



**HELP-NM CCF Capacity-Building Sub Award Program FY 2010
CFDA 93-009**

Fall 2009

Request for Proposals and Instructions for Preparation

Background: The Federal Government's Compassion Capital Fund awarded over \$60 million to faith-based and community-based organizations last year in the belief that local organizations understand local problems the best. HELP-New Mexico was awarded a grant the last two years and again this year for year three.

This is the second time that an intermediary organization in New Mexico has been granted funds under this federal catalog number, the first being the 2003 Stone Soup Collaborative. The current project is scheduled to extend for three 12-month grant periods, the first was completed on September 29, 2008, the second year was just completed on September 29, 2009 and we are in year three, with a competitive sub-award and training/technical assistance component for each period. The purpose of the program is to strengthen local non-profit organizations, both faith-based and community-based, to address the needs of local families, individuals, and communities. Historically, attending training and technical assistance have been cited as very valuable to the organizations who participated.

Extensive data collection and outcome measurement is a part of this project so that the program may be continually improved to meet the needs of the client organizations and the requirements that the coalition must meet for the federal government. Within the three-year cycle, social service organizations may, with a reasoned plan for development, be repeat awardees.

HELP-NM has a 44-year history of supporting existing social service agencies, both community and faith-based and starting up brand-new organizations where a need in New Mexico exists. It has launched itself in collaboration of the Conference of Churches (NMCC) and Church Women United, and maintains close ties with them. It has served both rural and urban areas of the state, from public schools to Native American Pueblos; and from job training to housing initiatives. Its original target populations were the small farmers and migrant workers in the state. It serves as the Albuquerque and Bernalillo County Community Action Agency and also sponsors six Headstart programs in Southern New Mexico. It exists to strengthen and support families in New Mexico, and aims to do so with a comprehensive, holistic approach, embracing, yet not limited to, all five of the areas of concern addressed by this project. While it manages a number of programs under its own umbrella, more remarkable is the number of organizations which have spun-off from HELP-NM and which, after years of support and training, are now free-standing service providers. Included in this number are:

- 1) Rural Housing, Inc. (spun off in 2003)
- 2) Tierra Del Sol Housing (independent in 1980)
- 3) NM Community Foundation (founded in 1985 by HELP-NM)
- 4) Health Centers of Northern New Mexico (created in 1973 by HELP-NM as Clinicas Campesino de Salud)
- 5) La Clinica de Familia (Doña Ana) (independent in 1975)
- 6) Siete del Norte (created by HELP-NM as its economic development arm in 1976; went independent two years later).
- 7) Deming Cesar Chavez Charter HS (organized by HELP-NM in 2005 to serve high school drop outs)



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- 8) Gordon Bernell Charter HS (organized by HELP-NM in 2008 for inmates and releasees who want to continue the education and training begun while incarcerated at the Metro Detention Center in Albuquerque.)

HELP-NM plans to continue using all of its expertise, networking, networking power, and funds from the grant to strengthen grassroots organizations, both faith-based and community-based who provide social services to those most in need in the state of New Mexico. A competitive sub-awards or sub-grants program combined with training sessions, technical assistance, mentoring, and technological learning aids will be used to build the capacity of the organizations to support and uplift the individuals, families, and communities across the state.

The grants award process is a competitive one designed to train and empower smaller, less experienced organizations to become likely contenders in seeking both federal and other funds. Training in most elements of organizational capacity is also a part of the program. Special, intensive approaches to helping and mentoring are built-in to make this process accessible to everyone, and the grant evaluation point system is designed to favor, by way of bonus points awarded, smaller less experienced organizations, newer organizations, inclusive organizational structures, and those serving “populations most in need.” These are defined below and in the Federal program announcement.

Between Fiscal Years 2008 and 2009, HELP-NM through the CCF grant awarded 40 sub-awards in three tiers for FY 08 and two tiers for FY 09. However for Fiscal Year 2010 the plan is to eliminate the tier approach of sub-awards, however, each sub-award will still be accompanied by required training and mentoring (technical assistance).

Special discussions and support for faith-based organizations contemplating the advisability of applying for federal funds will also be held. These sessions are mandatory in order to start everyone with a basic body of knowledge and some valuable grant-writing tools.

Potential Applicants are urged to read and understand the following special considerations:

HELP-NM’s CCF Capacity Building program funds capacity building activities that produce measurable effects resulting in more sustainable organizations. Capacity building activities ensure that grassroots organizations have the tools to facilitate key changes within their organizations. By addressing issues that are critical to the long-term viability of organizations, non-profits are better prepared and positioned to understand and meet the needs of the communities they serve.

Because the funding awards are a part of a comprehensive organization development plan, and are meant to help organizations become more competitive for further federal funds, the sub-awarding process will mirror many aspects of larger grant Requests for Proposals (RFP). Substantial assistance in learning this process will be available by contacting Gracie Gonzalez at 505-220-1424 or Gary Larsh at 505-766-4917. It is the intent of this project to de-mystify this procedure, and empower even new, grassroots organizations to attain needed funding, consultation, and to benefit from collaboration and cooperation.



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*Please note: these funds are a part of a demonstration project funded by the Department of Health and Human Services. Participants in the project are agreeing to cooperate with **HELP-NM** staff, consultants, and employees of the Department of Health and Human Services in assessing the effectiveness of the program. This may entail multiple assessments, interviews, and other activities.*

Approved but Unfunded Applications

Applications that are approved but unfunded may be held over for funding in the next funding cycle, pending the availability of funds and at the discretion of the advisory committee.

An awarded grant application and release of funds does not constitute or imply compliance with Federal regulations; grantees are responsible for ensuring that their activities comply with Federal regulations. Please see the enclosed list of useful regulatory documents and OMB circulars.

Certifications and Assurances:

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 or providing for the United States to insure or guarantee a loan, the applicant shall complete and submit Standard Form (SF)-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

All applicants must be sure to complete the disclaimer regarding lobbying, whether they must complete the form SFL or not. This form is found in the packet distributed with this application.

An explanation of the lobbying regulation will be made during the orientation meetings.

Applicants must also understand that they will be held accountable for the smoking prohibition included within Public Law (P.L.) 103-227, Title XII Environmental Tobacco Smoke (also known as the PRO-KIDS Act of 1994). A copy of the Federal Register notice that implements the smoking prohibition is included with this form. By signing and submitting the application, applicants are providing the necessary certification and are not required to return it.

Applicants must make the appropriate certification of their compliance with all Federal statutes relating to nondiscrimination. By signing and submitting the application, applicants are providing the necessary certification and are not required to return it. Complete the standard forms and the associated certifications and assurances based on the instructions on the forms.

In order to simplify this element of the application procedure, HELP-NM, CCF Program, has included several simplified assurances and disclaimers which will be reviewed at the mandatory training conferences.

Assurances for Native American Tribal Organizations

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Note: This applies only to certain mandated preferences for small Native American tribes. It is optional for those tribes, but may afford some extra points as required by Federal statute.

Voluntary Budget or Tribal Membership Size Assurance

The voluntary budget or Tribal membership size assurance is not required for a complete application; however, ACF (Administration for Children and Families) encourages any eligible non-profit organization, including Native American Tribal organizations, whose annual operational budget is less than \$800,000 whose Tribal membership is fewer than 5,000 to include the assurance with its application in order to receive an additional three points in the scoring of the application. An organization may not earn points for meeting both of the standards above, but only one, for a possible 3 points total.

In the absence of the appropriate assurance signed by the authorizing official, no additional points will be granted. By signing the voluntary budget or Tribal membership size assurance the authorizing official is attesting to the validity of all statements on the assurance.

Reporting on Financial Activities

Grantees will be required to submit program progress and financial reports throughout the project period. Program progress and financial reports are due on June 15, 2009 and August 14, 2009 (this dates may be subject to change). Final programmatic and financial reports are due by October 9, 2009. *Tip: the SF 269 is the primary form used to “draw down (collect) your grant funds.” This is being done to familiarize you with the process of working with the government, and to ease the reporting burden on the intermediary and its limited staff.*

Potential applicants are urged to read this document carefully, as there are many steps which are mandatory. A list of helps, support, and technical assistance is available in several locations in this material. For information, questions, and clarifications, call Gracie Gonzalez at: (505) 766-4921 or (505) 220-1424 or email at: gracie@helpnm.com. Telephone is answered live between 7:30 am and 4:30 pm Monday-Friday.

Tip: the phone line and email address are there solely for you as applicants, and you are encouraged to call whenever you need to. We are happy to share our tips and secrets with you.

Eligibility

This sub-award competition for capacity-building funds is open to both faith-based and community organizations. HELP-NM will not discriminate in favor of or against an organization because of its faith orientation or lack thereof.

Independent reviewers will use criteria for selection of sub-awardees that are equally open to both community and faith-based groups. While the program uses Federal CCF (Compassion Capitol Fund) funds to build grassroots groups' capacity to provide services to those in need, the funds may **not** be used to build such groups' capacity to provide programs or services that include inherently religious activities.

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Rather, if a sub-award or technical assistance recipient provides programs or services that include inherently religious activities then such activities must be separate in time or location from the programs or services that the organization is seeking to improve through CCF. For detailed information, please refer to 45 CFR part 72, available at www.whitehouse.gov. A summary of these guidelines was supplied to you in your packet of materials.

A 501 (c) 3 designation by the Internal Revenue Service is **not** required to be eligible for this program, nor is it necessary to have a sponsor, fiscal agent, or parent organization. For organizations without a 501 (c) 3 status, an initial site visit and documentation of service to a specific population with a documented clientele may be required, and capacity-building activities will be steered in the direction of organizational development and sustainability. Such organizations will be encouraged to begin seeking incorporation and designation as a 501 (c) 3 organization, although for some groups, this is likely to be a multi-year endeavor. Matching funds are not required to apply for a sub-award, and should not be included in any application.

To be eligible organizations must provide services to at least one of the following priority populations:

- a. the homeless
- b. elderly in need
- c. at-risk youth
- d. families in transition from welfare to work
- e. those in need of intensive rehabilitation such as prisoners, mental health consumers, or addicts
- f. prisoners re-entering the community and children of prisoners
- g. organizations that provide marriage education and preparation services to help couples who choose marriage for themselves, develop the skills and knowledge to form and sustain healthy marriages

Weighted bonus points will be used to encourage inclusive leadership structures collaboration in all levels of sub-awards, and to favor smaller, less experienced organizations as well as to favor those which serve an underserved population or a distressed area and so demonstrate. Please see the needs section under Evaluation Criteria for help in defining an underserved population and a distressed area.

Any agency applying for a sub-award must provide proof of the following minimum insurance coverage's or request funds to obtain insurance coverage:

1. Workers Compensation – Statutory Coverage
2. General Liability - \$1,000,000 Limit
3. Auto including hires and non-owned - \$1,000,000 Limit
4. Directors and Officers - \$1,000,000 Limit
5. Employment Practices Liability \$1,000,000 Limit



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Deadlines

December 18, 2009 - *Optional but highly recommended* "Letter of Intent to Apply" due at HELP-NM. Submit by postal mail or professional carrier only. (Please make sure you obtain and follow directions for this letter and accompanying form.)

January 15, 2010 - Grant Proposals due to HELP-NM by 5 p.m.
May be mailed, delivered by carrier or hand delivered to:
HELP-New Mexico Inc.
5101 Copper NE, Albuquerque, NM 87108
Attention: Gracie Gonzalez, Program Manager

Note: no exceptions to this deadline, proposals must be **received by** the above date and time.

Please, do not call HELP-NM after mailing your proposal: we will not be able to acknowledge receipt of your proposals. Late proposals will garner notice that they will not be included in the current round of competitions.

Important Dates

October 1, 2009 - RFPs available:

To Be eligible each applicant agency must send two people to at least one of the Required RFP Training Sessions:

Farmington -	<u>November 3, 2009</u>
Taos -	<u>November 4, 2009</u>
Albuquerque -	<u>November 10, 2009</u>
Las Vegas -	<u>November 12, 2009</u>
Portales -	<u>November 23, 2009</u>
Roswell -	<u>November 24, 2009</u>
Silver City -	<u>December 1, 2009</u>
Las Cruces -	<u>December 2, 2009</u>
Socorro -	<u>December 7, 2009</u>
Albuquerque -	<u>December 10, 2009</u>

Each of the above workshops will be from 9:00 a.m. to 4:00 p.m. The morning portion will be the RFP section and the afternoon portion will be topic related (e.g. Intro to Grant writing, board development, Program Evaluation, etc.) Attendance at both the morning and afternoon is required.

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Funding availability

HELP-New Mexico, Inc. through the Compassion Capital Fund has \$209,000 to distribute to newer, less experienced organizations and also those more experienced social service agencies with or without a 510 (c) 3 designation

Minimum request: \$10,000

Maximum request: \$22,000

Funding will be awarded to those agencies that have had no more than one direct (not pass-through) federal grant and whose last fiscal year's operating budget was less than \$500,000. Applicants do not need to have: a 501 (c) 3 tax status; a full board of directors; or paid employees. Applicants should document service to their community and target population for at least one year. The applicants must identify distinct needs for training and technical assistance in at least two of the priority areas: leadership development, organizational development, program development, revenue enhancement strategies, and community engagement. They must also identify a reasoned realistic plan for capacity-building with their cash awards. These awards will be distributed geographically and will be made to newer agencies and also those more experienced social service agencies who are designated as non-profit organizations.

Applicants requesting an award over \$15,000 **must** include in their plan of work (approach section) a clear, reasoned, and realistic proposal for a project involving collaboration with at least one other social service or educational institution, as well as binding letters of commitment for that project, pending the grant of a sub-award. All activities funded by the grant must continue to meet the allowable capacity-building standard. While resource-sharing is a normal part of collaboration, only one member of any collaboration may apply for and receive funds. Organizations contemplating this arrangement should work closely with a technical assistant for grant-writing (for TA referrals please contact Gary Larsh at 505-766-4917 or via e-mail at glarsh@helpnm.com)

Please note: Awardees, small or large, are federal contractors and must agree to follow the rules and regulations that apply to federal contracts with nonprofit entities. It is not the intent of HELP-NM, CCF Project to make the application complicated, but to use it as an opportunity to learn in a highly supportive environment, the methods for working with federal grants and contracts.

Please see the note on the Letter of Intent Instructions for acquiring a DUNS number. This must be done before submitting the letter of intent in December.

Ineligible Applicants

Applicants with budgets exceeding \$500,000

Applicants with taxing authority

For profit entities

Applicants who have received two sub-awards from HELP-NM

Applicants who do not serve one of the target populations



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Bonus points used in evaluation:

- Social service organizations providing services in a distressed geographic area or to an underserved population, and documented as such. (2 points)
- Organizations which have a board consisting of a diverse, racial/ethnic mix, e.g., documenting that at least 20% of the board or steering committee is of a different demographic group than the majority of the board, not including the criterion of gender. In order to receive the point you must identify your board's race/ethnicity. (1 point)
- Native American Tribal Agencies with a tribal population of fewer than 5,000 members. See special instructions under assurances.
- Organizations that describe ongoing collaborative efforts with other organizations in their service area and target population. (2 points)

Formatting

All proposals must be typed/word-processed in 12-point Arial or Times New Roman font, and printed on one side only. The narrative and Budget justification must be double-spaced. The narrative (excluding the budget justification) may be no more than twelve pages. Pages beyond the 12 pages will be discarded before the evaluation takes place, and the information on those pages will not be counted toward the score. Margins on all four sides should be 1 inch. **Please use white paper only.**

The table of contents should be no more than one page, and all documents should be in the same order in each copy and the original. All signatures should be signed in blue ink (in the original), so as to assure that the original signatures are present.

Please choose supporting documents judiciously. Do not send CDs, tapes, news clippings, books, or brochures. Such extraneous materials will be removed from the proposal before the proposal is given to the review committee.

Order of required documentation:

- Cover letter (transmittal letter)
- Table of Contents- one page only
- SF424
- SF 424a non-construction
- SF 424 B: assurances
- Narrative (no more than 12 double-spaced typed pages)
- Project Budget (no more than two pages)
- Budget justification (no more than three pages)
- Operating budget
- Board of directors list
- Résumés of key staff
- Proof of insurance
- Assurances and certifications

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- Supporting documents (e.g. letters of support, letters of collaboration, testimonials, etc.) (no more than 12 pages)
- Copies certificates of attendance for mandatory grants conference*

Four copies, the original and a CD of all materials should be **delivered or received no later than 5 pm on Friday, January 15, 2010**. Please mail all in one package. HELP-NM will not combine parcels, make corrections, nor accept forgotten documents to be added to the proposal. No exceptions to this rule will be granted, and late documents will not be entered in the competition.

Copies and the original should each be fastened with a binder clip. No notebooks, binders, or covers. **Please note:** Even with guaranteed delivery, mishaps occur. Organizations are urged to submit the document in time for delivery before the delivery deadline date. Proof of mailing is not the standard for a timely submission. While hand-delivered documents are not prohibited, they are strongly discouraged. To inquire about receipt of your proposal you may contact Martha Aragon at Martha@helpnm.com, (please allow 24-48 hours for a reply).

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.

A Word about the Evaluation Procedures:

- 1) Help-NM staff will pre-screen the letter of intent to insure that your agency and/or project meets the standard criteria for a full proposal (e.g. prior FY budget, services provided to specific population(s), etc.). If HELP-NM staff believe that your agency and/or project do not qualify you will be notified within one week of receipt of your letter of intent.
- 2) Help-NM staff will pre-screen the proposal documents for basic compliance with application procedures such as budget limit, formatting, etc. Failure to comply with formatting instructions will constitute your proposal ineligible.
- 3) Evaluations will be made by disinterested evaluators from an objective rating sheet. Individuals who are familiar with a particular organization will be asked to recuse themselves from evaluating that application. No pre-selected organizations are permitted, by federal law.
- 4) Receipt of a sub-award in a prior year does not automatically qualify you for a sub-award in this funding cycle. Agency must follow the same guidelines as all other applicants.
- 5) Proof of attendance at one of the RFP/grant trainings is required. Lack of attendance at the RFP trainings will immediately disqualify you from applying.

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Explanation: Purpose of the sub-award: Allowable and Unallowable Activities

Please refer to the social service categories that are being targeted for purposes of this grant. It is the responsibility of the petitioner to document that the organization will be strengthened in order to conduct such targeted services.

Funds may not be used to provide direct services, but rather, to provide increased capacity to provide those services. Increased capacity can include such factors as:

- Increasing financial management or fiscal control of the organization
- Expanding a catchment or service area
- Providing equipment that will allow a new activity or increased ability to conduct an activity, or providing training for key staff, volunteers, or board members that will enhance the organization's skill base or organizational efficiency.

Sub-awards will be used to assist organizations in differing stages of development. For example, funds may be provided to fledgling organizations to improve their basic functions, such as attaining 501(c) 3 status or developing sound financial systems.

Sub-awards will not be used to provide direct services, direct fundraising activities, nor construction programs, but rather to improve the sub-award recipient's efficiency and capacity. In some limited cases, minor rehabilitation of a facility may be an allowable expense, if it serves to extend the target population now being served in that facility, for example, making a bathroom handicapped-accessible. **Competitive bids will be required in writing for such a project and must be included with the proposal.**

CCF grants are intended to expand the capacity of community and faith-based organizations to deliver social services in a secular manner through, among other things, an enhanced ability to compete for Federal and other grants in the future. These grants cannot be used to provide direct client services or to pay for direct fundraising. They may not be used to supplant other funds, such as previously budgeted or allotted funds for staff training, or to pay for a staff position previously paid for by other means. Rather, they are to provide added value and capacity to the organization.

Some examples of unallowable fundraising include:

- Contacting organizations or individuals for funds (this includes paying for a lunch meeting)
- Printing and mailing direct mail flyers or brochures that include an option for donors to make donations
- Donor development software that enables a direct online donation link (such software is not itself problematic; it is the online donation link feature that may not be funded with CCF funds)
- Hiring a grant writer or fundraising consultant to plan specific events or make requests for funding

As a program of the Administration for Children and Families, (ACF), a division of the Department of Health and Human Services, the Compassion Capital Fund, known as CCF, is

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intended to support organizations that promote the economic and social well-being of families, children, individuals, and communities. As such, CCF funds can pay for capacity building activities that support social service programs and activities. For example, CCF funds may pay for trainings such as board development workshops.

Additionally, CCF funds may purchase equipment or supplies such as computers or computer software that can improve program services.

For further details on rules governing allowable and unallowable expenditures, please refer to OMB circular A-21, Cost Principles for Grants and Non-Profits.

As of fiscal year (FY) 2009, CCF funds may not pay for capacity building activities that support medical/health care related activities or items such as medical equipment or supplies or medically-oriented trainings, certifications, or licensures.

Activities may be conducted in one or all of the following five areas of capacity building:

- 1) Leadership development
- 2) Organizational development
- 3) Program development
- 4) Revenue development strategies
- 5) Community engagement

Please see the table below for examples of allowable and unallowable activities due to function or regulation.

Area of Concern	Goal	Example of allowable activity	Example of <u>unallowable</u> activity
Leadership Development	Board Training	Tuition for 3 board members to attend a workshop on financial management in Albuquerque	Lunch for a training session on your site for the board. <i>(Federal funds will not pay for food, in general)</i>
Organizational Development	Improving Management Capacity	Hiring an auditor to provide a financial audit	Hiring a grant writer. <i>(This will not provide new capacity, beyond the grant)</i>
Program Development	Staff Training	Funds to engage a consultant to teach staff to work with a new population such as a cultural group or different family dynamic	Hiring a specialist to work with a new cultural subgroup. <i>(You may not hire staff to do direct service)</i>
Revenue Enhancement	Increasing the donor	Purchasing software used to track donors	Purchasing software to solicit donations online.

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	base		<i>(This is direct fundraising, and by definition, not allowed)</i>
Community Engagement	Beginning a new Collaboration	Funding the materials and training for conducting a community needs and assets survey	Hiring an outreach worker to be shared by two agencies. This is creative, but it is direct service.
			Any hiring of staff that supplants a position or funding for a position that has been funded by other means unless proof of genuine and permanent loss of that funding is documented.

Please note: As the sub-award proposals are being evaluated, points will not be deducted for placing an activity in an incorrect category as long as a coherent rationale is present. Awardees may be asked to make some revisions to their budget section and justification to comply with generally accepted practices, post evaluation.

While groups may use funds to build their capacity to provide services to those in need, the funds may not be used to build such groups' capacity to provide those in need with programs or services that include inherently religious activities, including those in Title 45 CFR 87.1. (The restrictions, work-around, and protections for faith-based organizations will be thoroughly discussed at the grant writing trainings).

Rather, if a sub-award or technical assistance recipient provides programs or services that include inherently religious activities, then such activities must be kept separate in time or location from the programs or services that the organization is seeking to improve through CCF. Participants of federally funded activities and programs may not be required to attend religious activities, make religious declarations, or be subject to religious proselytization as a condition of receiving those federally supported services.

These principles and the special provisions which allow faith-based organizations to retain their identity will be thoroughly covered in the mandatory training sessions. For more details, you may also refer to Title 45 CFR part 74, available at www.whitehouse.gov.

You may also find a great deal of help at the Compassion Capitol Fund (CCF) web page, which has a wealth of references for non-profit organizations and intermediaries (HELP-NM is your intermediary).

Evaluation of the Application/Proposal

Applications received by the due date and found compliant in the initial screening will be reviewed and scored competitively. Experts in the field, generally persons from outside HELP-NM, will use the evaluation criteria listed below to review and score the applications. The results of the review will be a primary factor in making funding decisions. HELP-NM may also solicit comments from Regional Office staff and other Federal agencies. HELP-NM may consider a

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variety of factors in addition to the review criteria identified below, including geographic diversity/coverage and types of applicant organizations and social service priority areas, in order to ensure that the interests of the Federal Government are met in making the final selections.

Furthermore, ACF may limit the number of awards made to the same or affiliated organizations although they would serve different geographic areas.

Line items may be disallowed and their cost subtracted from the total amount of the sub-award, based on the criteria as outlined above.

After April 1, 2010, organizations who were notified that their proposal was not granted a sub-award may write to HELP-NM, Family Services Division – CCF Project, through postal mail, and request summary comments from the review of their proposal or via e-mail at Martha@helpnm.com (please allow up to 5 business days for a reply).

The following evaluation criteria for the Project Description, also known as the project narrative, appear in weighted descending order: any additional supporting material, such as resumes and job descriptions, should be placed in the Appendix. The corresponding score values indicate the relative importance that HELP-NM CCF Project places on each evaluation criterion. In considering how applicants will carry out the responsibilities addressed under this announcement, competing applications for financial assistance will be reviewed and evaluated against the following criteria:

Tip: While good writing is helpful, and clear written communication is essential, sometimes excess creativity, such as relocating required elements of the proposal instead of following the prescribed order of information is not advisable. Clear, simple, and concise is best.

Rating Criteria:

Bonus points are listed in the eligibility section.

Need for Assistance (30 points)

- (a.) **Service Area (5 Points):** An application will be evaluated on the extent to which the applicant identifies the specific service area for project implementation and the target population they serve.
- (b.) **Needs of Service Area (5 Points):** An application will be evaluated on the extent to which the applicant describes the specific needs of the targeted service area; documents that the proposed project will be implemented in a distressed community or with an underserved population; and documents that the project ultimately addresses a vital need in a distressed community or an underserved population. A “distressed community” is defined as a neighborhood or geographic sector with an unemployment rate or poverty rate equal to or greater than the state or national rate. The application documents that either the unemployment level or the poverty level for the targeted neighborhood or community is equal to or greater than the state or national level. The application cites the most recent available statistics from published sources, (e.g. the recent U.S. Census or updates), the State, county, city, election

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district and other information are provided in support of its contention. Data of comparable reliability may be used to document an underserved population in the service area, (e.g.: the most recent data from an Ann E. Casey Foundation publication, or a University of New Mexico Public Health Survey citing a particular county as being medically underserved). Be sure to make a full citation in the text or the footnotes.

- (c.) **Applicant's Capacity-Building Needs (10 Points):** An application will be evaluated on the extent to which the applicant documents the capacity-building needs of its organization. The needs of the organization must be described in relationship to the following five critical areas of organizational capacity (no additional points are awarded for choosing more than two):
- i. Leadership development
 - ii. Organizational development
 - iii. Program development
 - iv. Revenue Enhancement Strategies
 - v. Community engagement.

These needs should clearly point to the uses of funds awarded, needs for training and technical assistance, and expected results. (Please refer to the grid in the section on allowable activities.)

Any statement regarding eligibility for bonus points due to the organization being part of a tribe with a population of fewer than 5000, with a signed statement located in the assurances section.

- (d.) **Project Objectives (10 Points):** An application will be evaluated on the extent to which the applicant states all primary project objectives.
- 1) Applications will be evaluated on the extent to which the objectives of the proposed project are clearly stated and shown to address the previously specified needs of the organization in at least two of the five critical areas.
 - 2) Applications will be evaluated on the extent to which the applicant then shows that each objective will lead to increased ability to compete for and win Federal funds as well as better serve its target population
 - 3) A brief discussion of how the organization and its community will be strengthened is helpful here.

Approach (30 points)

Logic Model (15 points)

1. An application in this area will be evaluated upon the logic model, a graphic representation of how objectives, action steps, outcome, and measures of outcome are tied together. (A word table is the preferred method of presentation of these data).

Capacity-Building Strategy – (15 points)

2. An application will be evaluated on the extent to which the applicant describes a plan for developing organizational capacity in at least two of five critical areas:



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- a. leadership development
 - b. organizational development
 - c. program Development
 - d. Revenue Enhancement Development
 - e. community engagement , and then links each of those developments to increased capacity to win Federal funds and/or serve its target population
3. Applications will be evaluated based on the extent to which the capacity-building approach or strategy is logical, reasonable, and clearly and fully linked to increased organizational capacity. In the process, all budget items should be justified, with a clear link between this section and the budget justification narrative.

Note: An applicant may be selected for funding and yet have individual items cut from the Budget if those particular items are not justified in terms of winning Federal funds, or if they are not legitimate capacity-building.

Tip: An objective is a more detailed look at a goal of a project, action, or program. Objectives are evaluated to determine if they are: specific; measurable, attainable, relevant, and time-linked.

A “**measurable outcome**” is an observable end-result that describes how a particular intervention benefits consumers. It demonstrates the functional status, mental well-being, knowledge, skill, attitude, awareness or behavior. It can also describe a change in the degree to which consumers exercise choice over the types of services they receive, or whether they are satisfied with the way a service is delivered. Additional examples include: a change in the responsiveness or cost-effectiveness of a service delivery system; a new model of support or care that can be replicated in the aging network, or new knowledge that can contribute to the field or other critical area.

A measurable outcome is not a measurable “output”, such as the number of clients served; the number of training sessions held; or the number of service units provided; although these measures are often also valuable. Answers to open-ended questions are not a measurable outcome.

Organizational Profiles (20 points)

(a.) Past Experience (10 points)

1. An application will be evaluated on the extent to which the applicant demonstrates experience and a proven track record in addressing the needs of “distressed community(ies)” through the provision of social services.
2. Applications will also be evaluated on the extent to which the applicant documents a history of service in the proposed project service area. In addition, applications will be evaluated on the extent to which the applicant includes concrete examples of services and/or programs.



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(b.) Organizational Capacity and Project Staff (10 Points).

- 1) Applications will be evaluated on the extent to which the applicant describes how the proposed project fits into the structure of the applicant organization.
- 2) Applications will be evaluated on the extent to which the applicant provides evidence of facilities, fiscal controls and other resources that are adequate to achieve project goals.
- 3) Applications will be evaluated on the extent to which the applicant includes a listing of key positions required to carry out the project, the individuals proposed to fill the positions, and a detailed description of the kind of work they will perform.
- 4) Applications will be evaluated on the extent to which the applicant provides evidence demonstrating the staff's skill, knowledge, and experience in carrying out their assigned activities.
- 5) Applications will be evaluated on the extent to which the applicant includes the above information with regard to consultants or staff from other organizations, proposed to work on the project. Consultants are not generally recommended for this proposal, except possibly in the area of outcome measurement or financial auditing.

(Regarding items (3) and (4), resumes are normally included when the personnel in question are known; job descriptions are included when the personnel are not known.)

Results or Benefits Expected (15 Points)

1. An application will be evaluated on the extent to which it identifies the results or benefits expected to be derived from project activities. Applicants must describe how the proposed project will have an impact on the sustainability of their organization both in terms of winning Federal funds, as well as more broadly or generally.
2. Applicants must describe the process for determining the relationship between project activities, project objectives (including any output measures to be used to evaluate the proposed project), and longer term results. The results and benefits proposed by the applicant must be reasonable and likely, quantified, and clearly result from increased capacity including the ability to win Federal funds.

Tip: it may be possible to incorporate some of this criterion in the graphic representation of the logic model. Be sure to refer to it in this section if you choose to do this.

Budget and Narrative Budget Justification (10 Points) Applicants must add a copy of their last fiscal year's operating budget.

- I. An application will be evaluated on the extent to which the applicant includes a budget that is clear, easy to understand, and that provides a detailed justification for the amount requested. Applicants should refer to the budget information presented in the Standard Forms (SF) 424 and 424A. Because this is a close-knit community and applications will be evaluated by committees of local social service and comparable



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professionals, applicants may omit from copies of the application submitted (**but not from the original**) the specific salary rates or amounts for individuals in the application budget and instead provide only summary information. Provide the Budget on the SF-424A Budget Information form.

- II. Provide the Narrative Budget Justification; include line item details and detailed calculations for each budget object class identified. (*Tip: It can be very helpful to make references to your logic model here, too, as long as it is clear to your evaluators.*)
- III. Detailed calculations must include estimation methods, quantities, unit costs, and other similar quantitative detail sufficient for the calculation to be duplicated.
- IV. Travel costs for key staff to attend HELP-NM – CCF'S orientation and the Collaboration Fair must be detailed in the budget.

The following clarifying information on Federal application budgets in general is provided, based on the Object Class Categories in the SF-424A, Section B.

Travel

- Description: Costs of project-related travel by employees of the applicant organization (*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 allowance (based on your organization's customary rates remember that most organizations have one set of rates for in-state travel, and another for out of state and large city travel.), if privately owned vehicles will be used, and other transportation costs and subsistence allowances. Travel costs for key staff to attend HELP-NM CCF'S orientation (a full day-long event) must be detailed in the budget. For further details, see OMB Circular A-122, Attachment B, sec. 51.

Note: mileage for consultants, evaluators, etc., is listed under "other"

Equipment

- Description: "Equipment" means an article of nonexpendable, tangible, personal property, having a useful life of more than one year and an acquisition cost which equals or exceeds the lesser of (a) the capitalization level established by the organization for 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. An applicant organization that uses its own definition for equipment should



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provide a copy of its policy or section of its policy which includes the equipment definition. For further details, see OMB Circular A-122, Attachment B, sec. 15.

Supplies

- **Description:** Costs of all tangible personal property other than that included under the Equipment category. (All equipment with a cost of less than \$5000.00 is listed in the supplies section and is not considered under equipment.)
- **Justification:** Specify general categories of supplies and their costs. Show computations and provide other information which supports the amount requested. For larger items, such as computers and other IT materials, prices may be supported by offers, quotes, advertisements or simply make/model information. For further details, see OMB Circular A-122, Attachment B, sec. 28.

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 such things as personal services contracts and third party evaluation contracts.
- **Justification:** For further details, see OMB Circular A-122, Attachment B, sec. 37.
- **Construction:** Not applicable to this sub-award.

Minor repairs are not considered construction. No other consideration of construction expenses is allowable under this grant program.

- **Other:** Enter the total of all other costs. Such costs, where applicable and appropriate, may include but are not limited to insurance, space and equipment rentals, printing and publication, computer use, training costs, such as tuition, staff development costs, and administrative costs.

Also included in the "Other" category "

- Stipends or honoraria
- Training films
- Cell phone subscriptions
- Publications (subscriptions)
- Licensures
- **Justification:** Provide computations, a narrative description and a justification for each cost under this category. For further details, see OMB Circular A-122, Attachment B, all sections other than those listed above.

Each budget item should be clearly linked with an objective and activity in the project narrative. Indirect costs: Not applicable to this sub-award.



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Suggested Project Budget Form

Note: This document may be reproduced, copied, etc. Please do not use handwritten figures.

Object Class	Item	Federal Share	Calculations	Comments and reference to budget justification
Personnel				
Fringe Benefits				
Travel				
Equipment				
Supplies				
Contracts				
Other				

For your budget justification, for each line you have filled in on the table above, write a sentence explaining why you need that item, and for what purpose it will be used. Make sure that at least one item strengthens your ability to compete for grant funds in the future, and explain this. This section is more detailed than, but somewhat tied to, your logic model.

Questions? Call Gracie Gonzalez at 505-766-4921, during 7:30 a.m. and 4:30 p.m., weekdays, or via e-mail at gracie@helpnm.com. We will get back to you as quickly as we can.