



Request for Proposals

Preventing Mpox Resurgence by Increasing Vaccine Confidence & Community Immunity Through CBO Partnerships

Date Issued: June 12, 2023

Submission Due Date: July 14, 2023, at 5:00 ET

CDC FOUNDATION CONTACT

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CDC FOUNDATION OVERVIEW

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations, and individuals to protect the health, safety, and security of America and the world. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. Since 1995, the CDC Foundation has raised over \$1.2 billion and launched more than 1,200 programs impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. The CDC Foundation managed hundreds of programs in the United States and in more than 140 countries last year.

1. SUMMARY OF FUNDING OPPORTUNITY

The CDC Foundation believes that community-based organizations (CBOs) are essential partners in the public health system and integral to ensuring meaningful impact on health outcomes. CBOs are a trusted resource within communities to improve economic, social, physical, and emotional wellbeing. CBOs, especially those led by people from racial and ethnicity minority groups with lived experience and an understanding of the communities in which they work, are vital to building local capacity, fostering collaboration, and creating feelings of ownership. Supporting these organizations also contributes to the development of local leaders and leaders of racial and ethnic minority groups who are better positioned to navigate through complex decision-making affecting their communities.

The CDC Foundation seeks to support CBO efforts to increase monkeypox virus (mpox) vaccine coverage and subsequent community immunity by providing these organizations funding as subrecipients. This funding will support efforts to implement a wide range of innovative, culturally appropriate, and situationally sensitive mpox vaccination confidence and prevention education strategies to prevent a resurgence.

Subrecipients of this funding opportunity will have access to group learning opportunities, peer sharing sessions, materials, and relationship building. Some examples of potential CBO activities include involving community health workers and teams with experience working with the priority populations to build individual and community capacity by increasing health knowledge and self-sufficiency through outreach, community education, informal counseling, social support, and advocacy.

2. BACKGROUND AND NEED

In 2022, there was an outbreak in the United States of a rare disease caused by the mpox virus. This virus is in the same family as smallpox.¹ While the outbreak has since slowed, there is a risk of resurgence, especially without a focus on vaccinating those at risk with the JYNNEOS vaccine, which is the only vaccine approved by the Food and Drug Administration (FDA) for

¹ <https://www.cdc.gov/poxvirus/mpox/vaccines/index.html>

mpox. JYNNEOS is a 2-dose vaccine that is developed to protect against mpox and smallpox infections that provides the best protection against mpox with both doses.^{1,2} Although approximately 1.2 million vaccine doses have been administered, only 23% of the population at risk has been fully vaccinated nationally.³ Vaccine coverage varies widely due to lower vaccine accessibility and awareness, fewer vaccine providers, lower vaccine confidence and demand, and concern about stigma. Prior to the 2022 outbreak, mpox was spread mostly through contact with certain animals. However, it is now known that mpox does spread through close, physical contact between people. Anyone can contract mpox.³ However, based on the 2022 outbreak, certain populations are affected by mpox more than others, including men who have sex with men (MSM) and LGBTQ+ (lesbian, gay, bisexual, transgender, queer and more) individuals.³

Recent CDC modeling analyses show a potential for a resurgence in most jurisdictions in the United States that could be as large or larger than the 2022 outbreak.¹⁴ During the 2022 mpox outbreak in the United States, persons from racial and ethnic minority groups accounted for nearly two thirds of cases, but only a low proportion of persons receiving vaccines. Black and Hispanic persons accounted for 33% and 31% of mpox cases respectively.³ Concerted efforts to reach affected communities with vaccination events mitigated but did not overcome these disparities. Eighty-seven percent of 42 fatal cases occurred in Black persons. There remains a need to improve access to the mpox vaccine for persons at increased risk, including increasing second-dose coverage.³ In May 2023, a cluster of mpox cases was reported in the Chicago, Illinois area which reinforced the need for a focused effort on preventing resurgence.⁴ The first dose provides some protection against mpox, but two doses are recommended by the FDA to provide stronger protection, whether received subcutaneously or intradermally.^{1,2}

The JYNNEOS vaccination remains a powerful tool to protect personal and public health. CBOs who are engaged with the most at-risk communities will be able to deliver mpox education and increase vaccine confidence through a variety of innovative and culturally relevant approaches. By partnering with CBOs across the country, CDC Foundation seeks to assist in increasing second-dose coverage and closing equity gaps to reduce the risk for mpox resurgence in the United States.

3. OUTCOMES, ACTIVITIES, DELIVERABLES AND INDICATORS

3.1 Outcomes

Subrecipients will be working towards the following overall project goals:

- Increased availability of accurate information about the safety and effectiveness of the mpox vaccine delivered in innovative and culturally appropriate ways.
- Increased mpox vaccine confidence, access, and uptake in at-risk communities including MSM, trans, HIV+, and LGBTQIA+ individuals/communities as well as in Black and Hispanic communities.

² <https://www.fda.gov/vaccines-blood-biologics/jynneos>

³ <https://www.cdc.gov/mmwr/volumes/72/wr/mm7220a2.htm>

⁴ <https://howardbrown.org/press/howard-brown-health-identifies-monkeypox-mpox-resurgence/>

3.2 Activities, Deliverables and Indicators

Activities

Activities should be community-based, but could have reach across multiple cities, counties, and states. Proposals can have a multi-community, regional or national reach, but it is not a requirement. Applicants may propose subcontracting to private, public, or for-profit organizations to execute activities. Examples of potential activities include, but are not limited to:

- Partnering with organizers of large gatherings and social events and other business and community settings to deliver and amplify public health messages to promote mpox awareness, education, and vaccination efforts.
- Training community messengers to serve as a trusted bridge between communities, health care systems, and state, local, and territorial health departments.
- Developing culturally responsive outreach efforts.
- Developing education guidelines in various languages that support greater health literacy, awareness of testing and vaccination process to priority populations and communities.

Below is a list of identified strategies that can strengthen programs that aim to increase vaccine confidence:

- **Partnering with trusted messengers** - Working with faith leaders, healthcare professionals, teachers, community and government leaders
- **Building trust in healthcare and health systems** - Linkages to nurses, doctors, pharmacists, and other community health providers
- **Ensuring equity and fairness** - Perception of equity, fairness, and transparency in vaccine distribution and access
- **Normalizing vaccination with families, friends, and work** - Increase and normalize family and peer trust in vaccines and the vaccine development process
- **Empowering vaccine recipients** to share their personal stories and reasons for vaccination within their circles of influence.
- **Building trust in vaccination spaces and providers** - Ability to vaccinate in trusted, safe, known spaces with trusted healthcare providers
- **Erasing structural and practical barriers** - Creating technology access, transportation and mobility access, and childcare supports
- **Confronting mis/disinformation, rumors, info gaps** - Present and promote clear and transparent science, ongoing dialogue, and community feedback

Deliverables

All awardees will be expected to complete the deliverables outlined below. Please include these deliverables, as well as additional deliverables you identify in your proposal:

- Provide regular progress reports on basic activity metrics (see below for a list of potential indicators)

- Participate in regularly scheduled conferences calls with other awardees and subject matter experts to share progress on activities and discuss lessons learned
- Submit mid-project narrative report to describe: project progress, event and activity metrics, lessons learned, successes, challenges, and partnerships built
- Submit final narrative report to describe: Stakeholder collaboration, successes, challenges, lessons learned, event and activity metrics (i.e., number of event participants, number of partner meetings held, etc.)

Potential Indicators:

- Number of communication products developed
- Number of campaigns developed
- Number/types of events held to raise awareness of mpox vaccines
- Number and types of local leaders and community members trained
- Number and types of local leaders and community members reached
- Change in mpox vaccine knowledge by priority audience
- Number of people receiving mpox vaccinations (first and second dose(s))
- Number of mpox vaccination referrals provided
- Demographic information of individuals receiving mpox vaccinations

4. FUNDING INFORMATION

The CDC Foundation intends to award **up to 50** community-based organizations ranging from **\$25,000-\$100,000 per funded project**. The final award amounts will be contingent on the submission of a detailed and reasonable budget proposal to be approved by the CDC Foundation.

The resulting awards will be supported, entirely or in part, by federal funding through a Cooperative Agreement between the CDC Foundation and the CDC. We anticipate that awards resulting from this solicitation will meet the criteria of "subrecipient" as defined by 2 CFR 200.331; a final determination will be made at the time of award. If so, the funding would be provided through a cost reimbursable subaward agreement. Subrecipient must comply with the following federal regulatory requirements:

- Uniform Administrative Requirements, Cost Principles, and Audit Requirement for HHS Awards (45 CFR Part 75)
- Uniform Administrative Requirements, Cost Principles, and Audit Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR Part 200)

Additional subaward requirements will be communicated to successful applicants. Unsuccessful applicants will be notified and request for technical review feedback must be made within 30 days of the notification.

WHAT WE WILL FUND

The CDC Foundation will fund a wide range of strategies and activities to address the need described in section 2 (**BACKGROUND AND NEED**) of this RFP. CDC Foundation encourages CBOs that apply to demonstrate how they will stress vaccine equity with populations who are at high risk for mpox but have lower rates of vaccination.

Funded services may include:

- Social media campaigns
- Radio broadcasts
- Television spots
- Dating app campaigns
- Billboards

Should work with priority populations indicated to be at high risk as by current data including:

- Sexually active people who are high risk for new mpox infections
- MSM, trans, HIV+, and LGBTQIA+ individuals/communities
- Black and Hispanic communities
- People experiencing homelessness

Allowable costs may include:

- Gift card incentives (\$25 or less incentive threshold)
- Transportation assistance (Uber, Lyft, public transit vouchers)
- Personal protective equipment (masks, gloves, wipes, and gowns).

WHAT WE WILL NOT FUND

- Payments to clinicians for patient care
- Vaccine procurement
- Vaccine administration costs
- Medical Tools/Equipment
- General, ongoing operating costs, unrelated to funding opportunity objectives
- Capital improvements, unrelated to funding opportunity objectives
- Political/lobbying activities

FUNDING SPECIFICS

- Funds must be used for the purposes described in the organization's application and approved budget and must be expended or committed by the end of the project implementation period (est. April 29, 2024).

5. ELIGIBILITY INFORMATION

To apply, an organization must:

- Be headquartered in the United States
- Be a nonprofit tax-exempt under section 501(c)(3) or qualify for exemption under an IRS code other than 501(c)(3),
- Have a Unique Entity ID (UEI) issued by SAM.gov (see [Get Started with Registration and the Unique Entity ID](#) for additional information on obtaining a UEI)
- Be in good financial standing and have sustainable operations,
- Be in existence for a minimum of 3 years

- Be an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations

Examples of potential awardees include associations, faith-based groups, advocacy, LGBTQ+ serving organizations, sexual health clinics, universities, Syringe Service Programs (SSPs), AIDS Service Organizations (ASOs), and social organizations that have the capacity to educate and engage communities. Hospitals, state and local health departments, school districts or their fiscal agents are **not** eligible to apply.

The CDC Foundation reserves the right to conduct a pre-award risk assessment to assure applicants meet the eligibility criteria. Data available through third party sources such as Dun & Bradstreet may be consulted, along with information publicly available via Federal and State award, debarment, exclusion and sanction databases.

Additional Bonus Points:

Applicants who are from a minority-led organization will be awarded additional bonus points by the CDC Foundation review panel. Minority-led is defined as an organization where 51% or more of overall staff, board members and volunteers in all levels of the organization are people who identify as racial/ethnic minorities. Additional points will also be awarded to organizations in jurisdictions where the percentage of population eligible to be vaccinated is below the threshold of 30%. See here for more information on which jurisdictions have below a 30% vaccination coverage: <https://www.cdc.gov/poxvirus/mpox/cases-data/mpx-jynneos-vaccine-coverage.html>

6. APPLICATION INFORMATION AND TIMELINE

Applicants should follow the instructions set forth below in the preparation and submission of their proposal to the CDC Foundation. The CDC Foundation will not be responsible for any proposal that does not follow the instructions in this RFP, and may, at its discretion, reject any such non-compliant or incomplete proposal.

6.1 Submission of Proposals

Proposals should be submitted by **5:00PM ET on July 14, 2023**, using the online proposal submission form linked below. The online proposal submission form will not be accessible after the proposal submission deadline. A system-generated notification of receipt of the application will be generated upon submission. Google Chrome and Firefox are recommended internet browsers for submitting this application. **Please note that there is no option to save your work on the online form.**

Applicants are encouraged to submit their proposal via the online proposal submission form well in advance of the submission deadline. An applicant's initial submission is considered final and any subsequent, revised application submissions will not be reviewed.

Submitting Your Proposal

Application materials must be submitted by **5:00PM ET on July 14, 2023**.
Proposals will not be accepted after this date and time.

Proposals must be submitted electronically. [CLICK HERE TO SUBMIT A PROPOSAL](#)

6.2 Contents of Proposal - Organization Information

The following information should be inputted directly into fields on the online proposal submission form:

<ul style="list-style-type: none">• Legal Organization Name• Abbreviated Name• Street Address• City, State, Zip Code+4 (XXXXX-XXXX)• Website• Mission• Year Established• Federal Tax Identification (ID) Number/Employer Identification Number (EIN)• Data Universal Number System (DUNS) number• SAM Unique Entity ID (UEI)• Business Classifications• Organization attestation of minority-led distinction	<ul style="list-style-type: none">• Eligibility Criteria:<ul style="list-style-type: none">○ Confirmation of federal tax-exempt status [tax-exempt under IRS code 501(c)(3) or under an IRS code other than 501(c)(3)]○ Confirmation of being headquartered in US○ Confirmation of being in good financial standing/having sustainable operations○ Confirmation of being in existence for at least 3 years○ Confirmation of being an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations.
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6.3 Contents of Proposal - Required Attachments

Applicants should upload the following required attachments to the online proposal form:

- A. Project Plan
- B. Budget Narrative
- C. Financial Documentation

These items, further described in the sections below, must be provided using the templates attached to this RFP (see RFP Attachments A and B).

Project Plan

Each applicant's Project Plan should address the below points and use the following template:
[Attachment A: Project Plan Template \(Word Document\)](#)

Project Description
<ul style="list-style-type: none">• Provide project title and problem statement

<ul style="list-style-type: none"> • Identify project objectives • Describe the following: <ul style="list-style-type: none"> ○ Priority community and why it was selected (e.g., MSM, LGBTQIA+, Rural vs Urban, Race/Ethnicity, Age Group(s)) ○ Geographical focus—City and State ○ Strategies for reaching the priority population(s) ○ Activities to fulfill project strategies ○ Timeline to complete project activities ○ Partnerships and engagement of community members
<p>Deliverables</p>
<ul style="list-style-type: none"> • Identify expected deliverables, outputs, outcomes and impact of the project • Estimate number of individuals who will be reached by the proposed activities • Describe changes anticipated to occur in people or conditions because of the implemented activities and outputs by the end of the grant term
<p>Past Performance, Experience and Capabilities</p>
<ul style="list-style-type: none"> • Enter description of present and on-going activities that demonstrate organizational capacity to implement proposed project plan and existing connections to underserved communities by describing the following: <ul style="list-style-type: none"> ○ Experience engaging community members in the development of community driven, culturally appropriate initiatives ○ Experience providing science-based information to communities ○ Experience working with priority populations such as MSM, trans, HIV+, and LGBTQIA+ individuals/communities as well as in Black and Hispanic communities, including staff experience (lived and/or other) ○ Experience with relevant past project, partnerships, certifications, or specialized skills.
<p>Administrative Capacity</p>
<ul style="list-style-type: none"> • Enter description of capacity to manage funding as federal subrecipient in compliance with regulatory requirements listed in Section 4 of this RFP, including any experience with similar subawards or Federal awards directly from a Federal awarding agency if applicable. • Specifically, please describe the following: <ul style="list-style-type: none"> ○ Plan to ensure that subaward performance goals are achieved and that reporting requirements are fulfilled ○ Plan to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward ○ Plan to manage cost-reimbursable payment including <ul style="list-style-type: none"> ▪ Ensuring expenditures are (a) within the scope of the approved project, (b) consistent with the approved budget, (c) consistent with the federal cost principals, (d) consistent with any limitations applicable to the prime award, and (e) certified by the Subrecipient’s Authorized Official and Financial Contact ▪ Maintaining financial tracking system, receipts, and support documentation for all purchases and expenditures incurred under this award

Budget and Budget Narrative

Applicants must provide a detailed budget and budget narrative for all anticipated project costs using the following templates: [Attachment B: Budget Narrative Template \(Word Document\)](#)

Budgets should clearly demonstrate how funding will be used to implement proposed project activities and achieve the desired impact. Please develop your budget to accurately reflect activities based on your proposed start and end dates. Applicants may include a 10% de

minimis indirect rate in the budget or use their Negotiated Indirect Cost Rate Agreement (NICRA), if applicable. The budget narrative should conform with the CDC Budget Preparation Guidelines in Attachment C. If including incentives in the project budget, an incentive form must be completed and uploaded with the application (Attachment D).

Financial Documentation

Additional financial documentation required includes:

- Audited Balance Sheet and Income Statement (preferably most current year, 2022, or no older year than 2021)

AND/OR

- IRS 990 Tax Form (preferably most current year, 2022, or no older than year 2021)
An IRS 990-N is not sufficient

Budgets must **not exceed \$100,000.00** and should reflect an **implementation period of up to 8 months** (est. September 1, 2023 – April 29, 2024).

6.4 Anticipated Timeline

The timeline below is subject to change at the sole discretion of the CDC Foundation:

June 12, 2023	RFP released
June 23, 2023	Prospective applicant webinar
July 14, 2023, 5:00 ET	Proposal submission deadline
July 28, 2023	Funding notifications sent out
July 31, 2023 – August 18, 2023	Project plan/budget refinement and finalization of agreements
August 18, 2023 – August 31, 2023	Internal review and execution of agreements
September 1, 2023 - April 29, 2024	Project implementation period

7. SELECTION PROCESS AND REVIEW CRITERIA

Completed applications submitted **by the 5:00 PM ET deadline on July 14, 2023**, will be evaluated in accordance with the review criteria stated below.

Additional points will be awarded for minority-led organizations and organizations in jurisdictions where the percentage of population eligible to be vaccinated is [below the threshold of 30%](#). Minority-led is defined as an organization where 51% or more of overall staff, board members and volunteers in all levels of the organization are people who identify as racial/ethnic minorities.

The CDC Foundation will conduct a pre-award risk assessment and may request additional financial and/or organizational information from applicants for the purpose of conducting the assessment. Pre-award risk assessment findings may impact eligibility and/or award structure and payment schedule.

7.1 Evaluation of Project Plan

The following table provides an outline of the selection criteria and scoring details for how proposals will be evaluated:

Project Description	45%
<p>Proposed project aligns with goals of funding opportunity.</p> <p>Selection of priority audience(s) is supported by local data and references.</p> <p>Solutions described are actionable and scalable. Proposed project activities are anticipated to produce direct, tangible results. Community engagement approach is well-defined, demonstrates deep existing connections and is anticipated to facilitate achievement of project objectives. Proposed methods are feasible, sound and anticipated to effectively engage with the target audience, reach underserved communities and accelerate the capacity, preparedness and resiliency of these underserved communities.</p> <p>Timeline for project implementation is appropriate and feasible. High likelihood of success anticipated in completing proposed activities/outputs and demonstrating progress towards intended project outcomes within proposed project term (up to 8 months).</p>	
Deliverables	20%
<p>Applicant provides clear outputs, outcomes and impact. Deliverables are specific to the proposed project. Anticipated results of proposed activities are direct, tangible and realistic.</p>	
Past Performance, Experience and Capabilities	30%
<p>Applicant describes experience in key areas including:</p> <ul style="list-style-type: none"> • Providing science-based information to related communities • Engaging community members in the development of community driven, culturally appropriate initiatives • Experience working with priority populations such as MSM, trans, HIV+, and LGBTQIA+ individuals/communities as well as in Black and Hispanic communities • Experience with relevant past project, partnerships, certifications, or specialized skills. <p>Experience demonstrates existing connections or partnerships to communities that are most vulnerable to mpox and suggests organizational capacity to implement proposed project plan.</p>	
Administrative Capacity	5%
<ul style="list-style-type: none"> • Applicant provides a description of capacity to manage funding as federal subrecipient in compliance with regulatory requirements listed in Section 4 of this RFP, including any experience with similar subawards or Federal awards directly from a Federal awarding agency if applicable including the following: <ul style="list-style-type: none"> ○ Plan to ensure that subaward performance goals are achieved and that reporting requirements are fulfilled ○ Plan to ensure that the subaward is used for authorized purposes, in compliance with Federal statutes, regulations, and the terms and conditions of the subaward ○ Plan to manage cost-reimbursable payment including <ul style="list-style-type: none"> ▪ Ensuring expenditures are (a) within the scope of the approved project, (b) consistent with the approved budget, (c) consistent with the federal cost principals, (d) consistent with any limitations applicable to the prime award, and (e) certified by the Subrecipient’s Authorized Official and Financial Contact 	

<ul style="list-style-type: none"> Maintaining financial tracking system, receipts, and support documentation for all purchases and expenditures incurred under this award 	
Preferred Organizational Criteria	Up to an additional 5%
Applicant is a minority-led organization – 2.5% Applicant serves a jurisdiction where the eligible population vaccinated is below 30% - 2.5%	

7.2 Evaluation of Budget/Budget Narrative

Budget information will be reviewed to ensure requisite details are provided and to confirm the budget conforms with time (up to 8 months) and cost (up to \$100,000.00) specifications stated in the RFP. Budget information will also be evaluated for realism, appropriateness, cost-effectiveness and overall alignment with the applicant’s Project Plan.

8. COMMUNICATION DURING RFP PERIOD

The CDC Foundation will host a prospective applicant webinar to answer questions related to this RFP on **Friday, June 23, 2023 at 2pm ET**. A recording of the webinar will not be available, but the slide deck and Q&A document will be posted to the CDC Foundation website. The Q&A document will be updated weekly to respond to any additional questions received. Applicants can submit questions via email about this RFP until **Friday, June 23, 2023**. All questions should be emailed to mvoxvaccine@cdcfoundation.org. An RFP Supplement containing the final updated Q&A document will be posted to the CDC Foundation’s website on Friday, July 7, 2023.

Registration in advance is required for this applicant webinar:

<https://cdcfoundation.zoom.us/meeting/register/tJIIce6urzouHtxv2nZYiXtp0B38VnuC26zs>

After registering, you will receive a confirmation email containing information for joining the webinar.

RFP ATTACHMENTS

The below application templates can be found on the Request for Proposals page of the CDC Foundation website.

Attachment A: Project Plan Template (Word Document)

Attachment B: Budget Narrative Template (Word Document)

Attachment C: CDC Budget Preparation Guidelines

Attachment D: Incentive Certification Form (Word Document)