



# COMPASSION CAPITAL FUND 2009 DEMONSTRATION PROGRAM GRANTS: Guidance for Potential Applicants

presented by

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Funding Opportunity Number: HHS-2007-ACF-OCS-EJ-0009  
CFDA Number: 93.009



## Introduction and Agenda Overview

- Purpose of CCF
- What is Capacity Building?
- Overview of the Demonstration Program
- How to Apply
- The Grantee Selection Process
- Tips (How to Avoid Common Mistakes)



# The Purpose of the Compassion Capital Fund

## CCF Demonstration Grantees...

... build the capacity of faith-based and community organizations by:

- increasing their effectiveness and sustainability,
- enhancing their ability to provide social services,
- expanding their organizations,
- diversifying their funding sources, and
- creating collaborations to better serve those most in need.



## What is Capacity Building?

**CCF funds must be used for capacity building. They may not be used for direct services.**

Capacity building is the process of implementing activities critical to the long-term viability of organizations to increase the effectiveness of programmatic activities and organizational operations.

Capacity building activities are designed to increase an organization's sustainability and effectiveness, enhance its ability to provide social services, and create collaborations to better serve those most in need.



# Overview of the Compassion Capital Fund – The Demonstration Program

## The Demonstration (Intermediary) Program

- CCF awards grants to “intermediary organizations” that serve as a bridge between the Federal government and smaller faith-based and community organizations. The intermediary organizations then help smaller groups through 1) training and technical assistance and 2) competitive, capacity-building sub-awards.



# The Demonstration Program – Overview

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- **Total Funding:** \$17.25 Million
- **Number of Expected Awards:** 35
- **Ceiling on Individual Awards:** \$500,000
- **Projected Start Date:** September 2009
- **Project Period:** A single 12-month project period
- **Non-Federal Match:** 20 percent of the total approved cost of the project

*Please note: Applications exceeding the award ceiling will be disqualified.*

*Further note: There is one project and budget period of 12 months. No continuation awards will be offered.*



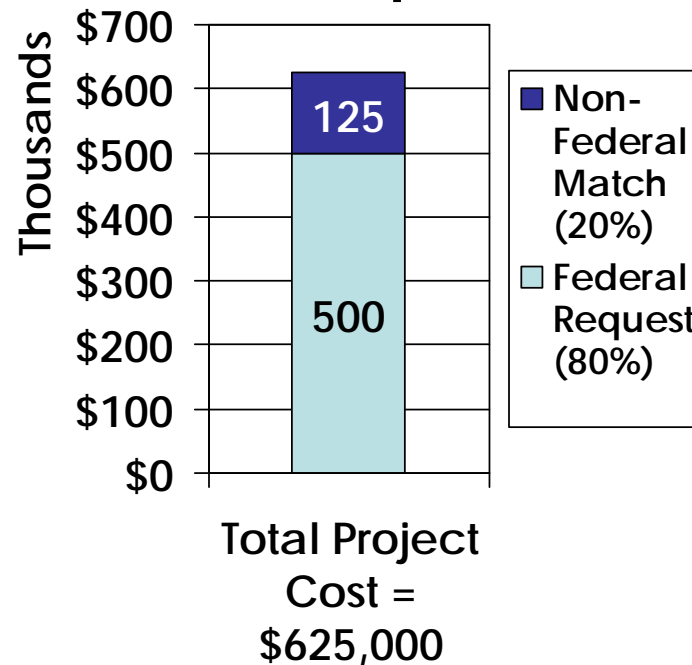
# The Demonstration Program – Non-Federal Match

Grantees must provide at least 20 percent of the total approved cost of the project.

- Can be met by cash or in-kind contributions (applicants are encouraged to meet their match requirements through cash contributions)
- The match is not 20 percent of the request. It is 20 percent of the **Total Project Cost**.

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Example:





# The Demonstration Program – Non-Federal Match

## Cost Share Examples:

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Federal Request (80%)	Cost Share Match (20%)	Total Approved Project Cost (100%)
\$500,000	\$125,000	\$625,000
\$450,000	\$112,500	\$562,500
\$400,000	\$100,000	\$500,000
\$350,000	\$87,500	\$437,500
\$300,000	\$75,000	\$375,000
\$200,000	\$50,000	\$250,000
\$100,000	\$25,000	\$125,000



## CCF Demonstration Program Design

Intermediary organizations provide capacity building services to smaller nonprofit organizations through:

- 1) Training
- 2) Technical Assistance
- 3) Competitive Sub-Awards



## Program Design: Project Requirements

### Training and Technical Assistance to FBCOs

- Demonstrate the ability to provide training & technical assistance in all four of the critical capacity building areas
- Provide a detailed description of pre- and post-assessment methods regarding the capacity building needs of sub-awardees
- Provide training and technical assistance at no cost to interested FBCOs
- Provide technical assistance (customized consultations) on a long-term, on-going basis, addressing a minimum of two capacity building areas for each FBCO



# The Demonstration Program – Critical Areas of Capacity Building

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- 1) Leadership Development
- 2) Organizational Development,
- 3) Program Development, and
- 4) Community Engagement

Applicant organizations must demonstrate that they have the ability to provide T&TA to FBCOs in all 4 critical areas.



# Critical Areas of Capacity Building – Examples

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## Leadership Development

- Board Composition and Function
- Staff Professional and Career Development
- Training and Development of Volunteers
- Succession Planning

## Organizational Development

- Board Governance
- Systems: Management, Human Resources, Financial, Information Technology, Planning
- Written Policies and Procedures
- Fiscal Controls
- Comprehensive Communications Strategy
- Non-profit Incorporation



# Critical Areas of Capacity Building – Examples

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## Program Development

- Curriculum Development
- Program Monitoring
- Evaluating Program Outcomes

## Community Engagement

- Community Asset Mapping
- Community Needs Assessment
- Community Outreach



# Program Development: Capacity Building vs. Direct Services

## Allowable

### Capacity Building

- Researching and developing new programs or services
- Developing or designing a program or program curriculum
- Purchasing program-related equipment and relatively durable supplies
- Implementing systems to keep records on client needs, referral sources, services provided, service recipient satisfaction, or service recipient outcomes
- Evaluating current services

## Unallowable

### Direct Services

- Implementing a program, program activities, or program curriculum that provide services to clients
- Purchasing food for service programs
- Paying management costs for existing programs
- Holding seminars or events for clients
- Paying staff to work directly with clients



# Organizational Development: Capacity Building vs. Direct Fund Raising

## Allowable

### Capacity Building

- Sending appropriate staff to grant-writing seminars
- Hiring a consultant to develop a fundraising strategy for your organization
- Hiring a full-time development director to focus on your organization's long- and short-term fundraising efforts
- Buying donor development software that organizes donor information, but does not enable direct online donation

## Unallowable

### Direct Fund Raising

- Printing and mailing direct mail flyers or brochures that include the option for donors to make donations
- Hiring a fundraising consultant to plan specific events or make funding asks (including writing specific grants)
- Contacting organizations or individuals for funds (this includes paying for a lunch meeting)
- Buying 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)



## Program Design: Project Requirements

### Training

- Group-based adult education and skill-building activities (e.g., workshops)

### Technical Assistance

- Consultation that is specifically customized or tailored to the needs of particular faith-based and community organizations

A minimum of 50 percent of the T&TA provided must be in the form of direct and individualized technical assistance (*i.e.*, "one-on-one" assistance to the organization's leadership, key staff and/or board).



## Program Design: Project Requirements

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### Sub-awards to FBCOs

- Issue sub-awards totaling at least 40% of the Federal award
- Create an outreach and selection process for sub-awardees that is open to both faith-based *and* community organizations -- Sub-awardees must be chosen competitively and may not be pre-selected
- Develop both work plans and evaluation plans *after* receipt of the Demonstration grant, under the guidance of the ACF
- Issue sub-awards that support sustainable change, not direct services



## Program Design: Project Requirements

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### Priority for Sub-awards will be given to FBCOs working in several social service priority areas:

- low-income individuals seeking to gain greater access to State and Federal benefits and tax credits;
- low-income individuals seeking to secure and retain employment, earn higher wages, and obtain better-quality jobs;
- low-income individuals and families in need of financial education, credit counseling, and access to individual development accounts and other asset building strategies;
- the homeless;
- elders in need;
- at-risk youth, including Native American youth; and
- families in transition from welfare to work.



## What CCF Funds Cannot be Used For

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### Unallowable

Organizations that receive CCF funds may not engage in inherently religious activities, such as worship, religious instruction, or proselytization, as part of the programs or services for which capacity building is funded using CCF monies.

An organization receiving CCF funds shall not, in providing CCF-funded services, discriminate against a program participant or prospective program participant on the basis of religion or religious belief.



## What CCF Funds Cannot be Used For

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### Unallowable

While CCF funds can pay for capacity building activities that support social service programs and activities, they 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.



# General Funding Restrictions

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## Unallowable

- Direct social service or supplanting direct services
- Direct fundraising
- Capacity building activities in support of direct medical services
- Inherently religious activity
- Pre-award costs
- Construction
- Purchase of real property



## The Demonstration Program – How to Apply

- Read the 2009 Demonstration program announcement  
*(published on May 14, 2009)*
- Make sure your organization is eligible
- Develop your project strategy
- Write your application
- Submit your application



# The Demonstration Program – The Program Announcement

- I. Funding Opportunity Description (p. 2)
- II. Award Information (p. 14)
- III. Eligibility Information (p. 14)
- IV. Application and Submission Information (p. 16)
- V. Application Review Information (p. 36)
- VI. Award Administration Information (p. 43)
- VII. Agency Contacts (p. 46)
- VIII. Other Information (p. 47)



## The Demonstration Program

### – Check Your Eligibility (Who can apply?)

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- Governments: state, county, city, township, or special district
- Institutions of higher education: private, public, or state-controlled
- Indian/Native American Tribal governments
- Non-profits with or without 501 (c) (3) IRS status
- For-profit organizations and small businesses

**Please note:** Foreign entities are not eligible to apply for this grant program.



## The Demonstration Program – Check Your Eligibility (Who can apply?)

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FY 2007 CCF grantees are not eligible to apply for a 2009 CCF Demonstration program award:

- FY 2007 CCF Demonstration grantees
- FY 2007 Communities Empowering Youth (CEY) grantees

**Please note:** CCF grantees awarded funds prior to FY 2007 are eligible.



## The Demonstration Program – Develop Your Project Strategy

- Answer the questions:
  - “How is our organization qualified to provide training & technical assistance to FBCOs in capacity building?”
  - “What’s our vision, and how do we make it practical?”
- Involve multiple individuals from your organization and programs – from top to bottom.
- If using a consultant, please make sure you are involved in the process.



## The Demonstration Program – Write Your Application

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- Include forms and assurances
- Include budget justification
- Include project narrative
  - 25 pages (max)
  - Double-spaced
  - Times New Roman or Arial 12-point font
  - 1 inch margins on all sides
- Include proof of non-profit status (if applicable)
- See the checklist in the program announcement



# The Demonstration Program

## – Budget Justification & Project Narrative

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- **PROJECT SUMMARY / ABSTRACT – 3 points**
- **OBJECTIVES AND NEED FOR ASSISTANCE – 10 points**
  - (a) Service Area (2 Points).
  - (b) Needs of Service Area (4 Points).
  - (c) Needs of Non-profits in Service Area (2 Points).
  - (d) Project Objectives (2 Points).
- **APPROACH – 30 points**
  - (a) Training/Technical Assistance Strategy (15 Points).
  - (b) Sub-award Strategy (15 Points).
- **ORGANIZATIONAL PROFILES – 30 points**
  - (a) Past Experience (15 Points).
  - (b) Organizational Capability (5 Points).
  - (c) Project Management Structure & Staffing (10 Points).



# The Demonstration Program

## – Budget Justification & Project Narrative

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- **EVALUATION – 17 points**
  - (a) Pre-Assessment Strategy (4 Points).
  - (b) Evaluation Design (5 Points).
  - (c) Post-Assessment Strategy (4 Points).
  - (d) Data Collection & Analysis (4 Points).
- **BUDGET AND BUDGET JUSTIFICATION – 10 points**
  - (a) Project Budget (8 points).
  - (b) Last Two Years' Operating Budgets (2 points).



## The Demonstration Program – Submit Your Application

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The deadline for submission is

**June 22, 2009,  
at 4:30 pm (eastern time).**

Applications *received* after this date and time will be classified as late and will not be considered for funding.



## The Demonstration Program – Submit Your Application

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There are 2 ways to submit your application:

- By mailing paper copies (1 original and 2 copies) to the address in the program announcement or
- By submitting an electronic version through Grants.gov.

*PLEASE NOTE – This registration process for Grants.gov can take up to 5 days. Do not wait until the last minute.*



## The Grantee Selection Process

- 1) All applications will be screened to make sure:
  - a) They were received by the closing date and time and
  - b) The requested amount does not exceed the \$500,000 ceiling.
- 2) Applications that pass the initial OCS screening will be reviewed and rated by a non-Federal panel based on the program elements and review criteria as presented in the full program announcement.
- 3) Applications that come out of the review process with the highest scores will be reviewed by Federal staff to ensure compliance with all applicable laws and regulations.
- 4) The remaining highest scoring applications will be notified by mail that they have been successful.
- 5) Awards will be made (and announced) no later than September 30.



## The Demonstration Program – Tips (How to Avoid Common Mistakes)

- Read the correct program announcement.
- Follow the format guidelines (*e.g.*, 25 pages, etc.).
- Include all necessary parts of your application.
- Please try not to send in multiple versions of your application. If you must, ***please make it clear which version you want us to review!!***
- Do not ask for more than \$500,000.
- Submit your application with enough time to get it to the destination before the deadline.



## Deadline/Submission Info

Everything you need to know to apply is contained in the CCF Program Announcement, which can be found at

<http://www.grants.gov>

or

<http://www.acf.hhs.gov/programs/ocs/ccf/>



## CCF Demonstration Program – Questions

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Please contact the OCS Operations Center with any questions:

Phone: 800-281-9519

Email: [ocs@lcn.net](mailto:ocs@lcn.net)