



# NATIONAL CMV FOUNDATION

Congenital CMV Awareness Mini-grant Opportunity

[Request for Applications](#)

Application due by July 15, 2018

Mini-grant Coordinator: Alyson Ward, [alyson.ward@usu.edu](mailto:alyson.ward@usu.edu)

## **I. PROJECT SUMMARY**

### **Background**

Cytomegalovirus (CMV) is a common virus that is not harmful to most healthy people. However, if a woman contracts CMV during her pregnancy and transmits it to her baby, it can cause permanent disabilities including hearing loss, cerebral palsy, seizures, blindness, miscarriage, and, in rare cases, fetal or newborn death. Approximately 1 in 200 children is born with congenital cytomegalovirus (cCMV). In every 5 children born with cCMV, 1 will develop permanent disabilities. Congenital CMV is the leading non-genetic cause of childhood hearing loss and a leading cause of developmental disabilities. Infant mortality has been reported at 10% or more of children who display symptoms at birth. cCMV causes more disabilities than many other more well-known conditions such as Down Syndrome and Spina Bifida. Most women (91%) do not know about cCMV and more importantly, most women do not know that they can make behavioral changes that reduce their risk of contracting CMV during pregnancy.

### **About National CMV Foundation**

Congenital CMV (cCMV) affects 1 in every 200 babies born each year (approximately 30,000 children annually), making it the most common congenital viral infection in the United States. Of that statistic, 1 in every 5 children born with cCMV will develop permanent health problems; nearly 400 infants will die. The National CMV Foundation's (NCMVF) mission is to educate women of childbearing age about congenital CMV.

### **Grant Summary**

Grant Title: Raising Awareness of Congenital CMV

Selection Method: Competitive Bid

Mini-grant Period: July 30, 2018 to July 30, 2019

Mini-grant Extension: This grant has no annual renewal; grantees must reapply yearly.

Award Amount: Up to \$7,500

Funding Cycle: 1 Year

Number of Awards: Up to 3

Issuing Agency: National CMV Foundation, PO Box 18322 Tampa, Florida 33679

Application Submission Date: July 15, 2018 by 5:00pm Mountain Time. Incomplete or late applications will not be accepted. Submit your application to Alyson Ward at [grants@nationalcmv.org](mailto:grants@nationalcmv.org).

### **Purpose**

The NCMVF is seeking proposals for projects that will increase cCMV awareness in the United States.

### **Maximum Budget and Award Period**

The NCMVF anticipates funding up to 3 proposals for the July 30, 2018 to July 30, 2019 year at an amount not to exceed \$7,500 each. Grant activities during the year period may be one-time events or ongoing projects.

### **Eligibility**

Applications may be submitted by any United States-based private or public-sector organization, including any non-profit or for-profit organization or any unit of local, state, or federal government.

### **Reporting**

All grantees must provide a maximum 2-page report at mid-year (6 months after the start date) and a no more than 10-page report 30 days after the project end (13-months after start date). For these reports, the same formatting should be used as described for the project narrative below. Your reports must include progress to date, relevant process and

outcome measures. A separate budget spreadsheet must also be included for both reporting periods but does not count toward the page limit.

## II. PROJECT NARRATIVE

Using the following formatting guidelines, address all areas below.

### Format

1. Page limit: not to exceed 10 pages, workplan and budget are excluded from the page limit
2. Spacing: double
3. Font: 12 point-Times New Roman. Figures and captions can be in 10-point font
4. Pagination: number pages consecutively
5. Margins: use half-inch margins
6. Cover page:
  - a. Organization Name
  - b. Project lead name, email, and phone number

### Organization and Project Lead

Provide an overview of your organization, and how this project aligns with your organization's mission. Name and describe the project lead (PL) who will be the primary contact for the project and charged with its oversight. The PL must be affiliated with the organization applying for the funding. Also, include past performance on any similar projects your organization has conducted.

### Target Population

The sole target of the mini-grant does not need to be pregnant women, however, the proposal must include some direct outreach to women of childbearing age and working with influencers of pregnant women. Describe how you will reach your target population/s.

### Project Description

Briefly state the problem your project is designed to address. Clearly detail how the problem will be resolved (e.g., strategies, activities) and provide supporting evidence that the resolution you are proposing works. Delineate your workplan for the project (see workplan template). Describe what partners, including parents, will help to address the problem and how. Clearly state your projects' objectives using SMART (Specific, Measurable, Achievable, Realistic, and Time-bound) formatting ([https://www.cdc.gov/phcommunities/resourcekit/evaluate/smart\\_objectives.html](https://www.cdc.gov/phcommunities/resourcekit/evaluate/smart_objectives.html)) and what significant outcomes or outputs you plan to produce as part of this project.

### Evaluation Plan

The evaluation plan should monitor ongoing processes and progress towards goals and should lead to continuous quality improvement. Both process and outcome measures should be monitored. Consider including your measures in your workplan (see workplan template). Describe the systems and processes that will support your evaluation (e.g., staff, software). Describe how data will be used and specifically, how the data will be shared back to the target population and the NCMVF.

### Leveraging Funds and Sustainability Plan

Describe any opportunities for leveraging funds from your agency or project partners. Also, state how the gains from this project will be sustained after funding ends.

### III. BUDGET

Using an Excel spreadsheet, submit a line item budget that includes all project costs (e.g., personnel, travel, marketing) and its justification (brief description). NCMVF does not allow for operating expenses such as phone lines, office space etc. Additionally, no more than 15% of the grant funds may be used to purchase food or beverage (see budget example).

### APPENDIX

#### Project Workplan Template

<b>Project Workplan</b>				
Activities	Description	Person Responsible	Timeframe	Evaluation (how we know activity is successful)
Create and Display Billboard	Billboard will exhibit a NCMF approved image and message	Jane Doe	July 28, 2018-September 15, 2018	<ul style="list-style-type: none"> <li>• NCMVF approval of billboard</li> <li>• Estimation of views by billboard company</li> <li>• # of hits on website during the billboard display time</li> </ul>
Conduct quarterly presentations with childcare providers	Emphasizing the NCMVF message that cCMV is common, serious, and preventable, our project will work with our state's childcare licensing division to garner names and contacts for licensed childcare providers	John Doe	July 15, 2018-July 15, 2019	<ul style="list-style-type: none"> <li>• Names and contact information received from state division</li> <li>• Development of a presentation geared to childcare providers</li> <li>• # of presentation/s given every quarter</li> <li>• # of providers who attended the presentation</li> <li>• Increase in knowledge of prevention based on pre/post assessments</li> </ul>

#### Budget Example (construct in Excel)

Item	Description	Amount
Fliers	Qty 550 X .75 each colored prints	\$412.5
Travel	Quartly cCMV presentations .485 per mile X 30 miles per month X 12 months	\$174.6
<b>TOTAL</b>		<b>\$587.10</b>