



REQUEST FOR BIDS

Something We Agree On Campaign

The Missouri Children's Trust Fund (CTF) is pleased to announce the availability of up to **\$150,000** for Missouri-based programs, agencies or organizations to develop and implement community-based marketing plans for a childhood sexual abuse prevention and/or corporal punishment prevention campaign(s). **The maximum allowable funding per agency will be \$30,000.**

CTF BACKGROUND

The Children's Trust Fund (CTF) is Missouri's foundation for child abuse prevention. CTF was created by the Missouri General Assembly in 1983 as a 501c(3) non-profit organization with the sole purpose of preventing the abuse and neglect of children. Within the Missouri Office of Administration, CTF is governed by a seventeen-member Board of Directors.

SOMETHING WE AGREE ON CAMPAIGN BACKGROUND:

CTF partnered with [the Montana Institute](#) and [Bucket Agency](#) to develop a [Positive Community Norms](#) campaign in Missouri that focuses on survey results from 1,000 Missouri adults, positive messaging and positive community norms. The child sexual abuse prevention campaign, called [Something We Agree On](#), focuses on empowering parents/caregivers to talk to their kids about their bodies, boundaries and safe relationships to prevent the likelihood of sexual abuse occurring or going unreported.

Something We Agree On now has a second branch for corporal punishment prevention with similar positive community norms strategies. We are excited to share the culmination of these efforts and give you the opportunity to share it within your communities.

SCOPE OF WORK

CTF seeks partners to accomplish the following deliverables:

Develop and implement a creative, co-branded marketing plan using Something We Agree On graphic, video and audio assets; website; resources and/or independently developed materials for a [Something We Agree On Campaign](#) that:

- Prioritizes reaching parents/caregivers and/or communities in the most need;
- Illustrates a deep understanding of the targeted community;
- Creatively engages said community-based on culture and social norms, community centers and gathering places, and communication preferences of the community;
- **Leans on partnerships and networks with trusted community-based support for the most impact in the community**, including (but not limited to) health care systems, religious institutions, public schools, libraries, resource centers, mail services, and more.
- **Is co-branded to raise awareness for and mutually benefit *your* agency's work and the messaging**, style and branding elements of Something We Agree On.
- Contracts for selected projects will include obligatory reporting and meeting requirements, including a **mid-cycle report, a close-out report and 1-2 mandatory meetings**.

GUIDANCE

The contract period for this funding opportunity will be July 1, 2025 to June 30, 2026 (State Fiscal Year 2026) and will include a mid-cycle Progress Report and end-of-cycle Close-Out Report. Awardees will be notified after CTF's June Board Meeting. To view the campaign, materials, resources and more, please visit SomethingWeAgreeOn.org.

The proposal narrative shall not exceed two pages in length and will respond to the following:

- **Background and Alignment (10 pts):** Please describe your agency's history, values, and mission as they relate to child sexual abuse and/or corporal punishment prevention.
- **Expertise (10 pts):** Please describe your agency's previous work in corporal punishment prevention, child sexual abuse prevention and/or community-based marketing strategy development.
- **Methodology and Timeline (25 pts):** Please describe your target audience and how you plan to use and/or develop additional Something We Agree On materials in your community. Please describe your timeline for implementation.
- **Budget (15 pts):** Please include an itemized project budget (template below) and a brief budget narrative (1-2 paragraphs) for the associated costs. **PLEASE NOTE:** *The budget and budget narrative do **not** count toward the two-page limit.*

Completed proposals must be emailed to Bryanna.Barber@oa.mo.gov by 11:59 p.m. on **Friday, April 18, 2025**. Selection will be based on the best and lowest bids. Please address any additional questions to Bryanna Barber at the email listed above.

PLEASE NOTE: *Applicants can apply for funding for either or both of these campaign initiatives (i.e. corporal punishment prevention and /or sexual abuse prevention).*

Additional Note: *Because CTF's board meeting is in mid-June, there will likely be a very quick turnaround time for award notifications and contract agreements so that implementation can be ready by July 1, 2025.*

**CHILDREN'S TRUST FUND GRANT APPLICATION
FY 2024**

Name of Applicant Agency	
Address	
City, State, Zip Code	
Telephone Number	
Website Address	
Federal Tax ID#	

<p>Tax Status of Applicant Agency:</p> <p><input type="checkbox"/> Exempt under sec 501(c)3 of the IRS Code</p> <p><input type="checkbox"/> Exempt governmental Unit</p> <p><input type="checkbox"/> Other (specify) _____</p>	<p>NOTE: Incorporated or governmental tax-exempt agencies applying as the sponsoring agency for an unincorporated association or coalition must attach a memorandum of understanding indicating its willingness to be responsible for the fiscal and programmatic requirements.</p>
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Project Coordinator:	Email:
Fiscal Officer:	Email:
Executive Director/CEO:	Email:

Funding Requested from CTF: \$ _____

Name and brief summary of project, including area served:
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CHILDREN’S TRUST FUND GRANT PROJECT BUDGET – FY 2024

This budget sheet is for the proposed project, only. Please feel free to expand the table, as needed.

BUDGET CATEGORIES	CTF FUNDS REQUESTED	BUDGET JUSTIFICATION (Cost itemization and basis)
Multimedia and/or Alternative Marketing (Social media & other online marketing, grocery stores, gas stations, libraries, community centers, etc.)		
Further Creative Asset Development (Are there other formats/assets you would like to develop?)		
Printing and/or postal services (i.e. – rack cards, posters, postcards, etc.)		
Consultant & Contractual Services (Hourly rate x # of hours)		
Staff Time: Communication, networking, partnerships		
Associated Travel ¹		
Other Direct Costs (e.g. any other costs associated with your Public Education Plan)		
Indirect/Shared Costs ²		
TOTAL PROJECT BUDGET (All budget categories)		

¹ In FY 2024, mileage will be reimbursed in accordance with the [State of Missouri Office of Administration Guidelines](#).

² CTF will pay indirect costs as a percentage of total CTF-funded direct costs. Allowable rates will vary based on the organization’s *overall* budget as follows: 15% for budgets under \$5 million, 12% for budgets between \$5 million and \$100 million, 10% for budgets between \$100 million and \$500 million, and 5% for organizations with budgets over \$500 million. CTF considers total direct costs as those that are directly attributable to the funded project/program and that would not exist without the funded project/program. All other expenses, including those associated with more than one project (aka “shared costs”), will be considered indirect costs.

RESOURCES AND READING RECOMMENDATIONS:

To view the campaign, materials, resources and more, please visit [SomethingWeAgreeOn.org](https://www.somethingweagreeon.org)

For more information about Positive Community Norms, including implementation and effectiveness, success stories and training/education opportunities, we highly encourage you to take a look at the resources and information available through our partner, [the Montana Institute](https://www.montana.edu/montana-institute/).

**CHILDREN’S TRUST FUND GRANT APPLICATION
ASSURANCE/CERTIFICATION SIGNATURE 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 all Children’s Trust Fund requirements specified in the grant award and contract.

I, the undersigned, certify the use of accepted accounting procedures to provide for accurate and timely recording or receipt of fund (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.

Name:
Authorized Official **Title**

Signature: _____
Authorized Official **Date**