



# NATIONAL CMV FOUNDATION

Request for Congenital CMV Awareness Mini-grant Applications

**Applications due July 15, 2019**

## I. Project Summary

### About the National CMV Foundation

In the United States, congenital CMV (cCMV) affects 1 in every 200 babies born each year (approximately 30,000 children annually), making it the most common viral infection. Of that statistic, 1 in every 5 children born with cCMV will develop permanent health problems and nearly 400 infants will die annually. The National CMV Foundation (NCMVF) works to increase awareness about cCMV and advocates for cCMV research. For more about the NCMVF, visit [nationalcmv.org](http://nationalcmv.org).

### Grant Summary

Grant Title: Raising cCMV Awareness

Selection Method: Competitive Bid

Mini-grant Period: August 15, 2019 to August 15, 2020

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, 2019 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 August 15, 2019 to August 15, 2020 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 no more than 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, and 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.

## 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. cCMV 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 behavior changes that reduce their risk of contracting CMV during pregnancy.

## 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 the PL's 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 pregnant women, influencers of pregnant women, and/or those potentially affected by cCMV and their providers. 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 or Word table, submit a line item budget that includes all project costs (e.g., personnel, travel, marketing) and their justification (brief description). NCMVF does not allow for indirect or 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 example budget.

## Workplan Example and Template

Project Workplan				
Activities	Description	Person Responsible	Timeframe	Evaluation (how we know activity is successful)
Create and Display Billboard	Billboard will exhibit a NCMVF approved image and message	Jane Doe	July 28, 2019-September 15, 2020	<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, 2019-July 15, 2020	<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 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 or Word table)

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>	\$587.10