

National Crime Victims' Rights Week
Community Awareness Projects
April 10 - 16, 2016

2016 National Crime Victims' Rights Week Community Awareness Projects Funding Opportunity

The National Association of VOCA Assistance Administrators (NAVAA), in cooperation with the Office for Victims of Crime, is seeking proposals for innovative and collaborative approaches to promoting community-wide public awareness of the rights and available services for victims of all types of crimes during **National Crime Victims' Rights Week (NCFRW), April 10 – 16, 2016**.

At least 60 communities will be awarded up to \$5,000 each in reimbursement for approved NCFRW public awareness activities through the NCFRW Community Awareness Project. Public agencies, nonprofit organizations, community-based victim service organizations, faith-based organizations, tribal organizations, and community coalitions committed to advocating for the rights and services of crime victims are among those encouraged to apply.

Over the past 10 years, the NCFRW Community Awareness Project has supported more than 810 community projects to raise general public awareness about victims' rights and services. Within many of these communities, "traditional" NCFRW events were enhanced by the collaborative partnerships that were formed during the planning phase of each project.

Generally, the types of activities supported with NCFRW CAP funds fall into one or more of the following categories:

- a **public event** at which individual members of the general public physically attend in-person (e.g., candlelight vigils, information or resource fairs, 5k walk/runs, recognition ceremonies, memorial services);
- **mass media advertising** (e.g., newspaper, radio, or television ads, billboards, mass transit or movie theatre ads, including social media);
- the production, publication and distribution of **printed materials** (e.g., brochures, posters, victims' rights cards, resource directories); and/or
- the production and distribution of **promotional giveaway items** (e.g. bracelets, buttons, t-shirts, grocery/tote bags) that contain a message related to NCFRW.

Examples of allowable costs include: production and purchase of advertising in print media, radio, television, or outdoor advertising to promote NCFRW events, victims' rights, and available services; design and printing of promotional materials; support for event speakers; design and printing of posters, invitations, and fliers; and the purchase of supplies and materials used in public awareness events and activities. Salaries, entertainment, and fundraising costs are not eligible for reimbursement.

The application deadline is Tuesday, November 17, 2015. A webinar for applicants will be held on Wednesday, November 4, 2015, beginning at 4:00 pm Eastern Time. Advance registration is required by going to: <https://attendee.gotowebinar.com/register/6675887527710193921>.

Visit the NAVAA Community Awareness Project Web site at <http://cap.navaa.org> to learn more about NCFRW Community Awareness Project Funding, including application instructions and forms.