



U.S. Department of Housing and Urban Development

Fair Housing and Equal Opportunity

Fair Housing Initiatives Program Education and Outreach Initiative

FR-6800-N-21-A

11/19/2024

Table of Contents

OVERVIEW	3
I. FUNDING OPPORTUNITY DESCRIPTION.....	3
A. Program Description	3
B. Authority	10
II. AWARD INFORMATION.....	11
A. Available Funds	11
B. Number of Awards	11
C. Minimum/Maximum Award Information	11
D. Period of Performance.....	11
E. Type of Funding Instrument	11
III. ELIGIBILITY INFORMATION	12
A. Eligible Applicants.....	12
B. Ineligible Applicants	15
C. Cost Sharing or Matching.....	15
D. Threshold Eligibility Requirements	16
E. Statutory and Regulatory Requirements Affecting Eligibility	17
F. Program-Specific Requirements	17
G. Criteria for Beneficiaries.....	21
IV. APPLICATION AND SUBMISSION INFORMATION	22
A. Obtain an Application Package.....	22
B. Content and Form of Application Submission	23
C. System for Award Management (SAM) and Unique Entity Identifier (UEI).....	28
D. Application Submission Dates and Times	28
E. Intergovernmental Review	31
F. Funding Restrictions	31
V. APPLICATION REVIEW INFORMATION	33
A. Review Criteria	33
B. Review and Selection Process.....	52
VI. AWARD ADMINISTRATION INFORMATION.....	55
A. Award Notices.....	55
B. Administrative, National and Departmental Policy Requirements and Terms for HUD Applicants and Recipients of Financial Assistance Awards	56
C. Reporting.....	59

D. Debriefing60
VII. AGENCY CONTACT(S).....61
VIII. OTHER INFORMATION61
APPENDIX.....63

Program Office:
Fair Housing and Equal Opportunity

Funding Opportunity Title:

Fair Housing Initiatives Program Education and Outreach Initiative

Funding Opportunity Number:

FR-6800-N-21-A

Assistance Listing Number:

14.416

Due Date for Applications:

11/19/2024

OVERVIEW

The U.S. Department of Housing and Urban Development (HUD) issues this Notice of Funding Opportunity (NOFO) to invite applications from eligible applicants for the program and purpose described within this NOFO. You, as a prospective applicant, should carefully read all instructions in all sections to avoid sending an incomplete or ineligible application. HUD funding is highly competitive. Failure to respond accurately to any submission requirement could result in an incomplete, ineligible, or noncompetitive proposal.

In accordance with [Title 24 part 4, subpart B](#) of the Code of Federal Regulations (CFR), during the selection process (which includes HUD’s NOFO development and publication, and concludes with the announcement of the selection of recipients of assistance), HUD is prohibited from disclosing covered selection information. Examples of impermissible disclosures include: 1) information regarding any applicant’s relative standing; 2) the amount of assistance requested by any applicant; and 3) any information contained in the application. Prior to the application deadline, HUD may not disclose the identity of any applicant or the number of applicants who have applied for assistance.

For further information regarding this NOFO, direct questions regarding the specific requirements of this NOFO to the agency contact identified in section VII.

Paperwork Reduction Act Statement. In accordance with the Paperwork Reduction Act of 1995 (44 U.S.C. §§ 3501- 3520) (PRA), the Office of Management and Budget (OMB) approved the information collection requirements in this NOFO. HUD may not conduct or sponsor, and a person is not required to respond to a collection of information unless the collection displays a valid OMB control number. This NOFO identifies the applicable OMB control number, unless the collection of information is excluded from these requirements under [5 CFR Part 1320](#).

OMB Control Number(s):

2529-0033

I. FUNDING OPPORTUNITY DESCRIPTION

A. Program Description

1. Purpose

The Fair Housing Initiatives Program (FHIP) provides funding to eligible non-profits and other fair housing organizations through competitive grants under several initiatives to carry out education and outreach and enforcement activities to prevent or eliminate discriminatory housing practices and to inform individuals of their rights and responsibilities under the Fair Housing Act (FHA). The Initiatives are the Fair Housing Organizations Initiative (FHOI), the Private

Enforcement Initiative (PEI), and the Education and Outreach Initiative (EOI).

This EOI NOFO makes available approximately \$8,350,000 to develop, implement, carry out, and coordinate education and outreach programs designed to inform members of the public concerning their rights and obligations under the FHA. Under this EOI NOFO, activities are divided into five components:

EOI National – National Media Campaign Component

The national fair housing media campaign will focus on advancing racial equity and access to housing opportunities, especially in underserved communities. The campaign will include addressing barriers that may arise when people exercise their fair housing rights to expand housing choice. The campaign will also focus on educating the public about the forms of inequities based on race and national origin that can occur in real estate related transactions. The campaign must provide for meaningful language access for persons of Limited English Proficiency and alternative forms of communication for individuals with disabilities. The campaign will provide information on how to file a housing discrimination complaint through HUD.

EOI - Sexual Orientation and Gender Identity Component

This NOFO includes funding for fair housing organizations to create and/or update and disseminate fair housing materials to reflect the clarification that after the U.S. Supreme Court's *Bostock* decision (*Bostock v. Clayton County*, 140 S. Ct. 1731 (2020)), the FHA bars discrimination based on sexual orientation and gender identity.

EOI - Advancing Racial Equity Component

This component will fund local and community-based education and outreach projects to promote racial desegregation, equity and justice in housing, and to address barriers that may arise when people protected under the FHA exercise their fair housing rights to expand their housing choice, consistent with the purpose of the FHA. These barriers include but are not limited to opposition to the creation and/or location of affordable housing, neighbor harassment based on race, and obstruction of persons who are seeking to enforce their fair housing rights.

EOI - Targeted Fair Housing Component

This component targets organizations that demonstrate a need in their geographic area to work directly with populations of persons with Limited English Proficiency (LEP) to ensure they are aware of and understand their rights under the FHA. Funding may also be used for targeted education and outreach activities including fair housing services to underserved communities and underserved populations.

EOI - General Component

This component provides funding for general fair housing education and outreach activities to inform people of their rights and responsibilities under the FHA. The Department encourages proposals which target antisemitic and Islamophobic discrimination, among other forms of housing discrimination.

2. HUD and Program-Specific Goals and Objectives

HUD's Strategic Plan sets the direction and focus of our programs and staff to create strong, sustainable, inclusive communities and quality, affordable homes for all. This NOFO supports [HUD's Strategic Plan for Fiscal Years \(FY\) 2022-2026](#) to accomplish HUD's mission and vision. Each of the five goals in the [Strategic Plan](#) include what HUD hopes to accomplish, the strategies to accomplish those objectives, and the indicators of success.

HUD will pursue two overarching priorities focused on increasing equity and improving customer experience across all HUD programs. Five strategic goals and several objectives undergird the Plan; however the following goals are applicable to this NOFO.

You are expected to align your application to the applicable strategic goals and objectives below. Use the information in this section to describe in your application the specific goals, objectives, and measures that your project is expected to help accomplish. If your project is selected for funding, you are also expected to establish a plan to track progress related to those goals, objectives, and measures. HUD will monitor compliance with the goals, objectives, and measures in your project.

Applicable Goals and Objectives from HUD's Strategic Plan

Strategic Goal 1: Support Underserved Communities

Fortify support for underserved communities and support equitable community development for all people.

1A: Advance Housing Justice

Fortify support for vulnerable populations, underserved communities, and Fair Housing enforcement.

1B: Reduce Homelessness

Strengthen Federal, State, Tribal, and community implementation of the Housing First approach to reducing the prevalence of homelessness, with the ultimate goal of ending homelessness.

1C: Invest in the Success of Communities

Promote equitable community development that generates wealth-building for underserved communities, particularly for communities of color.

Strategic Goal 3: Promote Homeownership

Promote homeownership opportunities, equitable access to credit for purchase and improvements, and wealth-building in underserved communities.

Strategic Goal 4: Advance Sustainable Communities

Advance sustainable communities by strengthening climate resilience and energy efficiency, promoting environmental justice, and recognizing housing's role as essential to health.

This NOFO supports HUD's Strategic Plan by offering funding for fair housing activities that educate the public and housing providers about equal opportunity in housing and compliance with fair housing laws, toward the goal of eliminating housing discrimination, advancing equity in housing, and increasing access to housing opportunities.

3. Changes from Previous NOFO

Section III. F. Program Specific Requirements

Experience Promoting Racial Equity language was moved to Section III. F. (from Section V. B. 3. in the FY2023 NOFO). Applicants must now also include a separate one-page narrative entitled Experience Promoting Racial Equity to meet the requirements of the FY2024 NOFO.

4. Definitions

a. Standard Definitions

Affirmatively Furthering Fair Housing (AFFH) means taking meaningful actions, in addition to combating discrimination to overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics. Specifically, affirmatively furthering fair housing means taking meaningful actions that, taken together, address significant disparities in housing needs and in access to opportunities, replacing segregated living patterns with truly integrated and balanced living patterns, transforming racially and ethnically concentrated areas of poverty into areas of opportunity, and fostering and maintaining compliance with civil rights and fair housing laws. The duty to affirmatively further fair housing extends to all program participant's activities and programs relating to housing and urban development.

Assistance Listing number refers to the unique number assigned to each Federal assistance program publicly available in the Assistance Listing, which is managed and administered by the General Services Administration. The Assistance Listing number was formerly known as the Catalog of Federal Domestic Assistance (CFDA) number.

Authorized Organization Representative (AOR) is a person authorized to legally bind your organization and submit applications via Grants.gov. The AOR is authorized by the E-Business Point of Contact (E-Biz POC) in the System for Award Management (see E-Biz POC definition). An AOR may include an Expanded AOR and/or a Standard AOR.

Expanded Authorized Organization Representative is a user in Grants.gov who is authorized by the E-Biz POC to perform the functions of a Standard AOR, initiate and submit applications on behalf of your organization, and is allowed to modify organization-level settings and certifications in Grants.gov.

Standard Authorized Organization Representative is a user in Grants.gov who is authorized by the E-Biz POC to initiate and submit applications in Grants.gov. A Grants.gov user with the Standard AOR role can only submit applications when they are a Participant for that workspace.

Consolidated Plan is the document submitted to HUD that serves as the comprehensive housing affordability strategy, community development plan, and submission for funding under any of the Community Planning and Development formula grant programs (e.g., CDBG, ESG, HOME, and HOPWA). This Plan is prepared in accordance with the process described in [24 CFR part 91](#). This plan is completed by engaging in a participatory process to assess affordable housing and community development needs and market conditions, and to make data-driven, place-based investment decisions with funding from formula grant programs. (See [24 CFR part 91](#) for HUD's requirements regarding the Consolidated Plan and related Action Plan).

Contract means, for the purpose of Federal financial assistance, a legal instrument by which a recipient or subrecipient purchases property or services needed to carry out the project or

program under a Federal award. For additional information on contractor and subrecipient determinations, see [2 CFR 200.331](#).

Contractor means an entity that receives a contract as defined above and in [2 CFR 200.1](#).

Cooperative agreement has the same meaning defined at [2 CFR 200.1](#).

Deficiency, with respect to the making of an application for funding, is information missing or omitted within a submitted application. Examples of deficiencies include missing documents, missing or incomplete information on a form, or some other type of unsatisfied information requirement. Depending on specific criteria, a deficiency may be either Curable or Non-Curable.

A Curable Deficiency is missing or incomplete application information that may be corrected by the applicant with timely action. To be curable, the deficiency must:

- Not be a threshold requirement, except for documentation of applicant eligibility;
- Not influence how an applicant is ranked or scored versus other applicants; and
- Be remedied within the time frame specified in the notice of deficiency.

A Non-Curable Deficiency is missing or incomplete application information that cannot be corrected by an applicant after the submission deadline. A non-curable deficiency is a deficiency that is a threshold requirement, or a deficiency that, if corrected, would change an applicant's score or rank versus other applicants. If an application includes a non-curable deficiency, the application may receive an ineligible determination, or the non-curable deficiency may otherwise adversely affect the application's score and final funding determination.

E-Business Point of Contact (E-Biz POC) is an individual associated with the applicant organization who is responsible for the administration and management of award activities for the applicant organization. The E-Biz POC is likely to be an organization's chief financial officer or authorizing official. The E-Biz POC authorizes representatives of their organization to apply on behalf of the organization (see Authorized Organization Representative definition). There can only be one E-Biz POC per unique entity identifier (see definition of Unique Entity Identifier below).

Eligibility requirements are mandatory requirements for an application to be eligible for funding.

Environmental Justice means investing in environmental improvements, remedying past environmental inequities, and otherwise developing, implementing, and enforcing environmental laws and policies in a manner that advances equity and provides meaningful involvement for people and communities that have been environmentally underserved or overburdened, such as Black and Brown communities, indigenous groups, and individuals with disabilities. This definition does not alter the requirements under HUD's regulations at [24 CFR 58.5\(j\)](#) and [24 CFR 50.4\(l\)](#) implementing [Executive Order 12898](#). E.O. 12898 requires a consideration of how Federally assisted projects may have disproportionately high and adverse human health or environmental effects on minority and/or low-income populations. For additional information on environmental review compliance, refer to:

https://www.hud.gov/program_offices/comm_planning/environment_energy/regulations.

Equity has the meaning given to that term in Section 2(a) of Executive Order [13985](#) and means the consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

Federal award, has the meaning, depending on the context, in either paragraphs (1) or (2) of this definition:

(1)

(a) The Federal financial assistance that a recipient receives directly from a Federal awarding agency or indirectly from a pass-through entity, as described in [2 CFR 200.101](#); or

(b) The cost-reimbursement contract under the Federal Acquisition Regulations that a non-Federal entity receives directly from a Federal awarding agency or indirectly from a pass-through entity, as described in [2 CFR 200.101](#).

(2) The instrument setting forth the terms and conditions. The instrument is the grant agreement, cooperative agreement, other agreement for assistance covered in paragraph (2) of the definitions of Federal financial assistance in [2 CFR 200.1](#), and this NOFO, or the cost-reimbursement contract awarded under the Federal Acquisition Regulations.

(3) Federal award does not include other contracts that a Federal agency uses to buy goods or services from a contractor or a contract to operate Federal Government owned, contractor operated facilities (GOCOs).

(4) See also definitions of Federal financial assistance, grant agreement, and cooperative agreement in [2 CFR 200.1](#).

Federal Financial Assistance has the same meaning defined at [2 CFR 200.1](#).

Grants.gov is the website serving as the Federal government's central portal for searching and applying for Federal financial assistance throughout the Federal government. Registration on Grants.gov is required for submission of applications to prospective agencies unless otherwise specified in this NOFO.

Green and Resilient Building Standard means an industry-recognized standard incorporating both:

(1) Certification under (i) Enterprise Green Communities, (ii) Leadership in Energy and Environmental Design (LEED) (New Construction, Homes, Midrise, Existing Buildings Operations and Maintenance, or Neighborhood Development), (iii) International Code Council (ICC)-700 National Green Building Standard Green+ Resilience; or the (iv) Living Building Challenge, or (v) a regional standard such as Earth Advantage New Homes; or (vi) any other equivalent comprehensive green building program acceptable to HUD; and

(2) Minimum energy efficiency requirements, such as those defined in (i) ENERGY STAR (Certified Homes or Multifamily High-Rise), (ii) DOE Zero Energy Ready Home; (iii) Passive House Institute Passive Building or EnerPHit certification from the Passive House

Institute US (PHIUS), International Passive House Association; or (iv) any other equivalent energy efficiency standard acceptable to HUD.

Historically Black Colleges and Universities (HBCUs) are any historically Black college or university that was established prior to 1964, whose principal mission was, and is, the education of Black Americans, and that is accredited by a nationally recognized accrediting agency or association determined by the Secretary of Education to be a reliable authority as to the quality of training offered or is, according to such an agency or association, making reasonable progress toward accreditation. [A list of accredited HBCUs can be found at the U.S. Department of Education's website.](#)

Minority-Serving Institutions (MSIs) are

- (1) a part B institution (as defined in [20 U.S.C. § 1061\(2\)](#));
- (2) a Hispanic-serving institution (as defined in [20 U.S.C. § 1101a\(5\)](#));
- (3) a Tribal College or University (as defined in [20 U.S.C. § 1059c\(b\)\(3\)](#));
- (4) an Alaska Native-serving institution or a Native Hawaiian-serving institution (as defined in [20 U.S.C. § 1059d\(b\)](#));
- (5) a Predominantly Black Institution (as defined in [20 U.S.C. § 1059e\(b\)\(6\)](#));
- (6) an Asian American and Native American Pacific Islander-serving institution (as defined in [20 U.S.C. § 1059g\(b\)\(2\)](#)); or
- (7) a Native American-serving nontribal institution (as defined in [20 U.S.C. § 1059f\(b\)\(2\)](#)).

Non-Federal Entity (NFE) means a state, local government, Indian tribe, Institution of Higher Education (IHE), or non-profit organization that carries out a Federal award as a recipient or subrecipient.

Primary Point of Contact (PPOC) is the person who may be contacted with questions about the application submitted by the AOR. The PPOC is listed in item 8F on the SF-424.

Promise Zones (PZs) are high poverty areas in select urban, rural and tribal communities designated from 2014-2016 where the Federal government partners with local leaders to increase economic activity, improve educational opportunities, leverage private investment, reduce violent crime, enhance public health and address other priorities identified by the community.

[See Promise Zones.](#)

Racial Equity is the elimination of racial disparities and is achieved when race can no longer predict opportunities, distribution of resources, or outcomes – particularly for Black and Brown persons.

Recipient means an entity, usually but not limited to non-Federal entities, that receives a Federal award directly from HUD. The term recipient does not include subrecipients or individuals that are beneficiaries of the award.

Resilience is a community's ability to minimize damage and recover quickly from natural disasters, extreme weather events, and other changing climate conditions.

Small business is defined as a privately-owned corporation, partnership, or sole proprietorship that has fewer employees and less annual revenue than regular-sized business. The definition of “small”—in terms of being able to apply for government support and qualify for preferential tax policy—varies by country and industry. The U.S. Small Business Administration defines a small business according to a set of standards based on specific industries. See [13 CFR part 121](#).

Subaward means an award provided by a pass-through entity to a subrecipient for the subrecipient to carry out part of a Federal award received by the pass-through entity. It does not include payments to a contractor or payments to an individual that is a beneficiary of a Federal program. A subaward may be provided through any form of legal agreement, including an agreement that the pass-through entity considers a contract.

Subrecipient means an entity, usually but not limited to non-Federal entities, that receives a subaward from a pass-through entity to carry out part of a Federal award but does not include an individual that is a beneficiary of such award. A subrecipient may also be a recipient of other Federal awards directly from a Federal awarding agency.

System for Award Management (SAM) is the Federal Repository into which an entity must provide information required for the conduct of business as a recipient. Registration with SAM is required for submission of applications via Grants.gov. You can access the website at <https://www.sam.gov/SAM/>. There is no cost to use SAM.

Threshold Requirements are eligibility requirements that must be met for an application to be reviewed, rated, and ranked. Threshold requirements are not curable, except for documentation of applicant eligibility, which are listed in Section III.D., Threshold Eligibility Requirements. Similarly, there are eligibility requirements under Section III.E., Statutory and Regulatory Requirements Affecting Eligibility.

Underserved Communities has the meaning given to that term in Section 2(b) of Executive Order [13985](#) and refers to populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life, as exemplified by the list in the definition of “equity” above.

Unique Entity Identifier (UEI) means the identifier assigned by SAM to uniquely identify entities. As of April 4, 2022, the Federal government has transitioned from the use of the DUNS Number to the use of UEI, as the primary means of entity identification for Federal awards government-wide.

b. Program Definitions.

FHIP Program Definitions relevant to the FY2024 NOFOs can be found here: [FY2024 FHIP NOFO PROGRAM DEFINITIONS \(hud.gov\)](#)

B. Authority

1. FHIP was established by Section 561 of the Housing and Community Development Act of 1987, as amended (see 42 U.S.C. 3616a). The implementing regulations are found at 24 CFR Part 125.
2. Funding for this NOFO is provided by the Consolidated Appropriations Act, 2024 (Public Law 118-42, approved March 9, 2024).

II. AWARD INFORMATION

A. Available Funds

Funding of approximately **\$8,350,000** is available through this NOFO.

Additional funds may become available for award under this NOFO consistent with VI.A.2.e., Adjustments to Funding. Use of these funds is subject to statutory constraints. All awards are subject to the funding restrictions contained in this NOFO.

B. Number of Awards

HUD expects to make approximately 61 awards from the funds available under this NOFO.

The number of awards made from funds available under this NOFO depends on the number of eligible applicants and other factors. For information on the methodology used to make award determinations and the reallocation of funds under this NOFO, please see Section V. B. Review and Selection Process.

C. Minimum/Maximum Award Information

Estimated Total Funding:

\$8,350,000

Minimum Award Amount:

\$75,000

Per Project Period

Maximum Award Amount:

\$1,300,000

Per Project Period

For specific minimum/maximum award information for each component, please see Section IIIA. Eligible Applicants.

D. Period of Performance

Estimated Project Start Date:

04/30/2025

Estimated Project End Date:

04/30/2026

Length of Project Periods:

Other

Length of Periods Explanation of Other:

The project period and budget period and budget period will be in the range of 12-18 months. Obligations should be made within six months of notice of award and all grants must be expended within the specific time frames established in negotiations.

E. Type of Funding Instrument

Funding Instrument Type:

CA (Cooperative Agreement)

G (Grant)

HUD expects to award a cooperative or grant agreement to each applicant selected for an award. The grant agreement will set forth the relationship between HUD and an awardee using a grant or cooperative agreement, where the principal purpose is the transfer of funds, property, services, or anything of value to the awardee to accomplish an eligible public purpose.

If funds are provided subject to a cooperative agreement, HUD will also exercise the right to have substantial involvement in all proposed deliverables, as well as the Work Plan or Statement of Work (SOW). For grants and cooperative agreements, HUD will conduct monitoring reviews, request quarterly reports, and approve all proposed deliverables as documented in the applicant's Work Plan or SOW. Most EOI funds are awarded under grant agreements. However, national funds are awarded under cooperative agreements and remain in Headquarters since the awards have a nationwide impact, and therefore require more complex and frequent oversight as well as Departmental approval of deliverables.

III. ELIGIBILITY INFORMATION

A. Eligible Applicants

25 (Others (see text field entitled "Additional Information on Eligibility" for clarification))

Additional Information on Eligibility

Eligible applicants may be Qualified Fair Housing Enforcement Organizations (QFHOs) and Fair Housing Enforcement Organizations (FHOs), agencies that participate in the Fair Housing Assistance Program (FHAP), other agencies of State or local governments, public or private not-for-profit organizations or institutions, or other public or private entities that are formulating or carrying out programs to prevent or eliminate discriminatory housing practices. All applicants are required to complete Appendix B, EOI Eligibility Certification and submit as a part of their application. HUD will not evaluate applications from ineligible applicants.

The following list details the approximate available funding and the eligible applicants and activities for each EOI Component:

National Media Campaign Component (EOI-NMC)

- Amount Available - \$1,300,000
- Award Cap - Up to \$1,300,000
- Minimum Award - \$250,000
- Project Period – 12-18 months
- Applicant Eligibility - QFHOs, FHOs, and other nonprofit organizations representing groups of persons protected under Title VIII of the Civil Rights Act of 1968. Applicants must have at least 5 years of experience as an advertising, media or public relations organization or must partner with an advertising and media services organization with at least 5 years of experience as an advertising, media, or public relations organization.
- Eligible Activities. Eligible activities are the development and implementation of a national fair housing media campaign that will focus on advancing racial equity and improving access to housing opportunities, especially in underserved communities. The campaign will include addressing the many barriers that may arise when people protected

under the FHA exercise their rights to expand their housing choice. The campaign will also focus on educating the American public about the forms of inequities and discrimination based on race and national origin that can occur in real estate related transactions, and must provide for meaningful language access for persons with Limited English Proficiency (LEP) and alternative forms of communication for individuals with disabilities. The campaign will provide information on how to file a housing discrimination complaint through HUD. The campaign must include but is not limited to the development and distribution of television, radio, print, social media and digital advertising campaigns and marketing materials, all of which must be localizable for use by other FHIP organizations engaging in local fair housing education and outreach campaigns. Organizations that receive an EOI-NMC award cannot receive additional EOI awards.

Sexual Orientation and Gender Identity Component (EOI-SOGI)

- Amount Available - \$450,000
- Award Cap - Up to \$75,000
- Project Period - 12-18 months
- Applicant Eligibility - QFHOs, FHOs, and other nonprofit organizations representing groups of persons protected under Title VIII of the Civil Rights Act of 1968, agencies that participate in the FHAP, other agencies of State or local governments, and other public or private entities that are formulating or carrying out programs to prevent or eliminate discriminatory housing practices.
- Eligible Activities. Eligible activities may include the creation and distribution of new educational or advertising materials or the updating and distribution of existing materials to reflect the prohibition of housing discrimination based on sexual orientation and gender identity. All updated materials must include a direct connection to the FHA or to actions that may violate the Act.
- Applicants must describe a referral process that will result in referral of fair housing complaints to HUD or FHAP substantially equivalent agencies. If funded, the grantee will have to develop and implement the complaint referral process referenced in the application.

Advancing Racial Equity Component (EOI-ARE)

- Amount Available - \$600,000
- Award Cap – Up to \$100,000
- Project Period - 12-18 months
- Applicant Eligibility– QFHOs, other FHOs, and other nonprofit organizations representing groups of persons protected under Title VIII of the Civil Rights Act of 1968, agencies that participate in the FHAP, other agencies of State or local governments, and other public or private entities that are formulating or carrying out programs to prevent or eliminate discriminatory housing practices.
- Eligible Activities. Eligible projects may include the development of traditional or digital advertisements and localized media campaigns; trainings/workshops that promote fair housing choice; projects that promote racial desegregation, equity and justice; and

education and outreach projects that address housing discrimination based on race and the barriers that may arise when people protected under the FHA exercise their fair housing rights to expand their housing choice consistent with the purpose of the FHA.

- All applicants must describe a complaint referral process that will result in referral of fair housing complaints to HUD or FHAP substantially equivalent agencies. If funded, the grantee will be required to develop and implement the complaint referral process referenced in the application.

General Component (EOI-G)

- Amount Available - \$5,500,000
- Award Cap – Up to \$125,000
- Project Period - 12-18 months
- Applicant Eligibility - QFHOs, other FHOs, and other nonprofit organization representing groups of persons protected under Title VIII of the Civil Rights Act of 1968, agencies that participate in the FHAP, other agencies of State or local governments, and other public or private entities that are formulating or carrying out programs to prevent or eliminate discriminatory housing practices.
- Eligible Activities - Eligible activities are those that inform people of their rights and responsibilities under the FHA which may include, but are not limited to: developing and distributing fair housing materials (i.e., brochures, webinars, and social media advertising); conducting educational symposia or other training; and providing fair housing information and outreach through printed and electronic media in languages applicable to communities in the proposed project area (i.e., Public Service Announcements for radio, television, and newspaper advertisements).
- All project related fair housing materials should have a common theme, and all activities must have a direct connection to the FHA or to actions that may violate the Act, which may include but are not limited to antisemitic and Islamophobic housing discrimination and other forms of housing discrimination.
- Applicants must describe a referral process that will result in referral of fair housing complaints to HUD or FHAP substantially equivalent agencies. If funded, the grantee will have to develop and implement the complaint referral process referenced in the application.

Targeted Fair Housing Component – (EOI-TFH)

- Amount Available - \$500,000
- Award Cap - \$125,000
- Period of Performance - 12-18 months
- Applicant Eligibility - QFHOs, other FHOs, and other nonprofit organizations representing groups of persons protected under Title VIII of the Civil Rights Act of 1968, agencies that participate in the FHAP, other agencies of State or local governments, and other public or private entities that are formulating or carrying out programs to prevent or eliminate discriminatory housing practices. Applicants must be organizations that directly serve people with LEP in their geographic area.

- Eligible Activities - Organizations that directly serve people with LEP may use these funds to conduct fair housing education and outreach activities to ensure that people with LEP are aware of and understand their rights under the FHA, particularly in underserved communities and underserved populations. All activities and services must have a direct connection to the FHA and/or to actions that may violate the Act. Under Rating Factor 2 of the NOFO, organizations will also demonstrate project need based on demographics and communities of Limited English Proficiency in the service area.
- Applicants must describe a referral process that will result in referral of fair housing complaints to HUD or FHAP substantially equivalent agencies. If funded, the grantee will have to develop and implement the complaint referral process referenced in the application.
- Applicants that receive funding under the TFH component may not receive another EOI award.

Faith-based organizations

(1) Faith-based organizations may apply for this award on the same basis as any other organization, as set forth at [24 CFR part 5.109](#), and subject to the protections and requirements of 42 U.S.C. § 2000bb et seq., HUD will not, in the selection of recipients, discriminate against an organization based on the organization's religious character, affiliation, or exercise.

(2) A faith-based organization that participates in this program will retain its independence and may continue to carry out its mission consistent with religious freedom and conscience protections in Federal law, including the Free Speech and Free Exercise Clauses of the Constitution, 42 U.S.C. § 2000bb et seq., 42 U.S.C. § 238n, 42 U.S.C. § 18113, 42 U.S.C. §§ 2000e-1(a) and 2000e-2, 42 U.S.C. § 12113(d), and the Weldon Amendment, among others. Religious accommodations may also be sought under many of these religious freedom and conscience protection laws, particularly under the Religious Freedom Restoration Act.

(3) A faith-based organization may not use direct financial assistance from HUD to support or engage in any explicitly religious activities except where consistent with the Establishment Clause and any other applicable requirements. Such an organization also may not, in providing services funded by HUD, discriminate against a beneficiary or prospective program beneficiary on the basis of religion, religious belief, a refusal to hold a religious belief, or a refusal to attend or participate in a religious practice.

B. Ineligible Applicants

HUD does not award grants to individuals. HUD will not evaluate applications from ineligible applicants, including those that do not meet the threshold, statutory and regulatory, or program eligibility requirements under Section III. D, E and F.

C. Cost Sharing or Matching

This Program does not require cost sharing or matching.

Applicants that do propose cost sharing or matching in their application will be required, if selected for an award, to provide the cost sharing or matching proposed in their applications.

D. Threshold Eligibility Requirements

Applicants who fail to meet any of the following threshold eligibility requirements are deemed ineligible. Applications from ineligible applicants are not rated or ranked and will not receive HUD funding.

1. Resolution of Civil Rights Matters

Outstanding civil rights matters must be resolved before the application submission deadline. Applicants with unresolved civil rights matters at the application deadline are deemed ineligible. Applications from ineligible applicants are not rated or ranked and will not receive HUD funding.

a. An applicant is ineligible for funding if the applicant has any of the charges, cause determinations, lawsuits, or letters of findings referenced in subparagraphs (1) – (5) that are not resolved to HUD’s satisfaction before or on the application deadline date for this NOFO.

(1) Charges from HUD concerning a systemic violation of the Fair Housing Act or receipt of a cause determination from a substantially equivalent state or local fair housing agency concerning a systemic violation of a substantially equivalent state or local fair housing law proscribing discrimination because of race, color, religion, sex (including sexual orientation and gender identity), national origin, disability or familial status;

(2) Status as a defendant in a Fair Housing Act lawsuit filed by the United States alleging a pattern or practice of discrimination or denial of rights to a group of persons raising an issue of general public importance under 42 U.S.C. § 3614(a);

(3) Status as a defendant in any other lawsuit filed or joined by the Department of Justice, or in which the Department of Justice has intervened, or filed an amicus brief or statement of interest, alleging a pattern or practice or systemic violation of Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, Section 109 of the Housing and Community Development Act of 1974, the Americans with Disabilities Act, Violence Against Women Act, or a claim under the False Claims Act related to fair housing, non-discrimination, or civil rights generally including an alleged failure to affirmatively further fair housing;

(4) Receipt of a letter of findings identifying systemic non-compliance with Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, Section 109 of the Housing and Community Development Act of 1974; Violence Against Women Act; or the Americans with Disabilities Act; or

(5) Receipt of a cause determination from a substantially equivalent state or local fair housing agency concerning a systemic violation of provisions of a state or local law prohibiting discrimination in housing based on sexual orientation, gender identity, or lawful source of income.

b. HUD will determine if actions to resolve the charge, cause determination, lawsuit, or letter of findings taken before the application deadline date will resolve the matter. Examples of actions that may be sufficient to resolve the matter include, but are not limited to:

(1) Current compliance with a voluntary compliance agreement signed by all the parties;

(2) Current compliance with a HUD-approved conciliation agreement signed by all the parties;

- (3) Current compliance with a conciliation agreement signed by all the parties and approved by the state governmental or local administrative agency with jurisdiction over the matter;
- (4) Current compliance with a consent order or consent decree;
- (5) Current compliance with a final judicial ruling or administrative ruling or decision; or
- (6) Dismissal of charges.

2. Timely Submission of Applications

Applications submitted after the deadline stated within this NOFO that do not meet the requirements of the grace period policy are marked late. Late applications are ineligible and are not considered for funding. See Section IV. D. Application Submission Dates and Times.

3. Eligible Activities. An applicant is ineligible for funding when the majority of its proposed activities are ineligible (more than 50%).

4. Suits Against the United States. An applicant is ineligible for funding if, as a current recipient of FHIP funds (within the last 3 years), the organization used any funds provided by HUD for the payment of expenses in connection with litigation against the United States (24 CFR 125.104(f)).

5. Other Litigation. An applicant is ineligible for funding if the organization proposes in its current application or if it used funds provided by HUD within the last 3 years to fund or support the settlement of a claim, satisfy a judgment, or fulfill a court order in any defensive litigation (42 U.S.C. 3616a(i)).

E. Statutory and Regulatory Requirements Affecting Eligibility

Eligibility Requirements for Applicants of HUD's Financial Assistance Programs

The following requirements affect applicant eligibility. Detailed information on each requirement is found in the "[Eligibility Requirements for Applicants of HUD's Competitive Programs](#)" document on HUD's Funding Opportunities page. Applicants who fail to meet any of these eligibility requirements are deemed ineligible to receive HUD funding.

1. Universal Identifier and System for Award Management (SAM.gov) Requirements
2. Outstanding Delinquent Federal Debts
3. Debarments or Suspensions, or both
4. Mandatory Disclosure Requirement
5. Pre-selection Review of Performance
6. Sufficiency of Financial Management System
7. False Statements
8. Prohibition Against Lobbying Activities

In addition, each applicant under this NOFO must have the necessary processes and systems in place to comply with the Award Term in Appendix A of [2 CFR part 170](#) if the applicant receives an award, unless an exception applies as provided in [2 CFR 170.110](#).

F. Program-Specific Requirements

Applicants who fail to meet any of the following Program-Specific eligibility requirements will be deemed ineligible.

1. Fair Housing Related Activities. All program activities/tasks and costs within the SOW and budget must be fair housing related activities and must demonstrate an explicit connection to furthering the non-discrimination and affirmatively furthering fair housing provisions of the Fair Housing Act. HUD will not fund any portion of an application that is not eligible for funding under the regulatory requirements or that does not meet the requirements under this NOFO. Housing Counseling services are **not** eligible activities for the EOI.
2. Fair Housing Act/Protected Classes. Fair Housing Act/Protected Classes. All FHIP-funded projects must address housing discrimination based on race, color, religion, sex (including sexual orientation and gender identity; see Application to the Fair Housing Act of the Supreme Court's decision in *Bostock v. Clayton County, GA* [Bostock Legal Memorandum 02-09-2021.pdf \(hud.gov\)](#)), disability, familial status, and national origin and further the non-discrimination provisions of the Fair Housing Act and/or the obligation to affirmatively further fair housing. All services and activities must be available to all protected class members. The application's proposed activities must reflect the commitment to address housing discrimination affecting members of all the above protected classes.
3. Applicants must describe a referral process that will result in referral of fair housing complaints to HUD or FHAP substantially equivalent agencies. If funded, the grantee will have to develop and implement the complaint referral process referenced in the application.
4. If the applicant has income restrictions for services, the application must identify the restriction, and describe how individuals who fall outside the restrictions will be equally served and how that service is provided. If this information is not provided, the applicant will be deemed ineligible.
5. HUD will not fund an organization if the parent or its affiliate/subsidiary organization has an open grant (previously funded) under the same EOI component (grant period of performance overlaps). Also, HUD will not fund both a parent organization and its affiliate/subsidiary organization under this NOFO for the same component. In addition, HUD will not allow affiliate and parent organization staff sharing protocols whereby the parent organization shares key staff with an affiliate(s). All funded organizations must be fully independent functional organizations, e.g., able to conduct business on an on-going basis without support from parent or its staff to complete proposed program activities and set apart from parent organization.
6. Co-applicants or members of a consortium must each meet the eligibility requirements of this NOFO, or the applicant will be deemed ineligible. All applicants must be eligible as defined in Section III A.
7. If an applicant is applying as a 501(c)(3), the applicant must be a 501(c)(3) tax-exempt organization as determined by the Internal Revenue Service (IRS) prior to the application deadline date to be eligible for funding. Applications must include an IRS report showing 501(c)(3) status. If an applicant's 501(c)(3) status has expired prior to application deadline date, the application must show that the organization has applied for renewal of tax-exempt status and that the application is pending. In addition, if an organization with a pending 501(c)(3) application is selected for a funding award, the applicant must provide proof that the 501(c)(3) renewal is approved prior to release of funding. If the applicant's pending application for renewal is subsequently denied, the award selection

will be rescinded. Further, the applicant must maintain 501(c)(3) status throughout the grant period.

8. Fund Request exceeding the Maximum Amount. Applicants are ineligible for funding if they request over the maximum amount allowed under the initiative or component for which they have applied, even due to miscalculations or inconsistencies.
9. Inconsistencies in the Requested Amount or Miscalculations. If inconsistent amounts are requested in an application selected for an award, the amount stated on the SF-424 will be deemed the controlling amount for purposes of determining the funding amount.
10. Performance. An organization is deemed ineligible for funding under this NOFO if it received a “poor” rating on its last or most recent performance assessment on a prior FHIP grant for any initiative/component. The organization will remain ineligible for a period of one year after receipt of the “poor” rating unless the organization provides evidence that the rating was overturned through an appeal or that another resolution was accepted by the Government Technical Representative/Government Technical Monitor (GTR/GTM) to improve future performance. In addition, if an applicant receives a “poor” performance rating on another FHIP grant after selection and receipt of funding under this NOFO, all remaining FHIP grant funds received under this NOFO will be rescinded and the organization will be deemed ineligible. The organization will remain ineligible for a period of one year after receipt of the “poor” performance rating unless the organization provides evidence that the rating was overturned through an appeal or that another resolution was accepted by the GTR/GTM to improve future performance.
11. FHAP agencies under a suspension or performance improvement plan, as designated under 24 CFR Part 115.210(a) and (b) at the time of application submission are ineligible for funding unless the performance issues are resolved to HUD’s satisfaction before the application deadline.
12. Research/Survey Activities. Applicants are ineligible for funding if their project is aimed solely at research or data gathering. If a successful application contains research and other activities, only the eligible portions of the application will be funded. Proposed surveys or data gathering must be approved by HUD or OMB under the Paperwork Reduction Act before the application submission.
13. Applicants that receive an award under the National program are not eligible for an award under the EOI Regional/Local General components.
14. Applicants that receive an award under the Targeted Fair Housing Component are not eligible for an award under any other EOI component.
15. Applicants must submit a separate application for each component and/or initiative for which the applicant applies.
16. Applicants are required to submit assurances of compliance with federal civil rights requirements. *See, e.g.*, Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments Act of 1972, Section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975; *see also* 24 C.F.R. §§ 1.5; 3.115; 8.50; and 146.25. HUD accepts these assurances in the form of the SF-424B and SF-424D, which also require compliance with all general federal nondiscrimination requirements in the administration of the grant.
17. **Single Audit Requirement.** Through September 30, 2024, all applicants who have expended \$750,000 or more in Federal financial assistance within a single year (this can be a program or fiscal year) must be audited in accordance with the requirements as

established in 2 CFR Part 200.501. Applicants that submit an application on or after October 1, 2024 are subject to the 2 CFR 200 modifications which increase the single audit threshold amount to \$1,000,000 for the funds that are the subject of that application. Therefore, a successful applicant that receives \$1,000,000 or more in Federal financial assistance during a single (program or fiscal) year which includes funding from this NOFO must set aside funds in its application to complete the audit.

18. **Independence of Awards.** The application submitted must be independent and capable of being implemented without reliance on other applications, or other grantees(s), including staff sharing protocols of key staff. Applicants applying under one of the FHIP Initiatives may not use the performance (e.g., performance assessment review rating or successfully completed activities) of another organization to meet the requirements of Rating Factor 1.

Advancing Racial Equity

In accordance with Executive Order [13985](#), Executive Order 14091, *Executive Order on Further Advancing Racial Equity and Support for Underserved Communities Through The Federal Government*, and Federal fair housing and civil rights laws, your application must address the following:

- You analyzed the racial composition of the persons or households who are expected to benefit, directly or indirectly, from your proposed award activities;
- You identified any potential barriers to persons or communities of color equitably benefiting from your proposed award activities;
- You detailed the steps you will take to prevent, reduce, or eliminate these barriers; and
- You have measures in place to track your progress and evaluate the effectiveness of your efforts to advance racial equity in your award activities.

Note that any actions taken in furtherance of this section must be consistent with Federal nondiscrimination requirements.

Applicants must satisfy the above requirements in a separate one page narrative entitled Advancing Racial Equity Narrative.

This narrative is required and must address the four bullets outlined in the paragraph above. Applicants will submit this narrative according to the instructions in Section IV.B. This narrative will be evaluated for sufficiency and will not change the applicant's score or rank as compared to other applicants. If the narrative is not submitted it will be a "Curable Deficiency" that will be communicated to the applicant for correction with a notice of deficiency.

Affirmative Marketing and Outreach

Any outreach or marketing conducted under a HUD award must be conducted broadly throughout the local area and nearby areas and targeted to reach any eligible persons in demographic groups that would be unlikely or least likely to be aware of the benefits of a HUD award absent such efforts, or entities that serve such groups. Such demographic groups may include, for example, Black and Brown persons or communities, individuals with limited English proficiency, individuals with disabilities, or families with children. Strategies for affirmative marketing or outreach include outreach through community contacts or service providers or at community centers serving the target population; and marketing on websites, social media channels, television, radio, and print media serving local members of the targeted group. You

must submit a narrative describing the affirmative marketing/outreach activities that will be conducted if you are selected for a HUD award.

Applicants will address the issues outlined in the paragraph above in response to Rating Factor 2(3)(a).

Experience Promoting Racial Equity

In accordance with Executive Order 13985, Executive Order On Advancing Racial Equity and Support for Underserved Communities Through the Federal Government, Executive Order 14091, Further Advancing Racial Equity and Support for Underserved Communities Through the Federal Government, and Federal fair housing and civil rights laws, your application must demonstrate that the applicant has the experience and/or the resources to effectively address the needs of underserved communities, particularly Black and Brown communities. This may include experience successfully working directly with such groups, experience designing or operating programs that equitably benefit such groups, or experience successfully advancing racial equity in other ways. This may also include experience soliciting, obtaining, and applying input from such groups when designing, planning, or implementing programs and activities.

Applicants must satisfy the above requirements in a separate one-page narrative entitled Experience Promoting Racial Equity Narrative.

This narrative is required and must address the issues outlined in the paragraph above. Applicants will submit this narrative according to the instructions in Section IV.B. This narrative will be evaluated for sufficiency and will not change the applicant's score or rank as compared to other applicants. If the narrative is not submitted, it will be a "Curable Deficiency" that will be communicated to the applicant for correction with a notice of deficiency.

Affirmatively Furthering Fair Housing

With some exceptions for Federally recognized Indian tribes and their instrumentalities, the application must discuss how the applicant will carry out the proposed activities in a manner that affirmatively furthers fair housing in compliance with the Fair Housing Act and its implementing regulations and how applicants will meet the requirements of the definition of affirmatively furthering fair housing at 24 CFR 5.151. If the applicant will carry out proposed activities with an Assessment of Fair Housing (AFH), the proposed activities should be consistent with the AFH's fair housing goals and with fair housing strategies specified in the jurisdiction's Consolidated Plan or Public Housing Agency Plan.

Applicants will address this requirement in response to Rating Factor 2(1).

G. Criteria for Beneficiaries.

1. Training Funds. The applicant's proposed budget must set aside exactly \$7,500 annually to be utilized to participate in HUD sponsored mandatory or approved training. Grants that have a performance period of 12-18 months are considered 12-month grants for purposes of this requirement. If an applicant is awarded more than one FHIP grant (under more than one component), HUD reserves the right to examine the requested training needs. If additional training funds are not needed, HUD reserves the right to transfer funds back to fair housing activities during negotiations.

If an applicant is a successful grantee for more than two FY2024 awards, the applicant will not be permitted to set aside more than \$15,000 per year during the grant period of performance for

training purposes. Any designated amount for training more than \$15,000 per 12-month period for a single grantee as a result of multiple awards will be reduced by the GTR/GTM during negotiations, and the excess funds transferred back to fair housing activities. In addition, the \$7,500 training funds set aside must either be expended, or the grantee must have a clearly established plan to expend the funds by the end of the third quarter of the grant period of performance. HUD reserves the right to require the return to Treasury of any training funds not expended or subject to a clearly established plan for expenditure by the third quarter of the grant period of performance.

IV. APPLICATION AND SUBMISSION INFORMATION

A. Obtain an Application Package

Instructions for Applicants

All application materials, including the Application Instructions and Application Package, are available through Grants.gov. You must access and review all available application materials. You must submit your application electronically via Grants.gov under the Funding Opportunity Number cited within this NOFO. Your application must list the applicable Funding Opportunity Number.

You can request a waiver from the requirement for electronic submission, if you demonstrate good cause. An example of good cause may include: a lack of available Internet access in the geographic area in which your business offices are located. However, lack of SAM registration or valid UEI is not good cause. If you cannot submit your application electronically, you must ask in writing for a waiver of the electronic application submission requirements. HUD will not grant a waiver if you fail to submit to HUD by email or postmark by mail a request for a waiver at least 15 calendar days before the application deadline. If HUD grants a waiver, a paper application must be received before the deadline for this NOFO. To request a waiver, you must contact:

Name:

Stephanie Thomas

Email:

Stephanie.W.Thomas@hud.gov

HUD Organization:

FHEO

Street:

451 7th Street SW

City:

Washington

State:

DC DISTRICT OF COLUMBIA

Zip:

20410

All waiver requests must be submitted to the contact above. If you are granted a waiver, the notification will provide instructions on where and how to submit the application.

NOTE: Paper copy applications must be received by HUD in Room 5222B no later than 4:30 PM Eastern Standard Time on the application deadline date to allow time for scanning during business hours in accordance with HUD policy. There is no grace period for paper application submissions.

Applicants are advised to send paper applications via a courier that provides a receipt of delivery. You will receive confirmation (via Form HUD 2993) of HUD’s receipt of the application, but this confirmation might not be received by the submission deadline.

A paper application submitted without a waiver granted will not be accepted and will be returned to sender.

B. Content and Form of Application Submission

You must verify that boxes 11, 12, and 13 on the SF-424 match the NOFO for which you are applying. If they do not match, you have downloaded the wrong Application Instruction and Application Package.

Submission of an application that is otherwise sufficient, but is under the wrong Assistance Listing and Funding Opportunity Number is a Non-Curable Deficiency, and will be rejected, unless otherwise stated under the Threshold requirements section. When applying with a UEI that does not match the organization name as registered in sam.gov will result in an ineligible applications.

1. Content

Forms/Assurances/Certifications	Submission Requirement	Notes/Description
Application for Federal Assistance (SF-424)	This form is required.	Review section IV.B.2.a. of this NOFO for detailed application requirements.
Applicant and Recipient Assurances and Certifications (HUD 424-B)	This form is required.	Review section IV.B.2.a. of this NOFO for detailed application requirements.
Applicant/Recipient Disclosure/Update Report (HUD 2880)	This form is required.	Review section IV.B.2.a. of this NOFO for detailed application requirements.
Disclosure of Lobbying Activities (SF-LLL)	This form is conditionally required.	Review section IV.B.2.a. of this NOFO for detailed application requirements.
Certification Regarding Lobbying Activities	This form is required.	

Forms/Assurances/Certifications	Submission Requirement	Notes/Description
Federal Assistance Representations and Certifications	This form is required via sam.gov	To assure compliance with statutory requirements for HUD programs, you must complete the “Federal Assistance Representations and Certifications” section of your sam.gov registration. HUD and OMB use information reported within sam.gov for general management of Federal assistance awards programs. For more information on how to update your sam.gov registration, visit SAM.gov or the Federal Service Desk, FSD.gov. You can search for help at FSD any time or request help from an FSD agent Monday-Friday 8 a.m. to 8 p.m. ET.
Grant Application Detailed Budget Worksheet (HUD-424-CBW)		This form is contained within the Instruction Package.
Assurances for Non-Construction Programs (SF-424B)	This form is required.	This form is contained within the Application Package.
Certification of Consistency with Promise Zone Goals and Implementation (HUD-50153)	This form is required if applicant wants to be considered for Promise Zone preference points.	This form is contained within the Instruction Package.
Minority Serving Institutions Preference Points - Documentation	This documentation and information is required if applicant wants to be considered for MSI	See NOFO Section V.A.2 for requirements.

Forms/Assurances/Certifications	Submission Requirement	Notes/Description
	preference points.	

You must submit the required forms listed above. These forms are found in the application and instruction package. Additionally, your complete application must include the following narratives and non-form attachments:

- a. Separate narrative responses to Rating Factors 1, 2, 3 and 4 criteria as described in Section V. Application Review Information.
- b. Project Abstract (required) – Do not include images, photos, graphics or footnotes. Use Appendix C or a similar format in Word only to include:
 - i. Initiative and Component for which the application is submitted,
 - ii. Amount of funding requested,
 - iii. Statement identifying whether the organization is a new FHIP applicant,
 - iv. Grant purpose,
 - v. Activities to be performed,
 - vi. Expected outcomes,
 - vii. Intended beneficiaries, and
 - viii. Subrecipient activities or a statement that applicant does not intend to use subawards.
- c. SOW Chart (see Appendix A for sample chart).
- d. Applicable Rating Factor lists or charts as described in Section V. of this NOFO.
- e. Completed Appendix B, EOI Eligibility Certification (NMC Component Applicants must complete both pages).
- g. Advancing Racial Equity Narrative.
- h. Experience Promoting Racial Equity Narrative.

2. Other Submission Requirements

- a. Standard Application, Assurances, Certifications and Disclosures

(1) Standard Form 424 (SF-424) Application for Federal Assistance

The SF-424 is the government-wide form required to apply for Federal assistance programs, discretionary awards, and other forms of financial assistance programs. You must complete and submit the form with the other required forms and information as directed in this NOFO.

By signing the forms in the SF-424 either through electronic submission or in paper copy submission (for those granted a waiver), you and the signing authorized organization representative affirm that you both have reviewed the certifications and assurances associated with the application for Federal assistance and (1) are aware the submission of the SF-424 is an assertion that the relevant certifications and assurances are established and (2) acknowledge that the truthfulness of the certifications and assurances are material representations upon which HUD will rely when making an award to the applicant. If it is later determined the signing authorized organization representative to the application made a false certification or assurance, caused the submission of a false certification or assurance, or did not have the authority to make a legally binding commitment for the applicant, the applicant and the individual who signed the application may be subject to administrative, civil, or criminal action. Additionally, HUD may terminate the award to the applicant organization or pursue other available remedies. Each applicant is responsible for including the correct certifications and assurances with its application submission, including those applicable to all applicants, those applicable only to Federally recognized Indian tribes, or Alaskan native villages and those applicable to applicants other than Federally recognized Indian tribes, or Alaskan native villages.

(2) Assurances (HUD 424-B)

By submitting your application, you provide assurances that, if selected to receive an award, you will comply with U.S. statutory and other requirements, including, but not limited to civil rights requirements. All recipients and subrecipients of the award are required to submit assurances of compliance with Federal civil rights requirements. *See, e.g.*, Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments Act of 1972, Section 504 of the Rehabilitation Act of 1973, Violence Against Women Act, and the Age Discrimination Act of 1975; *see also* [24 CFR §§ 1.5; 3.115; 8.50; and 146.25](#). HUD accepts these assurances in the form of the HUD 424-B, which also require compliance with HUD Reform Act requirements and all general Federal nondiscrimination requirements in the administration of the Federal assistance award.

(3) Applicant Disclosure Report Form 2880 (HUD 2880)

The form HUD 2880 is required if you are applying for assistance within the jurisdiction of HUD to any project subject to Section 102(d) of the HUD Reform Act . Assistance is provided directly by HUD to any person or entity, but not to subrecipients. It includes assistance for the acquisition, rehabilitation, operation, conversion, modernization, renovation, or demolition of any property containing five or more dwelling units that is to be used primarily for residential purposes. It includes assistance to independent group residences, board and care facilities, group homes and transitional housing but does not include primarily nonresidential facilities such as intermediate care facilities, nursing homes and hospitals. It also includes any change requested by a recipient in the amount of assistance previously provided, except changes resulting from annual adjustments in Section 8 rents under Section 8(c)(2)(A) of the United States Housing Act of 1937 ([42 U.S.C. § 1437f](#)). [See 24 CFR part 4 for additional information.](#)

(4) Code of Conduct

Both you, as the award recipient, and all subrecipients must have a code of conduct (or written standards of conduct). The code of conduct must comply with the requirements included in the “Conducting Business in Accordance with Ethical Standards” section of the Administrative, National and Department Policy Requirements and Terms for HUD Financial Assistance

Awards-- 2024, as well as any program-specific requirements. These requirements include ethical standards related to conflicts of interest for procurements in [2 CFR 200.318\(c\)](#) and [2 CFR 200.317](#), as well as HUD-specific conflict of interest standards. HUD maintains a list of organizations that have previously submitted written standards of conduct on its [Code of Conduct for HUD Grant Programs webpage](#). But it is your responsibility to ensure that the standards are compliant with the noted requirements and that HUD has the latest version of the written standards. Updated written standards should be submitted with the application. Any updates to your written standards, after the application period, should be submitted as directed by the HUD program contact for this NOFO.

(5) False Statements

Applicant understands that providing false or misleading information during any part of the application, award, or performance phase of an award may result in criminal, civil or administrative sanctions, including but not limited to: fines, restitution, and/or imprisonment under 18 USC 1001, 18 USC 1012, or 18 USC 287; treble damages and civil penalties under the False Claims Act, 31 USC 3729 et seq.; double damages and civil penalties under the Program Fraud Civil Remedies Act, 31 USC 3801 et seq.; civil recovery of award funds; suspension and/or debarment from all federal procurement and non-procurement transactions, FAR Part 9.4 or 2 CFR Part 180; and other remedies including termination of active HUD award.

(6) Lobbying Activities

Applicants are subject to the provisions of Section 319 of Public Law 101-121, 31 U.S.C. 1352, (the Byrd Amendment), and 24 CFR part 87, which prohibit recipients of federal awards from using appropriated funds for lobbying the executive or legislative branches of the Federal government in connection with a Federal award. All applicants must submit with their application the signed “Certification Regarding Lobbying” form. In addition, applicants must disclose, using Standard Form LLL (SF-LLL), “Disclosure of Lobbying Activities,” any funds, other than federally appropriated funds, that will be or have been used to influence federal employees, members of Congress, or congressional staff regarding specific awards. Federally recognized Indian tribes and tribally designated housing entities (TDHEs) established by Federally recognized Indian tribes as a result of the exercise of the tribe’s sovereign power are excluded from coverage of the Byrd Amendment, but state-recognized Indian tribes and TDHEs established only under state law shall comply with this requirement.

You must submit the signed lobbying forms identified in Section IV. B. 1. above. If the applicant does not participate in lobbying activities, you may state on the form that it is not applicable to your organization.

3. Format and Form

Narratives and other attachments to your application must follow the following format guidelines. Do not submit password protected or encrypted files.

10 Pages maximum length of narratives

Double spaced 12-point (minimum) Times Roman font on letter sized paper (8 1/2 x 11 inches) with at least 1-inch margins on all sides.

a. Points may be deducted for a narrative response exceeding the 10-page limit. HUD will not read materials in excess of the 10-page limit, except for materials expressly excluded from the

page limits by the terms of this NOFO. Applicants may submit fewer pages if desired. The narrative pages must be double-spaced, including all text, titles and headings.

b. The following items do not count towards the 10-page maximum: Rating Factor 3 responses, and Rating Factor lists or charts expressly excluded from page limits as provided in NOFO Section V.A.1; Advancing Racial Equity Narrative and Experience Promoting Racial Equity Narrative.

C. System for Award Management (SAM) and Unique Entity Identifier (UEI)

1. SAM Registration Requirement

You must register at www.sam.gov before submitting an application. You must maintain current information in SAM on immediate and highest-level owner and subsidiaries, as well as on all predecessors that a Federal award within the last three years, if applicable. Information in SAM must be current for all times during which you have an active Federal award or an application or plan under consideration by HUD.

2. UEI Requirement

All entities doing business with the Federal government must use the UEI created in SAM.gov. Your application must include a valid UEI that is registered and active at www.sam.gov. **When submitting an application with a UEI that does not match the organization name as registered in sam.gov will result in an ineligible application.**

3. Requirement to Register with Grants.gov

Anyone planning to submit applications on behalf of an organization must register at Grants.gov and be approved by the E-Biz POC in SAM to submit applications for the organization. Registration for SAM and Grants.gov is a multi-step process and can take four (4) weeks or longer to complete if data issues arise. Applicants without a valid registration cannot apply through Grants.gov. Complete registration instructions and guidance are provided on Grants.gov.

An applicant that submits an application with the incorrect UEI because of a typographical error will be given the opportunity to cure the error, provided the applicant organization had a valid registered UEI on the date and at the time the application was submitted. An applicant organization that submits an application with the incorrect UEI and who does not have a valid registered UEI on the date and at the time the application was submitted is ineligible.

D. Application Submission Dates and Times

1. Application Due Date Explanation

The application deadline is 11:59:59 PM Eastern time on 11/19/2024

Submit your application to Grants.gov unless a waiver has been issued allowing you to submit a paper application. Instructions for submitting your paper application will be contained in the waiver of electronic submission.

“Received by Grants.gov” means the applicant received a confirmation of receipt and an application tracking number from Grants.gov. Grants.gov then assigns an application tracking number and date-and timestamp each application upon successful receipt by the Grants.gov

system. A submission attempt not resulting in confirmation of receipt and an application tracking number is not considered received by Grants.gov.

Applications received by Grants.gov must be validated by Grants.gov to be received by HUD.

“Validated by Grants.gov” means the application has been accepted and was not rejected with errors. You can track the status of your application by logging into Grants.gov, selecting “Applicants” from the top navigation, and selecting “Track my application” from the dropdown list. If the application status is “rejected with errors,” you must correct the error(s) and resubmit the application before the 24-hour grace period ends. Applications in “rejected with errors” status after the 24-hour grace period expires will not be received by HUD. Visit Grants.gov for a complete description of processing steps after applying.

HUD strongly recommends you review your application before you submit it at Grants.gov. Also, HUD recommends you submit your application at least **48 hours before the deadline** and during regular business hours to allow enough time to correct errors or overcome other problems.

2. Grants.gov Customer Support

Grants.gov provides customer support information on its website at <https://www.grants.gov/web/grants/support.html>. If you have difficulty accessing the application and instructions or have technical problems, contact Grants.gov customer support center by calling (800) 518-GRANTS (this is a toll-free number) or by sending an email to support@grants.gov. The customer support center is open 24 hours a day, seven days per week, except Federal holidays. Individuals who are deaf or hard of hearing, as well as individuals who have speech or other communication disabilities may use a relay service to reach Grants.gov Customer Support. To learn more about how to make an accessible telephone call, visit the [webpage for Federal Communications Commission](#).

3. Grants.gov Application Submission

You can verify the contents of your submitted application to confirm Grants.gov received everything you intended to submit. To verify the contents of your submitted application:

- Log in to Grants.gov.
- Click the Check Application Status link, which appears under the Grant Applications heading in the Applicant Center page. This will take you to the Check Application Status page.
- Enter search criteria and a date range to narrow your search results.
- Click the Search button. To review your search results in Microsoft Excel, click the Export Data button.
- Review the Status column. To view more detailed submission information, click the Details link in the Actions column.
- To download the submitted application, click the Download link in the Actions column.

Take note of the Grants.gov tracking number, as it is needed by the Grants.gov customer support center should you seek their assistance.

HUD may extend the application deadline for any program if Grants.gov is offline or not available to applicants for at least 24 hours immediately prior to the deadline date, or the system

is down for 24 hours or longer and impacts the ability of applicants to cure a submission deficiency within the grace period.

HUD may also extend the application deadline upon request if there is a presidentially declared disaster in the applicant's area.

If these events occur, HUD will post a notice on its website establishing the new, extended deadline for the affected applicants. HUD will also publish the extension on Grants.gov.

In determining whether to grant a request for an extension based on a presidentially declared disaster, HUD will consider the totality of the circumstances including the date of an applicant's extension request (how closely it followed the basis for the extension), whether other applicants in the geographic area are similarly affected by the disaster, and how quickly power or services are restored to enable the applicant to submit its application.

NOTE: Busy servers, slow processing, large file sizes, improper registration or password issues are not valid circumstances to extend the deadline dates or the grace period.

4. Amend or Revise an Application

Before the submission deadline, you may amend a validated application through Grants.gov by submitting a revised and complete application including the new or changed material. The revised application must be received and validated by Grants.gov by the applicable deadline.

If HUD receives an original and a revised application for a single proposal, HUD will evaluate only the last submission received by Grants.gov before the deadline.

5. Grace Period for Grants.gov Submissions

If your application is received by Grants.gov before the deadline, but is rejected with errors, you have a grace period of 24 hours after the application deadline to submit a corrected, received, and validated application through Grants.gov. The date and time stamp on the Grants.gov system determines the application receipt time. Any application submitted during the grace period but not received and validated by Grants.gov will not be considered for funding. There is no grace period for paper applications.

6. Late Applications

An application received after the NOFO deadline date that does not meet the Grace Period requirements will be marked late and will not be reviewed by HUD for funding

consideration. Improper or expired registration and password issues are not sufficient causes to allow HUD to accept applications after the deadline date.

7. Corrections to Deficient Applications

HUD will not consider information from applicants after the application deadline except for curable deficiencies.

HUD will uniformly notify applicants of each curable deficiency. See curable deficiency definition in section I.A of this NOFO. Examples of curable (correctable) deficiencies include inconsistencies in the funding request and failure to submit required certifications. These examples are non-exhaustive.

When HUD identifies a curable deficiency, HUD will notify the authorized organization representative identified on the SF-424 Application for Federal Assistance via email. This email is the official notification of a curable deficiency.

You must email corrections of Curable Deficiencies to applicationsupport@hud.gov within the time limits specified in the notification. The time allowed to correct deficiencies will be no less than 48 hours and no more than 14 calendar days from the date of the email notification. The start of the cure period will be the date stamp on the email sent from HUD. If the deficiency cure deadline date falls on a Saturday, Sunday, Federal holiday, or on a day when HUD's Headquarters are closed, then the applicant's correction must be received on the next business day HUD Headquarters offices in Washington, DC are open.

The subject line of the email sent to applicationsupport@hud.gov must state: Technical Cure and include the Grants.gov application tracking number or the GrantSolutions application number (e.g., Subject: Technical Cure - GRANT123456 or Technical Cure - XXXXXXXXXXXX). If this information is not included, HUD cannot match the response with the application under review and the application may be rejected due to the deficiency.

Corrections to a paper application must be sent in accordance with and to the address indicated in the notification of deficiency. HUD will treat a paper application submitted in accordance with a waiver of electronic application containing the wrong UEI as having a curable deficiency. Failure to correct the deficiency and meet the requirement to have a UEI and active registration in SAM will render the application ineligible for funding.

8. Authoritative Versions of HUD NOFOs

The version of this NOFO posted on Grants.gov includes the official documents HUD uses to solicit applications.

9. Exemptions

Parties that believe the requirements of the NOFO would impose a substantial burden on the exercise of their religion should seek an exemption under the [Religious Freedom Restoration Act](#) (RFRA).

E. Intergovernmental Review

This program is not subject to [Executive Order 12372, Intergovernmental Review of Federal Programs](#).

F. Funding Restrictions

1. **Retainer Fees.** FHIP recipients are under specific restrictions (outlined in the grant agreement documents) regarding establishment of retainer agreements and recovery of legal fees from HUD-funded cases. Data on fees, settlements, and verdicts are matters of public record. Awardees must provide this information to HUD annually. Neither the grantee nor the individual(s) on whose behalf any action is filed can request that HUD waive these provisions.
2. **Number of Awards.** An organization may not receive more than one award under a single component. This restriction includes two organizations with separate EINs that apply for separate funding under a single component but identify more than one of the same direct personnel and/or key staff for both organizations (i.e., key staff sharing).

FHIP will fund only one organization. This restriction ensures FHIP's commitment to continued program integrity by eliminating double payments under a single component to an organization or individuals. This restriction includes but is not limited to any organization affiliate, associate, subsidiary, or other organizations that engage in direct personnel and/or key staff sharing protocols. In addition, an organization that is selected to receive an EOI-TFH or an EOI-NMC award may not receive another EOI award, but may receive awards under the PEI and/or FHOI NOFOs provided the organization meets all requirements.

3. **Performance Standards.** Applicants must maintain an annual performance assessment rating from the FHIP HUD GTR as "good" or funding may be reduced until performance issues are resolved and if unresolved, HUD has a right to rescind funding.
4. **Compensation.** Grantees cannot charge more than Level IV of the Federal Executive Schedule annually for an individual's compensation even if the individual earns more than the capped amount. The salary limitation for Executive Level IV is \$191,900 and was effective January 2024. This compensation cap does not require grantees to limit the amount paid to individuals under this grant; however, the individual's remaining compensation over the cap must be paid from an alternative organization funding source. HUD reserves the right to determine whether compensation is reasonable and customary for the skill set provided and the areas being served.
5. **Administrative Costs.** Salaries, fringe benefits and other administrative costs charged against the project or program element for the sole purpose of administering the grant/cooperative agreements shall not exceed 10% of the annual grant award (Federal and cost share). One hundred percent of the salaries and fringe benefits related to these functions are considered administrative costs. Examples of administrative costs include but are not limited to: preparation and submission of grant applications, fiscal tracking of grants funds, maintaining project files and performance measures, collection and submission of deliverables accounting staff wages and benefits, building rent, consulting expenses, management wages and benefits (such as Executive Director and support staff), depreciation of office equipment, insurance, legal staff wages and benefits, office supplies. Building rent is eligible only under the following conditions: the rent must be for existing facilities not requiring rehabilitation or construction except for minimal alterations to make the facilities accessible for a person with disabilities; no repairs or renovations of the property may be undertaken with funds under this NOFO; and properties in the Coastal Barrier Resources System designated under the Coastal Barrier Resources Act (16 U.S.C. 3501) cannot be leased or rented with federal funds. Non-administrative Costs: Salaries and fringe benefits related to the implementation of the project or program element of the grant/cooperative agreement are not considered administrative costs. For example: the salaries and fringe benefits for technical staff to conduct work to accomplish specific Fair Housing goals as outlined in the program or project elements are not administrative costs.

Indirect Cost Rate

Normal indirect cost rules under [2 CFR part 200, subpart E](#) apply. If you intend to charge your indirect costs to the award, your application must clearly state the rate and distribution base you intend to use. If you have a Federally negotiated indirect cost rate, your application must also include a letter or other documentation from the cognizant agency showing the approved rate.

Successful applicants whose rate changes after the application deadline must submit the new rate and documentation to assure the award agreement incorporates the applicable rate.

Applicants other than state and local governments. If you have a Federally negotiated indirect cost rate, your application must clearly state the approved rate and distribution base and must include a letter or other documentation from the cognizant agency showing the approved rate. If your organization does not have a current negotiated rate (including provisional rate) and elects to use the de minimis rate, your application must clearly state you intend to use the de minimis rate of 10% of Modified Total Direct Costs (MTDC), as defined at [2 CFR 200.1](#). Costs must be consistently charged as either indirect or direct costs but may not be double charged or inconsistently charged as both, as described in [2 CFR 200.403](#). Once elected, the de minimis rate must be applied consistently for all Federal awards until the organization chooses to negotiate a rate, which the organization may apply to do at any time. Documentation of the decision to use the de minimis rate must be retained on file for audit.

State and local governments. If your department or agency unit has a Federally negotiated indirect cost rate, your application must include that rate, the applicable distribution base, and a letter or other documentation from the cognizant agency showing the negotiated rate. If your department or agency unit receives more than \$35 million in direct Federal funding per year, you may not claim indirect costs until you receive a negotiated rate from your cognizant agency for indirect costs as provided in [Appendix VII to 2 CFR part 200](#).

If your department or agency unit receives no more than \$35 million in direct Federal funding per year and your department or agency unit has developed and maintains an indirect cost rate proposal and supporting documentation for audit in accordance with [2 CFR part 200, Appendix VII](#), you may use the rate and distribution base specified in that indirect cost rate proposal.

Alternatively, if your department or agency unit receives no more than \$35 million in direct Federal funding per year and does not have a current negotiated rate (including provisional) rate, you may elect to use the de minimis rate of 10% of MTDC. As described in [2 CFR 200.403\(d\)](#), costs must be consistently charged as either indirect or direct costs but may not be double charged or inconsistently charged as both. Once elected, the de minimis rate must be applied consistently for all Federal awards until your department or agency chooses to negotiate for a rate, which you may apply to do at any time. Documentation of the decision to use the de minimis rate must be retained on file for audit.

NOTE: Applications submitted on or after October 1, 2024 for projects to commence on or after October 1, 2024 are subject to the 2 CFR 200 modifications; applicants that do not have a current negotiated indirect cost rate may use the de minimus rate of 15% (instead of the 10% reflected in the text above).

Statutory or regulatory restrictions apply ONLY if a statute or regulation imposes restrictions that are different from the indirect cost rate requirements in [2 CFR 200](#).

G. Other Program-specific Requirements

V. APPLICATION REVIEW INFORMATION

A. Review Criteria

Applicants must provide responses to all four Rating Factors below or points will be deducted. The maximum number of Rating Factor points awarded under this NOFO is 100. Rating Factors

include criteria and point distributions unique to EOI components. In addition, applicants may receive a maximum of 4 additional Preference Points if the criteria are met, for a total of 104 possible NOFO points. Please see the chart below:

Rating Factors Summary	Points
Rating Factor 1. Capacity of Applicant and Relevant Organizational Experience	
(1) Description and Expertise of Staff	20
(2) Organizational Experience and Capacity	16
Rating Factor 2. Need/Distress/Extent of the Problem	
(1) AFFH and Underserved Geographic Areas	2
(2) Problem Statement	6
(3) Proposed Solution	8
(4) Continuing Need	3
Rating Factor 3. Soundness of Approach	
(1) Proposed Statement of Work (SOW) and Information Requirements	16
(2) Budget and Cost Estimates	14
Rating Factor 4. Achieving Results and Program Evaluation	
(1) Measurement	5
(2) Evaluation Plan	10
TOTAL	100
Preference Points. Promise Zones (PZ); Minority Serving Institution (MSI); and/or Environmental Justice (EJ) [up to 2 points each for a maximum of 4 preference points total].	+4
Maximum Points including Rating Factors and possible Preference Points	104

1. Rating Factors

Please note that the Rating Factors for the National Media Campaign Component are presented separately from the Rating Factors for the other four NOFO Components.

NATIONAL MEDIA CAMPAIGN - Rating Factor 1: Capacity of Applicant and Relevant Organizational Experience

Maximum Points: 36

This factor addresses the extent to which the organization has the staff experience and organizational capacity necessary to successfully complete the proposed project during the grant period of performance, including actively maintaining staff, consultants and/or contractors throughout this period. HUD will consider the extent to which the applicant clearly addresses:

(1) Description and expertise of staff (Up to 20 points)

Describe staff experience showing that the applicant organization will have sufficient and sufficiently qualified staff available to complete the proposed activities, and staffing plan

including any proposal to add staff (employees) or contractors or consultants, if applicable. To receive full points under this factor, applicant must:

a. Demonstrate that the organization has more than one current staff member with fair housing related experience on board at the time the application is submitted; and describe the organization's proposal to add staff and/or contractors and consultants to complete the proposed project. The application must demonstrate that the applicant organization is independent and capable of implementing the proposed project without relying on other applications, or other grantee(s), including sharing of key staff. Applicants may not use the performance (e.g., performance review rating or successfully completed activities) of another organization to meet the requirements of this Rating Factor. The applicant must have current key staff on hand to receive points under this Rating Factor. If the applicant organization or applicant staff is sharing activities with other FHIP funded organizations, the applicant must list the name of the organization sharing activities, and the role of each staff member and the time each staff member devotes to all FHIP related activities that the organization's staff is undertaking, including as a grantee, sub-grantee, contractor, consultant, or in any other capacity. This information may be provided in a list or chart that will not count toward the 10-page limit for Rating Factor 1. **(Up to 6 points)**

Failure to provide information that demonstrates that the applicant organization has current sufficient staff to complete the proposed project will result in the applicant receiving 0 points under Factor 1.1.a. above.

b. The staffing plan must identify each staff member assigned to the proposed project by name and position and include the percentage of estimated time that each will devote to the proposed project. This staffing plan must also identify the proposed Project Manager by name and title and the percentage of time that the individual will devote to the proposed project. The Project Manager must be currently on staff and devote **at least 25 percent** of their time to the proposed project or points will be deducted. The plan must also describe how the applicant will evaluate the performance of and provide oversight for each contractor, if applicable.

If applicable, the applicant must further identify all FHIP grant awards and/or subgrantee awards from FY2020 to the present, and identify each staff person assigned to the projects, including name, position and percentage of time devoted to those project(s). Staff time and effort under each Initiative/Component must represent time and effort over the entire grant period of performance. Applicants applying for other FY2024 FHIP grants, or that currently have open FHIP grants must describe how the applicant will manage, operate, and maintain activities, performance requirements and timetables for these multiple grants. This information may be provided in a list or chart that does not count towards the 10-page limit for Rating Factor 1. Failure to provide this information, if applicable, will result in applicant receiving reduced points under this subfactor; points will not be deducted if this section is not applicable. **(Up to 6 points)**

c. Describe each key staff person's experience as it relates to the proposed project, including fair housing related experience for fair housing professionals. The staffing plan must describe how all key staff (fair housing or otherwise) experience contributes to the proposed project. Please do not include resumes. For proposed hires, the applicant must identify the position, the percentage of time the proposed staff member will devote to the project, the position requirements that will assist the organization to successfully complete the project and the proposed activities of the new hire. For proposed consultants, contractors or partners, the applicant must describe the relevant

experience that will contribute to the organization's ability to successfully complete the proposed activities, including any fair housing related experience, if applicable. **(Up to 4 points)**

d. Describe organization's staff experience in providing fair housing or similar training and/or disseminating information to community college, university, public or other large audiences. The applicant also must describe specific staff experience in developing or updating advertising and training material, and/or in other effective methods for outreach or training to large audiences, that will contribute to the proposed project. **(Up to 4 points)**

(2) Organizational Experience (Up to 16 points)

The applicant must describe the organization's relevant experience that demonstrates why the proposed project will be effective and describe its ability to successfully complete the proposed project within the grant period of performance:

a. Demonstrate that the applicant organization has conducted past project(s) similar in scope and complexity (whether FHIP funded or not) to the project proposed or engaged in activities that, although not necessarily similar, are readily transferable to the proposed project; and include the results of such past projects. **(Up to 4 points)**

b. Describe the applicant organization's knowledge of and proximity to the target (service) area of need, including working with underserved communities and demonstrate that applicant has the experience and the resources to effectively address the needs of underserved communities and has experience successfully working directly with such groups. **(Up to 2 points)**

c. Describe the applicant organization's independent **SPECIALIZED EXPERIENCE** relative to the National Media Campaign Component as follows **(Up to 10 points)**:

- i. Describe the organization's resources necessary to successfully implement the proposed activities in a timely manner and its ability to develop and implement large information campaign projects on a national level and on a regional/local level. (Up to 2 points)
- ii. Describe staff experience executing similar campaigns including experience producing education and outreach and advertising materials relating to a national fair housing media campaign which includes written materials and radio and electronic PSAs, digital and social media content and marketing materials, which are in localizable format for use by other fair housing organizations, to educate the public regarding the forms of housing discrimination that can occur in real estate related transactions AND describe the organization's capacity to conduct a campaign that focuses on access to housing opportunities and advancing racial equity for underserved communities. Describe how the campaign will provide information about how to file a housing discrimination complaint. Include a description of the organization's experience producing materials in English and at least two other languages to provide meaningful language access to persons with Limited English Proficiency, and in producing accessible materials in alternative formats for persons with disabilities, and its ability to produce these materials for the proposed project. Describe the organization's experience executing similar campaigns. (Up to 3 points)
- iii. Demonstrate the organization's ability to develop, implement, make modifications to as necessary, and manage a multi-level traditional (TV/Print/Radio) and interactive digital/online media campaign on a national and regional/local scale for members of the

protected classes under the FHA. The proposed campaign must provide a nexus between the FHA and members of the protected class under the Act. This capacity may be demonstrated via partnership with an organization that has comparable experience to undertake a national fair housing education, outreach, and training program. (Up to 3 Points) NOTE: If the applicant fails to demonstrate that it has the experience to conduct a national multi-media campaign or that it partners with an organization that has this experience, there will be a 10 point deduction and no points will be given under Specialized Experience.

- iv. Demonstrate how the applicant organization represents persons in protected class groups under the FHA, including persons in underserved communities and diverse populations that have faced historic segregation. (Up to 2 points)

NATIONAL MEDIA CAMPAIGN - Rating Factor 2: Need/Distress/Extent of the Problem
Maximum Points: 19

This factor addresses the extent to which there is a need for funding the proposed activities, including addressing the needs of historically underserved geographic areas, highly segregated, rural and/or underserved populations.

(1) AFFH and Underserved Geographic Areas (Up to 2 Points) The need(s) described must be relevant to the activities for which funds are being requested under Rating Factor 3; maximum points will be awarded under this subfactor to applications that describe the fair housing education and outreach needs identified in historically underserved geographic areas, and which specifically explain and demonstrate how the identified needs of those underserved geographic areas will be met. In compliance with Section III. F. above, applicant must describe how the proposed NOFO activities are aligned with AFFH requirements, including how its proposed activities will work towards **at least one** of the following: (1) addressing significant disparities in housing needs for protected groups, (2) addressing disparities in access to opportunity for protected groups, (3) addressing segregation and promoting integration, (4) transforming racially or ethnically concentrated areas of poverty into areas of opportunity, and (5) fostering and maintaining compliance with civil rights and fair housing.

(2) Problem Statement (Up to 6 points) In earlier studies of segregation, some Blacks, members of other historically marginalized groups, and individuals with disabilities, who reported that they experienced discrimination in the housing market also reported that one of the key reasons they did not take legal action was because they thought that such action would not yield results or remedy the discrimination. The studies also showed that many Blacks and other members of protected class groups who experienced discrimination did nothing about it because of lack of knowledge of where or how to file a complaint.

Applicants must describe and document national fair housing needs as follows:

- a. Identify gaps in the knowledge of the American public regarding the forms of housing discrimination that can occur, with a focus on advancing racial equity and equal housing opportunities, especially in historically underserved communities, including promoting housing equity consistent with the purpose of the FHA and addressing barriers that may arise when people protected under the FHA exercise their fair housing rights to expand housing choice. These barriers include but are not limited to opposition to the creation of

affordable housing, harassment based on race and obstruction of persons who seek to enforce their fair housing rights.

- b. The campaign must also focus on educating the public about the forms of housing discrimination and inequities that can occur in real estate related transactions.
- c. The campaign must provide for meaning language access for persons of limited English proficiency and the need for alternative forms of communication for individuals with disabilities.
- d. Describe how this campaign will address fair housing knowledge gaps by providing educational and outreach materials, including information on how to file a housing discrimination complaint nationally, and in areas of high segregation, in areas where appraisal bias and mis-valuation/ undervaluation are highly prevalent around the country, to persons with limited English proficiency, and to rural and other underserved populations.

(3) Proposed Solution (Up to 8 points). Describe how the proposed solution will meet the identified need as follows:

- a. Documented need and Affirmative Marketing. Demonstrate how the proposed project will be measured in relation to the need identified and that the services or other benefits provided under this grant will be affirmatively marketed broadly throughout the local area and nearby areas to any demographic groups that would be unlikely or least likely to participate in/benefit from the proposed education and outreach activities and/or apply for services absent such efforts. Such demographic groups may include, for example, Black and Brown persons or communities, individuals with limited English proficiency, individuals with disabilities, or families with children; (Up to 2 points)
- b. Address how the project and the distribution of materials will increase the view and/or knowledge of fair housing for various targeted audiences and for a national audience, including for people in areas of high segregation, in historically underserved communities, in areas with a high concentration of people of limited English proficiency, rural areas, or areas that include underserved populations; (Up to 3 points) and
- c. Show how the proposal offers the most effective approach for meeting that national need, and how the organization will provide information about how to file a fair housing discrimination complaint. (Up to 3 points)

(4) Continuing Need (Up to 3 points). The applicant must:

- a. Address the need for language access services in languages other than English that have been identified in the application. Print media and all other materials being disseminated to the public must be in English and at least two other languages. Address how the project will meet the alternative communication needs of persons with disabilities; and
- b. Describe how the materials developed under the project will increase the view and/or knowledge of fair housing rights for the targeted populations on a national level and how the organization will track the results.

NATIONAL MEDIA CAMPAIGN - Rating Factor 3: Soundness of Approach

Maximum Points: 30

Applicant's response to Rating Factor 3 is exempt from the 10-page limit.

This factor addresses the soundness, quality, and effectiveness of the proposed work plan and budget and the commitment of the applicant to sustain the proposed project activities. Two sub-factor requirements make up the total possible points (Up to 30 points) for Rating Factor 3: SOW and Budget and Cost Estimates. If funded, the grantee is responsible for completing the SOW activities agreed upon during negotiations.

(1) Proposed SOW and Information Requirements (Up to 16 points). This sub-factor will be evaluated on the extent to which the applicant provides a clear detailed description of the proposed project activities and tasks and where applicable, proposed outcome measures. Applicants must submit a SOW Narrative and a SOW Chart (see Appendix A). Each SOW Narrative and Chart must be based on the specific EOI activities proposed in the organization's application.

a. The SOW Narrative must identify quantifiable project goals and describe how those goals are related to each of the specific needs identified in Rating Factor 2 Need/Distress/Extent of Problem. Goals are the results or outcomes the applicant intends to accomplish. The SOW Narrative must also describe the proposed activities, specific deliverables, and anticipated outcomes consistent with the activities in the SOW Chart. **(Up to 6 points)**

b. SOW Chart (Appendix A). Applicants should use the format provided in Appendix A as an example to describe the organization's specific SOW tasks. The Administrative Tasks listed in Appendix A are standard tasks; the applicant may edit this section to conform to the organization's specific tasks and activities, including adding additional tasks specific to the proposed project. Under the Program Tasks section, each applicant should complete a detailed SOW Chart based on the specific EOI activities proposed in the organization's application, including activities, tasks, time frames, deliverables and proposed outcomes where applicable.

The SOW Chart must describe in detail:

- i. all proposed project activities and major tasks **(Up to 3 points);**
- ii. a list of staff members and partners as identified in Factor 1 who will be responsible and accountable for completing the tasks **(Up to 3 points);**
- iii. the steps required to successfully implement the proposed project **(Up to 2 points);** and
- iv. the proposed outcomes where applicable. **(Up to 2 points)**

Applicants may receive up to 6 points for the submission of a complete SOW Narrative and up to 10 points for a complete SOW Chart.

In addition to the above Statement of Work requirements above, applicants for the National Media Campaign Component must incorporate the following component specific activities into their SOW and Budget:

Applicants must propose activities that effectively demonstrate a coordinated, comprehensive, and centralized educational and advertising campaign with an emphasis on television and radio Public Service Announcements (PSAs), pre-roll video, digital and social media targeting majority and minority markets throughout the United States. Social media content and placement campaigns should be broad-based, utilizing the various social networking applications available. Applicant should only propose the development of new materials to address the gaps identified in its response

to Factor 2. Applicants must describe their ability to provide materials in a digital/camera-ready format (based on current industry standards) and in a form suitable for internet use, distribution and re-purposing for use in other formats. All products developed under this campaign should have a common theme regarding the FHA. Products must be localizable for use by HUD and other FHIP or FHAP agencies for broader reach. An applicant's proposed deliverables may be modified by the GTR during the negotiation process based on the GTR and grantee's agreed maximum benefits to specific geographical areas, proposed target populations or other factors.

(2) Budget and Cost Estimates (Up to 14 Points)

HUD will assess the soundness of the planned approach by evaluating the quality, thoroughness, necessity, cost-effectiveness, and reasonableness of costs to carry out the project activities, and the rationale for the proposed budget and narrative. The applicant's budget submission must include the following or points will be deducted: the applicant's Budget Narrative and Form HUD-424-CBW Grant Application Detailed Budget Worksheet; a Budget Narrative for all subcontractors and sub-recipients; and a Form HUD-424-CBW Grant Application Detailed Budget Worksheet for subcontractors or sub-recipients whose budget amount exceeds \$5,000.

- a. **Budget Narrative (Up to 7 Points)**. The applicant's Budget Narrative must relate to the tasks in the SOW, including identifying key team members/staff and partners, consistent with the list provided as a response to Rating Factor 1, who will be responsible and accountable for completing major tasks. In addition, the Budget Narrative must describe the organization's Financial Management Capacity, including the organization's financial management system and its Board's role in financial management or oversight. The applicant's budget narrative must describe the organization's capabilities in handling financial resources, disseminating payments to third parties, e.g., contractors/ consultants, and maintaining adequate accounting and internal control procedures. In addition, applicants with current or prior FHIP grants must provide a list or chart of all HUD FHIP grants received since 2020, including the grant number, dollar amount awarded, the amount expended and obligated as of 30 days prior to the date the application is submitted, and a brief description of the applicant's activities and results (outcomes) achieved in the previous FHIP grant(s).
- b. **HUD-424-CBW Grant Application Detailed Budget Worksheet (Up to 7 Points)**
Applicants must provide a Grant Application Detailed Budget Worksheet, HUD-424-CBW. The HUD-424-CBW budget line items must relate to the tasks in the SOW, and there must be a line item for mandatory HUD sponsored or approved training. A separate HUD-424-CBW must be provided for each sub-recipient or subcontractor whose budget amount exceeds \$5,000.

All Factor 3 criteria are exempt from the 10-page limit. Applicants may receive up to seven (7) points for the Budget Narrative and up to seven (7) points for the HUD-424-CBW Grant Application Detailed Budget Worksheet. There will be an automatic five (5) point deduction (in addition to any other point deductions) from applicant's Rating Factor 3, Subfactor 2 score if Applicant submits Form HUD-424-CB instead of the required detailed HUD-424-CBW.

NATIONAL MEDIA CAMPAIGN - Rating Factor 4: Achieving Results and Program Evaluation

Maximum Points: 15

The applicant should outline its strategy for measuring, evaluating and improving (as needed) its program performance against proposed goals during the grant period of performance, and for implementing modifications and improvements as applicable during the period of performance, when the need to do so is identified based upon the results tracking and analysis. Applicants that utilize a variety of methods and techniques to evaluate overall program performance will be awarded higher points.

Applications that receive maximum points will fully explain the organization's effective plan for:

(1) Measurement (Up to 5 points) – the strategies the organization will utilize to measure its outputs and outcomes for the program activities in the Applicant's SOW. Applicants must propose outputs, outcomes, and measurement methods that can result in reliable, valid data. This description should include but is not limited to:

- a. quantifiable outputs and outcomes that measure progress on the goals identified in the Factor 3, SOW;
- b. data collection methods used to measure outputs and outcomes and the frequency of data collection;
- c. technological tools in place to capture, maintain, analyze and share data; and
- d. an explanation of how the applicant's data will be validated.

Applicant outcomes should reflect the anticipated effect the organization's proposed activities will have on its beneficiaries. Outcomes measure progress made towards achieving the program goals, while outputs are the measurable organization activities. An example of an output is the number of people expected to participate in education and outreach efforts or the number of people reached through such efforts.

(2) Evaluation Plan (Up to 10 points) - the plan that will be put in place to evaluate the proposed project and ensure the applicant makes progress on the stated objectives and goals. This description should include:

- a. thresholds for the output and outcome data that will be used to determine progress toward meeting objectives and goals and what, if any, improvements are necessary;
- b. timelines for continuous evaluation and adjustments as needed; and
- c. a description of how the results of regular periodic evaluation results will be used to improve progress, increase efficiency and effectiveness of the program, including achievement of goals, and/or implement modifications or adjustments if expectations are not on track to be met.

Based on activities outlined in the proposed Statement of Work, applicants should explain the impact of the grantee's education and outreach efforts. Applicants should express how outputs achieve the desired outcomes or the intended impact of outputs on the desired outcomes.

If selected for funding, quarterly reports will capture the following information:

- How many new clients were served compared with your proposed number because of your education and outreach efforts?

How many clients were reached from methods, including:

- conferences/presentations,
- mailings,
- internet ready materials,
- meetings/workshops,
- PSAs,
- publications,
- social networks/websites,
- trainings,
- etc.

**ALL OTHER COMPONENTS (SOGI, ARE, TFH, GENERAL) - Rating Factor 1:
Capacity of Applicant and Relevant Organizational Experience**

Maximum Points: 36

This factor addresses the extent to which the organization has the staff experience and organizational capacity necessary to successfully complete the proposed project during the grant period of performance, including actively maintaining staff, consultants and/or contractors throughout this period. HUD will consider the extent to which the applicant clearly addresses:

(1) Description and expertise of staff (Up to 20 points)

Describe staff experience showing that the applicant organization will have sufficient and sufficiently qualified staff available to complete the proposed activities, and staffing plan including any proposal to add staff (employees) or contractors or consultants, if applicable. To receive full points under this factor, applicant must:

- a. Demonstrate that the organization has more than one current staff member with fair housing related experience on board at the time the application is submitted; and describe the organization's proposal to add staff and/or contractors and consultants to complete the proposed project. The application must demonstrate that the applicant organization is independent and capable of implementing the proposed project without relying on other applications, or other grantee(s), including sharing of key staff. Applicants may not use the performance (e.g., performance review rating or successfully completed activities) of another organization to meet the requirements of this Rating Factor. The applicant must have current key staff on hand to receive points under this Rating Factor. If the applicant organization or applicant staff is sharing activities with other FHIP funded organizations, the applicant must list the name of the organization sharing activities, and the role of each staff member and the time each staff member devotes to all FHIP related activities that the organization's staff is undertaking, including as a grantee, sub-grantee, contractor, consultant, or in any other capacity. This information may be provided in a list or chart that will not count toward the 10-page limit for Rating Factor 1. **(Up to 6 points).**

Failure to provide information that demonstrates that the applicant organization has current sufficient staff to complete the proposed project will result in the applicant receiving 0 points under Factor 1.1.a. above.

- b. The staffing plan must identify each staff member assigned to the proposed project by name and position and include the percentage of estimated time that each will devote to the proposed project. This staffing plan must also identify the proposed Project Manager by name and title and the percentage of time that the individual will devote to the proposed

project. The Project Manager must be currently on staff and devote **at least 25 percent** of their time to the proposed project or points will be deducted. The plan must also describe how the applicant will evaluate the performance of and provide oversight for each contractor, if applicable.

If applicable, the applicant must further identify all FHIP grant awards and/or subgrantee awards from FY2020 to the present, and identify each staff person assigned to the projects, including name, position and percentage of time devoted to those project(s). Staff time and effort under each Initiative/Component must represent time and effort over the entire grant period of performance. Applicants applying for other FY2024 FHIP grants, or that currently have open FHIP grants must describe how the applicant will manage, operate, and maintain activities, performance requirements and timetables for these multiple grants. This information may be provided in a list or chart that does not count towards the 10-page limit for Rating Factor 1. Failure to provide this information, if applicable, will result in applicant receiving reduced points under this subfactor; points will not be deducted if this section is not applicable. **(Up to 6 points)**

c. Describe each key staff person's experience as it relates to the proposed project, including fair housing related experience for fair housing professionals. The staffing plan must describe how all key staff (fair housing or otherwise) experience contributes to the proposed project. Please do not include resumes. For proposed hires, the applicant must identify the position, the percentage of time the proposed staff member will devote to the project, the position requirements that will assist the organization to successfully complete the project and the proposed activities of the new hire. For proposed consultants, contractors or partners, the applicant must describe the relevant experience that will contribute to the organization's ability to successfully complete the proposed activities, including any fair housing related experience, if applicable. **(Up to 4 points)**

d. Describe organization's staff experience in providing fair housing or similar training and/or disseminating information to community college, university, public or other large audiences. The applicant also must describe specific staff experience in developing or updating advertising and training material, and/or in other effective methods for outreach or training to large audiences, that will contribute to the proposed project. **(Up to 4 points)**

(2) Organizational Experience (Up to 16 points)

The applicant must describe the organization's relevant experience that demonstrates why the proposed project will be effective and describe its ability to successfully complete the proposed project within the grant period of performance:

- a. Demonstrate that the applicant organization has conducted past project(s) similar in scope and complexity (whether FHIP funded or not) to the project proposed or engaged in activities that, although not necessarily similar, are readily transferable to the proposed project; and include the results of such past projects. **(Up to 4 points)**
- b. Describe the applicant organization's knowledge of and proximity to the target (service) area of need, including working with underserved communities, and demonstrate that applicant has the experience and the resources to effectively address the needs of underserved communities and has experience successfully working directly with such groups. **(Up to 2 points)**

- c. Describe the applicant organization's independent **SPECIALIZED EXPERIENCE** relative to the specific Component as follows **(Up to 10 points)**:

EOI - Sexual Orientation and Gender Identity Component ONLY: Address the staffing and organizational capacity as it relates to the FHA's prohibitions against discrimination because of sexual orientation and gender identity. Discuss organizational capacity to create new materials and update existing materials to reflect the recognition that, after the *Bostock* decision, the FHA bars discrimination based on sexual orientation and gender identity. **(Up to 10 points)**

EOI – Advancing Racial Equity Component ONLY: Describe staff and organizational capacity to address the issues that may arise when people protected under the FHA exercise their rights to expand housing choice, and experience serving underserved communities with a focus on promoting equity consistent with the purpose of the FHA. These issues include but are not limited to opposition to affordable housing, harassment against persons from historically marginalized and underserved populations, and creating obstacles for people with and without disabilities seeking to enforce their fair housing rights, especially in underserved communities. Demonstrate staff and organizational experience addressing these issues and promoting equity and justice in housing, consistent with the purpose of the FHA. Describe experience in creating traditional and digital advertisements and localized media campaigns, and/or trainings/workshops that promote fair housing choice and desegregation, projects that promote equity in housing, and education and outreach projects that address housing discrimination based on color, race and/or national origin. **(Up to 10 points)**

EOI-Targeted Fair Housing Component ONLY: Describe organizational experience and ability to address the needs of populations of persons with Limited English Proficiency to ensure they are aware of and understand their rights under the FHA; and demonstrate organizational experience in planning and implementing fair housing education and outreach activities for underserved communities. **(Up to 10 points)**

EOI - General Component ONLY

1. Describe how the organization set specific targets and measured results in providing outreach for past projects. **(Up to 5 points)**
2. Describe organizational experience in conducting educational symposia and/or training, including developing, printing, and distributing materials utilizing various methods which may include printed and electronic media to effectively reach and deliver information to groups with varying skill levels. Describe organizational capacity and experience with outreach efforts to address housing discrimination because of race, color, religion, sex (including sexual orientation and gender identity), disability, familial status, or national origin, and in creating and developing fair housing materials with a common theme and a direct connection to the FHA. **(Up to 5 points)**

**ALL OTHER COMPONENTS (SOGI, ARE, TFH, GENERAL) - Rating Factor 2:
Need/Distress/Extent of the Problem**

Maximum Points: 19

This factor addresses the extent to which there is a need for funding the proposed activities, including addressing the needs of historically underserved geographic areas, highly segregated, rural and/or underserved populations; applicants must explain how they will meet the needs of highly segregated, rural and/or underserved populations.

(1) AFFH and Underserved Geographic Areas (Up to 2 Points) The need(s) described must be relevant to the activities for which funds are being requested under Rating Factor 3; maximum points will be awarded to applications that describe the fair housing education and outreach needs identified in historically underserved geographic areas, and which specifically explain and demonstrate how the identified needs of those underserved geographic areas will be met. In compliance with Section III. F. above, applicant must describe how the proposed NOFO activities are aligned with AFFH requirements, including how its proposed activities will work towards **at least one** of the following: (1) addressing significant disparities in housing needs for protected groups, (2) addressing disparities in access to opportunity for protected groups, (3) addressing segregation and promoting integration, (4) transforming racially or ethnically concentrated areas of poverty into areas of opportunity, and (5) fostering and maintaining compliance with civil rights and fair housing.

(2) Problem Statement (Up to 6 points). Identify, describe and document the need for funding by using data and/or other supporting evidence which may include but is not limited to Census data, Assessments of Fair Housing, Analysis of Impediments to Fair Housing Choice (AI), Consolidated Plans or other fair housing planning documents, to support that a need exists. Applicants should not submit copies of reports, but rather include the pertinent data/information and a link and/or reference to the document or report containing the data/information upon which applicant relies. Applicants must:

- a. Describe the specific fair housing education and outreach needs proposed to be addressed, including needs of persons in areas of high segregation, high concentration of individuals of limited English proficiency, rural or underserved populations of the community or communities that will be addressed under this application; and
- b. Address the target area's impediments to fair housing choice and discuss how the proposed activities fulfill any of the jurisdiction's education and outreach goals included in its Fair Housing planning documents.

In addition to the above, applicants must respond to the component specific Problem Statement criteria below:

EOI – Advancing Racial Equity Component ONLY:

1. Identify the barriers to housing availability and opportunities which limit housing choice for people protected under the FHA, with a focus on promoting equity consistent with the purpose of the FHA. Barriers may include but are not limited to opposition to affordable housing, and harassment of and creating fair housing obstacles based upon race for people who are seeking to enforce their housing rights.
2. Show education and outreach gaps in fair housing knowledge to be addressed relative to opposition to affordable housing, harassment of and creating obstacles to fair housing based on race against families seeking to enforce their fair housing rights.

3. Show how the proposal to promote equity and justice in housing offers the most effective approach consistent with the purpose of the FHA.

EOI-Targeted Fair Housing Component ONLY:

1. Describe and document the targeted need: for education and outreach activities specifically for persons of Limited English Proficiency to ensure awareness and understanding of their rights under the FHA, including identifying the languages in which services are most needed; to improve access to homeownership for underserved populations that have historically been denied such opportunities and to advance community integration in segregated areas; and/or how applicant proposes to work directly with populations of Limited English Proficiency.
2. Address the need to provide education and outreach to underserved communities and underserved populations and describe any outreach and education gaps specific to underserved communities and underserved populations.

EOI-Sexual Orientation and Gender Identity Component ONLY: Address sexual orientation and gender identify housing discrimination in the target area and show how the proposal offers the most effective approach for meeting the education and outreach needs for preventing and combating discrimination because of sexual orientation and gender identity.

EOI-General Component ONLY: Describe the education and outreach needs identified relative to housing discrimination prohibited by the FHA, which may include but are not limited to addressing religious related housing discrimination inclusive of antisemitism and Islamophobia related discrimination and other religious related discrimination, and housing related discrimination of people who seek to enforce their fair housing rights.

(3) Proposed solution (Up to 8 points). The applicant must describe the proposed solution to address the fair housing needs identified in (2) above. Supporting evidence demonstrating the effectiveness of the proposed interventions is required and must be referenced in the application. Evidence may include but is not limited to case studies, evaluation of applicant best practices, third party research, etc. Applicant must:

- a. Describe how it plans to address the identified fair housing need(s) and describe the link between the need and the applicant's proposed activities. This description should include the presence of systemic housing discrimination, high segregation indices, or evidence of discrimination prohibited by the FHA within the project area, and an explanation of why the proposed intervention will be effective. (Up to 4 points)
- b. Proposed Activities and Affirmative Marketing. Use relevant information from various studies done by HUD or any other reliable source (e.g. Consolidated Plan, AI/Assessment of Fair Housing, etc.) to support the need specific to the applicant's proposed activities. Applicants should not submit copies of reports, but should reference any reports, statistics or other data used by providing links to and/or appropriate websites where the data is found. Reference information should be relevant to current needs or within the last five years or up to 2 points will be deducted from this subfactor. Applicant must demonstrate that the housing, services, or other benefits provided under this grant will be affirmatively marketed broadly throughout the local area and nearby areas to any demographic groups

that would be unlikely or least likely to apply absent such efforts. Such demographic groups may include, for example, Black and Brown persons or communities, individuals with limited English proficiency, individuals with disabilities, or families with children. (Up to 2 points)

- c. Address the need for meaningful language services in languages other than English by describing the target population's language need and the actions the applicant will take to make the applicant's activities available to meet those needs. All printed materials being disseminated to the public must be in English and at least two other languages. The application should briefly describe which additional languages will be used based on the targeted population and how materials will be translated and by whom. Applicants must identify the need for accessible forms of communication for persons with disabilities and what steps will be taken to address those needs, including offering alternative forms of communication and posting information on applicant's website that is Section 508 compliant. (Up to 2 points)

(4) Continuing Need (Up to 3 points)

Describe the urgency of the fair housing needs identified, including any imminent adverse consequences for persons in the protected class groups covered under the FHA if your application is not selected for funding.

ALL OTHER COMPONENTS (SOGI, ARE, TFH, GENERAL) - Rating Factor 3: Soundness of Approach

Maximum Points: 30

Applicant's response to Rating Factor 3 is exempt from the 10-page limit.

This factor addresses the soundness, quality, and effectiveness of the proposed work plan and budget and the commitment of the applicant to sustain the proposed project activities. Two sub-factor requirements make up the total possible points (Up to 30 points) for Rating Factor 3: SOW and Budget and Cost Estimates. If funded, the grantee is responsible for completing the SOW activities agreed upon during negotiations.

(1) Proposed SOW and Information Requirements (Up to 16 points). This sub-factor will be evaluated on the extent to which the applicant provides a clear detailed description of the proposed project activities and tasks and where applicable, proposed outcome measures. Applicants must submit a SOW Narrative and a SOW Chart (see Appendix A). Each SOW Narrative and Chart must be based on the specific EOI activities proposed in the organization's application.

- a. The SOW Narrative must identify quantifiable project goals and describe how those goals are related to each of the specific needs identified in Rating Factor 2 Need/Distress/Extent of Problem. Goals are the results or outcomes the applicant intends to accomplish. The SOW Narrative must also describe the proposed activities, specific deliverables, and anticipated outcomes consistent with the activities in the SOW Chart. **(Up to 6 points)**
- b. SOW Chart (Appendix A). Applicants should use the format provided in Appendix A as an example to describe the organization's specific SOW tasks. The Administrative Tasks listed in Appendix A are standard tasks; the applicant may edit this section to conform to the

organization's specific tasks and activities, including adding additional tasks specific to the proposed project. Under the Program Tasks section, each applicant should complete a detailed SOW Chart based on the specific EOI activities proposed in the organization's application, including activities, tasks, time frames, deliverables and proposed outcomes where applicable.

The SOW Chart must describe in detail:

- i. all proposed project activities and major tasks **(Up to 3 points)**;
- ii. a list of staff members and partners as identified in Factor 1 who will be responsible and accountable for completing the tasks **(Up to 3 points)**;
- iii. the steps required to successfully implement the proposed project **(Up to 2 points)**; and
- iv. the proposed outcomes where applicable. **(Up to 2 points)**

Applicants may receive up to 6 points for the submission of a complete SOW Narrative and up to 10 points for a complete SOW Chart.

IN ADDITION TO THE ABOVE SOW REQUIREMENTS, FOR EOI - SEXUAL ORIENTATION AND GENDER IDENTITY COMPONENT (SOGI) APPLICANTS ONLY:

In addition to the above Statement of Work requirements above, applicants for the SOGI Component must incorporate the following component specific activities into their SOW and Budget or points will be deducted:

The applicant must propose activities that effectively demonstrate a coordinated, comprehensive, and centralized educational program utilizing appropriate media, which may include social media, print, radio, public service announcement, and other broad-based methods, to conduct specific education and outreach projects consistent with fair housing laws that protect people from discrimination based on sexual orientation and gender identity. The SOW must describe an education and outreach program addressing the targeted populations and provide a detailed set of deliverables and time frames for the proposed activities designed to educate individuals about sexual orientation and gender identity, and to educate the public, organizations, service providers, and housing providers about fair housing rights, forms of housing discrimination, and actions to take when faced with discrimination, particularly focusing on specific issues encountered by individuals experiencing sexual orientation and gender identity discrimination. An applicant's proposed deliverables may be modified by the GTR during the negotiation process based on the GTR and grantee's agreed maximum benefits to specific geographical areas, proposed target populations, or other factors.

(2) Budget and Cost Estimates (Up to 14 Points)

HUD will assess the soundness of the planned approach by evaluating the quality, thoroughness, necessity, cost-effectiveness, and reasonableness of costs to carry out the project activities, and the rationale for the proposed budget and narrative. The applicant's budget submission must

include the following or points will be deducted: the applicant's Budget Narrative and Form HUD-424-CBW Grant Application Detailed Budget Worksheet; a Budget Narrative for all subcontractors and sub-recipients; and a Form HUD-424-CBW Grant Application Detailed Budget Worksheet for subcontractors or sub-recipients whose budget amount exceeds \$5,000.

- a. **Budget Narrative (Up to 7 Points)**. The applicant's Budget Narrative must relate to the tasks in the SOW, including identifying key team members/staff and partners, consistent with the list provided as a response to Rating Factor 1, who will be responsible and accountable for completing major tasks. In addition, the Budget Narrative must describe the organization's Financial Management Capacity, including the organization's financial management system and its Board's role in financial management or oversight. The applicant's budget narrative must describe the organization's capabilities in handling financial resources, disseminating payments to third parties, e.g., contractors/ consultants, and maintaining adequate accounting and internal control procedures. In addition, applicants with current or prior FHIP grants must provide a list or chart of all HUD FHIP grants received since 2020, including the grant number, dollar amount awarded, the amount expended and obligated as of 30 days prior to the date the application is submitted, and a brief description of the applicant's activities and results (outcomes) achieved in the previous FHIP grant(s).
- b. **HUD-424-CBW Grant Application Detailed Budget Worksheet (Up to 7 Points)**
Applicants must provide a Grant Application Detailed Budget Worksheet, HUD-424-CBW. The HUD-424-CBW budget line items must relate to the tasks in the SOW, and there must be a line item for mandatory HUD sponsored or approved training. A separate HUD-424-CBW must be provided for each sub-recipient or subcontractor whose budget amount exceeds \$5,000.

All Factor 3 criteria are exempt from the 10-page limit. Applicants may receive up to seven (7) points for the Budget Narrative and up to seven (7) points for the HUD-424-CBW Grant Application Detailed Budget Worksheet. There will be an automatic five (5) point deduction (in addition to any other point deductions) from applicant's Rating Factor 3, Subfactor 2 score if Applicant submits Form HUD-424-CB instead of the required detailed HUD-424-CBW.

ALL OTHER COMPONENTS (SOGI, ARE, TFH, GENERAL) - Rating Factor 4: Achieving Results and Program Evaluation

Maximum Points: 15

The applicant should outline its strategy for measuring, evaluating and improving (as needed) its program performance against proposed goals during the grant period of performance, and for implementing modifications and improvements as applicable during the period of performance, when the need to do so is identified based upon the results tracking and analysis. Applicants that utilize a variety of methods and techniques to evaluate overall program performance will be awarded higher points.

Applications that receive maximum points will fully explain the organization's effective plan for:

(1) Measurement (Up to 5 points) – the strategies the organization will utilize to measure its outputs and outcomes for the program activities in the Applicant's SOW. Applicants must

propose outputs, outcomes, and measurement methods that can result in reliable, valid data. This description should include but is not limited to:

- a. quantifiable outputs and outcomes that measure progress on the goals identified in the Factor 3, SOW;
- b. data collection methods used to measure outputs and outcomes and the frequency of data collection;
- c. technological tools in place to capture, maintain, analyze and share data; and
- d. an explanation of how the applicant's data will be validated.

Applicant outcomes should reflect the anticipated effect the organization's proposed activities will have on its beneficiaries. Outcomes measure progress made towards achieving the program goals, while outputs are the measurable organization activities. An example of an output is the number of people expected to participate in education and outreach efforts or the number of people reached through such efforts.

(2) Evaluation Plan (Up to 10 points) - the plan that will be put in place to evaluate the proposed project and ensure the applicant makes progress on the stated objectives and goals. This description should include:

- a. thresholds for the output and outcome data that will be used to determine progress toward meeting objectives and goals and what, if any, improvements are necessary;
- b. timelines for continuous evaluation and adjustments as needed; and
- c. a description of how the results of regular periodic evaluation results will be used to improve progress, increase efficiency and effectiveness of the program, including achievement of goals, and/or implement modifications or adjustments if expectations are not on track to be met.

Based on activities outlined in the proposed Statement of Work, applicants should explain the impact of the grantee's education and outreach efforts. Applicants should express how outputs achieve the desired outcomes or the intended impact of outputs on the desired outcomes.

If selected for funding, quarterly reports will capture the following information:

- How many new clients were served compared with your proposed number because of your education and outreach efforts?

How many clients were reached from each method used, including:

- conferences/presentations,
- mailings,
- internet ready materials,
- meetings/workshops,
- PSAs,
- publications,
- social networks/websites,

- trainings,
- etc.

This program does not offer points for Section 3.

2. Other Factors

Policy Initiative Preference Points

This NOFO supports the following policy initiatives, for which a maximum of four (4) preference points may be awarded. Preference points are added to your overall application score.

Environmental Justice (2 points)

Promise Zones (PZ) (2 points)

Minority-Serving Institutions (2 points)

You may voluntarily choose to address preference point policy initiatives in your application. Addressing these policy initiatives is not a requirement to apply for or receive an award. If you voluntarily choose to address a policy initiative in your application, you will be required to adhere to the information submitted with your application should you receive an award. The proposed information will be included as a binding requirement of any Federal award you receive as a term and condition of that award.

Environmental Justice: In accordance with [Executive Order 12898](#), Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, and EO 14008, HUD will award up to two (2) points for applications proposing activities that advance Environmental Justice (as defined in Section I.A.4 of this NOFO). For the purposes of this HUD program, activities that advance Environmental Justice include doing the following for people or communities that have been environmentally underserved or overburdened (e.g. low-income and Black and Brown communities):

- Reducing or mitigating exposure to environmental and health hazards (e.g. industrial facilities, EPA superfund sites, brownfields and legacy pollution, heat islands).
- Improving protection from and resilience to environmental harms (e.g. fire-resistant materials, floodproofing).
- Expanding environmental benefits (e.g. clean air and water, public transportation, bike and walking paths, clean energy, green technology, biodiversity).
- Overcoming prior disinvestment in environmental infrastructure (e.g. drainage systems, green spaces, pollution controls).

To receive points under this Section, your application must describe in detail how your proposed activities will advance Environmental Justice in one or more of these ways.

In addition, to receive points under this Section, your application must also clearly describe how your activities will be informed by input from affected communities. To provide those affected a meaningful opportunity to participate in the design and implementation of your activities, you should make key information available online and through other media, engage with community leaders, solicit public feedback, hold public meetings at a variety of times and locations or virtually, and respond appropriately to community concerns.

Minority-Serving Institutions

An applicant designated by the U.S. Department of Education as an MSI will receive up to two (2) preference points when the application includes documentation of the applicant's status as an [HBCU](#), [Hispanic-serving institution](#), [Tribal-controlled postsecondary institution](#), [Alaska Native-serving or Native-Hawaiian-serving institution](#), [Predominantly Black Institution](#), [Asian and Native American Pacific Islander-serving institution](#), or Native American-serving nontribal institution. This policy preference is pursuant to Executive Orders [13985](#), [14041](#), [14045](#), and [14031](#).

An applicant partnering with an [HBCU](#), [Hispanic-Serving Institution](#), [Tribal-controlled postsecondary institution](#), Alaskan Native-serving or Native-Hawaiian-serving institution, Predominantly Black Institution, [Asian and Pacific Islander-serving institution](#), or Native American-serving nontribal institution will receive up to two (2) Preference Points when the application includes a Letter of Commitment certifying that a partnership is in place and signed by an authorizing official of the MSI and documentation of the status of college or university as an [HBCU](#), [Hispanic-serving institution](#), [Tribal-controlled postsecondary institution](#), [Alaska Native-serving or Native-Hawaiian-serving institution](#), [Predominantly Black Institution](#), [Asian and Native American Pacific Islander-serving institution](#), or Native American-serving nontribal institution. This policy preference is pursuant to Executive Orders [13985](#), [14041](#), [14045](#), and [14031](#).

Promise Zones

HUD encourages activities in Promise Zones (PZ). To receive Promise Zones Preference Points, applicants must submit form HUD-50153, "Certification of Consistency with Promise Zone Goals and Implementation," signed by the Promise Zone Official authorized to certify the project meets the criteria to receive preference points. To view the list of designated Promise Zones and persons authorized to certify, see the [Promise Zone](#) pages on HUD's website.

B. Review and Selection Process

1. Past Performance

In evaluating applications for funding, HUD will consider an applicant's past performance in managing funds. Items HUD will consider include, but are not limited to:

OMB-designated repositories of governmentwide data, as noted in [2 CFR 200.206\(a\)](#)

The ability to account for funds in compliance with applicable reporting and recordkeeping requirements

Timely use of funds received from HUD

Timely submission and quality of reports submitted to HUD

Meeting program requirements

Meeting performance targets as established in the HUD agreement

The applicant's organizational capacity, including staffing structures and capabilities

Timely completion of activities and receipt and expenditure of promised matching or leveraged funds

The number of persons served or targeted for assistance

Promoting self-sufficiency and economic independence

Producing positive outcomes and results

HUD may reduce scores based on the past performance review, if specified under V.A. Rating Factors. Whenever possible, HUD will obtain and review past performance information. If this review results in an adverse finding related to integrity of performance, HUD reserves the right to take any of the remedies provided in the [Pre-Selection Review of Performance section of the Eligibility Requirements for Applicants of HUD Financial Assistance Programs](#).

2. Assessing Applicant Risk

In evaluating risks posed by applicants, HUD may use a risk-based approach and may consider any items such as the following:

- (1) Financial stability;
- (2) Quality of management systems and ability to meet the management standards prescribed in this part;
- (3) History of performance. The applicant's record in managing Federal awards, if it is a prior recipient of Federal awards, including timeliness of compliance with applicable reporting requirements, failing to make significant progress in a timely manner, failing to meet planned activities in a timely manner, conformance to the terms and conditions of previous Federal awards, and if applicable, the extent to which any previously awarded amounts will be expended prior to future awards;
- (4) Reports and findings from audits performed under Subpart F—Audit Requirements of 2 CFR part 200 or the reports and findings of any other available audits; and
- (5) The applicant's ability to effectively implement statutory, regulatory, or other requirements imposed on non-Federal entities.

This section incorporates past performance with the assessment of applicant risk. For current FHIP grantees, past performance will be assessed as part of applicant risk and based on the applicant's most recent FHIP GTR Final Performance Assessment Report. GTR Final Performance Assessment Reports contain these items: (1) performance of all requirements under the grant, (2) acceptance of work performed, and (3) quality of performance.

Up to 7 points may be deducted from the applicant's overall rating score as follows:

1 point if the applicant received less than an "Excellent"

5 points if the applicant received less than a "Good"

1 point if the applicant is deemed "high risk" (note: all new FHIP applicants are deemed high risk)

An organization is deemed ineligible for funding under this NOFO if the organization received a "poor" rating within the last year on its performance assessment on a prior FHIP grant for any initiative/component. Applicants who have not received a performance assessment within the last year will be deemed a new applicant for purposes of this NOFO.

In addition, HUD evaluates the integrity of the applicant as reflected in government-wide

websites, information in HUD's files, the federal Do Not Pay portal, public information and information received during HUD's Name Check Review process. If this integrity evaluation results in an adverse finding, HUD reserves the right to take any remedies available including those provided in NOFO Section III., 2 CFR 200.206, 2 CFR 200.208, and the Do Not Pay website.

4. Rating and Ranking.

a. Ineligible Applications. Ineligible applications will not be rated or ranked.

b. Maximum Score. The maximum number of points to be awarded for the Rating Factors and Preference Points is 104.

c. Minimum Score. Only applications with a rating score of at least 75 points, exclusive of preference points, will be considered of sufficient quality for funding.

d. Ranking. All eligible applicants will be placed in rank order based on the total application score.

e. Tie Breaking. When two or more applications have the same total overall score, the application with the higher score under Rating Factor 2 will be ranked higher. If applications still have the same score, the tie will be broken by the Rating Factor 1 score. If a tie remains, then the tie will be broken by the Rating Factor 3 score. If a tie still remains, the application with the greatest Rating Factor 4 (2) score will be selected.

5. Other Application Review Considerations. The Federal awarding agency will review and consider applications for funding pursuant to 2 CFR Part 200.

6. Adjustments to Funding. HUD may approve an application for an amount lower than the amount requested, fund only portions of the application, withhold funds after approval, reallocate funds among activities and/or require that special conditions be added to the grant agreement, under 2 CFR § 200.207, or where:

a. HUD determines the amount requested for one or more eligible activities is unreasonable or unnecessary;

b. An ineligible activity is proposed in an otherwise eligible project;

c. Insufficient funding amounts remain to award the full amount requested in the application, and HUD determines that partial funding is a viable option;

d. The past record of key personnel warrants special conditions;

e. An applicant has not included the mandatory training funding allocation in the budget and the applicant is selected for an award (HUD will modify the applicant's budget, reallocating the appropriate training amount); or

f. An applicant is awarded more than one grant (HUD reserves the right to examine the requested training needs and transfer funds back to fair housing activities during negotiations, if additional training funds are not needed).

7. Reallocation of Funds. After HUD finalizes awards under this NOFO, if funds are still available, HUD will reallocate those remaining funds among FHIP Initiatives as follows: Funds

from any EOI component will first be reallocated within the EOI Initiative, and then to other FHIP Initiatives, based on demand.

VI. AWARD ADMINISTRATION INFORMATION

A. Award Notices

Following the evaluation process, HUD will notify successful applicants of their selection for funding. HUD will also notify other applicants, whose applications were received by the deadline but were not chosen for award. Notifications will be sent by email to the person listed as the AOR in item 21 of the SF-424.

1. Final Award

After HUD has made selections, HUD will finalize specific terms of the award and budget in consultation with the selected applicant. If HUD and the selected applicant do not finalize the terms and conditions of the award in a timely manner, or the selected applicant fails to provide requested information, an award will not be made to that applicant. In this case, HUD may select another eligible applicant. HUD may also impose specific conditions on an award as provided under [2 CFR 200.208](#).

2. Adjustments to Funding

To ensure fair distribution of funds and enable the purposes or requirements of a specific program to be met, HUD reserves the right to fund less than the amount requested in an application.

a. HUD may fund no portion of an application that:

- (1) Is ineligible for funding under applicable statutory or regulatory requirements;
- (2) Fails, in whole or in part, to meet the requirements of this notice;
- (3) Duplicates activities funded by other Federal awards; or
- (4) Duplicates activities funded in a prior year.

b. HUD may adjust the funding for an application to ensure funding diversity, geographic diversity, and alignment with HUD administrative priorities.

c. If an applicant turns down an award offer, or if HUD and an applicant do not finalize the terms and conditions of the award in a timely manner, HUD may withdraw the award offer and make an offer of funding to another eligible application.

d. If funds remain after all selections have been made, remaining funds may be made available within the current FY for other competitions within the program area, may be held for future competitions (if allowable in accordance with the applicable appropriation or authorizing statute), or may be used as otherwise provided by authorizing statute or appropriation.

e. If, after announcement of awards made under the current NOFO, additional funds become available either through the current appropriations, a supplemental appropriation, other appropriations or recapture of funds, HUD may, in accordance with the appropriation, use the additional funds to provide additional funding to an applicant awarded less than the requested

amount of funds to make the full (or nearer to full) award, and/or to fund additional applicants that were eligible to receive an award but for which there were no funds available.

3. Funding Errors

If HUD commits an error that, when corrected, would cause selection of an applicant during the funding round of a Program NOFO, HUD may select that applicant for funding, subject to the availability of funds. If funding is not available to award in the current fiscal year, HUD may make an award to this applicant during the next fiscal year if funding is available.

4. Additional Applicant Notification and Award Procedures

- a. Notification. Information about the review and award process will not be available during the HUD evaluation period, which begins on the application deadline date for this NOFO and lasts for approximately 90 days thereafter. However, applicants will be advised, in writing or by telephone, if HUD determines that your application is ineligible, or has technical deficiencies which may be corrected. HUD will only communicate with persons specifically identified in the SF-424 in the application. HUD will not provide information about the application to any third party such as contractors.
- b. Negotiations. If your application is selected for funding, HUD will require you to participate in negotiations to determine the specific terms of your cooperative or grant agreement. The selection is conditional and does not become final until the negotiations are successfully concluded and the cooperative or grant agreement is fully executed based upon the negotiations. HUD will negotiate only with the person identified in the application as the Director of the organization or specifically identified in the application as the Project Manager. HUD will not negotiate with any third party (i.e., a contractor, etc.). The Grant Officer and GTR will determine on a case-by-case basis if technical assistance or special conditions are required.
- c. Applicant Scores. After awards are announced, applicants may receive a copy of their final score. HUD will not release the names of applicants or their scores to any third party. Upon request via email, FHEO will provide applicants with a list of application sections from which the Technical Evaluation Panel (TEP) frequently deducted points. The TEP information will consist of a review of areas in which applicants frequently lost points such that all applicants may make modifications to improve future applications.
- d. HUD may impose specific conditions on an award
 - i. based on HUD’s review of the applicant’s risk under [2 CFR 200.206](#);
 - ii. when the applicant or recipient has a history of failure to comply with the general or specific terms and conditions of a Federal award;
 - iii. when the applicant or recipient fails to meet expected performance goals contained in a federal award; or
 - iv. when the applicant or recipient is not otherwise responsible.

B. Administrative, National and Departmental Policy Requirements and Terms for HUD Applicants and Recipients of Financial Assistance Awards

Unless otherwise specified, the following requirements apply and are detailed on HUD’s Funding Opportunity page in the document titled, “[Administrative, National & Departmental Policy Requirements and Terms for HUD Financial Assistance – 2024](#).” You must review each requirement to ensure compliance is considered when preparing your application materials (e.g.,

staff, budget, and timeline). Failure to comply with these requirements may impact your ability to receive or retain a financial assistance award from HUD.

1. Compliance with The Fair Housing Act ([42 U.S.C. 3601-3619](#)) and implementing regulations at [24 CFR part 100 et seq](#)
2. Compliance with Title VI of the Civil Rights Act of 1964, [42 U.S.C. 2000d-2000d-4](#)(Nondiscrimination in Federally Assisted Programs) and implementing regulations at [24 CFR part 1](#)
3. Compliance with the Age Discrimination Act of 1975 ([42 U.S.C. 6101-6107](#)) and implementing regulations at [24 CFR part 146](#)
4. Compliance with Section 504 of the Rehabilitation Act of 1973 ([29 U.S.C. 794](#)) and implementing regulations at [24 CFR part 8](#)
5. Compliance with the Americans with Disabilities Act, [42 U.S.C. 12101 et seq](#)
6. Compliance with Affirmatively Furthering Fair Housing (AFFH) requirements, including 24 CFR 5.150 et seq
7. Compliance with Economic Opportunities for Low-and Very Low-income Persons (12 U.S.C. 1701u) requirements, including those listed at [24 CFR part 75](#)
8. Compliance with Improving Access to Services for Persons with Limited English Proficiency (LEP) requirements, including those listed within [Federal Register Notice, FR-4878-N-02](#) (also see [HUD's webpage](#))
9. Compliance with Accessible Technology requirements, including those listed on in [HUD's Policy on Section 508 of the Rehabilitation Act and Accessible Technology](#)
10. Compliance with Equal Access Requirements (e.g., [24 CFR 5.105\(a\)\(2\)](#) and [5.106](#))
11. Compliance with Ensuring the Participation of Small Disadvantaged Business, and Women-Owned Business requirements at [2 CFR 200.321](#)
12. Compliance with Energy Efficient and Sustainable by Design
13. Compliance with Uniform Relocation Assistance and Real Property Acquisition Policies Act (42 USC 4601 et seq.) (URA) requirements, [49 CFR part 24](#), and applicable program regulations
14. Compliance with Participation in HUD-Sponsored Program Evaluation
15. Compliance with OMB Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards ([2 CFR part 200](#)) . Awards made from this NOFO will conform with the updated 2 CFR 200 regulations that go into effect on October 1, 2024.
16. Compliance with Drug-Free Workplace requirements ([2 CFR part 2429](#))
17. Compliance with the requirements related to safeguarding resident/client files (e.g., 2 CFR 200.303(e))
18. Compliance with the Federal Funding Accountability and Transparency Act of 2006 ([2 CFR part 170](#)) (FFATA), as amended
19. Compliance with Eminent Domain

20. Compliance with Accessibility for Persons with Disabilities requirements, including 24 CFR parts 8 and 100; 28 CFR part 35
21. Compliance with applicable Violence Against Women Act requirements in the Housing Chapter of VAWA, 34 U.S.C. 12491-12496, 24 CFR part 5, subpart L, and program-specific regulations, if applicable
22. Compliance with Conducting Business in Accordance with Ethical Standards/Code of Conduct, including [2 CFR 200.317](#), [2 CFR 200.318\(c\)](#) and other applicable conflicts of interest requirements
23. Compliance with the [Build America, Buy America \(BABA\) Act](#) procurement requirements
24. Compliance with System for Award Management and Universal Identifier Requirements at [2 CFR part 25](#)
25. Compliance with [section 106\(g\) of the Trafficking Victims Protection Act of 2000 \(TVPA\), as amended \(22 U.S.C. 7104\(g\)\)](#) and implementing regulations at [2 CFR part 175](#) (Award Term for Trafficking in Persons)
26. Compliance with Award Term and Condition for Recipient Integrity and Performance Matters (see [Appendix XII to 2 CFR part 200](#))
27. Compliance with Suspension and Debarment regulations ([2 CFR part 2424](#) and [2 CFR part 180](#))
28. Compliance with environmental justice requirements that apply in accordance with Executive Orders [12898](#) and [14008](#), and OMB Memorandum [M-21-28](#), which implements the *Justice40 Initiative*, section 223 of Executive Order [14008](#).
29. Compliance with [HUD Secretary Fudge’s April 12, 2022 memorandum](#), “Eliminating Barriers That May Unnecessarily Prevent Individuals with Criminal Histories from Participation in HUD Programs”
30. Compliance with equity requirements, including racial equity and underserved communities and LGBTQ+ requirements that apply in accordance with Executive Orders [13985](#), [13988](#), and 14091
31. Compliance with 41 U.S.C. § 4712, which includes informing your employees in writing of their rights and remedies, in the predominant native language of the workforce. Under 41 U.S.C. § 4712, employees of a contractor, subcontractor, grantee, subgrantee, and personal services contractor may not be discharged, demoted, or otherwise discriminated against as a reprisal for disclosing information that the employee reasonably believes is evidence of gross mismanagement of a Federal contract or grant, a gross waste of Federal funds, an abuse of authority relating to a Federal contract or grant, a substantial and specific danger to public health or safety, or a violation of law, rule, or regulation related to a Federal contract (including the competition for or negotiation of a contract) or grant. (See [Federal Contractor or Grantee Protections | Office of Inspector General, Department of Housing and Urban Development \(hudoig.gov\)](#))
32. Compliance with [2 CFR 200.216, Prohibition on Certain Telecommunication and Video Surveillance Services or Equipment](#) and Executive Orders 14091 and 14110, which includes

prohibition on the use of HUD funds to purchase or fund any form of facial or biometric recognition technology for the purpose of surveillance or any other use that may adversely impact equitable access to housing

Environmental Review

In accordance with 24 CFR 50.19(b)(2), (3), (4), (9), (12) and (13), activities funded under this NOFO are exempt or categorically excluded from environmental review under the National Environmental Policy Act of 1969 (42 U.S.C. 4321) and not subject to environmental review under related laws and authorities.

Remedies for Noncompliance

HUD may apply the remedies at [2 CFR 200.339](#) or impose additional conditions to remedy noncompliance with any Federal State, or local statutes, regulations, or terms and conditions of the financial assistance award. If noncompliance cannot be remedied, HUD may terminate a Federal award, in whole or in part, for any of the reasons specified in [2 CFR 200.340](#), Termination.

A Federal award may be terminated in whole or in part if the grantee fails to comply with the terms and conditions of the award or if HUD determines the award no longer effectuates the program goals or agency priorities. In addition to 1 CFR 200.340 regarding causes for termination, see 2 CFR 200.339 Remedies for noncompliance, which conveys the full range of available remedies HUD can take if a non-Federal entity fails to comply with federal statutes, regulations, or terms of an award.

Lead-Based Paint Requirements

When providing education or counseling on buying or renting housing that may include pre-1978 housing under your HUD award you must inform clients of their rights under the Lead Disclosure Rule ([24 CFR part 35, subpart A](#)), and, if the focus of the education or counseling is on rental or purchase of HUD-assisted pre-1978 housing, then you must also inform clients of the Lead Safe Housing Rule (subparts B, R, and, as applicable, F - M).

C. Reporting

HUD requires recipients to submit performance and financial reports under OMB guidance and program instructions.

1. Recipient Integrity and Performance Matters

You should be aware that if the total Federal share of your Federal award includes more than \$500,000 over the period of performance, the award will be subject to post award reporting requirements reflected in [Appendix XII to 2 CFR part 200, Award Terms and Conditions for Recipient Integrity and Performance Matters](#).

2. Race, Ethnicity and Other Data Reporting

HUD requires recipients that provide HUD-funded program benefits to individuals or families to report data on the race, color, religion, sex, national origin, age, disability, and family characteristics of persons and households who are applicants for, participants in, or beneficiaries or potential beneficiaries of HUD programs in order to carry out the Department's responsibilities under the Fair Housing Act, Executive Order 11063, Title VI of the Civil Rights Act of 1964, and Section 562 of the Housing and Community Development Act of 1987. These authorities prohibit discrimination in housing and in programs receiving financial assistance

from the Department and direct the Secretary to administer the Department's programs and activities in a manner affirmatively to further these policies and to collect certain data to assess the extent of compliance with these policies. Each recipient shall keep such records and submit to the Department timely, complete, and accurate compliance reports at such times, and in such form and containing such information, as the Department may determine to be necessary to enable it to ascertain whether the recipient has complied or is complying with 24 CFR parts 1 and 121. In general, recipients should have available for the Department data showing the demographics of beneficiaries of Federally-assisted programs.

Recipients must submit Form HUD-27061, Racial and Ethnic Data Reporting Form found at https://www.hud.gov/program_offices/administration/hudclips/forms/.

3. Compliance with the Federal Funding Accountability and Transparency Act of 2006 (Pub. L. 109-282) as amended (FFATA)

FFATA requires information on Federal awards be made available to the public via a single, searchable website, which is www.USASpending.gov. Accordingly, each award HUD makes under this NOFO will be subject to the requirements provided by the Award Term in Appendix A to [2 CFR part 170](#), "REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION," unless the Federal funding for the award (including funding that may be added through amendments) is not expected to equal or exceed \$30,000. Requirements under this Award Term include filing subaward information in the Federal Funding Accountability and Transparency Act (FFATA) Sub-award Reporting System (FSRS.gov) by the end of the month following the month in which the recipient awards any sub-award equal to or greater than \$30,000.

4. Program-Specific Reporting Requirements

- a. **Performance Reporting.** All HUD funded programs require recipients to submit, not less than annually, a report documenting achievement of outcomes under the purpose of the program and the work plan in the award agreement.
- b. **Quarterly Report/Final Report.** See Section V. A. 1. Rating Factor 4 (2) above for more information.

D. Debriefing

For a period of at least 120 calendar days, beginning 30 calendar days after the public announcement of awards under this NOFO, if requested, HUD will provide a debriefing related to their application. The AOR or the AOR's successor must submit a written request for debriefing via mail or email to the POC in Section VII Agency Contact(s) of this NOFO. Information provided during a debriefing may include the applicant's final score for each rating factor, final evaluator comments for each rating factor, and the final assessment indicating the basis upon which funding was approved or denied.

Non-funded applicants will receive the total application score, and non-funded and ineligible applicants will receive a debriefing summary to include overall scoring averages and technical guidance on common application errors.

VII. AGENCY CONTACT(S)

HUD staff will be available to provide clarification on the content of this NOFO.

Questions regarding specific program requirements for this NOFO should be directed to the POC listed below.

Name:

Stephanie Thomas

Phone:

202-402-6938

Email:

Stephanie.W.Thomas@hud.gov

Individuals who are deaf or hard of hearing, as well as individuals who have speech or communication disabilities may use a relay service to reach the agency contact. To learn more about how to make an accessible telephone call, visit the webpage for the [Federal Communications Commission](#).

Note that HUD staff cannot assist applicants in preparing their applications.

VIII. OTHER INFORMATION

1. Compliance of this NOFO with the National Environmental Policy Act (NEPA)

This NOFO provides assistance in promoting or enforcing fair housing or nondiscrimination laws. Accordingly, under [24 CFR 50.19\(c\)\(3\)](#), this NOFO is categorically excluded from environmental review under the National Environmental Policy Act of 1969 (42 U.S.C. 4321).

2. Web Resources.

- [Affirmatively Furthering Fair Housing](#)
- [Assistance Listing\(formerly CFDA\)](#)
- [Climate Action Plan](#)
- [Climate and Economic Justice Screening Tool \(CEJST\)](#)
- [Code of Conduct Requirements and E-Library](#)
- [Environmental Review](#)
- [Equal Participation of Faith-Based Organizations](#)
- [Fair Housing Rights and Obligations](#)
- [Federal Awardee Performance and Integrity Information System](#)
- [Federal Funding Accountability and Transparency Act \(FFATA\) Subaward Reporting System](#)
- [Grants.gov](#)
- [Healthy Homes Strategic Plan](#)
- [Healthy Housing Reference Manual](#)
- [Historically Black Colleges and Universities \(HBCUs\)](#)
- [HUD's Disability Overview](#)
- [HUD's Strategic Plan](#)
- [HUD Grants](#)

- [HUD Reform Act](#)
- [HUD Reform Act: Hud Implementing Regulations](#)
- [Limited English Proficiency \(LEP\)](#)
- [NOFO Webcasts](#)
- [Procurement of Recovered Materials](#)
- [Promise Zones](#)
- [Rural.gov](#)
- [Rural Partners Network Community Networks](#)
- [Section 3](#)
- [State Point of Contact List](#)
- [System for Award Management \(SAM\)](#)
- [Real Estate Acquisition and Relocation](#)
- [Unique Entity Identifier](#)
- [USA Spending](#)

3. Program Relevant Web Resources

www.hud.gov/fairhousing

4. Additional Program Requirements Include

a. Product Information. Press releases and any other products intended to be disseminated to the public must be submitted to the GTR four days before release for approval and acceptance. The GTR will work with the Office of Education and Outreach for information clearance and approval.

b. Payment Contingent on Completion. Payments are contingent on the satisfactory and timely completion of your project activities and products as reflected in your grant or cooperative agreement. Requests for funds must be accompanied by financial and progress reports.

c. Copyright Materials. You may copyright any work that is eligible for copyright protection subject to HUD's right to reproduce, publish, or otherwise use your work for Federal purposes, and to authorize others to do so as required in 2 CFR 215.36.

d. Complaints Against Awardees. Each FHIP award is overseen by a HUD GO (See hud.gov for list of FHEO Regional Directors). Complaints from the public against FHIP grantees should be forwarded to the POC listed above in Section VII Agency Contact(s) If, after notice and consideration of relevant information, the GO concludes that there has been inappropriate conduct, such as a violation of FHIP requirements, terms or conditions of the cooperative or grant agreement, or any other applicable statute, regulation or other requirement, HUD will take appropriate action under 24 CFR § 84.62. Such action may include written reprimand; consideration of past performance in awarding future FHIP applications; repayment to HUD of funds received under the grant; temporary or permanent denial of participation in the FHIP under 24 CFR part 24.

e. Double Payments. If the applicant is awarded funds under this NOFO, the applicant (and any contractor or consultant) may not charge or claim credit for the activities performed under this project under any other Federally assisted project.

g. Performance Sanctions. A grantee or contractor violating the requirements set forth in its

cooperative or grant agreement will be liable for such sanctions as may be authorized by law, including repayment of improperly used funds, termination of further participation in the FHIP, and denial of further participation in programs of HUD or any federal agency.

h. Corrections to Deficient Applications. In order not to unreasonably exclude applications from being rated and ranked, HUD may contact applicants to ensure proper completion of the application and will do so uniformly for all applicants. HUD may not seek clarification of items or responses that improve the substantive quality of an applicant’s response to any rating factors or correct deficiencies which are in whole or part of a rating factor. Applicants will have five (5) business days from the date of notification to submit the required documents to HUD. Applicants will be notified by email and telephone about corrections to ensure notification. The applicants must submit the corrections by using the HUD Form 90611 found in their downloaded application to submit the technical cures to HUD.

APPENDIX

APPENDIX A

FR-6800-N-21-A

FHIP- Education and Outreach Initiative (EOI)

STATEMENT OF WORK- SAMPLE FORMAT - All applicants should use the format outlined in this Appendix as an example and guidance to describe the organization's specific SOW tasks. The Administrative Tasks listed in Appendix A are standard tasks, however an applicant may edit the section to fit its specific tasks. Under the Program Tasks section, each applicant should complete a detailed SOW based on the specific EOI activities proposed in the organization's application, including activities and tasks, and proposed outcomes where applicable.

FY2024 NOFO

Statement of Work for:

The recipient, _____, agrees to undertake the following activities in accordance with its FY2024 application for funding _____ under the _____ Initiative and _____ Component for a _____-month project commencing _____ 2025 in the geographic area of _____.

STATEMENT OF WORK (SOW)			
ADMINISTRATIVE TASKS			
Activities	Tasks	Submitted By	Key person(s)
1. Assign staff to project	Submit assignment memo or other documentation assigning staff by name and number of hours to be spent on the project.	30 days	
2. Execute subcontract agreements (if any)	Submit draft contract for GTR approval. Submit copy of signed agreement.	30 days	

3. Submit evidence of compliance with 24 CFR 125.107 (if program activities include testing)	Submit copy of organization written conflict of interest policy, demonstrating 24 CFR 125.107 compliance including conflict of interest and other requirements.	TBD during negotiations	
4. Complete HUD-2880 Disclosure Statements	Submit Disclosure Statement. If no changes occur, submit statement of no change.	Quarterly when changes occur	
5. Complete SF-LLL Disclosure of Lobbying Activities	Submit updated form. If no changes occur, submit statement of no change.	Quarterly when changes occur	
6. Quarterly Report of Performance	Submit (2) copies of quarterly report of performance. Include outcomes and progress towards achieving outcomes.	Quarterly	
7. Complete SF-425 Financial Status Report and Written Quarterly Status Reports on All Activities	Submit (2) copies of SF-425 and Copy of Written Report.	Quarterly	
8. Voucher of Payment	Submit payment request to LOCCS.	Per payment schedule	
9. Complete listing of current or pending Grants/Contracts/Other Financial Agreements	Submit listing for Recipient and any contractors.	45 days and at the end of grant	
10. Prepare summary of First Year (36-month grants)	Submit summary of first year accomplishments	395 days	

11. Prepare and submit draft of Final Report	Submit (2) copies of draft final report. Report summary should include objectives, accomplishments and results (outcomes) . Complaint and testing activities should summarize data on complaints received and test conducted by basis and issue and outcomes should include number of credible, legitimate complaints filed with HUD, State and local Fair Housing Agency, Department of Justice or Private Litigator; and Types of Relief/Results.	One month before end of grant term.	
12. Complete final report and all program products produced under grant (with CD/flash drive, where feasible).	Submit (2) copies of the Final Report and all final products not previously submitted to GTR and GTM. Submit activities and database entry sheet(s) or detailed description of items to HUD.	Within 90 days after end of grant term.	

PROGRAM TASKS			
*Activities/task below are a sample ONLY. Your list of Program Tasks must be based on your organization's individual proposed activities and tasks.			
Activities/Tasks	Outcome(s)	Submitted By	Key Person
1. Contact HUD and/or other information sources to obtain any appropriate materials prior to development of new material. Task: List of materials requested and copy of final products.		90 days	
2. Review/refine process to refer potential victims to HUD, DOJ, a state or local fair housing agency, or a private attorney. Task: Copy of referral process. All audit-based enforcement actions should be referred to HUD.		45 days	
3. Intake and process complaints, including testing and referral. Complete Enforcement Log which details complaints received; dates; the protected basis of complaints; the issue, test type, and number of tests utilized in the investigation of each allegation; the respondent type and testing results; the time for case processing; including administrative or judicial proceedings; the cost of testing activities and case processing; to whom the case was referred. Task:		Quarterly	

Submit copy of Enforcement Log and a report on number of enforcement proposals referred to HUD.			
4. Submit training and other forms for review/approval.		60 days	
5. Train staff on fair housing. Task: number of hours spent in training.			
6. Conduct at least ____ trainings for landlords, lenders, insurers or real estate agents.			
7. Conduct at least ____ trainings for potential victims of discrimination.			
8. Make at least ____ referrals of non-fair housing issues.			
9. Evaluate at least ____ potential complaints for enforcement.			
10. Distribute fair housing PSA to ____ media outlets.			
11. Conduct __ meetings with housing industry and/or government officials.			
12. Provide fair housing information to local/state officials on obligations to AFFH.			
13. Develop partnership with local university (or others) to develop and execute innovative approaches for the creation of diverse communities.			
14. Conduct ____ fair housing workshops for members of protected classes and housing industry professionals.			

APPENDIX B

Education and Outreach Application CERTIFICATION

WARNING: Anyone who knowingly submits a false claim or makes a false statement is subject to criminal and/or civil penalties, including confinement for up to 5 years, fines, and civil and administrative penalties. (18 U.S.C. §§ 287, 1001, 1010, 1012, 1014; 31 U.S.C. §3729, 3802).

In accordance with 24 CFR 125.103 (definitions) and 125.301 (Education and Outreach Initiative), which states:

§ 125.301 Education and Outreach Initiative.

(a) The Education and Outreach Initiative provides funding for the purpose of developing, implementing carrying out, or coordinating education and outreach programs designed to inform members of the public concerning their rights and obligations under the provisions of fair housing laws.

I _____, certify under penalty of perjury that

AOR Applicant name as it appears on SF-424

_____ is _____ /is not _____ a private, tax-exempt,
Applicant Organization name as it appears on SF-424

nonprofit charitable organization with an IRS letter of determination confirming 501(c)(3) status,

AND

I certify under penalty of perjury that _____ is
Applicant Organization name as it appears on SF-424

(select one)

_____ a QFHO as defined by 24 CFR Part 125.103

_____ an FHO as defined by 24 CFR Part 125.103

_____ a Nonprofit organization representing groups of persons protected under Title VIII of the Civil Rights Act of 1968

_____ an agency of State or local government certified by the Secretary under section 810(f) of the Fair Housing Act

_____ or other public or private entity formulating or carrying out programs to prevent or eliminate discriminatory housing practices.

Authorized AOR Signature

Date

****Additional Certification for National Media Campaign Component Only.** Applicants must have at least five years of experience as an advertising, media or public relations organization or must partner with an advertising and media services organization with at least five years of experience as an advertising public relations organization.

I _____ certify under penalty of perjury that applicant organization
Applicant AOR Named on the SF-424

_____ has at least five years of experience as an advertising, media or public relations organization or will partner for the proposed project with _____, an advertising and media services organization with at least five years of experience as an advertising public relations organization.

Authorized Signature

Date

WARNING: Anyone who knowingly submits a false claim or makes a false statement is subject to criminal and/or civil penalties, including confinement for up to 5 years, fines, and civil and administrative penalties. (18 U.S.C. §§ 287, 1001, 1010, 1012, 1014; 31 U.S.C. §3729, 3802).

NOTE: The Technical Evaluation Panel will verify this certification through the organization's response to Factor 1.

APPENDIX C

REQUIRED ABSTRACT – SAMPLE FORMAT - All applicants should use the format outlined in this Appendix as an example and as guidance to describe the organization's project. Please refrain from including charts and graphs in the abstract.

FY2024 NOFO ABSTRACT for:

The applicant, _____, if awarded, agrees to undertake the following activities in accordance with its FY2024 application for funding in the amount of \$ _____ under the _____ Initiative-_____ Component (if applicable) for a ____-month project commencing (month/year) in the geographic area of _____, Region ____.

(Insert Name of Applicant) **is/is not** (select one) a new FHIP applicant.

Award Description:

a. Purpose (up to 3,600 character limit)

b. Activities to be Performed (up to 4,900 character limit)

c. Expected Outcomes (up to 4,900 character limit)

d. Intended Beneficiaries (up to 3,600 character limit)

e. Subrecipient Activities, Or Indicate “None” if the applicant does not intend to use subawards (up to 1,000 character limit)

Award Description Key Words/Phrases	Definitions
Purpose	A brief summary of how and where the award funds will or may be used.
Activities To Be Performed	A list of eligible proposed activities that the applicant proposes to implement within the grant period of performance.
Expected Outcomes	A list of the proposed outcomes or performance measures for the grant award.
Intended Beneficiaries	A list of intended eligible beneficiaries or protected classes to be targeted through the grant award activities.
Subrecipient Activities	A list of eligible proposed activities that must be executed within the subaward’s period of performance.