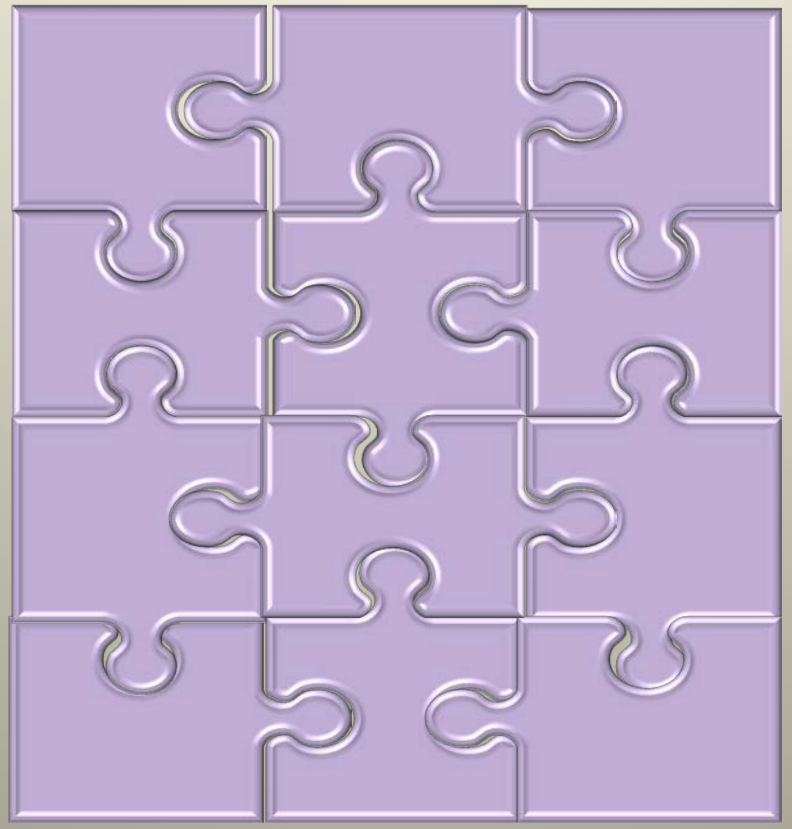
The Fundamentals of Writing a Responsive Application

"How the Pieces Fit"



Technical Assistance Outreach Workgroup

OFFICE of FEDERAL ASSISTANCE MANAGEMENT

U.S. Department of Health and Human Services
HRSA
Health Resources and Services Administration

Critical Pieces

Responsive Applications

Integral Piece: FOA

Components of an FOA:

1. Executive Summary
2. Table of Contents
3. Description
4 Award Information
5. Eligibility
6. Application & Submission
7. Application Review
8. Award Administration
9. Agency Contacts
10. Other
11. Tips/SF-424 Application Guide

An Example of an FOA

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Health Resources and Services Administration

Office of Rural Health Policy
Rural Health Network Development Program

Rural Health Network Development (RHND) Grant Program

Announcement Type: New
Announcement Number: HRSA-14-044

Catalog of Federal Domestic Assistance (CFDA) No. 93.912

FUNDING OPPORTUNITY ANNOUNCEMENT

Fiscal Year 2014

Application Due Date: December 6, 2013

Ensure your Grants.gov registration and passwords are current immediately!
Deadline extensions are not granted for lack of registration.
Registration may take up to one month to complete.

10/23/13- Deadline Extended to 12/6/13 & Updated Technical Assistance Conference Call Information (Page 28)

Release Date: September 25, 2013

Issuance Date: September 25, 2013

Executive Summary

Integral Piece: FOA

- This serves as a summary to potential applicants about the funding opportunity. It usually comprises the following:
  - Name of Program/Title
  - Synopsis of Purpose
  - Funding Opportunity Number
  - Due Dates
  - Available Funding
  - Number of Awards/Type of Award
  - Cost Sharing/Match Requirement
  - Project Period
  - Project Start Date
  - Eligible Applicants for Funding
  - Link to SF-424 Application Guide (See Glossary of Terms)

An Example of an Executive Summary (FOA)

EXECUTIVE SUMMARY

The Health Resources and Services Administration, Office of Rural Health Policy (ORHP) is accepting applications for fiscal year (FY) 2014 Rural Health Network Development Grant Program. The purpose of this grant program is to: support rural integrated health care networks that have combined the functions of the entities participating in the network in order to: achieve efficiencies; expand access to, coordinate, and improve the quality of essential health care services; and strengthen the rural health care system as a whole.

Funding Opportunity Title:	Rural Health Network Development Grant Program
Funding Opportunity Number:	HRSA-14-044
Due Date for Applications:	December 6, 2013
Anticipated Total Available Funding:	$4,500,000
Estimated Number of Awards:	15
Estimated Award Amount:	Up to $300,000 per year
Cost Sharing/Match Required:	No
Length of Project Period:	3 years
Project Start Date:	May 1, 2014
Eligible Applicants:	The lead applicant organization must be a public or private non-profit entity located in a rural area. The network must be formal and composed of at least 3 separate, existing health care providers. [See Section III-1 of this FOA for complete eligibility information.]

All applicants are responsible for reading and complying with the instructions included in HRSA's *SF-424 Application Guide,* available online at http://www.hrsa.gov/grants/apply/applicationguide/sf424guide.pdf, except where instructed in this funding opportunity announcement to do otherwise. A short video for applicants explaining the new *Application Guides* is available at http://www.hrsa.gov/grants/apply/applicationguide/.

Table of Contents

Integral Piece: FOA

- This is a list of the parts of the FOA and is organized in the order in which the parts appear.

- It serves as a “checklist” for you as an applicant and reminds you to answer and to be responsive to **all** parts of the FOA.

An Example of a Table of Contents (FOA)

Table of Contents

I. FUNDING OPPORTUNITY DESCRIPTION 1

1. PURPOSE 1
2. BACKGROUND 1

II. AWARD INFORMATION 5

1. TYPE OF AWARD 5
2. SUMMARY OF FUNDING 5

III. ELIGIBILITY INFORMATION 5

1. ELIGIBLE APPLICANTS 5
2. COST SHARING/MATCHING 7
3. OTHER 7

IV. APPLICATION AND SUBMISSION INFORMATION 8

1. ADDRESS TO REQUEST APPLICATION PACKAGE 8
2. CONTENT AND FORM OF APPLICATION SUBMISSION 8
   - *i. Project Narrative* *9*
   - *ii. Attachments* *16*
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4. INTERGOVERNMENTAL REVIEW 18
5. FUNDING RESTRICTIONS 19

V. APPLICATION REVIEW INFORMATION 19

1. REVIEW CRITERIA 19
2. REVIEW AND SELECTION PROCESS 25
3. ANTICIPATED ANNOUNCEMENT AND AWARD DATES 26

VI. AWARD ADMINISTRATION INFORMATION 26

1. AWARD NOTICES 26
2. ADMINISTRATIVE AND NATIONAL POLICY REQUIREMENTS 26
3. REPORTING 26

VII. AGENCY CONTACTS 27

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Description

Integral Piece: FOA

- This section contains the full programmatic description of the funding opportunity. It usually contains the following:
  - Purpose
  - Background

An Example of a Description (FOA)

I. Funding Opportunity Description

1. Purpose

This announcement solicits applications for the Rural Health Network Development (RHND) Program. The purpose of this program is to support rural integrated health care networks that have combined the functions of the entities participating in the network.

The RHND Program supports established health oriented networks with a history of collaboration to develop and maintain collaborative relationships to integrate systems of care administratively, clinically and financially.

Networks must consist of at least three health care providers that are separately owned entities. Each member of the network must sign a memorandum of agreement or similar formal collaborative agreement. For purposes of this grant program, a rural health network is defined as a formal organizational arrangement among at least three separately owned health providers that come together to develop strategies for improving health services delivery systems in a rural community. A network in this context is not a large health system whereby multiple health care providers or organizations are owned and/or created by the same overarching entity to collaborate and achieve a particular goal.

2. Background

This program is authorized under Section 330A(f) of the Public Health Service (PHS) Act, as amended (42 U.S.C. 254c (f). This authority directs the Office of Rural Health Policy (ORHP) to support grants for eligible entities to promote, through planning and implementation, the development of integrated health care networks that have combined the functions of the entities participating in the networks in order to (i) achieve efficiencies; (ii) expand access to, coordinate, and improve the quality of essential health care services; and (iii) strengthen the rural health care system as a whole.

A rural health network is defined as "a formal organizational arrangement among rural health care providers (and possibly insurers and social service providers) that uses the resources of more than one existing organization and specifies the objectives and methods by which various collaborative functions are achieved.[1] This definition of a rural health network is a valid definition although the focus was primarily for networks composed solely of hospitals (horizontal networks). Newer networks created in more recent years are not only hospital networks but networks that may be composed of hospitals, physicians, health departments, school systems and/or other community organizations (vertical networks).

Award Information

Integral Piece: FOA

- **2 Parts**:
  - Type of Award
  - Summary of Funding
- The **type of award** is usually a grant or cooperative agreement.
- The **summary of funding** provides sufficient information to help an applicant make an informed decision as to whether or not to submit a proposal

An Example of Award Information (FOA)

II. Award Information

1. Type of Award

Funding will be provided in the form of a grant.

2. Summary of Funding

This program will provide funding during Federal fiscal years 2014 - 2016. Approximately $4,500,000 is expected to be available annually to fund approximately 15 grantees. Applicants may apply for a ceiling amount of up to $300,000 per year. The project period is 3 years. Funding beyond the first year is dependent on the availability of appropriated funds for Rural Health Network Development Program in subsequent fiscal years, grantee satisfactory performance, and a decision that continued funding is in the best interest of the Federal Government.

Eligibility Information

Integral Piece: FOA

- This section addresses considerations or factors that make an applicant or application eligible or ineligible for consideration. This includes the eligibility of particular types of applicant organizations, any factors affecting the eligibility of the principal investigator or project director, and any criteria that make particular projects ineligible.
  - Major Components:
    - Eligible Applicants
    - Cost Sharing/Matching Requirement
    - Other (e.g. Items that deem an application non-responsive to FOA)

An Example of Eligibility Information (FOA)

III. Eligibility Information

1. Eligible Applicants

a) **Ownership and Geographic Requirements:**

Applicants for the Rural Network Development Program must meet the ownership and geographic requirements stated below. (Note: If an incorporated network does not apply on behalf of its members, the award will be made to only one member of the network that will be the grantee of record and only that organization needs to meet the eligibility criteria.):

1) The lead applicant organization must be a public or private non-profit entity located in a rural area or in a rural census tract of an urban county, and all services must be provided in a rural county or census tract. The applicant's EIN number should verify it is a rural entity. To ascertain rural eligibility, please refer to: http://datawarehouse.hrsa.gov/RuralAdvisor/ and enter the applicant organization's state and county. A network serving rural communities but whose applicant organization is not in a designated rural area will not be considered for funding under this announcement.

2) In addition to the several States, only the Guam, the Commonwealth of Puerto Rico, the Northern Mariana Islands, the Virgin Islands, American Samoa, Guam, the U.S. Virgin Islands, the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau may apply. If applicants are located outside the 50 states, they still have to meet the rural eligibility requirements.

Application & Submission Information

Integral Piece: FOA

Application/Submission Components:

1. Grants.gov (Help Desk available)
2. SF-424 Application Guide
3. Special Instructions
4. Instructions Budget, Budget Justification, Staffing Plan, Personnel Requirements, Assurances, Certifications and Abstract (Application Guide)
5. Application Page Limit

Application & Submission Information cont.

Integral Piece: FOA

Application Components:

6. Abstract
7. Narrative
8. FOA Cross walk
9. Budget and Budget Narrative (In Addition to Application Guide Instructions)
10. Program-Specific Forms
11. Attachments

Application & Submission Information cont.

Integral Piece: FOA

Submission Components:

1. Dates and Times
2. Intergovernmental Review
3. Funding Restrictions

An Example of Application/Submission Information (FOA)

IV. Application and Submission Information

1. Address to Request Application Package

HRSA ***requires*** applicants for this funding opportunity announcement to apply electronically through Grants.gov. Applicants must download the SF424 application package associated with this funding opportunity following the directions provided at Grants.gov.

2. Content and Form of Application Submission

Section 4 of HRSA's *SF-424 Application Guide* provides instructions for the budget, budget justification, staffing plan and personnel requirements, assurances, certifications, and abstract. All applicants are responsible for reading and complying with the instructions included in HRSA's *SF-424 Application Guide* except where instructed in the funding opportunity announcement to do otherwise.

Application Page Limit
The total size of all uploaded files may not exceed the equivalent of 80 pages when printed by HRSA. The page limit includes the abstract, project and budget narratives, attachments, and letters of commitment and support required in the *Application Guide* and this FOA. Standard OMB-approved forms are NOT included in the page limit. **We strongly urge you to print your application to ensure it does not exceed the specified page limit.**

Application Review

Integral Piece: FOA

- This section addresses the **criteria** that HRSA will use to evaluate applications. This includes the merit and other review criteria that evaluators will use to judge applications, including any statutory, regulatory, or other preferences (e.g., minority status or Native American tribal preferences) that will be applied in the review process.

Application Review

Integral Piece: FOA

Narrative Section	Generic Review Criteria
Introduction	(1) Need
Needs Assessment	(1) Need
Methodology	(2) Response
Work Plan	(2) Response & (4) Impact
Resolution of Challenges	(2) Response
Evaluation and Technical Support Capacity	(3) Evaluative Measures & (5) Resources/Capabilities
Organizational Information	(5) Resources/Capabilities
	(6) Support Requested – the budget section should include sufficient justification to

Application Review cont.

Review and Selection Process

- This section indicates who is responsible for evaluation against the merit criteria (e.g., peers external to HRSA or Federal agency personnel) and who makes the final selections for award.

Application Review cont.

***Funding Factors (Preferences, Priorities, Special Considerations)**

- This section indicates who is responsible for evaluation against the merit criteria (e.g., peers external to HRSA or Federal agency personnel) and who makes the final selections for award.

****Included only if specified in program legislation or regulation***

Application Review cont.

Funding Priorities

- A funding priority is defined as the favorable adjustment of combined review scores of individually approved applications when applications meet specified criteria. An adjustment is made by a set, pre-determined number of points.

Funding Preferences

- A funding preference is defined as the funding of a specific category or group of approved applications ahead of other categories or groups of applications. Applicants receiving the preference will be placed in a more competitive position among applications that can be funded. Applications that do not receive a funding preference will be given full and equitable consideration during the review process.

Application Review cont.

Funding Special Considerations

- A special consideration is defined as the enhancement of priority scores by peer reviewers based on the extent to which the application addresses areas of concern in a discretionary program.

Award Administration

Integral Piece: FOA

- This section addresses what a successful applicant can expect to receive following selection. This section indicates that the notice of award signed by the grants officer (or equivalent) is the authorizing document.

Major Components:

- Award Notice
- Administrative and National Policy Requirements
- Reporting

An Example of Award Administration Information (FOA)

VI. Award Administration Information

1. Award Notices

The Notice of Award will be sent prior to the start date of May 1, 2014. See section 5.4 of HRSA's *SF-424 Application Guide* for additional information.

2. Administrative and National Policy Requirements

See section 2 of HRSA's *SF-424 Application Guide*.

3. Reporting

The successful applicant under this funding opportunity announcement must comply with Section 6 of HRSA's *SF-424 Application Guide* and the following reporting and review activities:

1) **Progress Report**(s). The awardee must submit a progress report to HRSA on an **annual** basis. Further information will be provided in the award notice.

2) **Other required reports and/or products**.

a. Performance Measures. A performance measures report is required after the end of each budget period in the Performance Improvement Measurement System (PIMS). Upon award, grantees will be notified of specific performance measures required for reporting.

b. Final Report. A final report is due within 90 days after the project period ends. The final report will collect information such as program-specific goals and progress on strategies; core performance measurement data; impact of the overall project; the degree to which the grantee achieved the mission, goal and strategies outlined in the program; grantee objectives and accomplishments; barriers encountered; and responses to summary questions regarding the grantee's overall experiences over the entire project period. The final report must be submitted on-line by awardees in the Electronic Handbooks system

Other

Integral Piece: FOA

- This section may include any additional information that will assist applicants. For example, technical assistance calls; related programs or other upcoming or ongoing HRSA funding opportunities; Internet addresses for agency web sites that may be useful; or alert applicants to the need to identify proprietary information and information on how the Program will handle it; etc.

Agency Contacts

Integral Piece: FOA

- This section provides potential applicants with a point of contact for answering questions or helping with problems while the funding opportunity is open.

An Example of Agency Contacts (FOA)

VII. Agency Contacts

Applicants may obtain additional information regarding business, administrative, or fiscal issues related to this funding opportunity announcement by contacting:

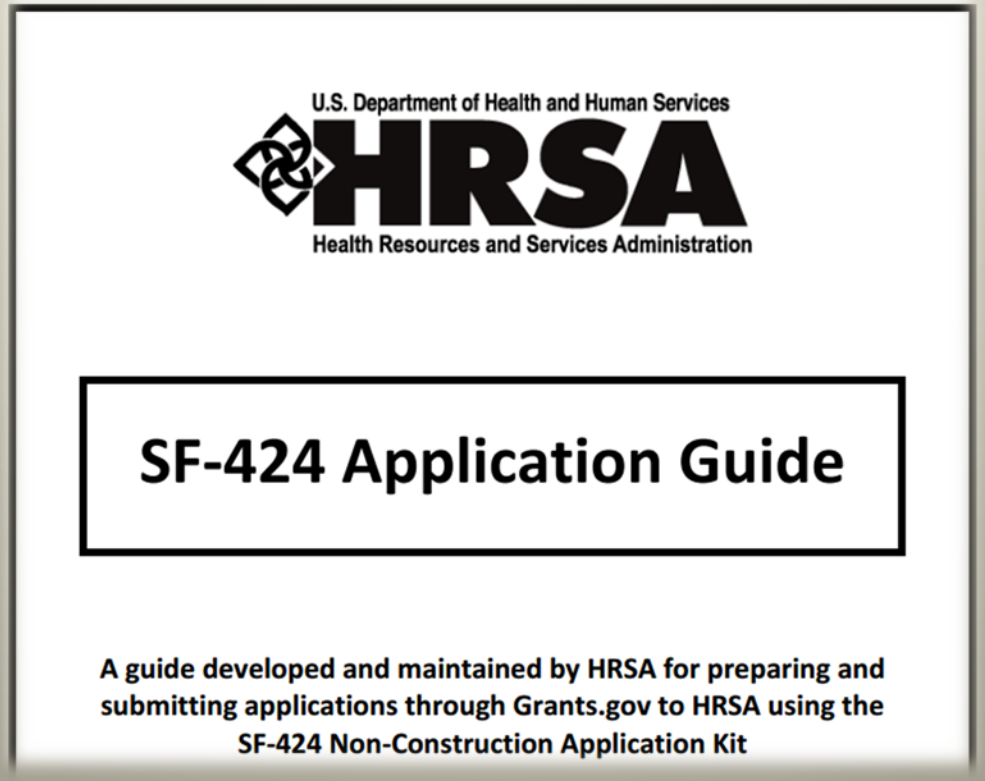
Attn.: Josephine Lyght, Grants Management Specialist
HRSA Division of Grants Management Operations, OFAM
Parklawn Building, Room 11-03
5600 Fishers Lane
Rockville, MD 20857
Telephone: (301) 443-3569
Fax:(301) 443-6363
Email: JLyght@hrsa.gov

Additional information related to the overall program issues and/or technical assistance regarding this funding announcement may be obtained by contacting:

Leticia Manning
Public Health Analyst
Attn: Rural Health Network Development Program
Federal Office of Rural Health Policy, HRSA
Parklawn Building, Room 5A-05
5600 Fishers Lane
Rockville, MD 20857
Telephone: (301) 443-8335
Fax: (301) 443-2803
Email: LManning@hrsa.gov

Tips/SF-424 Application Guide

Integral Piece: FOA


U.S. Department of Health and Human Services

HRSA

Health Resources and Services Administration

SF-424 Application Guide

A guide developed and maintained by HRSA for preparing and submitting applications through Grants.gov to HRSA using the SF-424 Non-Construction Application Kit

SF-424 Application Guide

1.2. Document Purpose and Scope

The purpose of this document is to provide detailed instructions to help applicants and grantees prepare and submit new, competing continuation, and competing supplements applications electronically to HRSA through Grants.gov. This SF-424 Application Guide is specific to funding opportunity announcements using the Application for Federal Assistance SF-424 Non-Construction** application kit. **All applicants must submit electronically through Grants.gov**. This Guide is intended to be a concise source of HRSA general information related to the application preparation and submission process and will be updated periodically. This document does not replace program-specific guidance provided in funding opportunity announcements (FOAs). This document also does not replace the Health and Human Services Grants Policy Statement (HHS GPS), which serves as the comprehensive source of grant information across the Department.

Note: As of October 1, 2010 current grantees are no longer required to submit a full grant application to determine eligibility for funding of a successive budget period within their approved project period. Instead, grantees need only to submit the streamlined Non-Competing Continuation (NCC) Progress Report for continued funding of the next budget period. For details and user guides, please visit http://www.hrsa.gov/grants/noncompetingcontinuations/index.html.

**Applicants applying for Research or Training awards that require the SF-424 Research and Related (R&R) application kit should refer to HRSA's *SF-424 R&R Application Guide* for guidance.

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4.7. Tips for Writing a Strong Application

HRSA has designed a technical assistance webpage to assist applicants in preparing applications. Resources include help with system registration, finding and applying for funding opportunities, writing strong applications, understanding the review process, and many other topics which applicants will find relevant. The website can be accessed online at: http://www.hrsa.gov/grants/apply/index.html.

In addition, a concise resource offering tips for writing proposals for HHS grants and cooperative agreements can be accessed online at: http://www.hhs.gov/asfr/ogapa/aboutog/apptips.html.

Apply for a Grant

Home
(1.) Register & Get Ready
(2.) Find & Submit
(3.) Write a Strong Application

OPEN Funding Opportunities >>

How to Apply For A Grant

Share | 8+1 0

It Could Be 4 Weeks Before You Can Apply

You must register in three places: 1) DUNS, 2) SAM & 3) Grants.gov

If you have not yet registered with DUNS, SAM or Grants.gov and you start your three registrations **TODAY**, you may not be able to submit your grant application until:

February 27, 2015

Please allow extra time for holidays that occur during your registration process or other unexpected delays.

A large part of HRSA's mission to increase access to health care is accomplished by awarding grants and cooperative agreements.

It is HRSA's policy to promote competition, encourage eligible organizations to apply, and help applicants to succeed.

HRSA expects to award more than $3 billion this year through 2,087 new grant awards from 95 grant programs in the following categories:

- Health Center Programs for community-based health care organizations that provide primary care in underserved areas
- Ryan White HIV/AIDS Programs for eligible States and metropolitan areas, as well as providers of HIV/AIDS health care services.

Remember to keep your SAM registration active.
More >

Track Your Application

* Funding Opportunity Number
* Application Tracking Number
* DUNS Number

SEARCH

*All fields are required.

Application Basics

Organizations, not individuals, are eligible to apply. Completing a grant application can take 40 hours or more. Be sure to avoid common mistakes that stop an application before it is even reviewed.

First step: Register

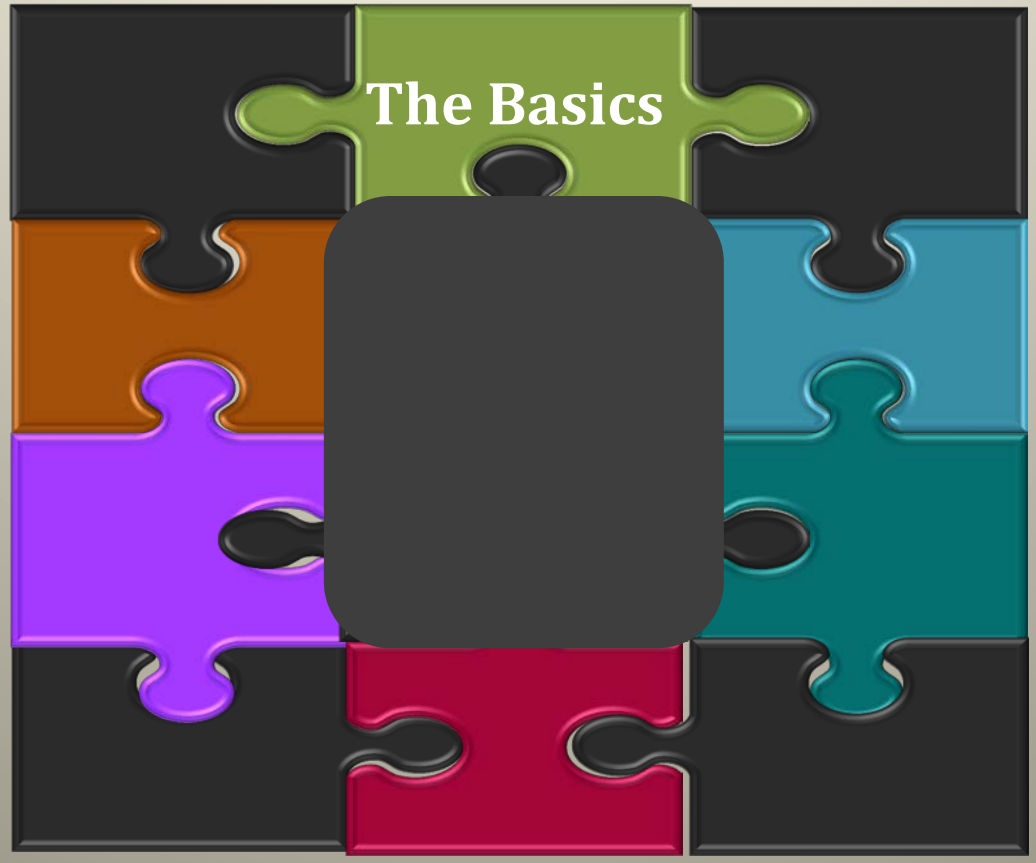
Are You an Eligible Organization?

Submit Your Application Before the Deadline

Critical Pieces

Responsive Applications

First Piece: The Basics



Responsive Applications

The Basics

Things to Keep in Mind Before You Start:

1. Grants.gov – Instructions and Due Date - *late applications are not considered*!
2. SF-424 Application Guide – How to Apply
3. Special Instructions
4. Instructions for Budget, Budget Justification, Staffing Plan, Personnel Requirements, Assurances, Certifications and Abstract – **Must be compliant**
5. Application Page Limit – *Applications over limit will be deemed non-responsive and will not be considered!*

Abstract

Responsive Applications

Abstract

Provide a summary of the application. Because the abstract is often distributed to provide information to the public and Congress, please prepare this so that it is clear, accurate, concise, and without reference to other parts of the application. It must include a brief description of the proposed project including the needs to be addressed, the proposed services, and the population group(s) to be served.

Please place the following at the top of the abstract:
Project Title
Applicant Organization Name
Address
Project Director Name
Contact Phone Numbers (Voice, Fax)
E-Mail Address
Web Site Address, if applicable
List all grant program funds requested in the application, if applicable
If requesting a funding preference, priority, or special consideration as outlined in Section V. 2. of the program-specific FOA, please indicate here.

Please consult the program-specific FOA for additional requirements.

The project abstract must be single-spaced and limited to one page in length.

Narrative

Responsive Applications

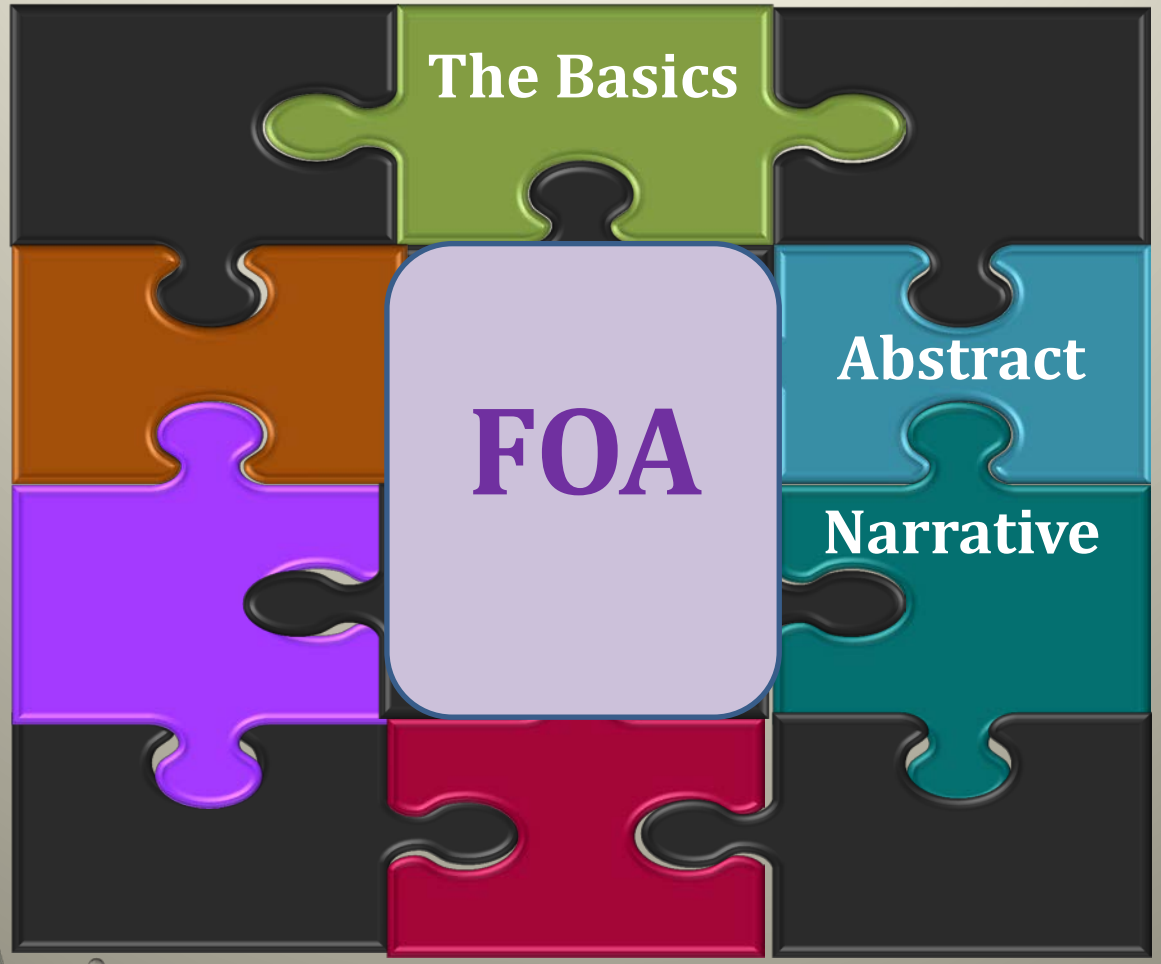
Narrative

The Project Narrative includes:

- Introduction
- Needs Assessment
- Methodology
- Work Plan
- Resolution of Challenges
- Evaluation and Technical Support Capacity
- Organizational Information

Critical Pieces

Recap



Next Piece:

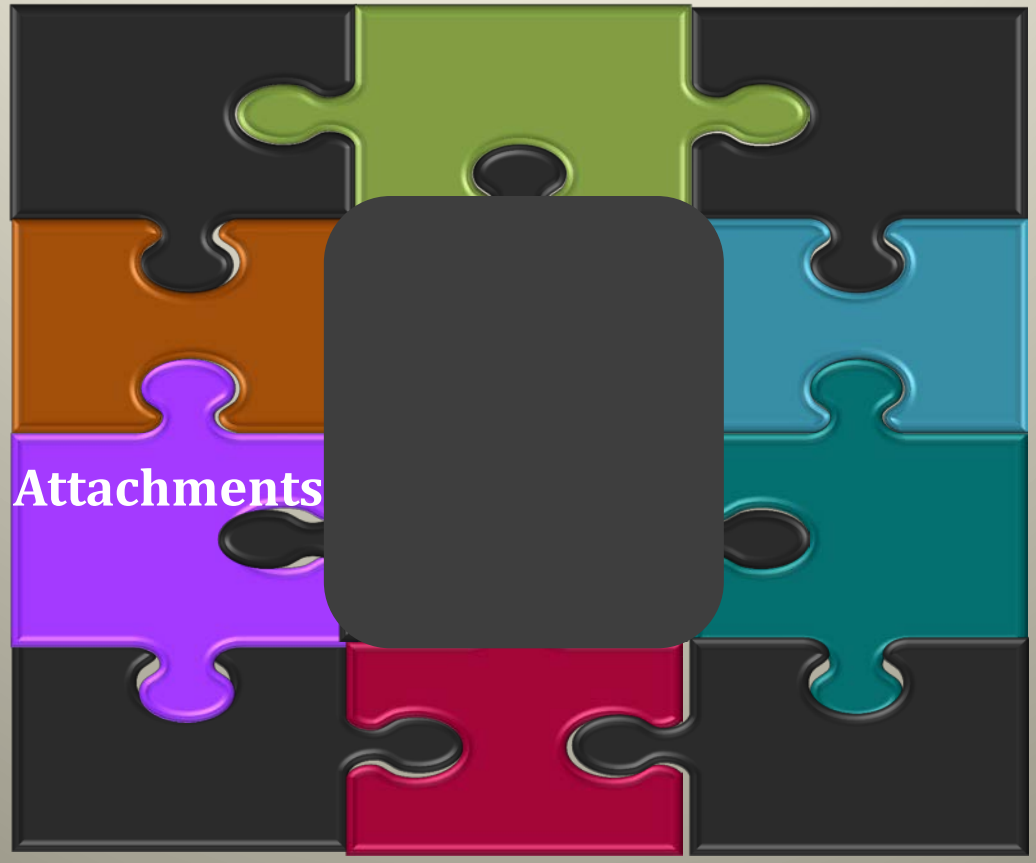
Responsive Applications

Review Criteria

1. Need
2. Response
3. Evaluative Measures
4. Impact
5. Resources/Capabilities
6. Support Requested
7. Program - Specific

- Corresponds to Project Narrative
- Use FOA Crosswalk to be compliant with requirements
- Serves as foundation for Reviewer Evaluation
- Be thorough
- Read Carefully

Attachments



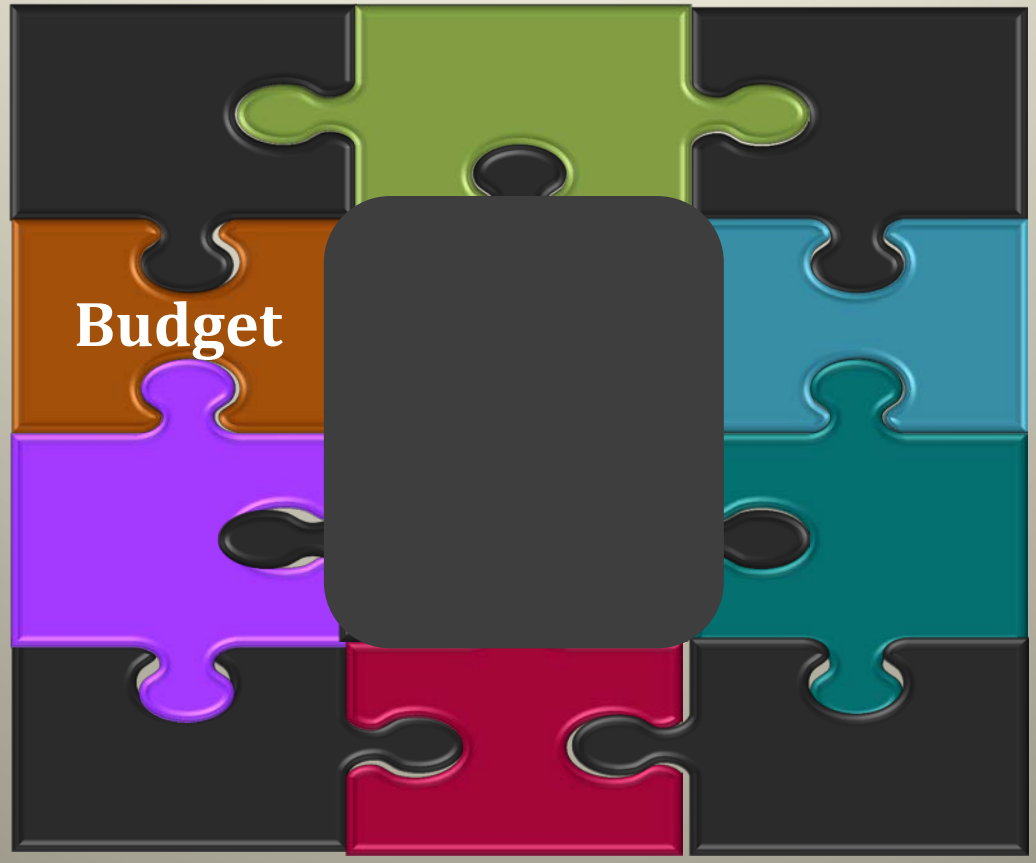
Responsive Applications

Attachments

- Must be included in order to have a responsive application.
- Any forms included in the attachments must be completed correctly – ask for TA from Program Officer.

- Label
- Use a recognizable file extensions (see Application Guide)
- 15 – max number allowed
- Included in page limit

Budget



Responsive Applications

Budget

- Submit line-item budget and budget justification
- *Submit line-item budget for all years of funding request
- *Submit justification for all years of funding request

* May vary according to specific FOA

- Follow instructions – see Application Guide
- See FOA for specific instructions
- Included in page limit
- Complete forms correctly
- Seek TA

Critical Pieces

Recap

A Good Proposal versus A Funded Proposal

Good	Funded
Explains problem	Explains problem and what the organization plans on doing to fix it
Has a lot of information, but isn't organized	Has a lot of information, but the proposal flows and is easy to read and understand
Not enough information on collaborations, staff, or objective	Describes current/planned collaborations, provides information on staff needed, clearly defines objective
Gaps in response to the review criteria	Responds to all the review criteria
Final review by creator	Reviewed by several people

Top 5 Mistakes When Applying for a Grant

- Time: Application is rejected for “fixable” errors, but the applicant didn’t leave enough time to correct before the deadline
- Applicant does not address the Need in the FOA
- Responds with a list of activities, but does not tie these activities to the overall application
- Data – applicant leaves areas of the application blank, incomplete, or is using outdated data
- Attachments – missing or incomplete attachments

Technical Assistance Resources

- Register your organization **EARLY** (this process can take up to 30 business days or more):
  - DUNS, Data Universal Numbering System
  - SAM, System for Award Management – you must have a DUNS prior to registering for SAM
  - Grants.gov, centralized location to find and apply for federal funding opportunities
- Am I an eligible organization? Review Section III of the Funding Opportunity Announcement (FOA) for the eligibility requirements

Technical Assistance Resources

Web Links and Webcasts

- How to Apply For A Grant: http://www.hrsa.gov/grants/apply/index.html
- Register and Get Ready: http://www.hrsa.gov/grants/apply/register/index.html
- How To Find Opportunities and Submit an Application: http://www.hrsa.gov/grants/apply/findandsubmit/index.html
- Write a Strong Application: http://www.hrsa.gov/grants/apply/writestrong/index.html
- Top Ten Tips when applying for a grant: http://www.hrsa.gov/grants/apply/granttips.html

Technical Assistance Resources

- View HRSA Grant webcasts and various other informative presentations on You Tube (search HRSA grants)
  - Tips for Writing & Submitting Good Grant Proposals
  - The HRSA Grants Life Cycle and Process
  - Navigating and Preparing a HRSA Application
  - Debunk the Myths Video Series
  - HRSA Competitive Application Objective Review Process