



## Child Abuse and Neglect Prevention Month - April 2016 Guidelines

For April 2016, the Ohio Children's Trust Fund (OCTF) is pleased to provide up to \$2,000 to each Public Children Services Agency (PCSA) to support local promotion of the OCTF #PinwheelSelfie statewide campaign as well as local April events and activities that adhere to the OCTF Board approved April 2016 guidelines. If a PCSA encompasses multiple counties, the PCSA may receive an amount up to \$2,000 for each county represented under the PCSA.

### Requirements for utilization of funds

Each PCSA that wishes to utilize any portion of the OCTF April funds must:

- Email a signed OCTF Child Abuse and Neglect Prevention Month –April Funding Request Form to the Trust Fund (Ohio\_Children's\_Trust\_Fund@jfs.ohio.gov) no later than **5:00 pm on Monday, February 22, 2016**. The April Funding Request Form (attached to this document) outlines the PCSA's anticipated April activities and expenses as well as acknowledges that the PCSA has received the OCTF Board approved April 2016 guidelines and will comply with them. The Trust Fund will review your April Funding Request Form and will notify you within 10 business days after receipt of your request form as to whether the anticipated April expenditures included on your Request Form are approved.
  - Please note that any expenditures for which you will be requesting reimbursement from the OCTF must be incurred during April 2016 (unless you receive permission otherwise from the OCTF Executive Director) as well as included on your OCTF April 2016 Funding Request Form and approved by the Trust Fund.
  - Please note that **any PCSA that fails to submit a signed April Funding Request Form to the Trust Fund by 5:00pm on Monday, February 22, 2016 will not receive OCTF April 2016 funds (i.e., no reimbursement)**.
- Assist in the promotion of the OCTF April #PinwheelSelfie campaign which encourages all individuals to show their support by taking a photo of themselves holding a pinwheel and posting it to social media using the #PinwheelSelfie hashtag.
- Submit a complete program report to the OCTF no later than **Monday, June 6, 2016**. A copy of the program report is available on the Trust Fund's website.
  - Please note that you must submit with this report a receipt for each expenditure for which you are requesting reimbursement from the OCTF.
  - The Trust Fund will review your program report to ensure compliance with the OCTF Board approved April 2016 guidelines and requirements and will then authorize reimbursement of the proper amount. Please note that **any PCSA that fails to submit a complete program report to the Trust Fund by Monday, June 6, 2016 may receive a reduced amount of funds (i.e., a reduced reimbursement) or no funds at all (i.e., no reimbursement)**.

### Allowable funding categories

PCSAs may utilize OCTF April funds for two categories:

1. Statewide OCTF #PinwheelSelfie campaign; and/or
2. Local 2016 April event, activity or campaign.

Below is an explanation of each category and the allowable expenditures associated with it.

### **1. Statewide OCTF #PinwheelSelfie campaign**

Utilize your OCTF April funds to reimburse expenditures associated with promoting the #PinwheelSelfie statewide campaign. Allowable expenditures are explained below and you are required to utilize the OCTF logo and comply with the #PinwheelSelfie campaign materials available on the Trust Fund website for these expenditures:

- A. Paid media that encourages local communities to participate in the #PinwheelSelfie campaign:
  - 1) Television.
  - 2) Radio.
  - 3) Public relations activities (e.g. media interviews, feature articles and/or news/public affairs appearances).
- B. Online marketing activities that encourage local communities to participate in the #PinwheelSelfie campaign:
  - 1) Activities may include banner ads, e-blasts, website links and announcements.
- C. Outdoor advertising that encourages local communities to participate in the #PinwheelSelfie campaign:
  - 1) Purchase targeted, street-level advertising in high foot traffic areas (e.g. colleges, downtown venues and shopping malls).
  - 2) Purchase additional out of home media options (e.g. billboards, kiosks, transit, airports, movie theaters and sporting events).
- D. Non-traditional print advertising that encourages local communities to participate in the #PinwheelSelfie campaign:
  - 1) Purchase print advertising in publications.
  - 2) Obtain print media partner support (e.g. event announcements and calendar listings).
  - 3) Other innovative methods for encouraging #PinwheelSelfie campaign participation (e.g. printing campaign message on coffee sleeves) that you have discussed with and received approval from the OCTF Executive Director.
- E. Pinwheels. The Trust Fund has a limited number of pinwheels available that you may purchase on a first-come basis on our website ([www.jfs.ohio.gov/octf/Pinwheels.stm](http://www.jfs.ohio.gov/octf/Pinwheels.stm)). This item must directly relate to promoting the #PinwheelSelfie campaign via dissemination of messaging through social media such as Periscope, Twitter, Facebook, Instagram or through any other media outlet.

### **2. Local April event, activity or campaign**

Utilize **up to 25%** of your OCTF April funds to reimburse expenditures associated with local April events, activities or campaigns. Allowable expenditures include the following:

- A. Media awareness and public service announcements (PSAs) that advertise or promote a local April event, activity or campaign. Each PCSA must acknowledge the OCTF and/or include the OCTF logo (provided with these guidelines) on all Child Abuse Neglect (CAN) prevention month media awareness and public service announcements purchased with any portion of the OCTF April funds.
- B. Print advertising (billboards, signage, displays, newspapers, etc.) for a local April event, activity or campaign. Each PCSA must acknowledge the OCTF and include the OCTF logo (provided with these

guidelines) on all CAN prevention month print advertising purchased with any portion of the OCTF April funds.

- C. Printing and/or development of materials (includes bags and t-shirts) associated with a local April event, activity or campaign. Each PCSA must acknowledge the OCTF and include the OCTF logo (provided with these guidelines) on all CAN prevention month materials printed and/or developed using any portion of the OCTF April funds.
- D. Goods or services associated with local April events. Each PCSA must acknowledge the OCTF and include the OCTF logo (provided with these guidelines) on all goods or services purchased using any portion of the OCTF April funds. This acknowledgement on services requirement includes any allowable food expenditures made with the funds. Examples of proper OCTF acknowledgement for food expenditures include a small sign or card with the OCTF logo at an April event next to the food provided or a reference and OCTF logo printed on an April event program or agenda.

**Please feel free to contact the OCTF if you have any questions concerning the OCTF April 2016 guidelines or Funding Request Form. Thank you.**



## Child Abuse and Neglect Prevention Month - April 2016 Funding Request Form

Please list your anticipated April expenditures for each group within both funding categories below.

*The OCTF Community-Based Child Abuse Prevention (CBCAP) federal grant (3D30 Fund) is the funding source for the April funds and the catalog of federal domestic assistance (CFDA) number is 93.590.*

### Category 1 – Statewide OCTF #PinwheelSelfie campaign

**A. Paid media**

- Television, radio and public relations activities (e.g. media interviews, feature articles and/or news/public affairs appearances).

Explanation:	Total Amount Requested:
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**B. Online marketing activities**

- Banner ads, e-blasts, website links and announcements.

Explanation:	Total Amount Requested:
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**C. Outdoor advertising**

- Targeted, street-level advertising in high foot traffic areas (e.g. colleges, downtown venues and shopping malls).
- Out of home media options (e.g. billboards, kiosks, transit, airports, movie theaters and sporting events).

Explanation:	Total Amount Requested:
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**D. Non-traditional print advertising**

- Print advertising in publications.
- Print media partner support (e.g. event announcements and calendar listings).
- Other innovative methods discussed with and approved by the OCTF Executive Director.

Explanation:	Total Amount Requested:
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**E. Pinwheels**

Explanation:	Total Amount Requested:
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### Category 2 – Local April event, activity or campaign

*(As a reminder, you may utilize up to 25% of your OCTF April funds for expenditures within this category.)*

**A. Media awareness and public service announcements**

Explanation:	Total Amount Requested:
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**B. Print advertising**

- Billboards, signage, displays, newspapers, etc.

Explanation:	Total Amount Requested:
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**C. Printing and/or development of materials**

- Includes bags and t-shirts.

Explanation:	Total Amount Requested:
<b>D. Goods or services associated with local April events</b>	
Explanation:	Total Amount Requested:
<b>Budget Summary</b>	
Please list the total amount requested from each group above.	
<b>Category 1 – Statewide OCTF #PinwheelSelfie campaign</b>	
A. Paid media	
B. Online marketing activities	
C. Outdoor advertising	
D. Non-traditional print advertising	
E. Pinwheels	
<b>Category 2 – Local April event, activity or campaign</b>	
A. Media awareness and public service announcements	
B. Print advertising	
C. Printing and/or development of materials	
D. Goods or services associated with local April events	
<b>Total Amount of OCTF April Funds Requested</b> <i>(May not exceed \$2,000.00)</i>	

**Unallowable Expenditures**

PCSAs may not claim the following for reimbursement:

- Any materials or services that do not acknowledge the OCTF;
- PCSA rental space fees;
- Insurance or security expenses;
- Out-of-state travel expenses;
- Out-of-state speaker fees;
- Fines, penalties or overdraft fees;
- Food expenditures exceeding ten percent of OCTF April funding;
- Trinkets that are not part of an April event and that do not acknowledge the OCTF;
- Payrolls of direct services performed by agency staff;
- Non-consumable supplies or equipment valued over five hundred dollars;
- Renovation or construction costs; or
- Expenditures not directly related to CAN prevention month.

**Confirmation**

**County PCSA:** \_\_\_\_\_

**Name and Title of Authorized Person Requesting:** \_\_\_\_\_

**E-Mail of Authorized Person Requesting:** \_\_\_\_\_

**Required Confirmation:** I confirm that the information outlined above represents my anticipated April activities and expenditures. These expenditures for which I will be requesting reimbursement from the

**OCTF will be incurred during April 2016 (unless I receive permission otherwise from the OCTF Executive Director). I have included these anticipated expenditures on the above request form and I acknowledge that I must receive OCTF approval of them. In addition, I acknowledge that I have received the OCTF April 2016 guidelines and I will comply with them.**

**Signature of Director, Chief Executive Officer or Other Authorized Signatory:**

\_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date of Signing:** \_\_\_\_\_