



**MST INSTRUCTIONS FOR COPMPLETING THE  
Department of Homeland Security (DHS)  
Funding Opportunity Announcement (FOA) Template**

**OVERVIEW INFORMATION**

<b>Issued By</b>	
U.S. Department of Homeland Security (DHS) National Programs and Protection Directorate The Office of Cyber Security and Communications National Cyber Security Division	
<b>Catalog of Federal Domestic Assistance (CFDA) Number</b>	
Number: 97.128	
<b>CFDA Title</b>	
National Cyber Security Awareness; Number: 97.128	
<b>Funding Opportunity Announcement Title</b>	
National Cybersecurity Awareness Program	
<b>Authorizing Authority for Program</b>	
FY 2012 Department of Homeland Security Appropriations Act (P.L. 112-74, Title III, Protection, Preparedness, Response and Recovery, National Protection and Programs Directorate, Infrastructure Protection and Information Security )	
<b>Appropriation Authority for Program</b>	
FY 2012 Department of Homeland Security Appropriations Act (P.L. 112-74, Title III, Protection, Preparedness, Response and Recovery, National Protection and Programs Directorate, Infrastructure Protection and Information Security )	
<b>FOA Number</b>	
<i>DHS-12-NPPD-128-002</i>	
<b>Key Dates and Time</b>	
Application Start Date:	<i>06/05/2012</i>
Application Submission Deadline Date:	<i>07/05/2012 at 11:59:59 PM EST</i>
Anticipated Funding Selection Date:	<i>07/16/2012</i>
Anticipated Award Date:	<i>08/06/2012</i>
<b>Other Key Dates</b>	
September 2012: Post Award Conference will be held via teleconference	
September 2012: Grant Recipient Training will be held via teleconference	
<b>Intergovernmental Review</b>	
Is an intergovernmental review required? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

If yes, applicants must contact their State's Single Point of Contact (SPOC) to find out about and comply with the State's process under Executive Order 12372. Name and addresses of the SPOCs are maintained at the Office of Management and Budget's home page at [http://www.whitehouse.gov/omb/grants\\_spoc](http://www.whitehouse.gov/omb/grants_spoc) to ensure currency.

*This requirement is imposed on a state-by-state basis, depending on whether or not the state has opted in and is listed at [http://www.whitehouse.gov/omb/grants\\_spoc](http://www.whitehouse.gov/omb/grants_spoc). For more information on Intergovernmental Review, please visit <http://www.fws.gov/policy/library/rgeol2372.pdf> for the full text of EO 12372.*

## FOA EXECUTIVE SUMMARY

### Program Type

Select the applicable program type:  New  Continuing  One-time

Date of origin for Program: 2003

### Opportunity Category

Select the applicable opportunity category:

Discretionary  Mandatory  Competitive  Non-competitive  
 Sole Source (Requires Awarding Office Pre-Approval and Explanation)

### Application Process

#### HOW TO FIND THE APPLICATION PACKAGE:

- To access these materials, go to <http://www.grants.gov>, select "Apply for Grants," and then select "Download Application Package."
- Enter the CFDA and/or the funding opportunity number located on the cover of this announcement.
- Select "Download Application Package," and then follow the prompts to download the application package.
- To download the instructions, go to "Download Application Package" and select "Instructions."

#### HOW TO SUBMIT THE APPLICATION:

Applications must be submitted electronically through Grants.gov. To submit an application through Grants.gov, applicants must have the following:

- A compatible version of Adobe Reader. Adobe Reader is available from Grants.gov at no charge.
- A DUNS number. This is required for the applicant and all sub-awardees.

- Registration with the Central Contractor Registry (CCR).
- Authorization at Grants.gov in order to submit an application through Grants.gov.
  - To submit an application through Grants.gov, the applicant must be the Authorized Organization Representative (AOR) for their organization.
  - Electronically submitted applications will not pass the validation check at Grants.gov if your organization's E-Business Point of Contact (E-Biz POC); identified during CCR registration does not authorize someone to become an Authorized Organization Representative (AOR). This safeguards your organization from individuals who may attempt to submit grant application packages without permission.

See Grants.gov for information on how to obtain a DUNS number, how to register with the CCR, and obtain authorization. DHS strongly encourages applicants to obtain or update all registrations related to Grants.gov **well in advance of the application deadline.**

- **SAM IMPLEMENTATION:** The General Services Administration (GSA) is moving the implementation date of the System for Award Management (SAM) from May 29, 2012 to the end of July 2012.

This first phase of SAM will include the capabilities of Central Contractor Registration (CCR)/Federal Agency Registration (FedReg), Online Representations and Certifications Application (ORCA), and the Excluded Parties List System (EPLS). SAM will reduce the burden on those seeking to do business with the government. Applicants will be able to log into one system to manage their entity information in one record, with one expiration date, through one streamlined business process. Federal agencies will be able to look in one place for entity pre-award information. Everyone will have fewer passwords to remember and see the benefits of data reuse as information is entered into SAM once and reused throughout the system.

- What if I have a current CCR registration? You do not need to do anything right away. When it is time to renew your registration, you will go to [www.SAM.gov](http://www.SAM.gov), create a simple SAM user account, and follow the online instructions to validate and update your information.
- When do I need to register for a user account in SAM? You will only need to register for a user account in SMA when it is time to being updating your current registration. You do not need to do anything right away.
- What will happen to my data? Your data will be migrated from CCR to SAM. It will be in SAM when you are ready to access it. When it is time to renew your registration, you will go to [SAM.gov](http://SAM.gov), create a simple SAM user account, and follow the online instructions to validate and update your information.

For more information please see:

[www.SAM.gov](http://www.SAM.gov)

If the applicant encounters difficulties, contact the Grants.gov Help Desk at 1-800-518-4726 to report the problem and obtain assistance with the system. The Help Desk is available 24 hours a day, seven days a week. For assistance with using Grants.gov, visit the Grants.gov Applicant User Guide:

<http://grants.gov/assets/ApplicantUserGuide.pdf>

Note: We may request that you provide original signatures on forms at a later date.

#### Eligible Applicants

The following entities are eligible to apply for this funding opportunity:

- Nonprofits with 501(c)(3) IRS status, other than institution of higher education
- Private institutions of higher education
- Public & State controlled institutions of higher education

#### Type of Funding Instrument

Select the applicable funding instrument:  Cooperative Agreement  Grant

NCS&D has determined that the best manner in which to support the broad public purpose of enhanced cybersecurity awareness is through a cooperative agreement, which is a form of financial assistance. Due to the strong need for substantial involvement in the project on the part of NCS&D to help ensure project success, a cooperative agreement is best suited to ensuring the broad public benefit of enhanced cybersecurity awareness. NCS&D is seeking a non-profit entity that can serve as a neutral, trusted advocate as well as operate in partnership with the private sector. A cooperative agreement would provide more flexibility for the type of work that we are seeking as well as the type of entity that we are seeking to fund (non-profit public/private partnership). This would allow them to have autonomy over the work, while still taking direction from the department, as a cooperative agreement allows for substantial involvement by the program office as the activities are carried out by the awardee.

#### DHS Substantial Involvement

1. DHS will direct and facilitate the applicant's collaboration with DHS and DHS' key cybersecurity awareness partners, including but not limited to development of consistent cybersecurity awareness messaging and related concepts. All communication with any office within DHS must be coordinated through the designated Program Officer.
2. DHS will facilitate the participation of DHS officials and subject matter experts in workshops, conferences or other project-related events, including but not limited to National Cyber Security Awareness Month events, as requested by the applicant. DHS will coordinate with the applicant as necessary on such participation.

- 3.** DHS must review and approve project information prior to dissemination for purposes of ensuring suitability and appropriateness of message, including:
- a.** Publications, brochures, presentation materials, products, documents, websites (or portions thereof), social media presence and activities, or other cybersecurity awareness collateral produced under an award under this announcement that is to be shared with the public. Forty-five (45) days prior to the publishing or releasing such material, the recipient must submit a complete draft to the DHS Program Officer for review and comment.
  - b.** Agendas for meetings, seminars, workshops and conferences. Sixty (60) days prior to the event, the Recipient must submit draft agendas and handouts to the DHS Program Office for review and approval.
  - c.** If the Recipient receives an invitation to present related information at a conference that is not listed in the approved project or budget narrative justification, and the Recipient desires to present at the conference, the Recipient shall seek DHS review and approval of its participation in the conference. The Recipient shall notify the DHS Program Officer and Grants Officer in writing within three (3) business days of the receipt of any such invitation. The notification, which may be transmitted by email, will consist of, at minimum:
    - i.** The invitation, and
    - ii.** A written justification explaining how the Recipient's participation in the conference furthers the mission of the project funded by this Award.

**Cost Share or Match**

Select the applicable requirement:  Cost Match  Cost Share  None Required

**Maintenance of Effort**

Is there a Maintenance of Effort (MOE) requirement?  Yes  No

Requests for funds under this announcement shall not be used to take the place of activities described in the application that are currently supported with other funding. Also, grant funds shall not be used to support activities that are a normal part of the organization's operations.

## Management and Administration

Management and Administrative Costs and Indirect Costs are allowable for the grantee and any proposed sub-awardee (if applicable). For more information on allowable costs, please see Section IV, Funding Restrictions and Section IX, How to Apply.

## FULL ANNOUNCEMENT

### I. Funding Opportunity Description

#### Program Overview and Priorities

DHS/NPPD/CS&C/NCSD seeks to implement Cyberspace Policy Review Near Term Action #6 and Action Recommended 3-1 of the President's *National Strategy to Secure Cyberspace*. Accordingly, DHS/NPPD/CS&C/NCSD aims to enhance coordination and collaboration among appropriate private sector and non-profit organizations as well as federal, state, and local government entities to facilitate a comprehensive national cybersecurity awareness campaign including specific programs, activities, audience-specific awareness materials and outreach efforts, expansion of the *Stop. Think. Connect.* Campaign, as well as support for National Cybersecurity Awareness Month in October. DHS/NPPD/CS&C/NCSD aims to establish a cooperative partnership to amplify the message to the public and other US Government agencies about cybersecurity; serve as a spokesperson for cybersecurity awareness; build relationships and coalitions to support a broad national effort; and serve to further the government's goals to reach a broad audience as part of this initiative.

The **goals and objectives** to be addressed include:

- Promote the National Cybersecurity Awareness Campaign, Stop.Think.Connect and National Cyber Security Awareness Month.
- Engage key stakeholder groups through targeted outreach and the development of programs and activities, to include: home users; small/medium businesses; and, the academic community, including K-12 and higher education educators, administrators, and students.
- Promote cybersecurity awareness and conduct outreach efforts to stakeholders through identification of; creation of; and/or engagement in meetings, conferences, events, and initiatives.
- Create cybersecurity awareness collateral (brochures, etc.) that can be leveraged by multiple stakeholder groups.
- Serve as a repository for cybersecurity awareness related activities and collateral.
- Partner with key stakeholder groups, including the Multi-State Information and Sharing Analysis Center (MS-ISAC), to reach State and local communities.
- Develop and maintain efforts to advance cyber workforce development, to include enhancements to current in-classroom curriculum and development of new curriculum as needed.
- Assist in the execution of National Cyber Security Awareness Month, which may include:

- TV and radio promotion of campaign messages by identified spokespeople
- Promotion of messaging through multiple media
- Creation and dissemination of campaign materials
- Development of content for a website
- Tailored activities for small/medium businesses, academia, and home users
- Targeted events to promote the month, including a “kick-off”
- Assist in the development of a coordinated messaging effort with key partners.
- Measure and publish expert analysis of the effectiveness of awareness efforts. Methods may include:
  - Capturing the number of hits on *websites*
  - Researching positive changes to attitudes or behaviors
  - Surveys
  - Analyzing broad shifts in public attitudes or policies, measured through independent studies, government surveys, or polls.

Project Milestones follow:

<b>Project Milestones</b>	<b>Estimated Deadline</b>
National Cybersecurity Awareness Program Plan	30 days after award
Program Quarterly Status Report on scope of effort and additional reporting as requested	Quarterly; 30 business day after the last day of each quarter
Program Monthly Status Meeting	Monthly
National Cybersecurity Awareness Month Program Plan	30 days after award
Report of key outcomes from National Cybersecurity Awareness Month	30 days following conclusion of Awareness Month
Annual report to NCSD of all activities related to the national awareness campaign to include recommendations on next steps. DHS will review the annual report and determine if there are additional tasks for the Contractor.	Annually

**Partnerships**

Partnerships are encouraged. Applicants may include partnerships with other non-profit organizations in their proposal. A partner organization is considered a “sub-awardee” if the organization will receive a portion of the grant funding to provide additional or complementary direct services. The applicant must complete a Memorandum of Understanding (MOU) with the sub-awardee. The applicant must clearly demonstrate how it will monitor the sub-awardee’s performance and ensure that the sub-awardee complies with all grant award conditions and data reporting requirements. Sub-awardees must have their own individual Data Universal Numbering System (DUNS) number and will be responsible for financial and performance reporting. If the partner organization will not receive a portion of the grant funds, then the partner is not considered a sub-awardee, and would **not** be required to complete an MOU or obtain a DUNS number.

**Describe how the program addresses a priority area or areas implemented by Presidential Policy Directive/PPD-8:**

(Please refer to: [http://www.dhs.gov/xabout/laws/gc\\_1215444247124.shtm](http://www.dhs.gov/xabout/laws/gc_1215444247124.shtm))

This program does not directly address a priority area implemented by PPD-8; however, the program fully supports the following QHSR mission, goal and objective:

**Mission 4: Safeguarding and Securing Cyberspace**

**Goal 4.2: Promote Cybersecurity Knowledge and Innovation**

**Objective: Enhance public awareness:** Ensure that the public recognizes cybersecurity challenges and is empowered to address them. As we have seen in other homeland security mission areas, an aware and empowered public is our best defense against threats, and our greatest resource in building resilience and fostering innovation. Each individual, every business enterprise, and each government agency has a vital role to perform if cyberspace is to realize its full potential. For the Nation to remain secure and prosperous, government must not only succeed at its own cybersecurity mission but must also empower others to succeed in theirs. Communications to the public must emphasize their role in cybersecurity. Leaders in the public and private sectors must be more informed of the security implications of their decisions with respect to cyberspace.

For additional details on the QHSR Report, please refer to:  
[http://www.dhs.gov/xabout/gc\\_1208534155450.shtm](http://www.dhs.gov/xabout/gc_1208534155450.shtm)

**II. Funding Information**

Award Amounts, Important Dates, and Extensions	
Available Funding for the FOA:	\$1,500,000
Projected number of Awards:	One (1)
Maximum Grant Award Amount:	Maximum grant award is \$1,500,000 (\$750,000 for the first year budget period and \$750,000 for the second year budget period).
Projected Award Start Date(s):	08/20/2012

Projected Award End Date(s):	08/19/2014
Period of Performance:	24 Months (comprising two one-year budget periods)
<b>Period of Performance</b>	
Is an extension to the period of performance permitted? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<p>Subject to the availability of funds, the performance period is two years, comprised of two one-year budget periods. By July 2, 2013, prior to the expiration of the first year budget period, the recipient must submit an official notice requesting DHS continuation of funding for the second year budget period.</p> <p>Throughout the period of performance, DHS' commitment to continuation of awards will be conditional on the availability of funds, evidence of satisfactory progress by the recipient (as documented in required reports and ongoing monitoring), and the determination that continued funding is in the best interest of the federal government.</p> <p>Extensions to the Performance Period may be awarded, but are not guaranteed. Extension approvals will be based on the availability of funds within the award and acceptable performance.</p>	

### III. Eligibility Information

<b>Eligibility Criteria</b>
<ol style="list-style-type: none"> <li>1. Applicants and any proposed sub-awardees must be organizations with non-profit status.</li> <li>2. Applicants must have recent experience providing cybersecurity awareness programs.</li> <li>3. The applicant or any sub-awardees that are proposed must have recent, relevant experience and must: <ol style="list-style-type: none"> <li>a. Have established relationships/partnerships with public and private sector entities.</li> <li>b. Have expertise in the development of cybersecurity awareness programs, activities, campaigns, tools and resources.</li> <li>c. Have experience in educating key stakeholder communities about the importance of cybersecurity and promote secure online behavior.</li> </ol> </li> </ol> <p>Eligible applicants will include public or private non-profit organizations such as civic, community, and faith-based organizations, public school systems; universities or community colleges, dedicated to promoting cybersecurity-related awareness and safe behavior online. NCSD will not review applications that fail to meet the eligibility criteria.</p>

#### IV. Funding Restrictions

##### Restrictions on Use of Award Funds

###### Eligible Funding Purposes:

The use of award funds is restricted to the activities of carrying out the *Stop. Think. Connect.* Campaign. This activities include: amplifying the message about cybersecurity; serving as a spokesperson for cybersecurity awareness; building relationships and coalitions to support a broad national effort; and serving to further the government's goals to reach a broad audience as part of this initiative.

1. DHS grant or cooperative agreement funds may only be used for the purpose set forth in the agreement, and must be consistent with the statutory authority for the award. Grant or cooperative agreement funds and non-monetary support may not be used for cost-sharing or matching funds for other Federal grants, lobbying, or intervention in Federal regulatory or adjudicatory proceedings. In addition, Federal funds may not be used to sue the Federal government or any other government entity.
2. **Equipment purchases.**
  - a. Prior to the purchase of equipment in the amount of \$5,000 or more per unit cost, the Recipient must obtain the written approval from DHS.
  - b. The Recipient shall maintain an annual inventory which will include a brief description of the item, serial number and amount of purchase for equipment purchased with grant/cooperative agreement funds, or received under a grant or cooperative agreement, and having a \$5,000 or more per unit cost. The inventory must also identify the sub-award under which the equipment was purchased.
  - c. Insurance on the equipment will be the responsibility of the Recipient.
  - d. Title of equipment will remain with the Recipient until closeout when disposition will be provided in writing by the DHS within 120 days of submission of final reports.
  - e. Equipment purchases are limited to those items that fall within the categories described in Attachment C, "Eligible Equipment."
3. **Pre-award costs** are allowable only with the written consent of DHS and included in the award agreement.

###### Ineligible Funding Purposes:

Grant funds may not be used for the following purposes:

- a. Profit/Fee is not allowable except when subcontracting for routine goods and services with commercial organizations.
- b. Construction costs and purchase of real property.
- c. Foreign Travel.
- d. Funding for direct reimbursement of proposal development.
- e. Costs for food or refreshments.

- f. Incentive Items or gift cards.
- g. General volunteer stipends.
- h. Living allowances for any volunteer service program participants.
- i. Grant or cooperative agreement funds and non-monetary support may not be used for cost-sharing or matching funds for other Federal grants, lobbying, or intervention in Federal regulatory or adjudicatory proceedings.
- j. Federal funds may not be used to sue the Federal government or any other government entity.

## V. Application Review Information and Selection Process

### Application Review Information

#### Non-responsive Applications

An application will be deemed non-responsive and not considered for review if:

1. The budget request for either of the two budget periods exceeds the maximum of \$750,000 or the total funding requested exceeds the grant award maximum of \$1,500,000 (direct and indirect costs).
2. The Project Narrative exceeds 15 double-spaced pages (Note: The page limit does not include any of the attachments or forms).
3. The Project Narrative does not include each of the specified headings in the order identified in Section IX.6.
4. The document does not include one or more of the required forms or documents listed under Section IX. The required forms and documents are:
  - a. Form SF-424 – Application for Federal Assistance
  - b. Form SF-424A – Budget
  - c. Form SF-424B – Assurances – Non-Construction Programs
  - d. Certification Regarding Lobbying
  - e. Budget Narrative and Table
  - f. Project Abstract
  - g. Project Narrative
  - h. Project Plan
  - i. Documentation of non-profit status
5. Applications rejected by Grants.gov for unregistered AOR will be disqualified and will not be considered for competition.

#### Review Process

DHS will conduct an initial review of applications to determine the responsiveness of the application. If an applicant is determined to be ineligible or an application is determined to be non-responsive, DHS will notify the applicant. All responsive applications will be reviewed as described below:

1. DHS will assemble subject matter experts from inside of the Federal Government to review

the full proposal. Reviews of submitted applications will be conducted either on site or by remote review.

2. At a minimum, 2 subject matter experts will review the proposal and provide summary comments based on the published criteria. The reviewers will assign a score and provide summary comments based on the published evaluation criteria. NCSA staff will conduct a post review quality control of scores and comments to ensure that every eligible application receives full and fair consideration.
3. DHS' designated Selection Authority (SA) will make a final funding decision based upon the results of the evaluation, and the overall goals of the Cybersecurity Awareness Program.
4. DHS may perform additional reviews of the applicant organization and any sub-awardees and/or its key personnel. This may include publically available materials and/or government databases and may have a bearing on award outcome.
5. After the technical review and before making a final funding decision, DHS may contact the highest ranking applications to seek clarification and to negotiate technical and programmatic aspects of the application. If an application includes a sub-awardee that will provide additional or complementary grant-funded services in partnership with the main applicant, DHS may request to speak with all parties included in the application to ensure sufficient planning and coordination has taken place prior to making an award.
6. **Confidentiality and Conflict of Interest:** Technical and cost proposals submitted under this funding opportunity will be protected from unauthorized disclosure in accordance with applicable laws, and regulations. DHS may use one or more support contractors in the logistical processing of proposals. However, proposal selection and award decisions are solely the responsibility of DHS personnel.
7. DHS discourages, and will not consider any materials submitted by or on behalf of the applicant (i.e., letters of support) other than those materials requested in this funding opportunity announcement.
8. DHS will notify all applicants electronically of funding decisions. Unfunded applicants may send a written request to [tamara.marshall-jone@hq.dhs.gov](mailto:tamara.marshall-jone@hq.dhs.gov) to receive a written summary of reviewer comments related to each of the evaluation criteria, along with the points awarded to the application for each of the evaluation criteria within 60 days. Additional information beyond that described here will not be provided.

DHS/NPPD/CS&C/NCSD program officials will be responsible for the evaluation of applications. The following criteria will be used to evaluate proposals. The total weight for all criteria equals 100 points for the Grant. Each criterion will be evaluated by the technical review team.

1. **Program Design and Rationale (20 points):** The extent to which the applicant proposes a comprehensive program design to develop cybersecurity awareness programs, activities, campaigns, tools and resources. The extent to which the applicant is able to justify why the program design will form the basis of a successful and effective awareness program that will meet the cyber education needs of the public and private sector and academia. The extent to which the applicant is able to show the relationship between the program design and anticipated outcomes. The extent to which the applicant demonstrates how the organization will effectively educate key stakeholder communities that will result in an empowered constituency that is able to use the Internet securely and safely, protecting themselves and the cyber infrastructure.
2. **Project Management and Organizational Capability (20 points):** The degree to which the organization has a sound management and fiscal structure including: well-defined roles for administrators and staff, established financial management systems, and a commitment to ongoing staff and volunteer development and training to ensure effective program implementation. The extent to which the applicant identifies and demonstrates that qualifications, capabilities, and educational background of the identified key personnel (at a minimum the Project Manager) who will manage and implement the program are relevant and will contribute to the success of program goals and objectives
3. **Demonstrated Experience and Past Performance (40 points):** The extent to which the applicant demonstrates current (or recent past performance) successful and effective development and leadership of initiatives to generate awareness of cybersecurity users; small/medium businesses; the academic community, including K-12 and higher education educators, administrators, and students; and, other stakeholders. The extent to which the applicant has experience managing grant-funded programs. The extent to which the applicant has experience establishing a baseline about the current state of affairs with respect to key stakeholders and issues and has experience measuring effectiveness of efforts and progress over time. The extent to which the applicant has a track record of successfully promoting cybersecurity awareness. The extent to which the applicant has established relationships with small/medium businesses; the academic community, including K-12 and higher education educators, administrators, and students; other stakeholders; and other non-profit organizations. The depth of the applicant's experience in working as a neutral third party and spokesperson to coordinate activities with multiple entities.
4. **Project Plan and Budget (20 points):** The extent to which the applicant explains each element of the project phases and provides milestones that are well defined and can realistically be completed within the grant cycle. The extent to which the applicant clearly defines performance standards and provides a plan to track, report, and evaluate performance outcomes. The extent to which the applicant is able to correlate and support

the program's budget to the project phases and implementation timeline. The extent to which administrative/management costs are balanced with funds designated for the provision of campaign planning, media strategy and outreach

## VI. Post-Selection and Pre-Award Guidelines

### Notice of Award

The award will be made under a cooperative agreement and will be executed by the Grants Officer authorized to obligate DHS funding.

The recipient and any sub-recipients must, in addition to the assurances made as part of the application, comply and require each of its sub-awardees, contractors and subcontractors employed in the completion of the project to comply with all applicable statutes, regulations, executive orders, Office of Management and Budget (OMB) circulars, terms and conditions of the award, and the approved application.

### Administrative and Federal Financial Requirements

All successful applicants for all DHS grant and cooperative agreements are required to comply with DHS Standard Administrative Terms and Conditions available in Part 6.1.1 of <http://www.dhs.gov/xlibrary/assets/cfo-financial-management-policy-manual.pdf>. A complete list of Federal Financial Requirements is available at: [http://www.whitehouse.gov/omb/grants\\_forms](http://www.whitehouse.gov/omb/grants_forms)

#### Data Rights:

General Requirements: The Recipient grants the Government a royalty free, non-exclusive and irrevocable license to reproduce, display, distribute copies, perform, disseminate, or prepare derivative works, and to authorize others to do so, for Government purposes in:

- a. Any data that is first produced under this Agreement and provided to the Government; or
- b. Any data owned by third parties that is incorporated in data provided to the Government under this Agreement.

"Data" means recorded information, regardless of form or the media on which it may be recorded.

Requirements for sub-awards: The Recipient agrees to include in any sub-award made under this Agreement the requirements of the Copyright and Data Rights paragraphs of this article and of 37 C.F.R. 401.14.

### Programmatic Reporting Requirements

### **Financial Reports**

The Recipient is required to submit the following financial reports:

- a. Quarterly Federal Financial Reports (SF-425) must be submitted to the DHS Grants Officer within 30 days after the end of each quarter. Reports shall be submitted via email to DHS-GrantReports@dhs.gov (include the grant number in the subject line of the email).
- b. Final Federal Financial Report (SF-425) must be submitted to the DHS Grants Officer within 90 days after the expiration date of the Period of Performance.

### **Performance Reports**

Program-specific reporting requirements have been included in Project Milestones under Section 1, Funding Opportunity Description and include the following:

- a. Quarterly Performance Reports must be submitted to the DHS Grants Officer within 30 days after the end of each quarter. Reports shall be submitted via email to DHS-GrantReports@dhs.gov (include the grant number in the subject line of the email) and to Kristina.Dorville@dhs.gov
- b. Final Performance Report must be submitted to the DHS Grants Officer within 90 days after the expiration date of the Period of Performance. The final performance report shall include cumulative quantitative data, program accomplishments and challenges, and any promising practices related to cybersecurity awareness building.

Additional Reporting:

<b>Report</b>	<b>Estimated Deadline</b>
National Cybersecurity Awareness Program Plan	30 days after award
Program Quarterly Status Report on scope of effort and additional reporting as requested	Quarterly; 30 business day after the last day of each quarter
Program Monthly Status Meeting	Monthly
National Cybersecurity Awareness Month Program Tactical Plan	60 days after award
Report of key outcomes from National Cybersecurity Awareness Month	30 days following conclusion of Awareness Month
Annual report to NCSD of all activities related to the national awareness	Annually

campaign to include recommendations on next steps. DHS will review the annual report and determine if there are additional tasks for the Contractor.

### **External Evaluation**

Subject to availability of funding, DHS may conduct a formal evaluation of the Cybersecurity Awareness Program. As part of any formal program evaluation, grant recipients must permit DHS, upon reasonable notice, to review grant-related records and to interview the organization's staff regarding the program, and to respond in a timely and accurate manner to DHS requests for information relating to their grant program.

### **NCSD Requests**

Grant Recipients may be asked periodically to review NCSD educational tools and materials and provide feedback as requested. NCSD may also request details about grant recipients' promising practices and may publish this information on its website.

## **VII. DHS NPPD/CS&C/NCSD Contact Information**

### **Contact and Resource Information**

Please contact the following with technical questions during the hours of Mon-Fri., 9:00am-4:00pm EST:

For Programmatic Questions:

Kristina Dorville

Tel. 703-235-3666

[Kristina.Dorville@dhs.gov](mailto:Kristina.Dorville@dhs.gov)

Mailing Address: 245 Murray Ln., SW, Stop 0640, Arlington, Virginia 20598-0640

Website Address: <http://www.dhs.gov>

All other questions should be directed to :

Tamara Marshall-Jones, Grants Officer

Tel. 202-447-0177

[Tamara.Marshall-Jone@hq.dhs.gov](mailto:Tamara.Marshall-Jone@hq.dhs.gov)

## VIII. Other Critical Information

Additional Information
N/A

## IX. How to Apply

Application Instructions
<p>Applicants must submit all required forms and required documents listed in this section. Applications missing any of the required forms or documents listed in this section will be deemed non-responsive and will not be considered for review.</p> <p><b><u>REQUIRED FORMS</u></b></p> <p>Complete the required forms in accordance with the application instructions on Grants.gov. If submitting any information that is deemed proprietary, privileged or confidential or financial, please denote the beginning and ending of such information with asterisks (***)</p> <ol style="list-style-type: none"><li><b>1. Form SF-424 – Application for Federal Assistance</b><p>Complete the SF-424 application form. This form may be completed on the Grants.gov website or it can be completed offline in its entirety. NOTE: Applications submitted through Grants.gov must use the SF-424 provided by Grants.gov. The SF-424 application form can only be viewed and downloaded once Adobe Reader has been installed. The SF-424 application form on Grants.gov is formatted so applicants are only required to complete fields which are indicated with an asterisk (*) and color coded. Once the application is complete, close the document (you will then be prompted to save changes or not).</p></li><li><b>2. Form SF-424A – Budget</b><p>Complete the budget in its entirety. Provide budget amounts by object class (salaries, fringe, travel, indirect, etc.). Include second year budget amounts in Section E. Funds may be requested as long as the item and amount are necessary to perform the proposed work and are not precluded by the cost principles or program funding restrictions. Additional guidance on how to complete the Form SF-424A can be found at: <a href="http://www.grants.gov/agencies/forms_instruction_information.jsp">http://www.grants.gov/agencies/forms_instruction_information.jsp</a></p><p><i>See Section IV. Restrictions on Use of Award Funds.</i></p></li><li><b>3. Certifications/Assurances</b><p>Applicants must submit:</p><ol style="list-style-type: none"><li><b>a. Form SF-424B – Assurances – Non-Construction Programs; and</b></li><li><b>b. Certification Regarding Lobbying.</b> If paragraph two of the certification applies, then</li></ol></li></ol>

complete and submit the SF-LLL Disclosure of Lobbying which is provided as an optional form in the application package.

By signing and submitting an application under this announcement, the applicant is providing: Certification Regarding Drug-Free Workplace Requirements (see Attachment B); Certification Regarding Debarment, Suspension, and Other Responsibility Matters – Primary Covered Transactions (see Attachment C); and Certification that the applicant is not delinquent on any federal debt.

**REQUIRED DOCUMENTS**

**4. Budget Table and Narrative**

*See also Section IV. Restrictions on Use of Award Funds.*

If a sub-awardee is proposed, applicants must provide a separate sub-awardee budget narrative and table following the same format and with the same level of detail as that of the applicant (i.e., by Object Class Category/Cost Classification). Each sub-awardee budget and supporting detail should be separate from the applicant’s budget narrative.

If any fees are proposed that will result in program income, please show in the budget how this income will be used.

**Budget Table**

Provide your budget request in a table format. This must be provided either in the same document as the budget narrative, or uploaded as a separate document under the “Other Attachments” form found under the “Optional Documents” section of the application package.” Include all budget categories, as listed in the budget narrative section. Under each category, list the line items requested. See a sample table below. Note: This sample table shows the Personnel category only. Applicants must provide information on all budget categories.

<b>Budget Table</b>									
Category and Item	Year 1			Year 2			TOTAL		
	In-Kind	DHS	Total	In-kind	DHS	Total	In-kind	DHS	Total
I. Personnel- 1 FTE	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X
TOTAL Personnel	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X	\$X

**Budget Narrative (Double-spaced, no page limit)**

Attach your budget narrative (including separate budget narratives for each proposed sub-awardee) to the form named “Budget Narrative Attachment” in the application package. If you need to add more documents than this form will allow (i.e., sub-awardee budgets or budget table), please use the “Other Attachments” form found under the “Optional Documents” section of the application package.

Include costs for the first and second performance years. Separate the first performance year costs from the second performance year costs. Show a total of all requested federal grant funds. This total should match the total listed on the project abstract. Budget categories below should add up to this total. This total should **not** include any in-kind

costs. The in-kind contribution (if applicable) total should be listed separately.

Provide budget information in the order listed below. Budget detail is required for:

- a. **In-Kind Costs**: The dollar value of non-cash donations to the project. These donations may be in the form of space, supplies, salaries, etc. The costs should be calculated at the verifiable fair-market value.
- b. **Personnel**: Costs of employee salaries and wages. For each staff person, provide the name (if known), title, time commitment to the project as a percentage of a full-time equivalent (FTE), annual salary, and grant funded salary. Do not include the costs of consultants. Consultants are to be included under "Contractual."
- c. **Fringe Benefits**: Costs of employee fringe benefits unless treated as part of an approved indirect cost rate. Provide the method used to calculate the proposed rate amount. If a fringe benefit has been negotiated with, or approved by, a cognizant federal agency, provide a copy of the agreement. If no rate agreement exists, provide a breakdown of the amounts and percentages that comprise fringe benefit costs such as health insurance, FICA, retirement insurance, taxes, etc. Identify the base for allocating these fringe benefit expenses.
- d. **Travel**: Costs of project-related travel by employees of the applicant organization (do not include costs of sub-contractor or consultant travel). For each proposed trip, provide the purpose, number of travelers, travel origin and destination, number of days, and a breakdown of costs for airfare, lodging, meals, car rental, and incidentals. The basis for the airfare, lodging, meals, car rental, and incidentals must be provided, such as past trips, current quotations, Federal Travel Regulations, etc. Foreign travel is not permitted.
- e. **Equipment**: Equipment costs are not anticipated under this FOA.
- f. **Supplies**: Costs of all tangible personal property. Specify general categories of supplies and their costs. Show computations and provide other information which supports the amount requested.
- g. **Contractual**: Costs of all contracts for services and goods except for those that belong under other categories such as equipment, supplies, construction, etc. Include third party evaluation contracts (if applicable) and contracts with secondary recipient organizations.

Demonstrate that all procurement transactions will be conducted in a manner to provide, to the maximum extent practical, open and free competition. Identify proposed sub-contractor work and the cost of each sub-contractor. Provide a detailed budget for each sub-contractor that is expected to perform work estimated to be \$25,000 or more, or 50% of the total work effort, whichever is less.

- Identify each planned subcontractor and its total proposed budget. Each subcontractor's budget and supporting detail should be included as part of the applicant's budget narrative.
- Provide the following information for each planned subcontract: a brief description of the work to be subcontracted; the number of quotes solicited and received, if applicable; the cost or price analysis performed by the applicant; names

and addresses of the subcontractors tentatively selected and the basis for their selection; e.g., unique capabilities (for sole source subcontracts), low bidder, delivery schedule, technical competence; type of contract and estimated cost and fee or profit; and, affiliation with the applicant, if any.

- Recipient may be required to make pre-award review and procurement documents available to DHS, including request for proposals or invitations for bids, independent cost estimates, etc. This may include procurements expected to exceed the simplified acquisition threshold fixed at 41 USC 403(11) (currently set at \$100,000) and expected to be awarded without competition or only one bid or offer is received in response to a solicitation.
- All required flow down provisions in the award must be included in any subcontract.

**h. Other Direct Costs:** Any other items proposed as direct costs. Provide an itemized list with costs, and state the basis for each proposed item.

**i. Indirect Costs:** Provide a copy of the latest rate agreement negotiated with a cognizant federal agency. If the applicant is in the process of initially developing or renegotiating a rate, upon notification that an award will be made, it should immediately develop a tentative indirect cost rate proposal based on its most recently completed fiscal year, in accordance with the cognizant agency's guidelines for establishing indirect cost rates, and submit it to the cognizant agency. Applicants awaiting approval of their indirect cost proposals may also request indirect costs. When an indirect cost rate is requested, those costs included in the indirect cost pool should not also be charged as direct costs to the award. If the applicant is requesting a rate which is less than what is allowed under the program, the authorized representative of the applicant organization must submit a signed acknowledgement that the applicant is accepting a lower rate than allowed.

**NOTE:** If no indirect cost rate agreement is included, no indirect costs should be listed in the proposed budget.

**5. Project Abstract (3 single-spaced page maximum)**

Provide the information below in a separate document, suitable for public dissemination. The project abstract must not include any proprietary/confidential information. Attach the Project Abstract to the "Project Abstract" form within the application package.

General Information	
1.	<b>Organization Legal Name</b>
2.	<b>Organization Legal Address</b> (Number and street, city, state, zip code)
3.	<b>Head of the Organization</b> (Name, title, address, phone number, email address)
4.	<b>Authorized Official</b> , the person at the organization authorized to sign to receive award (Name, title, address, phone number, email address)
5.	<b>Grant Project Manager</b> , the person who will manage the operations of the grant project and will serve as NCSA's primary point of contact (Name, title, address, phone number, email address)
6.	<b>Type of Organization</b> (e.g., community/faith-based organization, etc.)

7.	<b>Project Description</b> (200 words or less) Provide a one-paragraph summary of the following: <ul style="list-style-type: none"> <li>• The organization’s experience providing cybersecurity awareness services and number of years providing services;</li> <li>• A description of the constituency, that the organization will serve; and</li> <li>• Proposed grant project activities and outcomes.</li> </ul>
8.	<b>Total Federal Funding Requested</b> (Not to exceed \$1,500,000)
9.	<b>Total Federal Funding Allocated for Cyber Awareness Materials</b>
10.	<b>Total Federal Funding Allocated for Cyber Awareness Month</b>
11.	<b>Applicant’s Total In-Kind Contributions</b> (if applicable)
12.	<b>Geographic Area/Community</b> where services will be provided
13.	<b>Congressional District</b> (based on the legal address of the applicant organization)
14.	<b>Targeted Communities</b> (if applicable)
15.	<b>Number of Full-Time Equivalents (FTEs)</b> Indicate the number of intended grant-funded FTEs. Include part-time work as percentages of FTEs. Include any grant-funded sub-awardee FTEs.
16.	<b>Proposed Sub-Awardee Organization</b> (if applicable) (Organization name, point of contact name and title, address, phone number, email address)
17.	<b>Services Proposed by Sub-Awardee Organization</b>
18.	<b>Are all program sites in compliance with the American Disabilities Act</b>
19.	<b>Has your organization previously received NCSA grant?</b> If so, provide year(s)
<b>Program Outcomes</b> (for grant-funded services over the two-year period)	
20.	Increased cybersecurity awareness across stakeholder groups.
21.	Enhanced and newly developed materials for cybersecurity awareness.
22.	Successful events that promote cybersecurity across all media platforms.

**6. Project Narrative (15 double-spaced page maximum)**

Use this section to provide a comprehensive description of the proposed program, addressing all required elements in response to the evaluation criteria. Items 6.a. – 6.c. below are the **mandatory elements** that must be included in the Project Narrative. **You must follow the order specified below, using the title headings provided below to identify each element.**

**Required Headings:**

- a. Stakeholder Groups’ Need for Cyber Awareness
- b. Program Design and Rationale
- c. Organizational Qualifications and Experience

**An application that does not include each required element listed in the order provided in this section and/or is in excess of 15 double-spaced pages will be deemed non-responsive and will not be considered.**

### **Format Requirements**

- Include the title “Project Narrative” at the top of the first page.
- Ensure that the application can be printed on 8 ½” x 11” single-sided paper.
- Use double-spacing.
- Do not include any marks from the “Track Changes” tool in your word processing program.
- Font size must be at least 12 point, preferably Times New Roman font.
- Margins must be at least one (1) inch at the top, bottom, left and right of the paper.
- Project narrative pages must be numbered “1” of “XX.”
- Pages should be numbered consecutively and are limited to a total of 15 pages.
- Attach the completed Project Narrative to the “Project Narrative Attachment” form.

### **Required Project Narrative Sections**

#### **a. Stakeholder Groups’ Need for Cyber Awareness**

Use this section to demonstrate the need for cyber security awareness for home users; small/medium businesses; the academic community, including K-12 and higher education educators, administrators, and students; and other key stakeholders. Provide sound data to support your claims.

#### **b. Program Design and Rationale**

Provide a brief overview of your cyber security awareness program design that covers the following: 1) a description of the current state of cyber security awareness among key stakeholder groups; 2) how the proposed grant-funded program will expand or improve upon cyber security awareness efforts; 3) how the program design will meet the stakeholders’ issues; and 4) the anticipated outcomes of the program.

Provide a list of key personnel, at a minimum a project manager. For each provide a brief position description, the individual’s qualifications and relevant training. Attach resumes for all key personnel. *Note: Resumes and job descriptions do not count towards the project narrative page limit.*

#### **c. Organizational Qualifications and Experience**

Use this section to demonstrate the organization’s qualifications and experience to successfully manage and implement all aspects of the grant-funded project. Describe:

- The organization’s and, if applicable, sub-awardee’s recent experience providing cyber security awareness programs. Indicate dates and total years of experience. Describe program achievements.
- The organization’s recent experience measuring, tracking, evaluating, and reporting outcomes related to cyber security outreach and awareness.
- The organization’s management structure.
- The organization’s recent experience managing grant-funded programs and its fiscal management ability.
- The applicant’s relationship with any proposed sub-awardee organization and how the applicant will manage the sub-awardee. The applicant must include a Memorandum of Understanding (MOU) between the organizations as a required attachment to the grant application.

## 7. **Project Plan**

Provide a project plan that outlines the applicant's planned activities and anticipated outcomes by quarter. Use a spreadsheet or a table format that has rows and columns. The project plan should be attached to the "Other Attachments" form found under the "Optional Documents" section of the application package. Note: Applications that do not contain a project plan will be considered non-responsive and will not be scored.

Information should be provided for both years of the performance period. For each quarter, provide the following information:

1. Planned Activities, including staff hiring and training, outreach, data collection, etc. For each planned activity, provide the month(s) when the activity will take place and the staff responsible for each activity.
2. Anticipated Outcomes.

## 8. **Documentation of Non-profit Status**

The applicant must provide documentation of non-profit status. Any of the following constitutes acceptable proof of non-profit status:

- A reference to the applicant organization's listing in the Internal Revenue Service's (IRS) most recent list of tax-exempt organizations described in section 501(c)(3) of the IRS Code.
- A copy of a currently valid IRS tax exemption certificate.
- A statement of a State taxing body, State attorney general, or other appropriate State official certifying that the applicant organization has a non-profit status and that none of the net earnings accrue to any private shareholders or individuals.
- A certified copy of the organization's certificate of incorporation or similar document that clearly establishes non-profit status.
- Any of the items in the subparagraphs immediately above for a State or national parent organization and a statement signed by the parent organization that the applicant organization is a local non-profit affiliate.
- A signed statement on official letterhead by an official authorized to apply for grant funds on behalf of the public entity shall suffice.

The documentation of non-profit status should be attached to the "Attachments" form found under the "Mandatory Documents" section of the application package.

## 9. **Other Attachments**

Attach the following items using the "Other Attachments" form found under the "Optional Documents" section of the application package.

- a. **Résumés** of key personnel (one page each) or job descriptions for key positions if vacant.
- b. If proposing a sub-awardee who will provide additional or complementary grant-funded services, a **Memorandum of Understanding (MOU)** signed by both parties. The MOU should clearly describe the scope of work to be performed, roles, responsibilities, and

agreed upon activities, including remuneration, and other terms and conditions that structure or define the relationship (e.g., in-kind services, dollars, staff, space, equipment, etc.). DHS reserves the right to contact all organizations listed in the application prior to making an award.

- c. **Current organizational chart** that shows the leadership and staff structure.
- d. **Negotiated Fringe Benefit Agreements** or, if no agreements exist, the amounts and percentages of all items that comprise the fringe rate, and the basis for allocation, if separate from the Indirect Cost Rate Agreement.
- e. **Indirect Cost Rate Agreements.**
- f. **A list of other federal grant programs** from which your organization currently receives funding or for which it has applied in federal Fiscal Year 2012.

## X. Application and Submission Information

### Application and Submission Information

Applicants will obtain FOA Overviews and Full Announcement information from the Grants.gov website where the full FOA is posted.

The following Telephone Device for the Deaf (TDD) and/or Federal Information Relay Service (FIRS) number available for this Announcement is: 1-800-518-4726 (Grants.gov HelpDesk). Applications will be processed through the Grants.gov portal.