2017 National Crime Victims' Rights Week
Community Awareness Projects
Funding Opportunity

The National Association of VOCA Assistance Administrators (NAVAA), in cooperation with the Office for Victims of Crime, is seeking proposals for innovative and collaborative approaches to promoting community-wide public awareness of the rights and available services for victims of all types of crimes during **National Crime Victims' Rights Week (NCVRW), April 2 – 8, 2017**.

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

Over the past 11 years, the NCVRW Community Awareness Project has supported 897 community projects to raise general public awareness about victims' rights and services. Within many of these communities, "traditional" NCVRW events were enhanced by the collaborative partnerships that were formed during the planning phase of each project.

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

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

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

The application deadline is Wednesday, October 26, 2016. A webinar for applicants will be held on Wednesday, October 12, 2016, beginning at 4:00 pm Eastern Time. Advance registration is required by going to: http://bit.ly/2017NCVRW.

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