

Children's Trust Fund of Missouri

Preventing Child Abuse and Neglect
and Strengthening Families
through grant distribution, education, awareness and partnerships.

CTF License Plate Partner Program Application Packet

for

Fiscal Year 2017

Contract Period: July 1, 2016 – June 30, 2017



Application Deadline: Postmarked no later than Monday, April 25, 2016

Applicants must submit two (2) sets of the application – the original and one (1) copy to:

Laura K. Malzner, Program Coordinator
Children's Trust Fund
Truman State Office Building
301 W. High Street, Room 860
PO Box 1641
Jefferson City, MO 65102



Missouri's Foundation For Child Abuse Prevention

To: CTF License Plate Partner Applicants

Date: March 3, 2016

The Missouri Children's Trust Fund (CTF) Board of Directors is pleased to announce the release of CTF's License Plate Partner application for state Fiscal Year 2017 (July 1, 2016 through June 30, 2017).

CTF was created specifically to support programs that prevent child abuse and neglect. CTF can enter into contracts with public or private agencies, schools or qualified individuals to establish community-based educational and service prevention programs focused on the prevention and/or alleviation of child abuse and neglect.

Eligible applicants may be collaborations, community partnerships, or an individual agency/organization. The optimal collaboration may include representatives from local government, private foundations, education (early care thru higher education), health care systems and hospitals, mental health centers and providers, social service agencies, human service organizations, faith-based organizations, private enterprise (banks, insurance, etc.), and service organizations.

Please read the entire application packet before preparing a proposal. A proposal will be deemed unacceptable if it is not prepared according to the enclosed instructions, or the material submitted is insufficient to permit an adequate review. Applicants shall submit one (1) original and one (1) copy of the completed application.

Applications for CTF grants under this funding cycle **must be postmarked no later than Monday, April 25, 2016 to be considered.** Applications postmarked after the deadline will not be considered for funding.

Please email applications to:

**Children's Trust Fund
PO Box 1641
Jefferson City, MO 65102-1641**

OR

**Children's Trust Fund
301 W. High Street, HST Room 860
Jefferson City, MO 65101**

Application materials mailed to any other address, as well as faxed copies, will not be considered.

Should you have any questions or need further assistance please contact Laura Malzner, CTF Program Coordinator, at (573) 751-5147 or via e-mail at laura.malzner@oa.mo.gov.

We appreciate your interest in the CTF application process and commend you for the work you are doing to make a difference in the lives of children and families in Missouri.

Sincerely,

Kirk Schreiber
Executive Director

Enclosures
Exhibit A
Exhibit B

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Chair
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State Senator
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Kirk Schreiber
Executive Director

**Children's Trust Fund
License Plate Marketing Campaign
Grant Application
Exhibit A**

Cover Sheet – 5 points

****Please read Exhibit B carefully before completing Exhibit A****

The applicant hereby declares understanding, agreement, and certification of compliance to provide the items and services at the funding level quoted, in accordance with all terms, conditions, requirements, and specifications contained herein and further agrees that the language of this document shall govern in the event of a conflict with his/her contract. The applicant further agrees that upon receipt of an authorized grant award from the Children's Trust Fund board of directors or when this document is countersigned by an authorized official of the Children's Trust Fund of the State of Missouri, a binding contract shall exist between the applicant and the Children's Trust Fund/State of Missouri.

Fiscal Agent/Grantee: _____ **Title:** _____

Fiscal Agent Organization: _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____ **Fax:** _____ **E-mail:** _____

Name of Organization/Collaborative: _____

Contact Person: _____ **Title:** _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____ **Fax:** _____ **E-mail:** _____

State Vendor Number: _____ **Federal Tax Number:** _____

Fiscal Agent/Grantee Signature

Date

Brief Description of Collaboration or Organization – 20 points

Please provide a brief description of the collaboration or organization that is applying to be a license plate partner and why the collaboration or organization will be successful in marketing and selling CTF license plates (existing partners should document past success). If applying on behalf of collaboration, please attach a list of partner organizations. Use additional pages as needed.

Marketing Plan – 25 points

Please share how your collaboration or organization will market and sell the CTF license plate in your designated geographic area. This section shall include a description of strategies and plans for implementation, as well as projected plate sales. Use additional pages as necessary.

Narrative and Budget Sheet – 50 points

Please mark the project, service or activity that best describes the Grantee’s prevention effort.

- Home visiting programs
- Crisis Nursery services
- Safe sleep programs (Safe sleep projects will be required to follow the program and assessment protocols established by the Missouri Department of Health and Senior Services)
- New or expecting parent education and information, including infant/child CPR, Shaken Baby Syndrome, and other new parent supports
- Parent leadership or peer support programs
- Public awareness campaigns pertaining to special issues pertinent to child abuse prevention, such as early brain development, child safety, etc.
- Strengthening Families Initiative/Promotion of the Protective Factors
- Educational/awareness materials to support prevention activities
- Sexual Abuse prevention and/or awareness programs
- Mini-grant program engaging community partners in various prevention efforts.
- Other prevention activities/programming - please describe:

Please complete the following questions (attach additional pages as necessary):

1. Please provide a description of the proposed child abuse and neglect prevention project.
2. What population in the community is anticipated to be served and benefit from the project?
3. Please describe how the proposed project will be implemented.
4. What are the expected or desired outcomes? How will the outcomes be evaluated?
5. How will CTF license plate partner funds be used to support the proposed project?
6. What tools or resources can CTF provide to assist with the grantee’s marketing efforts?

Budget Detail
12-Month period
(July 1 – June 30)

BUDGET CATEGORY	AMOUNT ESTIMATED	JUSTIFICATION/BASIS FOR COST
Salaries and other Professional Fees (i.e. trainer fees, other professional contractual services)	\$	
Program/Direct Services Costs	\$	
Mini Grants (funds passed on to other CA/N prevention projects)	\$	
Travel (mileage, lodging, meals)		
Training (Registrations, Materials, Curriculum)	\$	
Public Education Materials (i.e. brochures, videos, posters, etc, regarding CA/N issues)	\$	
Marketing Expenses	\$	
Other (expenses directly related to the project).	\$	
Total:	\$	

***Attach additional pages as needed for the budget justification.**

BUDGET DETAIL - EXAMPLE

BUDGET CATEGORY	AMOUNT ESTIMATED	JUSTIFICATION/BASIS FOR COST
Salaries and other Professional Fees (i.e. trainer fees, other professional contractual services)	\$2,000	Cost for trainers at local child abuse & neglect prevention training.
Program/Direct Services Costs	\$3,000	Purchase cribs for distribution to families in need. 20 cribs x \$150
Mini Grants (funds passed on to other CA/N prevention projects)	\$8,000	Based on funds available, small grants will be made available to community partners to support child abuse and neglect prevention and/or awareness programs. Range of mini-grants is expected to be \$500 - \$1,000.
Travel (mileage, lodging, meals)	\$513	Mileage - \$185 (500 miles x .37) Lodging for trainer – \$178 (\$89/night x 2) Meals for trainer - \$150 (\$50/day x 3)
Training (Registrations, Materials, Curriculum)	\$750	Cost to purchase parenting curriculum
Public Education Materials (i.e. brochures, videos, posters, etc, regarding CA/N issues)	\$	
Marketing Expenses	\$500	Partial printing/ mailing costs for newsletter mailed to supporters to promote the license plate program.
Other (expenses directly related to the project).	\$	
Total:	\$14,763	

ASSURANCE/CERTIFICATION PAGE

I, the undersigned, certify that the statements in this grant application are true and complete to the best of my knowledge and accept, as to any grant awarded, the obligations to comply with any Children's Trust Fund special conditions specified in the grant award and contract.

I, the undersigned, certify that in addition to the conditions mentioned before, will maintain accepted accounting procedures to provide for accurate and timely recording or receipt of funds (by source), expenditures (by items made from such funds) and of unexpended balances. I will establish controls, which are adequate to ensure that expenditures charged to grant activities are for allowable purposes, and that documentation is readily available to verify that such charges/expenses are accurate.

I, the undersigned, certify that I have read and understand Exhibits A and B of this application and understand that both Exhibits A and B shall be considered a part of any contractual agreement that results from this application.

Print or Type Name: _____
Authorized Official/Fiscal Agent **Title**

Signature: _____
Authorized Official/Fiscal Agent **Title**

DATE

Children's Trust Fund License Plate Partner Program Grant Application Exhibit B

Section 1 INTRODUCTION

The Children's Trust Fund (CTF) is requesting applications from public and private organizations to participate in a program for generating funds for child abuse and neglect prevention by increasing the sale of the CTF prevent child abuse license plate in Missouri.

Section 2 CTF AUTHORITY

CTF, Missouri's Foundation for Child Abuse Prevention, was established in 1983 by the Missouri General Assembly (Chapter 210.170 – 210.173 RSMo) to insure efforts to prevent and alleviate the leading causes of child abuse and neglect and strengthening families through grant distribution, education, public awareness and partnerships. CTF, dedicated solely to support child abuse/neglect prevention throughout the state, is authorized to enter into contracts with public or private agencies, schools or qualified individuals to establish community-based educational, service and family support programs focused on the prevention and/or alleviation of child abuse and neglect with or without using the procurement procedures of the Office of Administration.

Located within the State of Missouri, Office of Administration, CTF is governed by a Board of Directors. The board establishes all administrative policies and awards all funding. CTF receives no general revenue and is funded through the sales of CTF prevent child abuse license plates, dedicated fees on marriage licenses and vital records, voluntary contributions designated on Missouri state income tax returns, other voluntary contributions, and interest income from the Trust Fund.

Section 3 PURPOSE OF CTF LICENSE PLATE MARKETING PROGRAM

The purpose of the CTF License Plate Campaign is to provide the opportunity for communities to raise funds for child abuse and neglect prevention, to create public awareness about the importance of prevention, and to create an opportunity for individuals to participate in prevention efforts.

3.1 Funds raised through the activities of the grantee may be used to support development, implementation, and evaluation of child abuse and neglect prevention programs and services. Only primary and/or secondary prevention programs are eligible. Funds may not be used for treatment services.

Primary Prevention: Includes projects/services that are made available to the general community and/or to all families to prevent child abuse and neglect. Primary prevention activities raise the awareness of the general public, service providers and decision-makers about the scope and problems associated with child maltreatment. Key aspects of primary prevention include:

- Services that are offered to all members of a population;
- Participation is voluntary;
- Services/projects attempt to influence societal forces which impact parents and children; and
- Services/projects seek to promote positive family functioning rather than just prevent problems.

Secondary Prevention: Includes projects/services targeted to keep child abuse and neglect from happening after certain warning signs have appeared. Secondary prevention activities focus efforts and resources on children and families known to be at higher risk for maltreatment. Services are usually directed to communities or neighborhoods that have a high incidence of any or all of the key risk factors. Key aspects of secondary prevention include:

1 (Initials _____)

- Services are offered to a pre-defined group of “at-risk” individuals, but usually before abuse or neglect has occurred;
- Services are usually problem-focused on the particular stresses of identified parents and/or caretakers;
- Services should enable families to build upon their own strengths and capacities; and
- Participation is voluntary.

3.2 A child abuse and neglect prevention program is defined in the statute as any community-based educational or service family support and resource program designed to prevent or alleviate child abuse or neglect in the State of Missouri.

3.3 CTF recommends, but applicants are not limited to, the following prevention areas for funding generated through this initiative (:

- A. Home visiting programs (Healthy Families America, Nurse-Family Partnership, Nurses for Newborns, PAT, etc);
- B. Crisis nursery services ;
- C. Safe sleep programs (Safe sleep projects will be required to follow the program and assessment protocol established by the Missouri Department of Health and Senior Services);
- D. New or expecting parent education and information, including information on infant CPR, Shaken Baby Syndrome and other new parent supports;
- E. Public awareness campaigns on special issues pertinent to child abuse and neglect prevention, such as early brain development, child safety, etc.;
- F. Strengthening Families Initiative/Promoting the Protective Factors (cssp.org; <http://ctf4kids.org/about-prevention/protective-factors-training/>);
- G. Parent Education, including fatherhood and grandparent initiatives (Active Parenting, Conscious Discipline, Nurturing Parents, etc.);
- H. Parent Leadership/Peer Support Program (Circle of Parents);
- I. Sexual abuse prevention and awareness programs (Stewards of Children);
- J. Mini-grant programs that use LP money to work with a variety of prevention models and partners within their community.

Note that, where appropriate, evidence-based/evidence-informed service models will receive priority consideration.

3.4 All programs or services to be funded through this initiative shall be approved by CTF.

Section 4 ELIGIBILITY REQUIREMENTS (Exhibit A, Attachment A Required)

Eligible applicants may be collaborations, community partnerships, or individual agencies/organizations. The optimal collaboration should include representatives of local governments, private foundations, education (early care – higher education), health care systems and hospitals, mental health centers and providers, social services agencies, human service organizations, faith-based organizations, private enterprise (banks, insurance, etc.), and service organizations. Preference will be given to applications that demonstrate the capacity and capability of the community to meet or exceed sales goals.

4.1 Applicants, if applying as a community partnership or collaboration, **must** list current representatives of the collaboration and briefly describe members’ strengths and successes within the community.

Section 5 License Plate Income and Disbursement Information

- 5.1 In order to obtain a CTF license plate, a minimum \$25 annual donation for a one-year plate or a minimum \$50 biannual donation for a two-year plate must be made to CTF.
- 5.2 All license plate donations are considered contributions to CTF and held by CTF until disbursed, on a reimbursement basis, to designated license plate partners for eligible child abuse and neglect prevention activities.
- 5.3 Sales generated by the grantee (as designated by the donor) and any additional donations documented from the grantee's designated marketing area/counties shall be credited to the grantee. In geographic areas where there are multiple grantees, CTF will divide the unspecified donations as equally as possible.

For example, \$2,000 in undesignated (donor did not specify a license plate partner) donations were made in Cole County during the first quarter and there are two license plate partners in the county. Each of the two partners in the county will be credited with \$1,000, or one half of the undesignated license plate program donations.

In counties with no designated license plate partner, license plate revenue will be assigned to the Children's Trust Fund to support other abuse and neglect prevention programs, such as grant programs and public awareness activities.

- 5.4 The grantee shall receive credit for all CTF License Plate renewals when the original sale was generated through the documented efforts for a particular grantee or credit to a particular grantee is indicated on the renewal donation.
- 5.5 Once the minimum sales of \$1,000 have been met, the grantee is eligible for the funds provided the prevention program (Exhibit A, Attachment C, Exhibit B, Section 8) has been approved by CTF.
- 5.6 To ensure timely use of license plate funding, expenses must be billed as incurred on a monthly basis using the CTF invoice form.

Section 6 MARKETING (Exhibit A, Attachment B Required)

The grantee shall submit a proposed plan for marketing the license plates and commit to implementing an aggressive marketing and advertising campaign to sell the plates. The proposed methods of marketing the license plates should be detailed, including a description of strategies that will be implemented. **Include activities that will be undertaken, who will be responsible and the expected results to be achieved.**

- 6.1 Each grantee shall promote CTF on all materials related to the License Plate contract. Any marketing materials produced by the grantee, as well as scripts for radio or television public service announcements, shall be reviewed and approved by the CTF executive director or public affairs coordinator prior to publication/production.
- 6.2 CTF may implement a statewide marketing effort designed to enhance the efforts of the license plate marketing grantees. CTF will provide printed literature, advertising items and other support materials as needed based upon available CTF program funds and supply of materials.

Section 7 MARKETING SUPPORT

- 7.1 The grantee shall agree to supplement the statewide campaign with local advertising and public awareness activities.
- 7.2 Any marketing materials specific to the CTF License Plate initiative, as well as scripts for radio or television advertisement shall be reviewed and approved by the CTF executive director or public affairs coordinator prior to publication/production.
- 7.4 CTF license plate partners may use up to 20% of the funds generated through the license plate sales for marketing efforts during the current fiscal year.

Section 8 CHILD ABUSE AND NEGLECT PREVENTION PROGRAM PROPOSAL (Exhibit A, Attachment C Required)

The grantee must submit a proposed child abuse and neglect prevention program description including a budget on which CTF will base contract decisions. If a contract is awarded, any modification or change to the approved prevention proposal must be submitted in writing and approved by CTF prior to any funds from this source becoming obligated or expended.

Attachment C shall include the following information:

- 1) **Describe the project and how it relates to child abuse and neglect prevention in your community.**
- 2) **What population in your community will benefit from this project?**
- 3) **How will the project be implemented?**
- 4) **What are the expected or desired outcomes of the project, and how will they be evaluated?**
- 5) **How will CTF funds be utilized? What tools or resources can CTF provide to assist with the grantee’s marketing efforts?**
- 6) **Complete the budget detail page.**

The budget detail page shall include a budget summary and justification of cost to represent:

Column 1 – Budget Category:

- 1) Salaries and Professional fees;
- 2) Program/direct services costs;
- 3) Mini grants;
- 4) Travel (includes mileage, lodging, meals);
- 5) Training (includes registration, materials, curriculums, etc.);
- 6) Public education materials;
- 7) Marketing expenses;
- 8) Other items pertinent to the proposed program (list individually).

Column 2 - Amount Estimate: Amount estimated is the amount projected to be spent on project-related activities within the specified category/line item. Please note that amount available is contingent upon the amount of revenue generated from the license plate project.

Column 3 - Justification/Basis for Cost: Please provide an explanation of the requested cost item or activity, and an explanation of how the costs were determined (Please be specific). See EXAMPLE budget in Exhibit A.

Section 9 GRANTEE PERFORMANCE REQUIREMENTS

Each grantee awarded a contract to market the CTF license plate shall meet the following performance goals and requirements:

- 9.1 The grantee shall have a minimum of \$1,000 (representing sales of 40 plates) credited to their account before funds may be drawn down (previously funded License Plate Marketing Partners are exempt from this requirement). CTF will keep a record of the funds generated by the grantee and report all credits to the grantee quarterly. All modifications shall be made through written amendment to this grant application.
- 9.2 Once the \$1,000 minimum has been met, the grantee is eligible for the money in its entirety. Thereafter, the grantee may draw available funds on a monthly basis upon completion of a properly prepared invoice. Disbursement of the funds will be on an expense-incurred basis. The grantee shall submit the information on an approved invoice form provided by CTF and provide support documentation (invoices, payroll records, etc.) at the time of invoicing. Failure to provide adequate documentation to support expenses incurred will result in delay in payment.
- 9.3 The grantee shall use CTF marketing materials (provided by CTF). Literature may be personalized to enhance local efforts. Establishing relationships with local Division of Motor Vehicle offices is strongly encouraged.
- 9.4 The grantee shall give credit to the Children's Trust Fund, Missouri's Foundation for Child Abuse Prevention on all materials funded through this initiative. The CTF logo may be downloaded at the CTF website (ctf4kids.org).
- 9.5 Each grantee shall submit a program report annually to CTF in a format provided by CTF, no later than July 31, for the previous fiscal year unless otherwise noted by CTF. Failure to submit an annual report in timely fashion will result in suspension of the contract until such time that the annual report is submitted. Grantees will forfeit sales revenue during any contract suspension due to non-compliance. If a report is significantly delinquent, CTF reserves the right to terminate the contract.

Section 10 ACCOUNTABILITY

Contracts entered into through this Grant Application process are directly accountable to the CTF Board of Directors per the requirements in this document.

- 10.1 Grantees shall identify one entity to serve as the fiscal agent for their agency or collaboration. The fiscal agent must be willing to assume responsibility for paying program bills and requesting funds from CTF once the minimum sales have been achieved. The fiscal agent will be responsible for requesting CTF funds per the proposed prevention program, the receipt of CTF funds and the disbursement of such funds.
- 10.2 Grantees will be required to register as a State of Missouri vendor and to use electronic funds transfer (EFT) to receive payment.
- 10.3 **The fiscal agent MUST complete and sign the Cover Sheet and Assurance/Certification Page of Exhibit A and initial each page of Exhibit B where indicated.** If for any reason the fiscal agent changes, a request for the change must be submitted to CTF and a new contract cover sheet shall be completed before any funds may be accessed.
- 10.4 CTF shall be notified within 30 days of any change in the contact information of either the contract officer or fiscal agent.

Section 11 CONTRACT AWARDS

Contracts are awarded at the discretion of the CTF Board of Directors. CTF retains the right to contract with any number of providers/community based organizations in any county or geographic region.

- 11.1** License Plate Partner contracts are issued for one year. An opportunity to continue the project will be provided through an annual renewal application process for up to four (4) additional years. July 1 through June 30 shall be considered the contract period. In addition, an annual performance report will also be required and progress considered when determining contract renewals.
- 11.2** In regions deemed underrepresented, CTF reserves the right to consider applications as received.

Section 12 CONTRACT CANCELLATION

The contract may be canceled at any time by the grantee or by CTF by submitting a cancellation notice in writing.

- 12.1** If the grantee cancels the contract, all credits or unused funds to the account of that grantee shall be retained by CTF and added to the general CTF fund.
- 12.2** In the event that a grantee is unable to market the license plate, CTF reserves the right to cancel the contract. If CTF cancels the contract, any sales credited to the grantee's account will be retained by CTF and added to the general CTF fund or transferred to a new grantee contracted for that geographic area at the sole discretion of CTF.

Section 13 APPLICATION INSTRUCTIONS/SUBMISSION

The Grantee MUST complete and return Exhibit A and Exhibit B of the Grant Application along with the required attachments, specifically including the following. For the purpose of review, sections are weighted and maximum points have been assigned as indicated:

- (1) Exhibit A - Completed and signed Cover Sheet (5 points);**
- (2) Exhibit B - Each page shall be initialed by the fiscal agent;**
- (3) Attachment A - a brief description of the collaboration or organization applying to be a license plate grantee (20 points);**
- (4) Attachment B--the marketing plan (25 points);**
- (5) Attachment C--a description and budget of the proposed child abuse and neglect prevention program, which requires CTF approval before funds can be accessed (50 points);**
- (6) Attachment D – Assurance/Certification Page**
- (7) Attachments by applicant, if any, to support proposal**

Failure to complete Exhibit A in its entirety or failure of the fiscal agent to initial the pages in Exhibit B may result in disapproval of the application. Please provide one original and one copy of both Exhibits A and B. Faxed applications will not be accepted.

NOTICE to current License Plate Partners:

- For current license plate partners that apply and receive a contract for FY 2017 to continue an existing license plate project, the balance of funds as of June 30, 2016 will carry-over to the next contract period;

- Current license plate partners that choose not to apply to continue a current license plate project, or that are not offered a new contract, will be offered a one-year contract extension of the current agreement during which time there will be an opportunity to expend the balance of funds on documented CTF-approved child abuse and neglect prevention activities.

For questions regarding this application, please contact Laura K. Malzner, Program Coordinator at laura.malzner@oa.mo.gov or 573-751-5147.

Applications must be postmarked by Monday, April 25, 2016.

Mail the completed application packet to: **Children's Trust Fund**
301 W. High Street
P.O. Box 1641
Jefferson City, MO 65102-1641