



FY 2024 Maternal, Infant, and Early Childhood Home Visiting Program Funding Awards

Notice of Funding Opportunity (NOFO)
Activity Code: X10

March 19, 2024

Division of Home Visiting and Early Childhood Systems
Maternal and Child Health Bureau

Vision: Healthy Communities, Healthy People



Introductions

Division of Home Visiting and Early Childhood Systems

- Cindy Phillips, Division Director
- Alicia Heim, Public Health Analyst
- Katherine Bark, Public Health Analyst
- Nancy Wang, Policy Analyst
- LaToya Ferguson, Grants Management Specialist
- Tynise Kee, Grants Management Specialist
- Amy Glasser, Grants Management Specialist



Agenda

- Opening Remarks
- Notable Changes in the FY 2024 NOFO
- FY 2024 Base Funds – Overview and Updates from FY 2023
- FY 2024 Matching Funds – Overview
- Submission Requirements
- Program Expectations and Funding Restrictions – Highlights
- Technical Assistance and Agency Contact Information



Opening Remarks

A Message from Leadership



FY 2024 NOFO: Notable Changes

- NOFO Format
- FY 2024 Base Funds
- FY 2024 Matching Funds
- Non-Federal Funds for Matching
- Service Delivery Expenditures
- Virtual Home Visiting
- Coordinated State Evaluation
- Attachments



NOFO Format Changes

- Program Requirements and Expectations (Appendix A)
- Glossary (Appendix B)
- Pay for Outcomes
 - Supplemental Information Request (SIR)



FY 2024 Base & Matching Funds: Overview

- **Purpose:** Continue and expand delivery of coordinated, comprehensive, and high-quality early childhood home visiting services
- **Funding:** Approximately \$447 million
- **Eligible applicants:** All 50 states and 6 jurisdictions*
- **Anticipated #:** 56 awards
- **Project period:** September 30, 2024 – September 29, 2026 (2 years)
- **Due date:** May 29, 2024, at 11:59 p.m. ET in HRSA EHBs

*Jurisdictions include the District of Columbia, American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the U.S. Virgin Islands.



FY 2024 Base Funds: Funding Formula

Formula

- **Base Funds:** Determined by each state or territory's total share of U.S. children under the age of 5, using the most recent U.S. Census data available before FY 2023 for each entity
- **Sequestration:** 5.7% applied
- **Guardrails:** 10% guardrails included
- **Minimum Base Funds:** \$1.0 million minimum base funding award



FY 2024 Matching Funds

- **25% non-federal contribution; 75 % federal contribution up to the ceiling amount**
 - Recipients contribute \$1 in non-federal funds to receive \$3 in federal contribution
- **Maximum Match Funds:** \$241,964 investment of non-federal funds to receive \$725,893 in federal contribution
- Optional, but not required for eligible applicants to apply for federal matching funds



Additional Matching Funds

- Statement of Interest for Additional Matching Funds in FY26
- Awardees already indicated interest in FY25 additional matching funds via RFI in summer 2023
- For more information, please refer to the August 2023 webinar on [Additional Matching Funds](#)



Non-Federal Funds Definition – Matching Funds

Matching Funds

- May consist of funds such as:
 - ✓ State appropriations or other state funding sources
 - ✓ Local governments
 - ✓ Private entity obligations in coordination with the awardee
- Must not be counted towards the awardee's MOE
- Obligated by the eligible entity
- Support home visiting services in compliance with certain statutory requirements
 - ✓ Meeting HHS criteria for evidence of effectiveness (or up to 25% used for promising approaches)
 - ✓ Providing or supporting targeted, intensive home visiting services
 - ✓ Prioritizing services to high-risk populations across your state or jurisdiction
 - Non-federal funds for matching do not have to be obligated within communities identified in your statewide needs assessment

NOTE: Oversight of all funds must comply with 45 CFR Part 75 – Uniform Administrative Requirements, Cost Principles and Audit Requirements for HHS Awards



Non-Federal Funds Definition – MOE

Maintenance of Effort

- State General Funds, including in-kind, as determined by the state
- Must meet MOE requirement to qualify for a MIECHV grant
 - ✓ Maintain funding at awardee's level of effort amount from FY 2019 or FY 2021 whichever is lesser (as published in the Federal Register)
- Obligated by the recipient entity administering the MIECHV award
- Voluntary, evidence-based home visiting initiatives implemented in response to findings from the statewide needs assessment
- MOE funds cannot be used for non-federal match



NOTE: Oversight of all funds must comply with 45 CFR Part 75 – Uniform Administrative Requirements, Cost Principles and Audit Requirements for HHS Awards



Identifying Non-Federal Funds: State Funds

- MIECHV Recipient – Department of Public Health
 - State funds \$300,000 to support Healthy Families America
 - MOE for the state is \$200,000
- Department of Education
 - State funds of \$200,000 to support Parents as Teachers

State can identify \$100,000 from Department of Public Health and \$200,000 from the Department of Education as non-federal funds to apply for matching funds.



Identifying Non-Federal Funds: Non-Profit Funds

- MIECHV Recipient – Department of Health and Human Services
 - No state investment in evidence-based home visiting
 - State has \$0 MOE
- Philanthropic Partner
 - Invests \$300,000 to implement Nurse-Family Partnership in the state

The state can identify the \$300,000 from the philanthropic partner as non-federal funds to apply for matching funds

*To cite these funds in their MIECHV award application, the obligation of the philanthropic funds may be demonstrated by an agreement between the state agency and the funder for this purpose. Funds must be coordinated with the MIECHV recipient entity.



Service Delivery Expenditures

- At least 75% of your federal award
- Excludes recipient-level infrastructure and administrative costs
- Examples of service delivery expenditures may include personnel, contracts, supplies, travel, equipment, rental, printing, and other costs to support:
 - Contract costs to LIAs for MIECHV service delivery
 - Professional development and training for LIA and other contractual staff
 - Assessment instruments/licenses
 - Participant educational supplies
 - Participant recruitment



Virtual Home Visiting

Definition

- A home visit conducted solely by the use of electronic information and telecommunications technologies

Assurances

- At least one in-person home visit will be conducted per family during each 12-month period of enrollment
- Home visitor training standard equivalency between virtual and in-home service delivery

60% In-person Home Visit Threshold as demonstrated by FY 2025 performance data

Report number of virtual visits annually, disaggregated by model



Coordinated State Evaluation

Peer Networks develop evaluations that:

- Reflect a common agenda with shared evaluation questions.
- Share data collection and measurement strategies.
- Build generalizable and actionable findings.
- Are interpretable together despite differences in context and settings.

Priority Topic Areas



- Family Engagement in Home Visiting Services
- Maternal Health
- Workforce Development

Box 1. CSE project overview

9/30/2024 CSE Project period begins

CSE Project period ends 9/29/2028

FY24 Grant

FY26 Grant

FY25 Grant

Attachments

- No longer required:
 - Period of Availability (Formerly Attachment 3)
 - Copies of MOUs/MOAs
- New optional TA templates available:
 - Staffing Plan (Attachment 3)
 - Administrative Cost Detail (Attachment 5)
 - Written Agreements (Attachment 6)
 - Budget Narrative



NOFO: Required Sections Overview

Project Abstract

Project Narrative

- Organizational Information
- Need
- Approach

Budget

Budget Narrative

Attachments

- #1 - 6 are required for all awardees
- #7 - 11, as applicable
- #12 - 15, other relevant documents



- Standard OMB-approved Project Abstract Summary Form
 - ✓ Annotation
 - ✓ Problem
 - ✓ Purpose
 - ✓ Goals and Objectives
 - ✓ Approach
- Congressional Districts
- Project/Performance Site Primary Location

- Organizational Information
 - Recipient-level
- Need
 - Current, discontinued, & new communities
 - Subpopulations
- Approach

Approach

1. Priority Population Recruitment & Enrollment
2. Implementing Evidence-Based Home Visiting Models *
 - New Model: Preparing for Life – Home Visiting
3. Systems Coordination
4. Addressing Health Disparities and Social Determinants of Health*
5. Implementation Oversight
6. Data and Evaluation
7. Fiscal Considerations
8. Maintenance of Effort
9. Additional Matching Funds from FY2025*
10. Pay for Outcomes
11. Evaluation and Technical Support Capacity

* New or revised in FY24



Budget Overview

Budget

- Budget Forms
- Budget Narrative



- **SF-424A**

- Budget period: 2 years
- Provide a line-item budget for the period of September 30, 2024 through September 29, 2026.
 1. Section A: Provide the budget amount requested for FY 2024.
 2. Section B: Provide object class category breakdown for the period of availability of FY 2024 funds.
- Sections A and B instructions have been updated in the NOFO to include the federal matching and non-federal funds.

SF-424A Section A – Budget Summary

- ✓ Use **row (1), column (e)** to provide the total federal **base** funding amount.

- ✓ Use **row (2) column (e)** to provide the total federal **matching** funding amount.
 - Only include amounts in this column if you are applying for matching funds.

- ✓ Use **row (3) column (f)** to provide the total **non-federal** funding amount.
 - Only include amounts in this column if you are applying for matching funds.

- Please enter the amounts in the “New or Revised Budget” column, not the estimated unobligated funds column.



Sample Section A

View Burden Statement

BUDGET INFORMATION - Non-Construction Programs

OMB Number: 4040-0006
Expiration Date: 02/28/2025

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. base		\$	\$	10,000,000.00	\$	10,000,000.00
2. matching				725,892.00		725,892.00
3. non-federal					241,964.00	241,964.00
4.						
5. Totals		\$	\$	10,725,892.00	\$ 241,964.00	10,967,856.00



SF-424A Section B – Budget Categories

- ✓ Use **column (1)** to provide object class category breakdown for FY 2024 **base funds**.
 - Do not separately report budget amounts for each year of the award period.

- ✓ Use **column (2)** to provide object class category breakdown for FY 2024 **federal matching funds**.
 - Do not include amounts in this column if you are not applying for matching funds.
 - Do not separately report budget amounts for each year of the award period.

- ✓ Use **column (3)** to provide object class category breakdown for FY 2024 **non-federal matching funds**.
 - Do not include amounts in this column if you are not applying for matching funds.
 - Do not separately report budget amounts for each year of the award period.



Sample Section B

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1) BASE	(2) MATCHING	(3) NON-FEDERAL	(4)	
a. Personnel	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
b. Fringe Benefits	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c. Travel	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d. Equipment	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e. Supplies	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
f. Contractual	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
g. Construction	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
h. Other	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
i. Total Direct Charges (sum of 6a-6h)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
j. Indirect Charges	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
k. TOTALS (sum of 6i and 6j)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
7. Program Income	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

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Standard Form 424A (Rev. 7-97)
Prescribed by OMB (Circular A -102) Page 1A



- Align with project narrative
- Provide amounts for each base and federal matching line item (e.g. personnel costs, travel, supplies, contractual, other costs, indirect costs)
- Provide a detailed description for each line item.
- Clearly state if you are not applying for matching grant funds. If applying for matching grant funds, include the amount of non-federal and federal funds proposed to be used for purposes of HRSA's determination of the matching grant award amount.



Personnel Costs

- List each staff member to be supported
 - Full name (or indicate if the position is vacant)
 - Position title with description of roles and responsibilities
 - Percentage of full-time equivalency dedicated to MIECHV program
 - Annual/base salary
 - Fringe/benefits requested
 - Federal amount requested
 - In-kind support and source(s) of funding
 - If applying to fund an evaluation:
 - Recipient-level evaluation lead
 - Contracted lead evaluator(s), if applicable



Travel

- All Grantee Meeting (at least 1 in-person meeting for up to 5 people for 5 days) during the period of performance (once every 2 years).
- CSE meetings, if applicable (2 in-person peer network meetings in year 1 of the period of performance, up to 2 people for 2 days).
- HV-CoIIN TA activities, if applicable (at least 1 in-person learning session for recipient and/or LIA teams).



- **Contracts**

- Clear explanation of the purpose
- How the costs were estimated
- Specific contract deliverables
- Breakdown of costs, including:
 - Level of effort for home visitor personnel
- Narrative justification explaining the need for each contractual agreement and relation to the overall project

Example:

Local Implementing Agency X

This contract will provide home visiting services through the NFP model in XXX Counties. 70 families will be served at a cost of \$3,245 per family/year totaling \$227,150. The cost and level of effort of home visiting personnel are as follows: \$215,310 for 3.0 FTE home visitors, 0.50 FTE supervisor, and 0.50 FTE support staff. Fringe benefits are calculated for 4.0 FTE at \$49,625.68.

Other Costs

- **Other costs**

- Provider licenses
- Audit
- Legal counsel
- Access accommodations
- Consultative assistance
- Childcare for participating families
- Training activities

Rent, utilities, and insurance can fall under this category if they are not included in an approved indirect cost rate.

* Remember to fully **justify** the costs requested and describe how the purchase or costs relate to the overall MIECHV program



Sample Budget Narrative

FY 2024 Optional Budget Narrative Sample

Requesting Matching Funds: Yes No

Year 1 & 2 (FY24-25)

Category	Federal Base Amount	Federal Matching Amount	Total Federal Amount Requested
Personnel	\$127,500	\$42,500	\$170,000
Fringe Benefits	\$32,257	\$10,752	\$43,009
Travel	\$30,000	\$4,941	\$34,941
Equipment	\$0	\$0	\$0
Supplies	\$4,000	\$2,000	\$6,000
Contractual	\$280,378	\$539,717	\$820,095
Other	\$20,000	\$5,000	\$25,000
Total Direct Costs	\$494,135	\$604,910	\$1,099,045
Indirect Costs	\$98,828	120,982	\$219,810
Total Project Cost	\$592,963	\$725,892	\$1,318,855

Personnel

Jane Doe, Home Visitation Program Manager, Annual Base Salary \$100,000 at 15% FTE = \$15,000

Responsible for monitoring programmatic activities of the grant funded programs, continuous quality improvement, grant reporting, and attending all meeting and teleconferences required by grant. She will develop and implement innovative approaches to accomplish goals, which identify the potential for significant program achievements and resource management improvement and facilitate internal-external communication.



Sample Budget Narrative, continued

Fringe Benefits

Our fringe rate consists of the following: 25.3% of salaries. The benefit rate includes: FICA (7.65%); Pension/Retirement (4%); Health Insurance (7%); Disability (0.4%), Unemployment (1.25%); Workers Compensation (4.0%); Other (1%).

Staff Name	Position Title	% FTE	Total Federal Amount Requested
Jane Doe	Home Visitation Program Coordinator	15%	\$2,530
Pauline Poe	Project Director	100%	\$25,300
Francis Foe	Youth Services Program Manager	100%	\$15,180

<i>Federal Base Amount</i>	<i>Federal Matching Amount</i>	<i>Total Federal Amount Requested</i>
<i>\$32,257</i>	<i>\$10,752</i>	<i>\$43,009</i>



Sample Budget Narrative, continued

Non-Federal Matching Information

Non-Federal Funding Source	Description of Funds	Amount of Non-Federal Funds	Federal Matching Amount Requested
State Home Visiting Initiative (State General Funds)	State general funds legislatively appropriated and obligated for home visiting with the [insert model] model (above and beyond MOE amount already committed)	\$150,000	\$450,000
[Insert County] County Local Health Department (Local	In-Kind dollars to support [Insert County Name] County Health Department's implementation of	\$45,000	\$135,000



Required for All Applicants:

- **Attachment 1:** Work Plan Timeline
- **Attachment 2:** MIECHV Communities, Local Implementing Agencies, and Caseload of Family Slots
- **Attachment 3:** Applicant Staffing Plan
- **Attachment 4:** Current Organizational Chart
- **Attachment 5:** Administrative Cost Detail
- **Attachment 6:** Written Agreements

Attachment 2: Communities, Local Implementing Agencies, and Caseload of Family Slots

- County/ies, County Equivalent or Tribal entity(ies) the LIA will serve;
- Evidence-based model(s) and/or promising approach models the LIA will implement;
- Current caseload of MIECHV family slots from 10/1/2023 through 9/30/2024 by model;
- Proposed caseload* of MIECHV family slots for **Year 1** (10/1/2024 through 9/30/2025) by model;
- Proposed caseload* of MIECHV family slots for **Year 2** (10/1/2025 through 9/30/2026) by model; and
- Estimated cost per family slot using proposed caseload from 10/1/2024 through 9/30/2026.

*** Proposed caseloads should assume stable base funding and anticipated match funding for FY 2024 and FY 2025. You may request revisions to caseload should there be changes in future funding.**



Attachment 3

Your staffing plan should include, for all functional areas for MIECHV:

- Name and Title of Staff Person(s) Responsible
- % FTE (note if in-kind)
- Roles and responsibilities
- Qualifications (education and/or experience)



Attachment 5

- Narrative description of activities, line-item breakdown of costs, and proposed budgeted dollars
- *Estimated percentage* of the total combined FY 2024 Base & Matching funds planned to support these activities
- **Cannot exceed 10% of the total award**
 - *Exception for up to 15% of the total award (in certain cases)



Attachment 5 – Optional Template

Administrative Cost Breakdown			
Object Class Category	Description	Recipient Costs Associated with Administering the Award	Total Proposed Federal Budget
Personnel	The planned portion of staff salaries for activities associated with administering the award, including: the Project Director (.5 FTE administrative), Program Coordinator (.3 FTE administrative), Fiscal Analyst (1.0 FTE administrative), and Program Analyst (.2 FTE administrative). Full position descriptions and activities including administrative work are outlined in Attachment 3, Staffing Plan.	\$ 165,000.00	\$ 400,000.00
Fringe	20% organizational fringe benefits rate applied to the personnel costs associated with administrative activities.	\$ 33,000.00	\$ 80,000.00
Travel	Travel for the PD and Program Manager to attend the HRSA All Grantee Meeting and in-state travel for subrecipient monitoring site visits to LIAs.	\$ 6,000.00	\$ 20,000.00
Equipment		\$ -	\$ -
Supplies	Basic office supplies to support administrative activities.	\$ 1,000.00	\$ 10,000.00
Contractual		\$ -	\$ 1,400,000.00
Construction			
Other	Audit fees and support.	\$ 1,000.00	\$ -
Total Direct Charges		\$ 206,000.00	\$ 1,910,000.00
Indirect Charges		\$ -	\$ 40,000.00
Totals		\$ 206,000.00	\$ 1,950,000.00
Percent of Award		11%	
Exception Request (if applicable)	State X is requesting an exception to the limit on administrative costs to allow for 11% total administrative costs on this award, as described above. This exception is requested as we are beginning the process of expanding to new communities identified through our needs assessment, and we have budgeted additional personnel time for increased administrative activities needed that will support the program as we undertake this work.		



Written Agreements

For each required partner, please provide:

- The name of the state agency or other entity with whom you have the agreement.
- The date the most recent agreement was created or fully executed,
- The expiration date of the agreement, if applicable.
- A brief summary of the agreement's purpose and scope of collaboration related to MIECHV.

If applicable:

- **Attachment 7:** Model Developer Documentation for Model Enhancements (*Only if applicable*)
- **Attachment 8:** Debarment, Suspension, Ineligibility, and Voluntary Exclusion – Explanation of Inability to Certify (*Only if applicable*)
- **Attachment 9:** Indirect Cost Rate Agreement or Cost Allocation Plan (*Only if applicable*)*
- **Attachment 10:** Proof of Nonprofit Status (*Only if applicable*)*
- **Attachment 11:** Continuous Quality Improvement (CQI) Plan (*Only for new applicants*)*
- **Attachments 12-15:** (*Only if applicable*) Other Relevant Documents

**Does not count towards page limit*

FY 2024 NOFO Submission Requirements

- One electronic submission per eligible entity
- A complete submission includes:
 - Standard OMB forms
 - ✓ “Project Abstract Summary” part of SF-424 form
 - Documents to be uploaded under the applicable folder in the EHBs:
 - ✓ Project Narrative
 - ✓ Budget Narrative
 - ✓ Attachments

Note: Standard OMB-approved forms, such as the SF-424 and SF-424A forms, are NOT counted in in the page limit. This includes the “Project Abstract Summary” that is part of the SF-424 form.



Submission Requirements, cont'd.

- Check your submissions: page count limit is **60 pages**
- Convert all attachments to PDF *before* uploading to EHB
- The budget submission must reflect the dates of the FY24 project period: **09/30/2024 – 09/29/2026**



General Reminders

Avoiding
Common Pitfalls

- Review and any revision requests from your PO and GMS from prior applications
- Consistency!
 - Eg. if your proposed caseload is 350, make sure it is 350 in every place in the submission where you need to indicate caseload.
 - Abstract, project narrative, Attachment 2
 - Staffing plan, organizational information, budget narrative
- Request no more than the ceiling award amounts for base and matching funds provided in the FY24 NOFO email sent by EHB on February 29, 2024



Need Help?

Your HRSA Contacts

- Technical Assistance (TA) Resource Tables – optional use
 - See HRSA EHBs Email or request from HRSA Project Officer
- EHB Submission/Technical Issues:
 - HRSA Contact Center
 - Monday-Friday, 8:00 a.m. to 8:00 p.m. ET
 - (877) 464-4772; TTY: (877) 897-9910
 - <http://www.hrsa.gov/about/contact/ehbhelp.aspx>
- Business, Administrative, or Fiscal Issues:
 - Please contact your HRSA Grants Management Specialist
- Programmatic Issues or Technical Assistance:
 - Contact your HRSA Project Officer



Frequently Asked Questions

- What does it mean for non-federal funds to be obligated by the “eligible entity”?
- How can I work with local, private, or non-profit entities to identify non-federal funds?
- What documentation does a MIECHV funding recipient need to provide to count funds invested by a philanthropic/charitable entity in evidence-based home visiting services delivered within the state by a local entity or agency?
- How much in non-federal funds will awardees have to contribute to receive the estimated federal match?
- How can I calculate the amount of federal matching funds that I can apply for, if I’m applying for less than the full matching award ceiling amount?
- Can I apply for federal matching funds if my maintenance of effort (MOE) is \$0?



Live Question and Answer



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