106 (g) of the Trafficking Victims Protection Act of 2000, as amended (22 U.S.C. § 7104). For the full text of the award

term, go to <http://www.acf.hhs.gov/grants/award-term-and-condition-for-trafficking-in-persons>. If you are unable to access this link, please contact the Grants Management Contact identified in *Section VII. Agency Contacts* of this announcement to obtain a copy of the term.

Requirements for Drug-Free Workplace

The Drug-Free Workplace Act of 1988 (41 U.S.C. §§ 8101-8106) requires that all organizations receiving grants from any federal agency agree to maintain a drug-free workplace. By signing the application, the Authorizing Official agrees that the grantee will provide a drug-free workplace and will comply with the requirement to notify ACF if an employee is convicted of violating a criminal drug statute. Failure to comply with these requirements may be cause for debarment. Government-wide requirements for Drug-Free Workplace for Financial Assistance are found in 2 CFR part 182; HHS implementing regulations are set forth in 2 CFR § 382.400. All recipients of ACF grant funds must comply with the requirements in Subpart B - Requirements for Recipients Other Than Individuals, 2 CFR § 382.225. The rule is available at [Requirements for Drug-Free Workplace](#).

Debarment and Suspension

HHS regulations published in 2 CFR Part 376 implement the governmentwide debarment and suspension system guidance (2 CFR Part 180) for HHS' non-procurement programs and activities. "Non-procurement transactions" include, among other things, grants, cooperative agreements, scholarships, fellowships, and loans. ACF implements the HHS Debarment and Suspension regulations as a term and condition of award. Grantees may decide the method and frequency by which this determination is made and may check the Excluded Parties List System (EPLS) located at <https://www.sam.gov/>, although checking the EPLS is not required. More information is available at <https://www.acf.hhs.gov/grants-forms>.

Pro-Children Act

The Pro-Children Act of 2001, 20 U.S.C. §§ 7181 through 7184, imposes restrictions on smoking in facilities where federally funded children's services are provided. HHS grants are subject to these requirements only if they meet the Act's specified coverage. The Act specifies that smoking is prohibited in any indoor facility (owned, leased, or contracted for) used for the routine or regular provision of kindergarten, elementary, or secondary education or library services to children under the age of 18. In addition, smoking is prohibited in any indoor facility or portion of a facility (owned, leased, or contracted for) used for the routine or regular provision of federally funded health care, day care, or early childhood development, including Head Start services to children under the age of 18. The statutory prohibition also applies if such facilities are constructed, operated, or maintained with federal funds. The statute does not apply to children's services provided in private residences, facilities funded solely by Medicare or Medicaid funds, portions of facilities used for inpatient drug or alcohol treatment, or facilities where WIC coupons are redeemed. Failure to comply with the provisions of the law may result in the imposition of a civil monetary penalty of up to \$1,000 per violation and/or the imposition of an administrative compliance order on the responsible entity.

HHS Grants Policy Statement

The HHS Grants Policy Statement (HHS GPS) is the Department of Health and Human Services' single policy guide for discretionary grants and cooperative agreements. ACF grant awards are subject to the requirements of the HHS GPS, which covers basic grants processes, standard terms and conditions, and points of contact, as well as important agency-specific requirements. Appendices to the HHS GPS include a glossary of terms and a list of standard abbreviations for ease of reference. The general terms and conditions in the HHS GPS will apply as indicated unless there are statutory, regulatory, or award-specific

requirements to the contrary that are specified in the Notice of Award (NoA). The HHS GPS is available at <https://www.acf.hhs.gov/grants/discretionary-competitive-grants>.

Freedom of Information Act (FOIA)

Applications funded by federal grant programs are subject to disclosure under the Freedom of Information Act (FOIA), 5 U.S.C. § 552, and are frequently requested under the FOIA. In accordance with the FOIA requirement to proactively disclose frequently requested materials at 5 U.S.C. § 552(a)(2)(D), and as part of on-going efforts to promote openness in government programs, ACF will post some of the top-ranked applications funded under this FOA in its online FOIA Reading Room at <http://www.acf.hhs.gov/e-reading-room>. As required under the FOIA, each of the top-ranked applications will receive appropriate redaction of specific information to protect personal privacy and competitively sensitive commercial information. Applications chosen for posting to the FOIA Reading Room will be placed on the internet website without further notice to the applicants.

VI.3. Reporting

Grantees under this funding opportunity announcement will be required to submit performance progress and financial reports periodically throughout the project period. The frequency of required reporting is listed later in this section. Final reports may be submitted in hard copy to the Grants Management Office Contact listed in *Section VII. Agency Contacts* of this announcement. Instructions on submission of reports electronically will be provided with award documents.

Performance Progress Reports (PPR)

Notice of Award documents will inform grantees of the appropriate performance progress report form or format to use. Grantees should consult their Notice of Award documents to determine the appropriate performance progress report format required under their award. Performance progress reports are due 30 days after the end of the reporting period.

Final program performance reports are due 90 days after the close of the project period. For awards that implement the use of the SF-PPR, that form may be found under "Reporting" at <https://www.acf.hhs.gov/grants-forms>

Federal Financial Reports (FFR)

As of February 1, 2011, HHS began the transition from use of the SF-269, Financial Status Report (Short Form or Long Form) to the use of the SF-425 Federal Financial Report for expenditure reporting. SF-269s will no longer be accepted for expenditure reports due after that date. If an SF-269 is submitted, the ACF will return it and require the recipient to complete the SF-425.

The transition strategy is allowing individual HHS Operating Divisions to select--from a limited number of options--the approach that best fits their programs and business process. This transition does not affect completion or submission of the cash reporting to the HHS Division of Payment Management's Payment Management System (PMS). The primary features of this transition for recipients are that OPDIVs that previously required electronic submission of the SF-269 will receive the SF-425 expenditure reports electronically and, until further notice, OPDIVs that have been receiving expenditure reports in hard copy will continue to do so.

All expenditure reports will be due on one of the standard due dates by which cash reporting is required to be submitted to PMS or at the end of a calendar quarter as determined by the Operating Division. As a

result, a recipient that receives awards from more than one OPDIV may be subject to more than one approach, but will not be required to change its current means of submission or be subjected to more than eight standard due dates.

Beginning with budget periods which end from January 1 - March 31, 2011, and for all budget periods thereafter, all affected ACF grantees will be required to submit an SF-425 report as frequently as is required in the terms and conditions of their award using due dates for reports to PMS.

For budget periods ending in the months of: The FFR (SF-425) is due to ACF on:

January 01 through March 31	April 30
April 01 through June 30	July 30
July 01 through September 30	October 30
October 01 through December 31	January 30

Fillable versions of the SF-425 form in Adobe PDF and MS-Excel formats, along with instructions, are available at http://www.whitehouse.gov/omb/grants_forms, www.forms.gov, and on at <https://www.acf.hhs.gov/grants-forms>. Further instructions will be provided, as necessary, with award terms and conditions that will address specific reporting periods and due dates on an award-by-award basis.

For planning purposes, ACF reporting periods for awards made under this announcement are as follows:

Program Progress Reports: Semi-Annually
Financial Reports: Semi-Annually

Awards issued as a result of this funding opportunity may be subject to the Transparency Act subaward and executive compensation reporting requirements of 2 CFR Part 170. See ACF's Award Term for Federal Financial Accountability and Transparency Act (FFATA) Subaward and Executive Compensation Reporting Requirement implementing this requirement and additional award applicability information at <https://www.acf.hhs.gov/grants/discretionary-competitive-grants>.

SF-428 Tangible Property Report and SF-429 Real Property Status Report

As of April 1, 2012, the Administration for Children and Families has been requiring the use of the SF-428 (Tangible Personal Property Form) as well as the SF-429 (Real Property Status Report).

The **SF-428** is a standard form used by awarding agencies to collect information related to tangible personal property (equipment and supplies) when required by a federal financial assistance award. The form consists of the cover sheet, SF-428, and three attachments to be used as required: Annual Report; Final (Award Closeout) Report and a Disposition Request/Report. A Supplemental Sheet, SF-428S, may be used to provide detailed individual item information.

The **SF-429** is a standard report used by recipients of federal financial assistance to report real property status (Attachment A) or to request agency instructions on real property (Attachments B, C) that has been/will be provided as Government Furnished Property (GFP) or acquired (i.e., purchased or constructed) in whole or in part under a federal financial assistance award (i.e., grant, cooperative agreement, etc.). This includes real property that was improved using Federal funds and real property that was donated to a federal project in the form of a match or cost share donation. This report is used for awards that establish a federal Interest on real property.

Beginning with budget periods ending September 30, 2012, and for all budget periods thereafter, all ACF grantees are required to submit (as applicable) an SF-428 and SF-429 report as frequently as required in the terms and conditions of their award(s).

The forms are available at http://www.whitehouse.gov/omb/grants_forms.

VII. Agency Contacts

Program Office Contact

June Dorn
Administration for Children and Families
Administration for Children, Youth and Families
Children's Bureau Headquarters
Portals Building
1250 Maryland Ave, SW
Washington, DC 20024
Phone: (202) 205-9540
Fax: (202) 260-9345
Email: June.Dorn@ACF.hhs.gov

Office of Grants Management Contact

Robin Bunch
Grants Management Officer, Division of Discretionary Grants
Office of Grants Management
Administration for Children and Families
370 L'Enfant Promenade, SW
6th Floor East
Washington, DC 20447
Phone: (202) 401-5513
Email: ACFOGME-grants@acf.hhs.gov

Federal Relay Service:

Hearing-impaired and speech-impaired callers may contact the Federal Relay Service for assistance at 1-800-877-8339 (TTY - Text Telephone or ASCII - American Standard Code For Information Interchange).

VIII. Other Information

Reference Websites

U.S. Department of Health and Human Services (HHS) on the Internet <http://www.hhs.gov/>.

Administration for Children and Families (ACF) on the Internet <http://www.acf.hhs.gov/>.

Administration for Children and Families - GRANTS homepage <https://www.acf.hhs.gov/grants>.

Catalog of Federal Domestic Assistance (CFDA) <https://www.cfda.gov/>.

Code of Federal Regulations (CFR) <http://www.gpo.gov>.

United States Code (U.S.C.) <http://www.gpoaccess.gov/uscode/>.

All required Standard Forms (SF), assurances, and certifications are available on the ACF Grants-Forms page at <https://www.acf.hhs.gov/grants-forms>.

Grants.gov Forms Repository webpage at http://www.grants.gov/agencies/aforms_repository_information.jsp.

Versions of other Standard Forms (SF) are available on the Office of Management and Budget (OMB) Grants Management Forms web site at http://www.whitehouse.gov/omb/grants_forms/.

For information regarding accessibility issues, visit the Grants.gov Accessibility Compliance Page at http://www07.grants.gov/aboutgrants/accessibility_compliance.jsp

Sign up to receive notification of ACF Funding Opportunities at www.Grants.gov http://www.grants.gov/applicants/email_subscription.jsp.

Application Checklist

What to Submit	Where Found	When to Submit
DUNS Number (Universal Identifier) and Systems for Award Management (SAM) registration.	Referenced in <i>Section III.3. Other</i> in the announcement. To obtain a DUNS number, go to http:// fedgov.dnb.com/webform . To register at SAM, go to http://www.sam.gov .	A DUNS number and registration at SAM.gov are required for all applicants. Active registration at SAM must be maintained throughout the application and project award period.
SF-424 - Application for Federal Assistance and SF-P/PSL - Project/Performance Site	Referenced in <i>Section IV.2.Required Forms, Assurances, and Certifications</i> . Found at http://www.acf.hhs.gov/grants-forms and at the Grants.gov Forms Repository at	Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.3. Submission Dates and Times</i> .

Location(s)	http://www.grants.gov/agencies/aforms_repository_information.jsp .	
Certification Regarding Lobbying	Referenced in <i>Section IV.2. Required Forms, Assurances, and Certifications</i> . Found at http://www.acf.hhs.gov/grants-forms .	Submission is due with the application package. If it is not submitted with the application package, it may also be submitted prior to the award of a grant.
SF-LLL - Disclosure of Lobbying Activities	<p>"Disclosure Form to Report Lobbying" is referenced in <i>Section IV.2. Required Forms, Assurances, and Certifications</i>. Found at http://www.acf.hhs.gov/grants-forms.</p> <p>If applicable, submission of this form is required if any funds have been paid, or will be paid, to any person for influencing, or attempting to influence, an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan.</p>	If applicable, submission of this form is applicable, it is due prior at the time of application. It may also be submitted prior to the award of a grant.
Survey on Ensuring Equal Opportunity for Applicants	<p>Non-profit private organizations (not including private universities) are encouraged to submit the survey with their applications. Applicants applying electronically, may submit this survey along with the application as part of the appendix or as a separate document. Applicants submitting in paper, please place the completed survey in an envelope labeled "Applicant Survey." Seal the envelope and include it along with the application package.</p> <p>The survey is referenced in <i>Section IV.2</i>. The survey may be found at https://www.acf.hhs.gov/grants-forms.</p> <p>The survey will not count in the page limitations.</p>	Submission is voluntary. Submission may be made with the application by the application due date listed in the <i>Overview</i> and <i>Section IV.3. Submission Dates and Times</i> . Or, it may be submitted prior to the award of a grant.

<p>Protection of Human Subjects Assurance Identification/IRB Certification/Declaration of Exemption (Common Rule)</p>	<p>Referenced in <i>Section IV.2. Forms, Assurances, and Certifications</i>. Additional information and necessary forms are available at http://www.hhs.gov/ohrp/assurances/forms/index.html.</p>	<p>Submission of the required information and forms is due with the application package by the due date listed in the <i>Overview</i> and <i>Section IV.3. Submission Dates and Times</i>. If the information is not available at the time of application, it must be submitted prior to the award of a grant.</p>
<p>The Project Description</p>	<p>Referenced in <i>Section IV.2. The Project Description</i>. This is the title for the project narrative that describes the applicant's plan for the project.</p>	<p>Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.3. Submission Dates and Times</i>.</p>
<p>Project Sustainability Plan</p>	<p>Referenced in <i>Section IV.2. The Project Description</i>.</p>	<p>Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.3. Submission Dates and Times</i>.</p>
<p>Project Summary/Abstract</p>	<p>Referenced in <i>Section IV.2. The Project Description</i>. The Project Summary/Abstract is limited to one single-spaced page.</p>	<p>Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.3. Submission Dates and Times</i>.</p>
<p>Table of Contents</p>	<p>Referenced in <i>Section IV.2. The Project Description</i>.</p>	<p>Submission is due as part of the Project Description by the application due date found in the <i>Overview</i> and in <i>Section IV.3. Submission Dates and Times</i>.</p>
<p>Third-Party Agreements</p>	<p>Referenced in <i>Section IV.2. Project Description</i>.</p>	<p>If available, submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.3</i>. If not available at the time of application submission, due by the time of award.</p>

<p>Proof of Non-Profit Status</p>	<p>Referenced in <i>Section IV.2. The Project Description, Legal Status of Applicant Entity.</i></p>	<p>Proof of non-profit status should be submitted with the application package by the due date listed in the <i>Overview</i> and <i>Section IV.3. Submission Dates and Times.</i> If it is not available at the time of application submission, it must be submitted prior to the award of a grant.</p>
<p>Logic Model</p>	<p>Referenced in <i>Section IV.2. The Project Description.</i></p>	<p>Submission is due with the application package by the application due date found in the <i>Overview</i> and in <i>Section IV.3. Submission Dates and Times.</i></p>

Appendices