



The Jewish Federations®  
OF NORTH AMERICA

Center for Advancing  
Holocaust Survivor Care

## **Center for Advancing Holocaust Survivor Care**

### ***Request for Proposals and Program Guidelines***

*Innovations in Person-Centered, Trauma-Informed Supportive Services for  
Holocaust Survivors*

For more information, please contact:

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## Section 1: Overview

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The Jewish Federations of North America (JFNA) has received a grant from the U.S. Administration for Community Living/Administration on Aging (ACL/AoA) to advance *Person-Centered, Trauma-Informed (PCTI)* supportive services for Holocaust Survivors in the United States. This program is implemented with strong cooperation from the Network of Jewish Human Service Agencies and the Conference on Jewish Material Claims Against Germany (Claims Conference). JFNA uses its grant and funds raised through private philanthropy to award subgrants for local PCTI innovations for Holocaust Survivors and to build national capacity to provide PCTI-based services to Holocaust Survivors. Subgrantees earn recognition as leaders in Holocaust Survivor supportive services and trauma-informed care.

### **JFNA's Center for Advancing Holocaust Survivor Care seeks proposals for the expansion of PCTI services for Holocaust Survivors throughout the United States.**

PCTI care is a holistic approach to service provision that promotes the dignity, strength, and empowerment of trauma victims by incorporating knowledge about the role of trauma in victims' lives into agency programs, policies, and procedures. JFNA is interested in programs that serve Holocaust Survivors while promoting a PCTI approach to caring for all older adults. Resources about trauma-informed care can be found in the following links:

- National Center for Trauma-Informed Care and Alternatives to Seclusion and Restraint at <http://www.samhsa.gov/nctic/trauma-interventions>
- Substance Abuse and Mental Health Services Administration's Concept of Trauma and Guidance for a Trauma-Informed Approach at <http://store.samhsa.gov/shin/content/SMA14-4884/SMA14-4884.pdf>
- The Administration for Children & Families' Resource Guide to Trauma-Informed Services at <https://www.acf.hhs.gov/trauma-toolkit>
- ACL Guidance to the Aging Services Network: Outreach and Service Provision to Holocaust Survivors at <https://www.acl.gov/sites/default/files/about-acl/2017-04/FINAL%20FOR%20POSTING%20-%20ACL%20Guidance%20-%20Holocaust%20Survivor%20Services%20-%201-12-17.pdf>

Through this RFP process, JFNA anticipates awarding approximately twenty (20) subgrants. JFNA intends to fund the subgrants for two years, dependent upon compliance with all program requirements, the success of the subgrantee's program, and the availability of federal funds. Federal funds are not secured for the second year of this cycle. The intent is for proposals that receive funding in the first year of this grant cycle to receive funding in the second year at half the initial funding level. This will free up funds to initiate other proposals, while still supporting existing programs.

This is the third RFP cycle under JFNA's grant. New subgrantees will join the existing

cohort of JFNA-funded subgrantees, as the existing subgrantees enter their second year of funding.

The application process consists of two stages. Stage 1 includes a Questionnaire, Budget, Budget Narrative, and Work Plan. An independent Review Committee will award points for each component. Applicants that advance to Stage 2 will be required to submit additional materials. JFNA anticipates announcing awards by the end of January 2018 to coincide with International Holocaust Remembrance Day.

## **Section 2: Application Process and Logistics**

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### ***A. Eligibility***

To be eligible for funding, applicants must be:

- Classified as a 501(c)(3) by the Internal Revenue Service, or a religious institution;
- A direct service provider to older adults;
- Based in the U.S.; and
- Registered in SAM and have a DUNS number by the time funding is disbursed.
- Agencies that do not currently receive grant funding from the Conference on Jewish Material Claims Against Germany (Claims Conference) are still eligible for this program and are encouraged to apply.

Funding may not be used for:

- Medical or institutional care, income maintenance, cash assistance or gift cards
- Services to treat secondary trauma in people who spend time with Holocaust Survivors, if the client is not a caregiver to a Holocaust Survivor.
- Endowments, capital campaigns or fundraising events
- Publication subsidies and advertising costs for general agency operations unrelated to this program
- Lobbying or political activities
- Attendance at conferences or professional development activities unrelated to this JFNA-funded program
- Grants to individuals
- Basic research
- Construction or rehabilitation of buildings
- Equipment purchases, unless such equipment is demonstrated to be necessary to carry out an activity otherwise fundable under Title IV of the Older Americans Act (equipment purchases including, but not limited to, emergency response systems, iPads, or grab bars, are allowable provided they are tied to the intent of this grant)
- The production of materials or tools to be licensed or sold.

For Current JFNA Subgrantees:

Current JFNA subgrantees are eligible to apply for a new subgrant through this RFP.

If the current JFNA subgrantee is part of the Alpha Cohort (Program Year 1 that began March 1, 2016), there are three options:

- a. Propose an entirely new PCTI innovation, or
- b. Deepen and further innovate upon the existing JFNA funded project, or
- c. A combination of the above.

For an Alpha Cohort project to be funded again (option b or c), the applicant must describe a new approach, innovation, or enhancement to the existing funded project; and the proposal must promote the project's sustainability and dissemination throughout the field. It must take what the project accomplished, elevate it and more thoroughly integrate it into the field. Replication guides or toolkits can further advance the practice. Alpha project proposals that do not promote dissemination and sustainability will not be funded. If a proposal seeks to continue a program with no additional innovation, even if it serves more people, it will not be funded. The aim is for successful projects to be sustainable and replicable. In proposals using option c above, applications must clearly state in the Questionnaire's Section 7 which parts of the proposal are new and which parts constitute a deepening or further innovation of the project. Only the strongest applications that demonstrate either a new approach or build on previous successful work will be funded.

If the current JFNA subgrantee is part of the Bravo Cohort (Program Year 1 that began March 1, 2017), any new proposal must be for programming that is new to the agency and different from the agency's existing programs. Applicants may not duplicate or extend their current programs.

This will be a highly competitive application process. When evaluating new proposals from a current subgrantee, the success and description of sustainability strategies for current JFNA-funded programs will be considered, as will the success of the subgrantee in its compliance and timely completion of all subgrant requirements.

For Sub-subgrantee Partnership Applications:

In some cases, it is advantageous for organizations to work together to serve Holocaust Survivors in a given geographic area. For this reason, programs involving sub-subgrantees that will strengthen the delivery of services are encouraged. Programs that serve Holocaust Survivors while helping to transfer knowledge of PCTI care to other traumatized older adult populations are also encouraged. While a sub-subgrantee partnership can aid in transferring information about PCTI care, this knowledge can also be transferred even if there is not a formal sub-subgrantee relationship.

For the purposes of this grant, JFNA is the grantee of the Federal Government. Agencies that receive grants from JFNA are *subgrantees*. Agencies that receive support from subgrantees are *sub-subgrantees*.

In a sub-subgrantee partnership application, one agency, the subgrantee, must be the administrative lead for the program. This is the agency that applies on behalf of all other partners. **An agency may only be represented on one application. An agency cannot submit both an application for itself and also be part of a separate partnership application.**

As the administrative lead, the subgrantee must retain control of the funds. It is permissible for the subgrantee to pay or reimburse the affiliated sub-subgrantee for staff

salaries or program activities at the sub-subgrantee's agency. However, the subgrantee may not make general allocations to the sub-subgrantee under this grant.

The relationship between the subgrantee and the sub-subgrantee must be stated clearly in the application. If the sub-subgrantee partnership application advances to Stage 2 of the application process, sub-subgrantees, at that time, will be required to write letters confirming their support for and participation in the proposed project.

Not all partnerships are classified as a sub-subgrantee partnership. For example, an agreement with a church to share senior vans; an agreement to hold an event at another organization's facilities; or an exchange of space, materials, volunteers, or services are not classified as a sub-subgrantee partnership and do not require completion of the sub-subgrantee section of the Questionnaire.

## ***B. Important Dates***

The submission of an Intent to Apply is required for all applicants and is due by **July 14, 2017, at 11:59 pm ET**. The deadline for grant applications is **August 22, 2017, at 11:59 pm ET**.

**Two (2) optional informational conference calls, with the same content, will be held for interested parties. The calls will be recorded and posted to the website.**

**June 29, 2017, 3:30 pm ET**  
**July 7, 2017, 1:00 pm ET**  
**Phone number: (641) 715-3580**  
**Passcode: 575659 #**  
**RSVP: [www.HolocaustSurvivorCare.org](http://www.HolocaustSurvivorCare.org)**

Please note the following timeline:

- June 26, 2017: Application available online
- June 29, 2017, 3:30 pm ET: Conference call 1 for interested parties
- July 7, 2017, 1:00 pm ET: Conference call 2 for interested parties
- July 14, 2017, 11:59 pm ET: Online submission of required “Intent to Apply” due
- August 22, 2017, 11:59 pm ET: Stage 1 Applications due
- November 10, 2017: Notification to applicants that advanced to Stage 2
- December 11, 2017, 11:59 pm ET: Stage 2 Application due for proposals that advance
- January 31, 2018: Anticipated date for award announcements
- March 1, 2018: Implementation for grant period begins

## **C. Priority Populations and Service Categories**

### *I. Innovation*

Programming supported by this grant must include innovative methods of delivering PCTI care to Holocaust Survivors. This must include incorporating new programming or a new focus on an under-served Holocaust Survivor population into an existing innovative program, or the incorporation of innovative methods of delivering PCTI care into an existing program. **JFNA will not fund an outright continuation of an existing program.**

For the purpose of this grant, innovative programs can be innovative for the field or innovative for the agency or program. What is innovative for one agency might not be innovative for another.

### *II. Populations*

The definition of Jewish Nazi victim used by the Claims Conference and the German government is an acceptable definition for Holocaust Survivors under this grant, but there could be others. The U.S. Government does not limit funding to the German government's definition. However, individuals born after the end of February 1946 are not considered Holocaust Survivors under this grant.

Proposals relating to the following populations are encouraged.

- *Holocaust Survivors living in poverty.* The Older Americans Act, through which this grant is funded, does not permit an income/asset test; however, the expectation under the Older Americans Act is for services to be provided to the most economically vulnerable Holocaust Survivors, as determined by the subgrantee.
- *Holocaust Survivors from the Former Soviet Union (FSU).* This category refers to those who survived the time period of the Holocaust, regardless of whether they were born in the FSU or fled to the FSU. This grant is not intended for elderly Russian Jews born after the Holocaust.
- *Holocaust Survivors from Orthodox Jewish communities.* This vulnerable population faces challenges in accessing public social services and therefore is encouraged to be assisted through this grant.
- *Holocaust Survivors who are particularly vulnerable or isolated.* Several factors can increase vulnerability and isolation, such as living far from family, friends and other support; advanced or chronic illness; or age-related cognitive impairment.
- *Family Caregivers of Holocaust Survivors.* Children or other family members of Holocaust Survivors may be served if they are caregivers to a Holocaust Survivor. The services must be intended to support their role as caregivers.
- *Holocaust Survivors in facilities.* Holocaust Survivors in nursing homes, assisted living facilities, hospitals, or long-term care facilities may be served through this grant, keeping in mind that medical and institutional care are not allowable expenses.

### III. Service Categories

Applications are sought for a diverse array of services. Services listed in each category are examples and are not intended to be an exhaustive list of programmatic possibilities. In the Questionnaire, applicants must describe the innovations they propose to develop that make these services person-centered and trauma-informed, what activities they will undertake to implement those innovations, and the outcomes they hope to achieve.

Categories and examples:

- Physical health: Services are designed to promote the physical health and well-being of Holocaust Survivors, and may include wellness programs, meals, falls prevention, chronic disease self-management, education and training programs.
- Mental health: Services are designed to promote the mental, emotional, and spiritual health of Holocaust Survivors. Projected therapeutic outcomes may include reported decrease in depression, anxiety, and feelings of loneliness and/or isolation. Additional goals may include improving cognitive health related to memory loss or dementia in Holocaust Survivors. Services may include individual and group counseling, support groups, socialization programs, and education and training programs.
- Accessibility: Services are designed to promote access to social services and may include outreach, information and referral, case management, transportation, legal assistance, benefits counseling and eligibility assistance, and financial planning.
- Family caregiving: Services are designed to promote the physical, emotional, and financial health of family members and friends who provide assistance, care, and support to Holocaust Survivors. Services in this area may include caregiver assessment, counseling and support groups, education and training, and respite.
- PCTI training: Training programs are designed to improve PCTI care to Holocaust Survivors and all vulnerable clients by training those with whom the client comes in contact. Participants may include, but are not limited to, professional and family caregivers, case managers, social workers, other support staff, doctors, nurses, community partner professionals, volunteers, drivers, and board members.

**Please note that funds awarded by JFNA are mostly comprised of federal funds and are considered government grant dollars. If used for home care hours, these funds will count as government-funded home care hours. If a Survivor also receives home care funded by the Claims Conference, then these JFNA/government-funded home care hours must be reported to the Claims Conference.**

## **D. Funding**

### *I. Award Amounts*

**JFNA will award grants of \$15,000 to \$400,000.**

These awards combine money from the federal grant and JFNA's national fundraising efforts. Due to funding limitations, this RFP process will be competitive. Furthermore, few awards will be made at the highest award levels and not all proposals will receive the full amount requested. Please plan proposal budgets and programs accordingly.

### *II. Match Requirements*

All subgrantees are required to contribute matching resources equal to **25% of the total program budget**. For example, an agency applying for a subgrant of \$120,000 will be expected to contribute \$40,000 in matching resources, bringing the total program budget to \$160,000. Calculate required match as follows:

$$\text{JFNA Funds Requested} / 3 = \text{Required Match}$$

The purpose of the match is to meet the match required by the federal government and to aid in ensuring sustainability of the proposed program. Matching funds take on the characteristics of the JFNA funds and are therefore subject to the same rules regarding their use.

Funding for the match must constitute **new resources**. New resources are specifically contributed by donors or directed by the agency to support this JFNA-funded program. New resources are not part of a regular allocation that comes to the agency regardless of this JFNA-funded program. If the subgrantee is in the middle of a multi-year programmatic grant or typically receives an allocation for core-operating support, that grant or allocation cannot be diverted from its original intended purpose to be used as the matching funds for this JFNA-funded program. The actual funders do not need to be new to the organization.

The match requirement formula is different from the formula in prior years. The match may be comprised of new cash or new in-kind resources, or a combination of both. Unlike the RFP from prior years, this RFP has no minimum requirement for the cash portion of the match.

The match must constitute new resources for the programmatic fiscal year of these subgrants (March 1, 2018 – February 28, 2019). Other funds that count as "new" include the following:

- Funds raised within four months prior to the subgrant’s programmatic fiscal year (starting November 2017) may be considered new resources and used for this match.
- Hypothetically, if a subgrantee receives a new programmatic grant on July 1, 2017 that is designed to be spent throughout the organization’s own fiscal year (hypothetically July 1, 2017 – June 30, 2018) and these funds are for the same program that is the subject of this application, the organization may use that grant as matching funds for the JFNA grant.

Subject to availability of federal funds and compliance with all requirements, the intent is for proposals that receive funding in Program Year 2018-2019 to also receive funding in Program Year 2019-2020 at half the funding level. Agencies are responsible for raising matching funds in both Year 1 and Year 2. **The match requirement for Year 2 of the subgrant is dollar-for-dollar the same amount as required in Year 1. For example, if the subgrantee’s match requirement is \$40,000 in Year 1, the subgrantee is also responsible for a \$40,000 match in Year 2, although the JFNA funding amount will decrease by 50% in the second year.**

The applicant’s proposal must detail where matching resources will come from. Possible sources of the match include, but are not limited to:

- Agency Support
- Jewish Federation Grants
- State Government Grants
- Local Government Grants
- Foundation Grants
- Individual Contributions
- In-Kind Contributions

The following funds **cannot** be used toward the JFNA/Federal match:

- Federal funds
- Claims Conference grant funds
- Funds used to meet the Claims Conference’s required match
- Funds used to match other grants.

Subgrantees must demonstrate to JFNA receipt of all cash matching funds for the first year of the grant by August 31, 2018, in addition to a specific plan for the commitment of all future in-kind donations. **If subgrantees cannot raise the required matching funds by August 31, 2018, funding for program Year 2 may be in jeopardy.**

### Overmatch

If a subgrantee raises more money than is required by the matching obligation set forth in the RFP, the resulting funds are termed “Overmatch Funds.”

Any Overmatch Funds should appear in applicant's Budget spreadsheet on the line labeled Overmatch and on the Budget Narrative in the Overmatch section. Overmatch Funds may be used for additional programming or overhead expenses related to this program.

### *III. DUNS and SAM Registration*

All applicants must obtain a Data Universal Numbering System (DUNS) number and register in the federal System for Award Management (SAM) system. Proof of registration must be supplied to JFNA before funds will be disbursed. This process is not difficult to complete, but registration may take up to one month so please begin now. Please note that organizations must procure a DUNS number before registering in SAM.

Instructions for registering:

- If you have not previously registered in DUNS or SAM, review all instructions in this link before you register: <https://www.fws.gov/international/pdf/sam-duns-registration-instructions.pdf>
- DUNS Number: A Data Universal Numbering System (DUNS) number is needed before registering in SAM. DUNS numbers are unique to each physical location registering. A DUNS number can be requested free of charge by visiting Dun & Bradstreet (D&B) <http://fedgov.dnb.com/webform> or by calling the dedicated toll-free DUNS number request line at 1-866-705-5711. It typically takes one to two (1-2) business days to obtain a DUNS number.
- SAM: The applicant organization is referred to as an "Entity." Applicants must register to do business with the U.S. Federal government by completing the registration process in SAM. There is no charge to register or maintain your entity registration record in SAM. Please click here for more information: [www.sam.gov/sam/transcript/Quick\\_Guide\\_for\\_Grants\\_Registrations.pdf](http://www.sam.gov/sam/transcript/Quick_Guide_for_Grants_Registrations.pdf)

## **E. Expectations and Compliance**

### *I. Sustainability*

Subgrantees are expected to sustain their programs beyond the second year of the grant. All programs must be sustainable by obtaining continuation funding from other sources, incorporating the program or innovation into agency infrastructure and operations, and/or seeking new and expansive support for the program in the community. Part of sustainability includes sharing the knowledge gained through participation in this grant program with other agencies, so that PCTI care may become the normative strategy for serving older adults.

## *II. Expectations*

**Subgrantees are expected to begin implementation of the proposed program by March 1, 2018. Implementation is defined as progress toward program launch and does not necessarily mean service delivery.**

Subgrantees join a community of practice and are expected to participate in the technical assistance activities associated with the JFNA Center for Advancing Holocaust Survivor Care, including:

- Participation in regular “check-in” calls and periodic site visits by JFNA program staff;
- Participation in 3-4 webinars or conference calls per year, devoted to topics relating to Holocaust Survivors and the PCTI approach;
- Attendance at annual national Training Workshops that feature innovations in PCTI supportive services for Holocaust Survivors;
- Dissemination of program materials and innovations through national conferences, online resources, and publications;
- Service as peer mentors for PCTI programs in future years;
- Trainings to become thought leaders in the field; and
- Participation in evaluations of the PCTI approach.

## *III. Reporting Requirements*

All subgrantees are required to submit Quarterly Programmatic Reports and Quarterly Budget Reports in electronic format. Each quarter, subgrantees are asked to report on the following:

- Program activities, progress towards goals, and measurable outcomes achieved during the quarter as identified in the program proposal;
- Program partners and their roles in program activities;
- Challenges faced during the quarter, actions taken to address these challenges, and the results of the actions;
- Changes to program goal(s) or activities due to challenges;
- Products created during the quarter and how these products were disseminated. Products may include articles, advertising materials, event flyers, issue briefs, fact sheets, newsletters, survey instruments, sponsored conferences and workshops, websites, audiovisuals, and other informational resources;
- Story leads about one or two individuals whose lives have been touched or transformed by this program; and
- Program statistics about the number of Holocaust Survivors, caregivers, staff, and community partner professionals who participated in the program during the quarter.

Once per year, subgrantees are required to submit the following:

- Proof of Match
- Evaluation Status Update
- Evaluation Report
- Programmatic and Budget Modification Requests, if applicable
- Carry Over Request, if applicable
- Evaluation of the Center for Advancing Holocaust Survivor Care

#### *IV. ACL Compliance*

This grant program is funded by JFNA through a grant from the U.S. Administration for Community Living/ Administration on Aging. The statutory authority for grants is contained in Title IV, Section 411, of the Older Americans Act (OAA) of 1965, as amended by the OAA Amendments of 2006, P.L. 109-365. (Catalog of Federal Domestic Assistance 93.048, Title IV Discretionary Programs). The sub-awards that will be awarded in response to this Request for Proposals (RFP) will include federal funds. The applicants will need to agree to commit to the terms and conditions for receiving federal funds from JFNA (which may change or be updated by the federal government during the program period). Awardees will be subject to the general provisions of 45 CFR Part 75, and in particular 45 CFR §75.351 and §75.352.

### ***F. Review Process and Criteria***

#### *I. Review Process*

JFNA will convene a Review Committee to review proposals. The Committee will be comprised of professionals with knowledge of Holocaust Survivors, Holocaust Survivor programs, aging services, program planning and evaluation, trauma-informed care, technical assistance, and organizational capacity building.

Proposals will be scored based on criteria outlined in Section 3 of this RFP and Program Guidelines. Funding recommendations will be based on proposal scores, diversity of agency size, target populations, geographic regions, service categories, and type of PCTI innovations necessary to create the diverse pool of subgrantees required to meet the overall goals of the program. When evaluating new proposals from a current subgrantee, the success and description of sustainability strategies for current JFNA-funded programs will be considered, as will the success of the subgrantee in its compliance and timely completion of all subgrant requirements. Applicants are welcome to include supporting letters from community partners or public officials, but these will not add points to the score.

Awards may be granted for less than the amount requested by the applicant based on the availability of funds and quality of applications. Not every proposal will receive funding.

The application process consists of two stages. In Stage 1, the Review Committee scores all proposals, and applicants are notified as to whether the proposal has advanced to Stage 2. In Stage 2, JFNA offers guidance so that applicants may modify

their proposals to meet available funding and to fit within the guidelines of the grant. If the application involves a sub-subgrantee partnership, letters of commitment from the proposed sub-subgrantee will be required at this time. JFNA will vet Stage 2 application materials before final award decisions are made. JFNA will have the financial resources to fund all successful applications that advance to Stage 2.

**Final award decisions will be made by JFNA.**

*II. Review Criteria*

**The Review Committee will score the application based on responses to the instructions that appear in the Guidance section of this RFP.** The total points possible is based on the type of application submitted. Applications that include sub-subgrantee partnerships or are from current JFNA subgrantees require responses to additional questions on the Questionnaire, and are therefore scored on those additional questions, as well. **The type of application does not constitute an advantage or disadvantage in scoring, as the percentage is calculated by dividing the total points earned by the total points possible for each application.**

Reviewers will rate the response to each question according to the scale below:

- 1 = Insufficient
- 2 = Below Average
- 3 = Average
- 4 = Good
- 5 = Excellent

Total points possible on the Questionnaire:

- 1) Standard Application: 220 (maximum 15 pages)
- 2) Current JFNA Subgrantee Application: 250 (maximum 18 pages)
- 3) Sub-subgrantee Partnership Application: 265 (maximum 17 pages)
- 4) Current JFNA Subgrantee + Sub-subgrantee Partnership Application: 295 (maximum 20 pages)

Total points possible on the other components of the application, regardless of the type of application.

Budget: 25 points  
Budget Narrative: 55 points  
Work Plan: 95 points

## **G. Submitting the Application Online**

### *I. Optional, Informational Telephone Calls*

**June 29, 2017; 3:30 pm ET and**

**July 7, 2017; 1:00 pm ET**

Phone number: (641) 715-3580

Passcode: 575659 #

RSVP at [www.HolocaustSurvivorCare.org](http://www.HolocaustSurvivorCare.org)

The same content will be addressed on each call. Questions received in advance at [HolocaustCenter@JewishFederations.org](mailto:HolocaustCenter@JewishFederations.org) will receive priority on the call. You may email additional questions during the call. Answers to questions discussed on the call will be posted online. The calls will be recorded and made available on the Center's website.

### *II. Intent to Apply*

**July 14, 2017 at 11:59 pm ET at [www.HolocaustSurvivorCare.org](http://www.HolocaustSurvivorCare.org).**

When completing the form, please provide the following information:

- Name and address of organization
- Name, title, phone number(s) and email address of application author or main point person
- Geographic area served by program, as specific as possible
- Confirmation of 501(c)(3) status
- Status of SAM registration and DUNS number

Following submission of the Intent to Apply, applicants will receive a confirmation email. Within one week, applicants will receive an additional email from [HolocaustCenter@JewishFederations.org](mailto:HolocaustCenter@JewishFederations.org) containing a unique application number. **Applicants will need this number to submit their applications.**

### *III. Stage 1 of Application Due*

**August 22, 2017 at 11:59 pm ET at [www.HolocaustSurvivorCare.org](http://www.HolocaustSurvivorCare.org)**

**Write out all acronyms the first time they are used.**

In addition to submitting the application materials, applicants must complete the online form with contact information and a 100-word executive summary of the proposed program. Sample executive summary:

“Excellent Senior Services has been a pioneer in elder care for 20 years. This program will provide wrap-around services for psycho-social well-being of Holocaust Survivors, with particular emphasis on those who are isolated. The

three steps are 1) socialization events, 2) group therapy, and 3) a friendly visitor program. The goal is to decrease self-reported social isolation. We will utilize a PCTI based assessment, followed by quarterly evaluations in order to assess the clients' progress. Excellent Senior Services will develop a fundraising campaign and use data from our program evaluation to demonstrate impact and maintain programming after JFNA funding ends.”

Two PDF file uploads are required to complete the application:

- 1) Proposal: Combine all of the following components into one PDF file prior to uploading:
  - a. Questionnaire
  - b. Budget
  - c. Budget Narrative
  - d. Work Plan
  
- 2) Financials: Upload a second pdf containing **all of** the following:
  - a. Full agency budget for current fiscal year
  - b. Full agency budget for most recent completed fiscal year
  - c. Independent audit letter (management letter)
  - d. Most recent full agency audit
  - e. Most recent agency Single Audit (also known as Subpart F or A-133), if applicable
  - f. A copy of the organization's current IRS tax-exempt status determination letter or most current Form 990, OR Certificate of Incorporation or equivalent document for qualified religious organizations not required to file Forms 990 and 1023
  - g. DUNS number and SAM registration confirmation, or verification that registration is in progress

Each uploaded document must be saved using the naming conventions below.

Proposal Naming Convention:

- JFNAApplication#\_State\_City\_Proposal
  - I-62\_HI\_Pleasantville\_Proposal

Financials Naming Convention:

- JFNAApplication#\_State\_City\_Financials
  - I-62\_HI\_Pleasantville\_Financials
  - **Please note that the “Application#” component of the file name must match the unique JFNA application number provided to each applicant that submits an Intent to Apply. This number must also be used on the application itself.**

*IV. Stage 2 Materials Due*

**December 11, 2017; 11:59 pm ET**

Agencies and organizations that advance to this stage will be required to submit the following items:

- a. Explanation of Program Revisions
- b. Revised Budget
- c. Revised Budget Narrative
- d. Revised Work Plan
- e. Sub-subgrantee partnership applications will need letters of commitment from partners

Additional materials may be requested at this stage.

## **Section 3: Guidance for Completing Application Templates**

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**Each component in this section must be submitted on the template provided and merged into one pdf before uploading.**

### ***A. Completing the Questionnaire***

This guidance is best utilized when read in combination with the provided Questionnaire template. Double space all text and use 12 point, Times New Roman font with 1 inch margins, and include page numbers at the bottom. Page limits for each section are indicated next to the section headers. The page limit is for each section, **not** each question within that section. **Failure to follow the instructions on page limit will result in an automatic deduction of 25% for that section. Proposals that are not double spaced cannot be reviewed.**

#### **1. DEMONSTRATED COMMUNITY NEED (10 points) (1 Page)**

- A. Describe the Holocaust Survivor population in the community, including the estimated number of Survivors in the catchment area and the estimated number of Survivors that the agency currently serves. Include demographic information about the population.
- B. Describe the compelling unmet needs of the Holocaust Survivors in your community.

#### **2. AGENCY CAPACITY (45 points) (2 Pages)**

- A. Describe the agency's history of serving Holocaust Survivors as well as current services offered to Survivors.
- B. Explain the agency's history of providing PCTI care to older adults (even if your agency has not previously used the term PCTI) and provide examples. Be specific about accomplishments that show the likelihood of success in this project.
- C. Describe methods the agency has used for evaluating programs and innovations.
- D. Explain the agency's capacity to successfully carry out the program proposal in terms of staffing, administrative support, technology, financial resource management, other infrastructure, and ability to comply with grant requirements.

#### **3. PROGRAM OVERVIEW (50 points) (3 Pages)**

- A. Present a clear and compelling explanation of the proposed program, including its goals. As the page count is limited, please read ahead to the Proposed Program Details section, because some details may be entered in that section.

- B. Explain how the services provided through this program would be innovative and different from the PCTI care and support services currently provided by the agency to Holocaust Survivors.
- C. Explain the observable, expected outcomes from the project and how they will be achieved using the PCTI approach.

#### **4. PROGRAM DETAILS (65 points) (5 Pages)**

- A. Explain how the proposed program addresses unmet Holocaust Survivor needs in the community.
- B. Explain the agency's strategy to enhance the role and participation of program participants (i.e. Holocaust Survivors, caregivers, or community service providers) in the planning and implementation of the proposed PCTI program.
- C. Indicate the number of participants the program aims to benefit in the first and second year of the grant and explain the rationale and strategy for creating a program with this number of participants.
- D. List and describe the content of any program activity, such as classes, trainings, events, case management, or other services that will be held in Year 1 and Year 2 of the grant, indicating how many will take place in each program year. Please ensure this information is reflected in the Work Plan.
- E. Describe the agency's plan to evaluate the impact of this proposed program on its participants.
- F. Explain the agency's strategy to include community partners in the proposed PCTI program or innovation.

#### **5. SUSTAINABILITY AND DISSEMINATION (50 points) (3 Pages)**

- A. Describe the agency's plan to meet the required match. Explain how the strategy is feasible and realistic.
- B. Explain how the program will be sustained in Year 2 of the grant, when the JFNA portion of grant funding is expected to decrease by 50%, without negatively impacting client services.
- C. Explain how the program will be sustained after JFNA funding *completely* ends. Indicate the funding level at which the program will continue the year after the grant ends, specifying how many participants are anticipated, and/or how many events and classes will be held. Detail how this funding level compares to that of the first year of the grant.
- D. Explain the agency's strategy to transfer knowledge of PCTI care to other organizations or stakeholders in the aging services network.

- E. Explain the agency's strategy to transfer knowledge of PCTI care to populations other than Holocaust Survivors.

## **6. SUB-SUBGRANTEE PARTNERSHIPS (If applicable) (45 points) (3 Pages)**

**Only complete this section if the program involves sub-subgrantees. Agencies that receive grants from JFNA are *subgrantees*. Agencies that receive support from subgrantees are *sub-subgrantees*. If the program involves collaboration with other organizations that are not sub-subgrantees please do not complete this section.**

- A. Explain the strategy for partnering with sub-subgrantees. Indicate the roles and responsibilities of each partner and how, together, these roles provide a cohesive strategy for implementing the program.
- B. Describe why a sub-subgrantee partnership is necessary or beneficial for the program and how it will advance the goals of the grant.
- C. Describe how knowledge of PCTI care will be transferred to the sub-subgrantee.
- D. Describe how the agency will distribute funding and ensure responsible fiscal oversight of the sub-subgrantee partners.
- E. Describe how the agencies within the partnership will communicate and how often.
- F. Indicate if the sub-subgrantee partners already agreed to the partnership.
- G. Explain the intended relationship with the sub-subgrantee after the conclusion of the grant period.

## **7. QUESTION FOR CURRENT JFNA SUBGRANTEES ONLY (30 points) (3 Pages)**

- A. This section has only one question. Please address only the question that applies to your agency based on program year:
  - a. If the applicant is part of Alpha Cohort (Program Year 1 began March 1, 2016) and if the project is an entirely new project, please describe the differences between the agency's current JFNA-funded program and this proposed program, explaining how these differences are sufficient enough to warrant new grant funding. If the proposal is not for an entirely new project, describe how the new proposal represents an innovation within the project, elevates the project, advances the practice, and promotes the dissemination and sustainability of the existing PCTI innovation. If the proposal is a combination of new and enhanced projects, clearly state which parts are new and which parts are enhancements that advance the practice.

- b. If the applicant is part of Bravo Cohort (Program Year 1 began March 1, 2017), describe the differences between the agency's current JFNA-funded program and this proposed program, explaining how these differences are sufficient enough to warrant new grant funding.

## ***B. Completing the Budget***

This guidance is best utilized when read in combination with the provided Budget template.

### *I. General Information*

Submit a proposed budget using the template provided. **Only budgets using the provided template will be reviewed.** List the amount of JFNA funds requested, the applicant's match, and the total program budget. The provided budget template contains formulas that will automatically calculate the minimum required match, based on the amount of funding requested from JFNA. Applicants may remove the formulas if necessary. Applicants should add lines for additional items as needed.

- This budget should encompass a 2-year programmatic budget covering the periods from 3/1/2018 – 2/28/2019 and from 3/1/2019 – 2/29/2020.

### *II. Required Elements*

Consistent with the budget template, applicant's budget should include:

- Program Revenue listed by source
- Program Expenses
  - All program personnel (full or part-time) directly employed by agency
  - Fringe Benefits
  - Consultants
  - Travel to JFNA Training Workshop(s)
  - Event Space
  - Food and Beverages
  - Activity Supplies and Materials
  - Entertainment
  - Marketing for Program Outreach and Events
  - Printing and Copying for Outreach and Events
  - Website Creation and/or Maintenance
  - Staff Travel for Service Delivery
  - Transportation for Holocaust Survivors
  - Contractual (such as outsourced congregate meal program or third-party home health aides)
  - Overhead

### *III. Overhead*

Overhead is defined as: (i) rental costs for office space (excluding the cost of short-term rentals for event space for program-related activities); (ii) costs of operating and maintaining facilities; (iii) general administration; and (iv) general expenses such as salaries and expenses of executive officers, personnel administration, accounting and office equipment and supplies. Overhead does not include cellular phones or computers that are specifically dedicated to the program.

**Overhead may not exceed 10% of total program budget** (JFNA grant + required match).

If this is a Partnership application, overhead costs from a sub-subgrantee are included in the overhead for the overall program.

*Budget (25 points):*

A budget for this grant program must have the following characteristics:

- Budget is coherent and logical
- Budget is reasonable to meet the goals proposed in the application
- Budget uses the provided template

### ***C. Completing the Budget Narrative***

This guidance is best utilized when read in combination with the provided Budget Narrative template.

The budget narrative explains the rationale of the agency's proposed budget. The Review Committee will not be able to contact applicants with questions about the budget. Therefore, it is advisable to use this budget narrative to explain the numbers and decisions behind the proposed budget. All applicants are required to use the provided template for their budget narrative. Please limit clarification statements to 150 words or less per lettered section and double-space all answers.

#### **Program Revenue**

##### ***I. Financial Contributions***

Include an explanation of each funding source and whether that funding is secured, in process, or anticipated.

##### ***II. In-Kind Contributions***

List any in-kind/non-monetary contributions the agency anticipates receiving and using for this program and include a breakdown of the monetary value. List the source of the contribution (i.e. an individual, organization, etc...). For contributions of personnel, please include salary/wage levels for each staff member and/or consultant. In addition, provide the cost of each rental space, if applicable. For each contribution, clarify whether the contribution is secured, in process, or anticipated. Volunteer hours can be calculated with the following equation: number of hours worked multiplied by \$23.56 = value of in-kind contribution.

#### **Program Expenses**

##### ***III. Personnel***

List all personnel supported by the JFNA grant, including staff members and consultants (excluding homecare aides). In the third column, type 'staff' or 'consultant' to indicate who is filling the position. In the fourth column, type 'current' or 'future' to differentiate between personnel who are currently employed by the agency and future hires.

##### ***IV. Training Workshop & Conferences***

JFNA requires subgrantee participation in each annual Training Workshop. Include the breakdown costs of staff travel to the JFNA sponsored subgrantee Training Workshop. For this purpose, estimate costs for attending a workshop in a Southeast U.S. city

lasting two days, including a maximum cost of \$1500 per person. Subgrantees may send as many staff to Training Workshops as they wish, but only a certain number can be included in the grant.

Those applying for a subgrant of \$50,000 or below are encouraged to budget for two program staff to attend the Training Workshop. Those applying for a subgrant of \$50,001 to \$400,000 may budget for three program staff to attend the Training Workshop. Additional staff may attend the Training Workshop; however, their expenses may not be funded with JFNA grant dollars.

*V. Program Activities (Events, Classes, and Meetings)*

Explain the cost for the following items and activities necessary to implement the program. Please include the number of events, people, and/or items.

- (1) Event Space
- (2) Food and Beverages
- (3) Activity Supplies and Materials
- (4) Entertainment
- (5) Marketing for Program Outreach and Events
- (6) Printing and Copying
- (7) Website
- (8) Staff Travel for Service Delivery
- (9) Travel for Holocaust Survivors if travel is part of this program

*VI. Overhead*

Define each item and its cost/rate below. Please indicate if the organization has an indirect cost agreement with the federal government. Refer to the section of the RFP titled "Overhead" for the definition and limitations of overhead.

*Budget Narrative (55 points):*

A budget narrative for this grant program should include the following characteristics:

- A feasible and realistic explanation of funding sources and the status of sources for each financial contribution indicated on the budget
- All information about program staffing, including a listing by position that includes all full or part-time employees dedicated to this project
- The applicant breaks down and explains the costs associated with activities, events, classes, and meetings (section V. of the budget narrative)?
- The applicant's justification of proposed costs seems feasible and realistic
- The applicant defines each item in the overhead section

- The program costs in the budget correlate with the program tasks in the Work Plan
- Budget Narrative uses the provided template

## ***D. Completing the Work Plan***

This guidance is best utilized when read in combination with the provided Work Plan template.

### *I. Definitions:*

- Goal: An aim or desired result of a program, event, or initiative (e.g., improved mental health among Holocaust Survivors)
- Outcome: The measurable change or benefit that results from the program (e.g. 30% decrease in Holocaust Survivors reporting that they feel depressed)
- Major Objective: Primary desired result of a particular task or tasks (e.g., increased agency capacity to provide mental health services to Holocaust Survivors)
- Key Task: A focused and specific piece of work often to be finished within a certain time that are critical for reaching the major objective (e.g., hiring of mental health professionals)

### *II. Template Guidance:*

Using the template provided, create a Work Plan for each program goal using the guidance below:

- Fill out the first page of the template, listing every goal of the program
- Complete a separate chart for each goal.
- List the goal and measurable outcome at the top of the chart.
- List the major objectives next to the numbered row, and the main tasks under the objectives. Add rows for tasks and objectives, as necessary. Delete rows that are not necessary.
- In the column titled "Lead Person(s)," note the job title of the individual who will take the lead on accomplishing the task.
- Indicate the anticipated completion dates for the major objectives by filling the box(es) in black that correspond with the month(s) when the tasks will be addressed.
- Create a key, listing each staff position entered in the Work Plan and its associated abbreviation. (e.g.: SVP = Senior Vice President)

### *Work Plan (95 points):*

A Work Plan for this grant program should include the following characteristics:

- Clear program goals
- Measurable program outcomes
- Reasonable objectives

- Reasonable tasks
- Reasonable timeframes
- Feasible and realistic amount of work required for each staff member
- Program implementation will begin by March 2018 – See page 14 for definition of implementation
- Work Plan seems feasible and realistic overall
- The cumulative proposed program (proposed program, budget, budget narrative, and Work Plan) is clear, cohesive and realistic, and likely to result in the stated outcomes
- Work Plan uses the provided template