Transcript of the 2020 Funding Opportunity Announcement for Healthy Marriage Programs Webinar

Welcome everyone. Before today's webinar starts, we'd like to share some general notes about the webinar. First, please note that all participants are automatically muted. Only presenters will be on audio and video. If you have any technical issues accessing today's webinar and are unable to see or hear the slides, please describe the issue in as much detail as possible in the Q&A box on the bottom right-hand corner of your screen and then click on "Send." The meeting organizer will contact you directly to help resolve your technical issues. Please direct all other questions to the points of contact listed in section seven of the Applicable Funding Opportunity Announcement. Note that there are different points of contact for each FOA.

For the FOA discussed in today's webinar, those points of contact are Jacqueline Proctor from the Office of Family Assistance and Bridget Shea Westfall from the Office of Grants Management. If you would like to access live closed captioning during the webinar, please click on the closed captioning link on the bottom right-hand corner of your screen. The closed captioning feature is below the Q&A feature and is labeled "Multimedia Viewer." The webinar will be recorded and posted soon after each webinar. The link to the webinar materials can be accessed from the same resource site where you first registered for the webinar, and the site is here on the slide. Thank you.

All right. Thank you, Grace. And good afternoon. Welcome, everybody, to the second in a series of webinars designed to provide you with an overview of the Healthy Marriage and Responsible Fatherhood Funding Opportunity Announcement, or FOA. I am Robin McDonald. I am the Division Director in the Office of Family Assistance, which is in the Administration for Children and Families. And it's my division that oversees the Healthy Marriage and Responsible Fatherhood Program since its inception back in 2005. And I also oversee the Health Profession Opportunity Grants, or HPOG grants, for OFA.

Well, like I said yesterday on the Fatherhood FIRE webinar, we are coming to you live from our various homes. And as you know, homes represent lots of things for us these days. It's school. It's our workplace. It's backyards, ball fields, and bistros, as well as it's a place of rest and a place of refuge, and a time to enjoy our family. So, today's webinar will cover the FRAMEWorks FOA. And we know that you all have been anxiously awaiting this opportunity, and we've been eager to share it with you.

What you may not know, though, is that FRAMEWorks and the program it represents is more than just a title. It is a message that represents the very heart and home of the Healthy Marriage and Relationship Education work at ACF and here in OFA. Now, the image that you see here on your screen, the photo frame that may appear on the mantle in any home, and together with the FRAMEWorks acronym, are designed to convey the message that family, relationships, and marriage education, and gainful employment or work, they serve as the scaffolding upon which we base our premise, and that is that strong, healthy families are built and sustained by the integration of healthy marriage and relationship education, with opportunities for parenting and job and career advancement. And so, every time you speak the name FRAMEWorks, remember that you join us in sending the message that couples and individuals across the country can indeed picture themselves in a healthy family environment. So, let's get started. Next slide.

Well, you know who I am. I want to introduce the others who are going to join me in this presentation today. Seth Chamberlain, he serves as the Branch Chief for Healthy Marriage and Responsible Fatherhood Programs. Now, those of you who are former grantees are certainly familiar with Seth, particularly his dad jokes and his puns. And those of you who don't know him will get an opportunity to hear from him during this and other FOA webinars.

And we are joined by Jacqueline Proctor, one of our dynamic leaders on the HMRF team. Jacqueline is one of the Federal Program Specialists who provides support, technical assistance, oversight, and monitoring to grantee organizations. And Jacqueline also has the distinction of being the drafter and the OFA point of contact for the FRAMEWorks FOA. So, now I know that you guys are all anxious, so we're going to get started. Next slide.

Here is the agenda for today's FRAMEWorks FOA webinar. Our goal is to go through this material in about 90 minutes, maybe less, maybe more if based on yesterday with Fatherhood FIRE. We will not have a Q&A during this webinar, but, at the end, we'll provide you again with the contact information for Jackie Proctor, for FOA-related programmatic questions and contact information for the Grants Management specialist, Bridget Shea Westfall.

Now, the Office of Grants Management, or OGM, is a partner with us in these programs, and that they provide guidance and oversight of fiscal and the administrative aspects of the FOA and funded projects post-award. Now, Jackie and Bridget will be able to respond to questions you have about the FOA. I want to emphasize this: they serve as the official responders for FOA-related matters. Once again, it's Jackie Proctor and Bridget Shea Westfall that serve as the official responders for FOA-related matters.

We're going to touch on what we believe to be key high points of these things that we believe to be important for you to know from key sections of the FOA but I want to emphasize there's a notice that appears in the FOAs, right at the beginning of the FOA's Executive Summary, and it's that you're strongly encouraged to read the entire FOA carefully. And you may want to do that more than once. So, don't assume that because we didn't mention something in this webinar that it is unimportant. Everything in the FOA is important and you should become familiar with what the FOA says. Next slide.

This webinar is not intended to go line by line through the FOA. We don't have enough time to be able to do that, but it's a high-level overview of some key components. We will cover what we believe may be a nuance or complex FOA language and hopefully provide some clarification. But all material covered is contained in the FOA. And, of course, we won't give you any recommendations of what to write or what would be considered fundable. As stated previously, we're strongly encouraging you to read the full FOA. Take a look at what's being asked, what's required to be submitted, including reviewing the criteria, and then you decide for yourself whether what you propose meets the FOA's goals and submission requirements. And as I did yesterday, I just want to borrow an example from a former colleague who said you may have a perfectly fabulous recipe for jet fuel, right, but if the FOA is asking for oatmeal raisin cookies, you may want to rethink your proposal.

On the next point, the Office of Planning Research and Evaluation here in ACF will cover the materials related to performance measures, continuous quality improvement or CQI, and local and federal evaluation in a separate webinar for all applicants. So, in this webinar, we will only touch upon the cost allocations for local evaluations and then leave those substantive issues for the OPRE webinar. We'll also briefly highlight a few of those points as they relate to the criteria a little later on. Finally, we have here a link to where you can find the information for when the next webinars will occur and where they will be archived for your future use. Next slide.

All right. So, for those of you who are new, and even for those who have been around for a while, you might benefit from a little bit of a refresher about the history of Healthy Marriage and Responsible Fatherhood programs. So, the HMRF legislation, it was authorized first in 2005, with the first cohort of grants being funded in 2006. So, funding for cohorts two and three were reauthorized in 2010, and they continued through continuing resolution to even up to and including the current appropriation for the funding that we're talking about now. So, the total for both programs is $150 million, with half of that amount set aside for Healthy Marriage promotion activities. So, $75 million for Responsible Fatherhood, $75 million for Healthy Marriage. And this competition is the fourth cohort of funding for Healthy Marriage but also Responsible Fatherhood activities. Next slide.

So, the authorized legislation or the statutes, you might hear me refer to it in that way, too, the authorizing legislation specifies eight activities that define what it means to conduct healthy marriage promotion in accordance with that statute. But what you're seeing here is a list of seven of the eight specified activities to be implemented under this FOA. So, the eighth activity, which is education in high school, isn't listed here because it wouldn't be relevant to adult service provision, which, as you know, is the target population for this FOA, the FRAMEWorks FOA. And you can find a list of all seven activities under section one background, history of promoting responsible fatherhood, the seven that will apply under this FOA will be listed there.

Now, applicants may choose to implement one or more of these specified activities with their two exceptions -- and I'll talk to you about this in a minute -- and they may combine any of the seven activities that any of the elements listed in those activities to achieve a ACF programmatic outcomes. Now, what do we mean by elements? So, the elements are those things that are written as perhaps optional or suggested activities within the authorized or specified activities. You'll hear more about this from Seth and Jackie. But there are a couple of things that bear mentioning here about this.

So, first, I'll address those two exceptions I mentioned related to implementation of one or more specified activities. So, if applicants choose to incorporate public advertising campaigns or reduction of disincentives to marriage, then both of these must be offered in conjunction with any of the other direct service activities. So, the direct services means providing skills-based Healthy Marriage and Relationship Education services to participants, for example, adult couples or adult individuals, by providing services such as the premarital education or divorce reduction, et cetera. Those are the direct service activities among the list of seven activities. So, in other words, applicants cannot submit a proposal to only conduct a public advertising campaign and they also cannot submit a proposal to only conduct a program to address a reduction of disincentives to marriage.

Now, to help you to understand this a little more -- and Jackie likely will cover this later in Section 4.2 under "Approach" -- there is a subheading entitled "Healthy Marriage Promotion and Relationship Education"; okay. So, this section is critical to your design and the selection of the activities that you want to implement because it specifies the constructs to which applicants must adhere to when selecting those examples. More specifically, for example, the public advertising campaign language in Section 4.2 requires that applicants demonstrate that the advertising has a clear connection to the program outreach, which is recruitment and retention, and the provision of comprehensive services. So, in other words, applicants must select one of the direct service provision activities in addition to public advertising campaigns, and the same is going to be true for reduction of disincentives to marriage.

So, to sum it all up, applicants may choose to implement one or more of the seven activities in their project designs. They may combine these activities and any elements of each to accomplish program objectives and outcomes. And if they choose public advertising campaigns or reduction of disincentives to marriage, they must select one of the other direct service provision activities, such as marriage and relationship education skills, premarital education divorce reduction, et cetera. Next slide.

As we did yesterday with FIRE, we believe it's important to provide interested applicants with a little information about the research base for Healthy Marriage and Relationship Education. And as we say in the FOA, research and evaluation have been the underpinning for ACF's Healthy Marriage programming long before the funding and programs ever were appropriated. So, it is this strong research base that's helped us determine that Healthy Marriage promotion activities can prevent or buffer many challenges that families face. And these challenges include things like poverty or low educational attainment, financial instability, lack of job readiness and joblessness.

Studies also show the positive effects of families that live in low-conflict family environments where both parents are present and share household responsibilities, and where children are raised together. And you see here some of the positive effects that are listed. And we know and are eager to learn more about the effects of these healthier households on child wellbeing. Next slide.

So, it was in view of these challenges and opportunities, and, of course, because of the congressional appropriation, we, that's ACF and OFA, continue to fund Healthy Marriage promotion efforts that are designed to improve, among other things, healthy relationships and marriage skills, parenting and co-parenting skills, family functioning, economic wellbeing and mobility, and child and family wellbeing, just to name a few. Next slide.

With all of this, we believe that having invested significantly in these efforts for decades has helped us to make Healthy Marriage and Relationship Education programs the lone star, the guiding force to achieve greater outcomes for families, communities, and society. And we want to continue on this trajectory. And so, to do so, we wanted to make a couple of things very clear for applicants. We emphasized in the FOA the importance that funded programs get buy-in and commitment from their organization's leadership and other stakeholders, like your partners. You want to make them aware that it's important that they commit to achieving all programmatic goals and objectives of this FOA. So, what that means is that, if you're awarded, the funds received will only be used for established Healthy Marriage promotion purposes as outlined in the FOA and approved in your notice of award. So, to be clear, as we state in the FOA, it isn't an opportunity for add-on or gap funding, for your other non-Healthy Marriage promotion projects, priorities, goals, or objectives, nor is it that for your partners.

So, with that foundation laid, I am going to ask Seth Chamberlain to begin leading us through the key programmatic points in the FOA, along with Jackie Proctor. Now, we're going to tag team a bit throughout the webinar. So, first, here's Seth.

All right. Thanks so much, Robin. And welcome everyone. Hello. We look forward to receiving your applications, which will assure commitment to ongoing Healthy Marriage promotion. You know, someone has said love may be blind, but marriage is a real eye-opener. You know, this program is geared to help individuals and couples through these, well, eye-opening experiences, so that they can build stronger relationships today and stronger families today and tomorrow. The rest of this presentation will bring you section by section through the funding opportunity announcement.

FOAs, Funding Opportunity Announcements, can be overwhelming. We're hopeful that this section-by-section discussion will help you as you consider your application. Of course, we begin with section one. Section one is called "The Program Description." Now, the program is the authorized federal funding under this FOA. In other words, it's the program overall. Each of you will be proposing projects under this FRAMEWorks program. So, section one describes the FRAMEWorks program, including the overall program, programmatic activities, grantee responsibilities, and also areas of interest to the Administration for Children and Families in the Office of Family Assistance.

So, Robin just covered section one background of the FOA. That was pages two to four of the FOA. If you turn to page four of the FOA, you will see a title that says "Program Purpose and Scope." So, ACF's HMRE, or Healthy Marriage and Relationship Education grants, are intended to help families achieve health and wellbeing outcomes while also helping individuals to improve their relationship skills and paths toward economic stability and mobility.

Program purpose and scope then has a subsection also on page four called "Organizational Capacity." It's right there. So, ACF is particularly interested in projects that unambiguously demonstrate commensurate capacity based on funding level to effectively carry out projects at various scopes to address the needs of targeted populations and communities. The three levels are listed on this slide. Later on, in Section 4.2, there's a section called "Organizational Capacity" that lists specific organizational capacity submission requirements, and I'll talk about that in about, I don't know, 30 slides, something like that.

Program purpose and scope then has a subsection on page four called use of funds, but you can consider this the section about ways in which funds can't be used. FRAMEWorks fund cannot be used to pay for mental health or substance abuse services, abstinence education or sexual risk avoidance education programs, or fee-for-service programs. These services, FRAMEWorks services, must be free for participants. Later on in the FOA, we make it clear that FRAMEWorks funds cannot pay for housing assistance or for child support payments.

So, next, on pages four to five of the FOA, the FOA discusses programmatic objectives and outcomes related to implementation of program models funded under this funding opportunity announcement. There we are. Sorry. I was getting mixed up. So, under use of funds then, also on page four, is programmatic objectives and outcomes. Okay. I was on track; I just couldn't find my place on the page. These are related to the implementation of program models funded under this FOA. So, this slide lists the short- and long-term outcomes targeted. ACF has posted a link to more specific proposed standardized performance measures, and the link for that is listed at the very, very bottom of page four and at the top of page five of the Funding Opportunity Announcement. When you look at these outcomes, you can easily see that they address the outcomes that are targeted by Healthy Marriage program activities, promoting healthy marriage and relationships, parenting, job and career advancement.

So, related to this, proposed projects must have logic models. It is one of the items required in the first file that must be submitted. Jackie will talk about that first file in a few slides. Now, the program purpose and scope part of the Funding Opportunity Announcement doesn't discuss logic models. In fact, it's not even discussed until page 52. But because logic models are so critical, we wanted to take a moment to discuss them here.

What is a logic model? A logic model is a diagram that presents the conceptual framework for your proposed project and explains the links among the program elements. It is an overarching structure for the activities and services you propose to offer aligned with your project's targeted objectives and outcomes. Additionally, logic models must align with the identified objectives and goals of the grant program, like the ones that I just mentioned in the last slide. So, let me say that again, a logic model must, one, explain links among the program elements; two, align with a project's targeted objectives and outcomes; and three, align with the objectives and goals of the grant program.

Now, there are many versions of logic models. For the purposes of this announcement, the logic model must include connections between things like inputs, activities, outputs, short-term outcomes, long-term outcomes. So, inputs are things like additional resources -- let me go to the next slide. Inputs are things like additional resources, organizational profile, collaborative partners, key staff and budget. Target population should also be addressed, i.e. the individuals that are intended to be served. Activities, mechanisms, and processes must also be addressed. These may include things like evidence-based practices, best practices, your approach, your key intervention and evaluation components, continuous quality improvement efforts. It should include outputs, those are the immediate and direct results of project activities; the outcomes, which would be the expected short- and long-term results the project is designed to achieve; and then the goals of the project.

Now, when your application is reviewed and scored, application reviewers will look at your logic model, and look at whether the logic model links program elements, links proposed activities to intended project-specific short- and long-term outcomes, and, three, how the proposed logic model aligns with the ACF's short- and long-term programmatic outcomes. For that specific evaluation criterion, you would look on page 70 of the Funding Opportunity Announcement. Last note, applicants who are funded are -- I'm sorry. Applicants are also expected to demonstrate how they will monitor their project's implementation with the logic model. And, if funded, they are intended to continue to monitor their projects per their logic model.

All right. So, continuing on with section one of the Funding Opportunity Announcement, we left off at page five. So, now if you look at page five, we have program activities. And look at the first activity listed is healthy marriage promotion activities, just like Robin mentioned earlier. Is that a coincidence? I think not. All FRAMEWorks applicants must propose one or more of the activities listed under the seven broad categories mentioned on this slide. Robin made this point earlier. She also made the point that not all activities are required. Let's face it, that would be a ton of activities. But you must propose to do at least one activity.

Robin also made the point that, under this FOA, public advertising campaigns are only implemented to support program outreach and provision of comprehensive direct services. The public advertising campaign cannot be general in nature. And I should also mention that I also want to take note of the passages on job and career advancement and job-driven employment. So, in recent years, ACF has emphasized the importance of activities related to job and career advancement for healthy marriage and relationship education programs since economic pressures and instability often contribute to relationship and marital dysfunction. ACF will continue this emphasis under this FOA.

Now, some applicants will want to provide what we're calling job-driven employment services. That is more specific than job and career advancement. Think about that for a second. Job and career advancement might be the big umbrella and job-driven employment one approach to job and career advancement. If you choose to propose job-driven employment services, note that your strategies must be guided by the four principles noted on page six of the funding opportunity announcement. And there are other notes to consider but this is the big point about job and career advancement and job-driven employment. These are optional categories. Applicants do not need to propose them.

The last note that I'll make on job and career advancement and job-driven employment is that job and career advancement or job-driven employment activities may be implemented directly or in collaboration with program partners. However, job and career advancement or job-driven employment activities cannot be provided as stand-alone services. Projects that choose to include job and career advancement or job-driven employment services must provide them in conjunction with marriage and relationship skills or any of the seven Healthy Marriage promotion activities that constitute the purpose of the program throughout the duration of the individual's or couple's enrollment. The Funding Opportunity Announcement makes this clear on page seven. It's there in bold, in the middle of page seven. Okay. So, take note.

All right. So, the next slide, the next big part of the Funding Opportunity Announcement is called curricula. That's on pages eight to nine. So, let's make the points. Curricula must be implemented and it must meet a minimum level of hours. The Funding Opportunity Announcement states projects must deliver 12 hours or more of curriculum over time in a primary workshop or workshops. A workshop is a set of structured classes. Primary workshops are workshops in which participants are expected to attend and ultimately complete.

Projects must implement curriculum or curricula that is or are designed to help inform -- I'm sorry, to help form, improve, and sustain healthy marriages and increase healthy relationships skills. At a minimum, healthy marriage and relationship education curricula must include communications skills, including expression, discussion, and negotiation skills; conflict resolution; management and problem-solving skills; knowledge of the benefits of marriage; and stress and anger management.

Curriculum, or curricula, must be evidence-based or evidence-informed, and must be skills-based. Note that curricula must be of sufficient intensity per the guidelines listed on this slide, the biggest one being that it must be a minimum of 12 hours. Projects that do not meet these standards for intensity must provide strong justification for less intensive programming. So, last note on curricula, following curriculum developer's guidelines for service provision is critical. For example, if you're implementing a group-based curriculum, then you cannot use it in a one-on-one setting without rationale and without written approval from the developer.

All right. So, the next part of section one of the Funding Opportunity Announcement is program expectations. This is on page nine. The general expectations on pages nine to ten are critically important. Please take note of the bullets on page nine and all of the paragraphs on pages nine and ten. We put a lot of thought into them. But I do want to spend a good deal of time talking about the section that comes directly after the program expectations general expectations.

There is a "New for 2020" section called "Program Participation Targets." This may be an intricate passage, so I want to take a moment to describe what is required. To do this, first, we need to start with some definitions. First, in that last slide, recall that we discussed the term primary workshop. To remind us all, a workshop is a structured set of classes focused on a topic related to the FOA. A primary workshop is a curriculum-based workshop that all participants are expected to attend and ultimately complete. A project's primary workshop or workshops must address all FOA requirements and outcomes.

Second, recall what a sufficiently intensive workshop or set of workshops is. There are four parameters on that last slide but the primary one is that sufficiently intensive workshops are those in which the primary workshop or set of workshops together are at least 24 hours long. Projects that do not meet these standards must provide strong justification. Third, note how the FOA defines program completion. So, this is defined just a little bit before program participation targets in the paragraph right before it. So, program completion is defined as completion of at least 90 percent of primary workshops. Okay.

So, on pages ten to 11, there are upper and lower limits for clients that may be proposed to be served with 90 percent of primary program workshops. These limits are set by funding level requested. For example, for applicants proposing smaller scope services, that is those requesting funding from half-a-million dollars per year to $749,999 per year, they should propose to serve no fewer than 120 individuals, or 60 couples, per year, who receives 90 percent of primary program workshops. This is the lower limit. Let me say that again. If you propose to serve 119 individuals or 59 couples in a year, with 90 percent programming, that is too little.

Now, smaller scope service applicants may propose to serve up to 1,500 individuals or 750 couples per year, with 90 percent of primary program workshops. Applicants may propose to serve more than this, but such applicants must ensure that the project design represents a demonstrated organizational capacity to provide client services and numbers that exceed the specified maximum. Let me provide another example. This time, for applicants proposing the upper end of large scope services, that is those requesting funding from $1.25 million to $1.5 million per year. These applicants should propose to serve no fewer than 200 individuals or 100 couples per year who receive 90 percent of primary program workshops. This is the lower limit. Let me say that again. If you propose to serve 199 individuals or 99 couples, that is too few.

These applicants proposing large-scoped services may propose to serve up to 2,500 individuals or 1,250 couples per year, with 90 percent of primary program workshops. Applicants may be proposed to serve more, but if you propose more, you must ensure that the project design represents a demonstrated organizational capacity to provide client services in numbers that exceed the specified maximum. So, for a quick reference on the primary program workshop hours requirements and the program participation target requirement, you can shift to Appendix C, which is called “The Approach Summary Table,” and there you can see the service provisions scope, the funding requested, the program participation targets, the primary program hours, the evaluation, if there is one, that is required or optional, and the age of participants.

Last note on program participation targets, the reason we’re doing this is because we want -- is because ACF wants to maximize efficiency and cost effectiveness of grant funds, period. All right. So, I just spent a lot of time on four bullets. Now I’m going to go to the second half of this slide. First, I’m going to say, continuing with program expectations, pages 11 to 12, discusses how grantees will be expected to address client needs. And then we then get into a section called “Partnerships,” which is on pages 12 to 13, Partnerships.

So, strong partnerships are critical to maximizing the effectiveness of a program model through leveraging resources, building community support, and increasing access to eligible target populations. Partners may serve as, A, sources for recruitment of program participants; B, as implementers of programming itself; and C, referral agencies for services that are needed but not available through the project, that is agencies to which FRAMEWorks-funded staff may refer participants for additional services.

Section one then has a short section on subawards, which starts on page 13. Recipients under this grant program may opt to transfer a portion of substantive programmatic work to other organizations through subawards. Grantees may also opt to contract out some services. In all cases, the prime recipient, that is the grantee, is responsible for oversight of all programmatic, financial, and administrative matters, including reporting related to the grant. This responsibility includes oversight of these matters as they relate to the sub-recipient.

Additionally, the prime recipient, that is the grantee, must maintain a substantive role in the project. ACF defines a substantive role as conducting activities and/or providing services funded under the award that are necessary and integral to the completion of the project. So, grantees can't serve as pass-throughs. Additionally, grantees must ensure that sub-recipients meet the eligibility requirements listed later in the funding opportunity announcement.

So, the last thing that I'll talk about right now is participant eligibility. This section of the funding opportunity announcement, which is on Page 14, is not about whether you, as an organization, are eligible to apply; rather, it's about who you serve; that is, the individuals and/or couples you'll serve. So, very first sentence, eligible participants are adults ages 18 and over. Take note, 18 years of age and older. There is a separate funding opportunity announcement for those that are interested in serving youth that may be of high school age. That is the Ready for Life funding opportunity announcement. There's a webinar about that on Monday. You can tune into that and learn more about that funding opportunity announcement. But for FRAMEWorks, eligible participants are adults ages 18 and older.

So, those served may be in married or unmarried relationships, or may not be in a relationship. But applicants should specify who they intend to serve. You as applicant organizations should specify who you intend to serve. While participant eligibility is not limited to the following populations, ACF has a particular interest in services targeting individuals receiving, or who previously received TANF, non-custodial and custodial single parents, active duty military and veterans, individuals and couples, low-income at-risk individuals, individuals with disabilities, formerly incarcerated individuals and their families, and other unserved and underserved populations. So, with that, I'll turn it back to Robin to talk about requirements for organizations that receive grants.

All right, thank you very much. So, we're going to talk about those post-award requirements in Section 1, and these are specific aspects that we want to emphasize are required by all successful applicants who become grantees, but that also must be addressed in your application. So, again, all requirements will be enforced. We are only highlighting some key points.

Now, if you were on the Fatherhood FIRE webinar yesterday, you may recall that the non-discrimination in program eligibility requirements under that FOA were rather nuanced, and so while non-discrimination in program eligibility is equally important under this FOA, in FRAMEWorks, there often isn't the same perception of discrimination in participant eligibility occurring in Healthy Marriage programs. For example, males and females are equally eligible to participate; whereas, with Responsible Fatherhood programs that are designed to be father focused, there may be a greater perception of discrimination. But to be clear, eligibility discrimination is prohibited under Fatherhood FIRE also.

But, as I said yesterday, participant eligibility under that FOA is actually based upon parenting status, and it's not based on gender, which is one of the protected classes. So, nevertheless, applicants, under this FOA, must adhere to the non-discrimination and program eligibility requirements also. So, this section of the FOA is set toward that prohibition against discrimination on the bases of a participant's race, gender, age, disability, or religion in providing services to eligible persons, and you also may not discriminate on those bases when determining eligibility benefits, services provided, or applicable rules. So, I'm going to say that again. There is a prohibition against discrimination on the bases of a participant's race, gender, age, disability or religion in providing services to eligible persons, and you may not discriminate on those bases, and when determining eligibility benefits, services to be provided, or any applicable rules. Now, applicants and grantees recruitment activities, the materials, should also reflect or comport with those non-discrimination rules. Next slide.

Domestic violence: So we state clearly in the FOA and want to emphasize here that addressing domestic violence, intimate partner violence and dating violence are important components of healthy marriage programs, and given the unfortunate circumstance of rates of DV, IDV, and dating violence in the U.S., and we include some of the statistics there in the FOA for you to see. It is likely that Healthy Marriage and Relationship Education programs will serve one or more individuals who are experiencing or who have experienced domestic violence and/or those who may have committed or perpetrated violence against an intimate or dating partner.

Now, the important nuance that I want to emphasize here is, one, what the statute requires for applicants; meaning, what must be addressed in your application and your service division; and two, what we programmatically believe applicants should consider in addressing these issues. So, under the statute, there are just two things, applicants must describe how the programs or activities proposed in the application will address, as appropriate, issues of domestic violence and consult with domestic violence experts or relevant communities, domestic violence coalitions, and developing the program and activities. Those are the only two statutory requirements.

However, the detailed language that you find in Section 1 post-award requirements domestic violence, it provides what we believe applicants may want to consider as they develop their programs and activities. The approaches included are sound. We vetted them with ACF internal DV experts, as well as external experts. But applicants should consult with experts within their community to identify appropriate strategies to address these issues and programs and include that in your application. Next slide.

With regard to child maltreatment -- and certainly it is important that projects that may involve child interaction and engagement; for example, couples or individuals who are parents, we encourage organizations, at a minimum, to stay abreast of and train in their state's reporting requirements for child abuse and neglect. But as you see here and in this FOA, child maltreatment is not a statutory requirement, but it is a programmatic requirement, and as such, must be addressed in your application and in your programs. Next slide.

So, staffing levels, here we have established three designated key project staff positions, and one of those positions is optional. These are positions that we determine will help ensure that the thorough oversight, successful operation, and compliance, so those are the project director, the project manager, which is optional, a data manager, and the financial officer. So, three of those are required project staff. The fourth, project manager, is optional. But note, that if you decide to include a project manager, that position will also be deemed a key position. So, this means that we expect that applicants make FTE or full-time equivalent levels of effort for these positions that will ensure a hundred percent oversight of all program operations. So, what does that mean; right?

These positions are key to the overall project oversight monitoring fiscal and day-to-day management of the program. And as such, applicants must make FTE allocations that allow these persons to be sufficiently engaged to ensure that they are knowledgeable of program operations, including, as appropriate, the project design and implementation strategy, the program structure, the budget, fiscal requirements, and compliance requirements, et cetera.

Now, we're not telling you what specific FTE allocations to make. For example, this is not stating that these key positions must be allocated at a hundred percent in your budget. They must not. That's not what we're saying at all; okay? However, you should consider the reasonableness of the FTE allocations to accomplish the duties and responsibilities assigned to that position. For example, you may want to consider whether a project director who is only engaged at ten percent FTE may be considered a reasonable level of commitment for associated duties and responsibilities, particularly when assessed against a project management and staffing criteria of Section 5.1. So that's something that you want to think about as you make those assessments, FTE allocations. And, finally on staffing, please note that the authorizing organizational representative, or the AOR, cannot also be the project director, or vice versa. This means that one person cannot hold both positions in these programs. Next slide.

Okay, voluntary participation, this is one of those requirements that is frequently misinterpreted or misunderstood, so I thought we need to take a minute to talk about that. So, first, voluntary participation is required under the statute, so applicants will need to describe how they will ensure that participation is voluntary and then how they will inform participants that participation in voluntary. So, I thought it might be helpful to give you a couple of examples of what involuntary participation might look like, although I will say that it's more likely -- this more likely comes up in a responsible fatherhood contact.

So, court mandated participation; for example, as a condition to avoid adjudication, maybe it's in probation and parole requirement, maybe it's included in a child visitation order or maybe a child support order, or in the context of family reunification plan in the child welfare or foster care context. So, I'll give you an example how it might work. That's when a judge may say, in order to complete your reunification process, you, participant, must go to X, Y, and Z marriage or relationship program. You have to do that. It's conditional. That, and these other things here, these examples that we have here, would be considered involuntary participation. So, when the participant doesn't have an option not to participate in your program, that is involuntary participation.

But if the services you provide are on a list of organizations from which a participant may select, then their participation could be deemed voluntary, even if court ordered. So, for example, the judge says in order to complete that reunification process, you must participate in marriage and relationship education classes that have a parenting influence, and here is a list of agencies in your area that provide this. And so, when a participant can choose to participate in your program; that is, that they have the option to select your program from a list of other service providers, then that would be deemed voluntary if related, even if it's related to court mandated participation.

Now, the next two bullets, entrance conference and planning period are straightforward, so I won't need to elaborate beyond just to make sure that you read and understand what's going to be required of you there. And then the last bullet, that information is going to be provided in a separate webinar, and here you'll see the place where you can find schedule dates and times, so we'll provide that for you at the end. So, next slide is, again, Section 2. We've covered high points of Section 1. Now it's time to cover Section 2, federal award information. Now, here is just a reminder that this is a five-year, 60-month, project period depending upon availability of funds through congressional appropriation. So, as you know, these funds are being competed this year. But for years two and five, they will be awarded through a non-competitive continuation prospect. So, if you're fortunate enough to be successful in this competition and wind up being the grantee, then you'll find out everything you need to know about non-competitive situations, so we won't spend time here talk about that specifically.

But I wanted to say, in general, for non-competitive continuation to apply, there are three criteria for continued funding, and that is availability of funds, achieving program goals and objectives, and that it's determined by the federal agency to be in the best interest of the government to do so; that is, to continue funding your program.

Now, the next thing I want to talk about is that when you're doing your budget, please make sure that you pay attention to the point that your funding will not exceed the amount awarded in the first year. So, whatever amount you establish in budget year one is the amount that you will receive each year, assuming you meet those three criteria that I just mentioned a few minutes ago. So, if your funding request is large-scope for example, at $1 million per year, it will remain at that level for all five years if awarded.

The next thing I want to touch on here in this section is disqualification factors, and it's very important to note that you must pay attention to all disqualification factors and not just those I mentioned here. But these are extremely important. So, the first is award ceiling disqualification. For this FOA, if you submit a request for funds that is above annual budget period award limit or the ceiling, which is, in this FOA, it's $1.5 million per year, then your application will be disqualified from the competitive review and from funding under this announcement.

So, similarly, for the award floor disqualification, under this FOA, if you submit a request for funds that falls below the $500,000 per year award floor, then your application will be deemed non-responsive or disqualified and will not be considered for competitive review or funding under this announcement. So, this bears repeating, whether you submit a request for funds that's above $1.5 million or if you submit a request for funds below $500,000, in either case, it will be deemed non-responsive and it will not be considered for competitive review, which means that you're not eligible to receive any funds under the announcement. So, there is one additional disqualification factor that I want to bring to your attention, but we'll talk about that when we get to Section 3.3. Next slide.

So, local evaluation costs, certain allocation requirements will apply depending upon the amount of funds you're requesting. So, if you choose to propose a large-scope project; that is, if you choose to request between $1 million and $1.5 million a year, then you are required to propose to conduct a rigorous impact evaluation. Again, if you choose to conduct a large-scope, $1.1 million to $1.5 million, you are required to conduct a rigorous impact evaluation. Now, you'll submit that evaluation proposal with your application, but it will be for post-award review and approval. And, additionally, if you choose to request funding at this level, you are required to allocate 15 to 20 percent of your total budget per year for that rigorous impact evaluation.

So, if you choose to propose a moderate scope project, that is, if you choose to request funds from $750,000 to $999,999; right, then local evaluation is optional, and you have two options. So, first, you may choose to conduct an impact evaluation, and if so, then you must then allocate 15 to 20 percent per year, just like under the large scope. Or you may choose to conduct a descriptive evaluation. And, if so, you then must allocate five to ten percent per year for evaluation. But, remember, at this funding level, you are not required to conduct a local evaluation at all.

And, so, finally, if you propose to a smaller-scope project, that is, if you choose to request between $500,000 and $749,000 per year, you are also not required to conduct a local evaluation at all; however, if you choose to conduct a local evaluation, then you can only propose a descriptive evaluation, and you must allocate five percent to ten percent per year. I want to say that again. If you choose the smaller scope, you're not required to do an evaluation at all, but if you do, you can only conduct descriptive evaluation, and you must allocate five to ten percent per year. And just a reminder that for those that either required or that choose to conduct a local evaluation, you must submit that proposed evaluation with your application for post-award review and approval. Next slide.

Okay, Section 3.1 eligible applicants. Now, this is the distinctive from the participant eligibility that Seth spoke about in Section 1. So, if you're interested in applying, which I assume you are, otherwise you probably wouldn't be on this webinar, we encourage you to pay particular attention to this section. Now, if you were on yesterday's Fatherhood FIRE webinar, you may recall the section for the FOA had more nuanced eligibility requirements, but as you see here, eligibility under FRAMEWorks is broad and very straightforward. But one significant distinction here, as compared with Fatherhood FIRE, is that for FRAMEWorks, for-profit entities are eligible to apply under this FOA. You may recall that for-profit entities are not eligible to apply under Fatherhood FIRE. So, under FRAMEWorks for-profit entities are eligible to apply for funding under this FOA.

The next thing that I want to mention here is also included all three Marriage and Fatherhood FOAs, and that is that individuals, including sole proprietorships and foreign entities are not eligible to apply, and they will also be disqualified from competitive review of the funding. This is an automatic disqualification factor for those entities. Again, this provision is included in all three FOAs, and, finally, basically, community organizations that meet the eligibility requirements are eligible to compete and to receive awards. So, be sure to review Section 4.2, the legal status of applicant entities for the documentation that you're required to submit and support of applicant eligibility. Next slide.

Under Section 3.2, I'll be brief, particularly about the first part. There is no cost sharing or matching funds requirement under this FOA. We sometimes know that applicants want to include matching funds anyway, which is fine if you choose to do that. But, if you do, we want you to know that if you receive a grant and you include its matching fund, it becomes a part of your project scope, and we're going to hold you to that commitment.

The next thing that I want to talk about is that other disqualification factor that I mentioned earlier. It is the project design disqualification participant age. And you will find this in Section 3.1, other, and it is another extremely important factor. And as we mentioned throughout this webinar and the FOA, FRAMEWorks is service provision for adult populations, so applications must be designed for adults. That's couples or individuals who are age 18 or older. And if an applicant submits project designs that include minors in the FRAMEWorks FOA, minors being defined as ages 17 and younger, they will be deemed non-responsive and not be considered for competitive review or funding under this FOA. So, it's an immediate automatic disqualification factor. But if you are interested, as Seth said earlier, in providing healthy marriage promotion activities to minors, then you may want to look to the Ready for Life FOA also. Next slide.

One final thing from me before I turn it over to Jackie Proctor, who will walk you through provision requirements and other FOA components, Section 4.2, that project description, that's going to be your primary submission requirement instruction manual; okay? So, you should take particular care to read, understand, and prepare your application in accordance with these provisions. Now, you certainly want to ensure that your application aligns with all sections of the FOA, particularly Sections 1 and 5.1, the criteria. Remember what I said earlier, that you're strongly encouraged to read the entire FOA.

Note that each bold heading under the project description, and each subheading as well, particularly under approach, must be addressed unless otherwise stated; that is, unless it says that it is optional. You must address each of those. And finally, just a little bit on shorthand for you on terminology. So, it may help you understand when things are required. So, for example, must means must; right? So must include, must describe, this is a requirement. When things are optional, you may see language like may include or may describe. And when requirements are not exhaustive; for example, you may see language that says may also propose or may include but is not limited to. That's the way I would encourage you to make note of the usage of these specific terms so that it will help you know whether something is required, whether it's optional, or whether it's exhaustive. With that, I will turn you over to Jackie Proctor.

Thank you, Robin. And I think Robin just went over this slide for you all in Section 4. But, again, just wanting to highlight that please be sure to pay attention to the two-file requirement. In two-file requirement, make sure that you name them properly. So, one file should be titled "project description," the other should be "appendices," and, again, 100 pages is what should consist of the two files, and there are standard forms which I will point your attention to on page 32 of the FOA. And there's also a chart on page 34, which also outlines the standard form, so I want to make sure that you're clear on what should be submitted and what does and does not count toward the 100 pages. Next slide, please.

So, as you prepare your application, I want you to remember that reviewers will be assessing your proposals against the published criteria, and we'll get to that in Section 5. But, again, following the naming and the titling can really make it easier for them to find, assess, and score your application, so please be mindful of that. Also, in Section 4, again, under content and form of application submission, I want you to make sure that you include all standard forms that are required, so be sure, again, to look at Page 4 of the FOA, which has the table in the FOA -- I'm sorry -- on Page 4 clearly outlines what the standard forms are. Next slide, please.

And in Section 4 continued, under the project description legal status of applicant entity, so, here, you will see two bullets, and I want you to pay attention to this as well. Non-profit organizations applying for funding are required to submit proof of their non-profit status, and for-profit organizations, including small businesses applying for funding, you must also provide proof of your legal status, and the documentation is listed in the FOA. I believe you should be referring to page 37 through 38, but I want you to pay attention to that, because you want to make sure that you include that documentation with your application. Next slide, please.

Okay. Section 4, Robin also went over this information, but I do want to draw you to this again, because I am aware that there may be some seasoned applicants, and there may be others that are new to the process. But I want you to be clear on the key terminology, because, again, must means must, so if it says "must include, describe, discuss, submit" and so forth, that means required, and it does mean that. Must include, must describe, propose, I want you to look at the bottom of the slide where it says "propose optional," that's what it means an option for you as an applicant. So, I do want you all to pay close attention to that terminology, because it will make a difference in your application, or could, rather, make a difference in your application. I will give you an example.

If it says must describe and you simply say, we will do X, Y, or Z, and simply leave it at that, you have to ask yourself, did you describe? Did you follow the requirement, which was must describe? So, please be careful in reviewing the entire FOA. Be sure to review the FOA, because you want to make sure where you see these key terms that you are following that directive. Next slide, please.

Okay, under approach -- and for those of you following along in the FOA, please refer to page 38, which is where approach starts. So, your approach is basically the plan of action that describes the scope and detail of the proposed project. So, under approach, you must account for all functions of activities identified in the application and, unless specified, all components under approach are required. Your approach must be designed for a full five-year project period, and you must identify and propose strategies designed to address potential obstacles and challenges. Next slide, please.

Under approach, the section is comprised of several sub-headings, and I would like to point your attention to, again, page 38. And, actually, approach runs page 38 through 45. But please pay clear attention to the sub-headings under approach. I'm not going to read each sub-heading, but please refer to that, page 38 through 45 of the FOA, because applicants should make sure that you address these components. And, also, optional components also have to be addressed, so if you do choose one of those components, please be sure to include that in your application. Next slide, please.

Under curricula -- oh, I'm sorry. I lost my place. My apologies. So, okay, as Robin and Seth clearly stated before, you must address one or more of the seven FRAMEWorks activities and elements that are listed in the FOA. And with that, you have, again, public advertising campaigns, and, please note the bullet that is directly under public advertising campaigns; a campaign must have a clear connection to program outreach, recruitment, retention, and the provision of comprehensive direct services. You have also marriage and relationship, education skills, premarital education, marriage enhancement, divorce reduction, marriage mentoring, and reduction of disincentives to marriage, and please also note, applicants have the option, and the key word being "option," to include job and career advancement and job-driven employment. Next slide, please.

Okay, and under curricula, and, also, let me redirect you, too, to look at Section 1, because there's a section on curricula in Section 1 of the FOA. But now I am referring to page 41 and page 42 of the FOA that goes over curricula and the requirements. So, applicants must propose and include a description of an evidence-based or evidence-informed curriculum that clearly and directly align with all provisions listed. And, again, I just want to remind you that this starts with must, and it also says description.

Second bullet, must also identify other skills-based curriculum, curricula, that you propose to use. Must include a justification for the selection of the curriculum, and where curriculum adaptations are proposed, the applicant must address all proposed adaptations from the original curricula and provide a rationale. Provide an explicit written approval from the curriculum developer for the adaptation with the application. And so, basically, this is information that should be included. And I want to make sure that you noted that in this section there are a lot of musts, so please be sure to note that as you prepare your application for review. Next slide, please.

All right. Okay, thank you, Jackie.

Thank you.

All right. So, as Jackie was saying, there are a lot of musts in this section. That doesn't mean it's very musty, but it does mean there's a lot of stuff to pay attention to, so I'll just laugh at my own joke. Hey, so, let's talk about these program participation targets again. So, we talked about program participation targets for Section 1, which was about the FRAMEWorks program overall. In the project that is you propose, you must clearly identify your program participation targets.

Now, as I discussed earlier, you should make yourselves familiar with a few terms. One, a workshop is a set of structured classes focused on a topic related FOA. A primary workshop is a curriculum-based workshop that all participants are expected to attend and, ultimately, complete. A sufficiently intensive workshop or set of workshops will meet four criteria that I mentioned earlier. The primary one being that they must be at least 12 hours long. Now, I do want to apologize. I think earlier in the presentation, I may have said 24 hours. I was notified that I might have said 24 hours. I looked at my note. I don't have 24 hours anywhere in my notes. I don't know why I said 24 hours.

Under the FRAMEWorks FOA -- let me be clear -- under the FRAMEWorks FOA, primary workshops must be at least 12 hours in duration, 12, one, two, you know, dulce, whatever language, 12. So, just be really clear about that. And I apologize if I had said something different. Now, there's nothing to say that you can't propose more than 12 hours, but 12 is the minimum. Less intensive projects must provide strong justification. Program completion is designed as completion of 90 percent of primary workshops.

So, let's dig into what is actually going to need to be provided in your application. So, applications are required to identify target numbers of participants for each full project year, as well as for the second half of year one. Applicants are required to identify target numbers of clients that will enroll, will complete at least one primary workshop, will complete at least 50 percent of primary workshops, will complete at least 90 percent of primary workshops, and will complete 100 percent of primary workshops. Applicants must submit a table with these targets as part of their applications. Let me say that again. Applicants must submit a table with these targets as part of their applications. If you're not sure exactly what that table would look like, look at the Appendix Section B. There is a program participation target table shell. So, again, this 90 percent level is key, but it's not the only one that needs to be addressed in the table.

I gave you two examples earlier of how many clients would need to be proposed to be served at 90 percent. So, let's extend this. Now that we know that applicants are required to identify the target number of clients that enroll; that complete at least one primary workshop; that complete at least 50 percent of primary workshops; that complete at least 90 percent of primary workshops; and that complete 100 percent primary workshops. For the sake of simplicity, let's imagine that we're serving adult individuals not couples.

So, let's imagine that we're applying for smaller-scope services in, and in year two, we think that we can serve 200 adult individuals with 90 percent of primary workshops. So, we now need to think how many adult individuals should we enroll in order to hit that number of 200 adult individuals receiving 90 percent of primary workshops? You'll need to consider your population and experience with your community, and your program itself, to identify the right target. Perhaps you'll calculate that for year two. You'll need to enroll 400 adults. And then 300 of those adults would attend at least one primary workshop. 250 would complete 50 percent, and 200 would complete at least 90 percent of primary workshops. You could then estimate that 180 would complete a hundred percent of primary workshop.

Let's take one more example. Imagine we're applying for large-scope services, and in year three, we think we can serve 400 adult individuals with 90 percent of primary workshops. We now need to think how many adult individuals should we enroll in order to hit that number of 400 adult individuals receiving 90 percent of primary workshops. So, you'll need to consider your population, your program, your experience with your community to identify the right targets. Perhaps you'll calculate that for year three you'll need to enroll 600 adults, then 500 of those adults would get to the first workshop, 450 would complete at least 50 percent of primary workshops, and 400 will complete at least 90 percent of primary workshops. You could then estimate that 375 would complete a hundred percent of primary workshops.

Two final notes about the table that you will submit, this table will be key in reviewing your application. In the evaluation criteria, there is a criterion, which states the applicant presents a clear summation of primary workshop participation hours, and a complete table or tables outlining program participation targets, and the applicant's table includes and clearly identifies the proposed number of clients and will complete at least 90 percent of primary workshops that aligns with the program participation target.

Last note that -- I said two final notes, the first one is that this table is going to be key to grading your application. The second is that funded organizations must serve the numbers of clients proposed in their applications. You will be held to the numbers in these tables. All right, I'll hand it back to Jackie.

Thank you, Seth. Okay, so large-scope services: So, applicants that are requesting funding from $1 million to $1.5 million, you must detail the need for the expected effects of large-scope services on your community. So, there are three options listed here for those proposing large-scope. So, applicants who propose to serve a large number of clients, you must provide justification, including a cost-per-client summary, and explain how the applicant can feasibly recruit the expected number. And for those of you following along in the FOA, I am on page 43 to 44.

The second option to propose is high intensity services, and the applicant must describe the full scope of services and specify how the intensive services will be provided by the applicant organization, and then the third option, applicants proposing to both serve large numbers of clients and provide high-intensity services, you must provide significant justification, including the need for large-scope services within the community and the capacity to provide intensive services. So, again, please refer to page 43 and 44, and you can review the details regarding those options there. Next slide, please.

Partnerships, and partnerships can be found on page 44 on the FOA. So, with partnerships, the applicant must describe any federal, state, local, tribal, and/or community-based collaboration and partnership efforts. So, for each partner, the applicant must specify whether it's, A, a source for recruitment of the program participants; B, an implementer of programming itself, or a referral agency for services that are needed but not available through the program. And with your application, you must include a signed performance-based MOU between the applicant and each partner agency in accordance with the third-party agreement. Again, this information is on page 44 of the FOA. For projects that include services to incarcerated and re-entering adults, the applicant must document partnerships with state, county, and local criminal justice entities. Next slide, please.

All right. Thanks so much, Jackie. So, now we're going to talk about organizational capacity again. So, I know that we are half past the hour. We've been going for 90 minutes. I promise we won't take that much longer. And I think that you should stay on this webinar. I think that what we're about to discuss for the rest of the slides is actually pretty important.

So, applicants are required to submit evidence of demonstrated capacity to implement large-, moderate-, or smaller-scope services per their requested funding. So, to discuss this, I suggest looking at two places in your funding opportunity announcement. The first is Appendix B, which has an organizational capacity summary table. It lists, for the different service provisions, scope, and funding requested, what is the operational budget that's needed, the demonstrated evidence of operational budget, demonstrated evidence of past service provision, and demonstrated evidence of evaluation capacity. The specifics are on pages 45 to 49 of the funding opportunity announcement. Now, I'm going to tease those out right now.

So, organizational capacity for large-scope services is the most detailed, so I'll spend a good deal of time describing this. Applicants requesting funding from $1 million to $1.5 million must submit three pieces of evidence. First, applicants must describe their operational budgets. At least $900,000 per year for the two most recent years. Second, applicants must describe their past service provision in three ways. I'm going to talk about the A, B, and C, because that's how they're listed in the funding opportunity announcement.

So, A, applicants must describe relevant experience and expertise implementing marriage or fatherhood programming; that is, the activities in the actual authorizing legislation for at least four of the last five years. B, applicants must describe how the target number of programming hours previously or currently provided meets or exceeds the standard outline in the curricula section, that is 12 hours, again, 12 hours for FRAMEWorks. In cases where existing programming does not meet the specified standard level, applicants must describe they have the capacity to meet that standard. C, applicants must describe the numbers of clients served.

Now, the standard for past organizational capacity is different than what will be required to be served under the funding opportunity announcement. Applicants must demonstrate that they have enrolled and served at least 100 individuals or 50 couples who completed at least 50 percent of primary workshops for each of the two most recent years. Again, that standard for organizational capacity, what an organization has done in the past, is different from what organizations will be expected to do under the FOA, if they are awarded funding.

So, I talked about, first thing, they have to describe their operational budget; second thing, they have to describe their past service provision; and, third, they have to describe their evaluation capacity. And this is different for applicants requesting funding at the lower end of the range versus those at the upper end. For those at the lower end of the range, from a million dollars to $1,249,999, applicants must either describe past success with evaluation, evaluation does not necessarily need to have been an impact evaluation, or they must describe how their proposed approach to evaluation will lead to a strong impact evaluation. For those requesting $1.25 million to $1.5 million, applicants must describe their involvement with a successfully planned and implemented impact evaluation.

Organizational capacity for large-scope services: Organizational capacity for moderate scope services is also detailed. Applicants requesting funding from $750,000 to $999,999 must submit two to three pieces of evidence. First, applicants must describe their operational budget. At least half-a-million dollars per year for the two most recent years. Second, applicants must describe their past service provision.

There are A, B, and C in the second category as well, but they're not exactly the same as they are for large-scope services. For moderate-scope services, A, applicants must describe relevant experience and expertise in implementing marriage or fatherhood programming that is or is similar in content and limitation to the activities in the authorizing legislation for at least two of the last three years. B, applicants must describe how the target number of programming hours previously or currently provided meets the standard in curricula, again, that's 12 hours or more of primary program workshops. In cases where existing programming does not meet the specified standard level, applicants must describe they have the capacity to meet that standard; and, C, applicants must describe the number of clients served.

Again, the standard for past organizational capacity is different than what will be required to be served under this FOA. Applicants must demonstrate that they have enrolled and served at least 50 individuals or 25 couples who completed at least 50 percent of primary workshops for each of the two most recent years. Again, the standard for organizational capacity, what an organization has done in the past, is different from what organizations will be expected to do under the funding opportunity announcement if they are awarded funding.

So, I talked about for this moderate scope services, operational budgets, past service provisions. The third piece of evidence is only related to applicants proposing impact evaluation. So, it's always states that applicants proposing impact evaluations must either describe past success with evaluation, this evaluation does not necessarily need to have been an impact evaluation, or they must describe how the proposed approach to evaluation will lead to a strong impact evaluation. Applicants requesting funding from half-million dollars to $749,999, must submit evidence of demonstrated capacity that implements smaller-scope services, and they must submit two pieces of evidence.

First, applicants must describe their operational budgets, at least $100,000 per year for the two most recent years. Second, applicants must describe their past service provision with family-focused marriage or fatherhood programming, or for those applicants without related past service provision, a description of their current capacity. So, to be clear, for applicants with experience with family focused, marriage or fatherhood programming, A, applicants must describe relevant experience and expertise implementing marriage, fatherhood, or other family-focused human services programming that is similar in content to implementation -- in content and implementation to get to these authorizing legislations. And, B, applicants must describe how they have the capacity to provide services at the standard outlined in the FOA, in this case, 12 hours or more of primary workshops, or for those applicants without such experience, applicants must provide a clear and feasible description of how the applicant organization has the current capacity to provide services at the standard level specified; that, is 12 hours or more of primary workshops.

So, please note last thing on this slide, separate webinars will cover the program performance evaluation plan and the funded activities evaluation plan Sections of 4.2. Check those out. And so, with that, I will turn it back to Jackie.

And I promise, we are really, really, really close to finishing. Please stick with us. We think the remainder of these slides will go fast, and it is important.

Okay. So, thank you Seth. All right, so in the FOA, I want to point you to page 53 through page 55, and on those pages of the FOA, it goes over the project and budget justification, which includes your line item budget. So, under that, there is one budget requirement, but there are five general areas that must be reflected, and those bullets list them there. Also, please remember that your line item budget must be clear, itemized, and specific, and one thing to avoid is the use of the word "miscellaneous." Also, make sure that your budget, it must be for each year for a full five-year project period. And, lastly, the line item budget and budget justification must be submitted in the project description file. And, previously, I talked about the two file requirements. Please be sure that it's submitted with the project description file. Next slide, please.

Okay. All right, so the next section, funding restrictions, in Section 4.6, it specifies in the FOA -- and I'll direct you to page, I've got to get the page -- page 66 through 68, and it specifies the cost that cannot be applied to the grant, as well as other required specific allocations of cost. So, for example, any cost incurred for preparing your grant application are not allowable, and they cannot be included in your budget or budget justification. Also, local evaluation costs, please remember that impact evaluations -- sorry. Applicants requesting funding from $1 million to $1.5 million, I just want -- yeah, okay, I'm sorry. I lost my place again. So, just remember impact evaluations are required for those applicants requesting $1 million to $1.5 million. Sorry about that. And, also, pay attention to the specific evaluation percentage allocation.

There's also information in the FOA, again, if you follow pages 66 through 68 of the FOA, it will talk about linkages to service that is are not fundable under this FOA. I think we previously talked about that, mental health services for example, and also non-supplanting. Next slide, please.

I would like you to note that under Section 5, the criteria, I do want you to pay attention to this section, which is page 69 through 77 of the FOA. So, there are five overarching criteria. The first being project approach. And I would like to draw your attention to an error that is on Page 71 under project approach. Again, it is on page 71, and it is in the bold text, which is right before number 18. It should be 35 points, not 30. So, I do want to draw your attention to that error on page 71under criteria, the bold text right before number 18, it should say 35 points. It should not be 30. So, please make that note in the FOA.

The next criteria, organizational capacity and experience, project management and staffing, performance measurement, continuous quality improvement and evaluation, budget and budget justification, and then bonus points, which are only for eligible previously funded HMRF grants from our 2015 to 2020 cohort. So, please make sure you note that.

Reviewers will be evaluating all applications, so this section, again, is really critical as you submit your application. Reviewers will only be using the published criteria in the FOA, and, again, that's in Section 5. And I will point you to page 69 through 77. So, this is the criteria that the reviewers will use to assess your application. Next slide, please.

Just want to point you to a few highlights under each criterion, so, again, project approach has several sub-criteria in that section in bold text, so just make note, again, starting on page 69. I'm not going to go every sub-criterion, but I do want you to note that each criterion is listed in Section 5, page 69 through 79 of the FOA, Funding Opportunity Announcement. Here, again, we have a project approach, and you can see the sub-criteria organizational capacity, the sub-criteria there, and then project management and staffing. Next slide, please. And as noted before, under project approach, just note that there is an error on page 71 of the FOA, and it should say 35 points.

Okay, other criteria: Highlights, you have performance measurement, CQI and evaluation, which I describe there. There is sub-criteria under that. Budget and budget justification please also note criteria there, and bonus points, again, are just -- they only apply to previous HMRF grantees awarded under the 2015-2019 -- I'm sorry, cohort. I think before I said 2020. But from the previous cohort, the bonus points only apply to those individuals, to those organizations rather. Next slide, please.

I do want to also point out the resources. Please be sure to review the resources that are available, and the funding opportunity announcement. They are on page 82. I think they will really help you as you prepare your application. Also, my contact information is here. You have my email address, so please feel free to reach out to me if anything shared today was not clear. Again, as Robin and Seth stated previously, we cannot tell you what to put in your application, but if there is something that is listed in the funding opportunity that is not clear and you need some clarity there, please feel free to reach out to me.

Also, there is an error on page 81, which is where my contact information is. Under grants management OGM, it says Bridget Westfall. That is the appropriate contact. And her information, her email address is here. You all may see Jill [Siletta] listed on page 81, although she does work with Jill, she's been also very responsive, so I don't want you to feel like if you sent an email she will not respond. But the appropriate contact is Bridget, and her I mail address is listed here, so I just want to pause for those of you that may be trying to write this down, as it is not listed in the funding opportunity announcement. It is Bridget Shea Westfall, and she is the appropriate contact for grants management.

Also, on page 81, you have the webinar schedules and updates, so, again, I think Robin mentioned previously the ready for life, for example, webinar will be on Monday, and you can find that information and other resources at the link provided here on this slide and in the funding opportunity announcement, and with that, I thank you all, and I will pass it over to Seth. All right.

Thanks so much, Jackie. Thank you all for your attention, for sticking with us for an extra 18 minutes. We appreciate all the questions that you do send. As Jackie said, we really need to stick with the funding opportunity announcement, but we can direct you to portions of the funding opportunity announcement if you missed them. We look forward to receiving your applications, and, more than anything, we look forward to working with you, so together we can build stronger families, stronger relationships to build our communities. Thank you so much, and with that, I think we can stop the webinar. Thanks so much. Have a wonderful afternoons and wonderful weekend.