

Program Solicitation: Sound Health Network

Application Deadline: November 19, 2019

Applications must be submitted electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on the deadline date above. We strongly recommend that you submit your application no later than November 9, 2019 to give yourself ample time to resolve any problems that you might encounter.

Background

The **Sound Health** program seeks to expand public understanding of the connections between music and wellness: how music is processed by the brain, how music can impact development and learning, and the therapeutic use of music for specific health conditions. Launched in 2016, Sound Health is a partnership between the National Institutes of Health ("NIH") and the John F. Kennedy Center for the Performing Arts ("Kennedy Center"), in association with the National Endowment for the Arts ("Arts Endowment") (individually known as "Partner" and collectively known as "the Partnership").

Together with soprano Renée Fleming, the Kennedy Center's Artistic Advisor at Large, the Partnership has produced concerts, workshops, symposia, and other events to spotlight novel work at the intersection of music, neuroscience, music therapy, and music education. Following publication of a jointly-authored **article** in the scientific journal *Neuron*, NIH announced a trans-agency working group and, later, a \$5 million research funding opportunity cosponsored by the Arts Endowment. On a parallel track, the Arts Endowment provided support for several NEA Research Labs focused on music and its relationship to neuroscience, cognition, and health and wellness. It has become clear that greater organizational capacity is needed to create and sustain a trans-disciplinary network of researchers and practitioners to promote knowledge about music's role in brain development and health and wellness across the lifespan.

In response to this need, the Arts Endowment will establish the Sound Health Network to connect relevant subject matter experts (individuals and organizations) and other appropriate entities together in order to leverage and inform each other's work. The Sound Health Network will identify and distribute compelling research, news, and information across to the public; it will regularly convene Sound Health Network participants with audiences and stakeholders who can benefit directly from this knowledge; and it will provide technical and logistical support for collaborations that may occur between participants within the Sound Health Network. Longer-term, the Sound Health Network also will consider the feasibility of exploring how other art forms, in addition to music, may connect with brain and wellness issues.

Scope of Work

The purpose of this Program Solicitation is to select an organization (the “Cooperator”) to coordinate the Sound Health Network. In brief, the Cooperator will:

1. Establish and coordinate the Sound Health Network comprised of the existing Sound Health Partners, relevant subject matter experts (individuals and organizations) and other appropriate entities to share and leverage research and practice in music, neuroscience, music therapy, and health and wellness. The Sound Health Network will convene regularly to discuss research findings and consider the potential implications for the field.
2. Create, maintain, and promote an online clearinghouse of relevant Sound Health Network research findings, programs, and related events.
3. Produce and disseminate through the online clearinghouse or directly to Sound Health Network participants topical resource materials such as research summaries, policy briefs, and fact sheets about music and the brain.
4. Identify for Sound Health Network participants opportunities to promote connections between music and the brain such as but not limited to convenings for the field, speaking engagements, etc. Track, maintain, and disseminate current rosters of Sound Health Network participants and their areas of expertise, relevant speaking engagements, etc.
5. Provide consultative services and logistical support to Sound Health Network participants seeking to collaborate on related research projects or events, as appropriate.
6. Develop and implement a comprehensive communications plan designed to disseminate information from the Sound Health Network regarding key findings, important engagements, etc. to stakeholders.

This award will be made as a cooperative agreement. The Arts Endowment uses two types of awards to fund project activities: cooperative agreements and grants. A cooperative agreement is different from a grant in that the Arts Endowment is substantially involved with the awardee in the direction and accomplishment of the program. Both funding mechanisms are subject to Title 2 of the Code of Federal Regulations, Part 200.

More information can be found under “Detailed Requirements” below.

Detailed Requirements

The Cooperator will work with the Arts Endowment Project Director, and through the Arts Endowment Project Director with other agency staff as appropriate, on all aspects of this project. The Project Director will be the Arts Endowment’s Director of Research & Analysis, who will work closely with the agency’s Director of Music & Opera.

The Cooperator will consult with, and will secure the approval of, the Arts Endowment Project Director in carrying out the responsibilities below.

The Cooperator will:

- Work with the Arts Endowment Project Director to refine the details and schedule of all project components.
- Establish and coordinate the Sound Health Network, comprising the existing Sound Health Partners (i.e., the Arts Endowment, NIH, and Kennedy Center), relevant subject matter experts (individuals and organizations) and other related groups to share and leverage research in the areas of neuroscience, music therapy, and health and wellness. Sound Health Network participants will convene regularly (in-person and/or virtually) to discuss research findings and consider the potential implications for the field.
 - Conduct an inventory of potential initial participants of the Sound Health Network through a variety of ways including but not limited to a literature review or field scan and by consulting the Sound Health Partners. Propose potential participants to the Arts Endowment and create and present a comprehensive marketing and communications plan for explaining the Sound Health Network and the benefits of participation.
 - Working with the Arts Endowment, identify a process for announcing and promoting Sound Health Network participation, as needed. Field inquiries from groups and individuals seeking to participate in the Sound Health Network.
 - Propose participant meeting/activity formats and frequencies, dates, topics, schedules, and presenters.
 - Arrange for any resources necessary for meetings/activities (e.g., teleconference or webinar software, materials, room rental, supplies), as appropriate.
 - Directly pay the travel expenses and fees of any presenters, participants, consultants, or contractors, as appropriate.
 - Document each of the Sound Health meetings and produce a written summary of key presentations, activities, and outcomes to share with the public.
 - On an ongoing basis, identify opportunities for research and/or programmatic collaborations within the Sound Health Network, facilitate dialogues between and among Sound Health Network participants, conduct background research as needed, and recommend action items to the Arts Endowment Project Director.

Secure Arts Endowment approval on all of the above program aspects before final arrangements are made.

- Provide a central liaison to the Sound Health Network, as well as all necessary administrative support. The central liaison will coordinate projects, administer

resources, and meet regularly with the Arts Endowment Project Director to monitor progress in completing project activities. The central liaison may also be requested by the Arts Endowment to provide periodic project updates to the other Sound Health Partners in a mutually agreed upon format.

- On an ongoing basis, assess the availability of new research findings and related information that can be shared with various public stakeholders in compelling formats and/or on multiple platforms. Produce and disseminate resource materials (e.g., research summaries, fact sheets, etc.) to Sound Health Network participants and the general public, as appropriate. The Arts Endowment Project Director will provide input on specific areas of interest and will review and approve resource materials before they are disseminated through the online clearinghouse Sound Health Network participants.
- Develop, host, maintain, and promote a centralized online national clearinghouse of relevant research findings, publications, programs, and related events.
 - Provide plans for the online clearinghouse’s functionality and design to the Arts Endowment Project Director for review and approval.
 - Provide all information necessary for the Arts Endowment Project Director to have full access to and use of the online clearinghouse throughout the Cooperative Agreement period of performance.
 - Design and maintain the online clearinghouse in a manner that will ensure the content on the online clearinghouse may be easily shifted to another site at the conclusion of the cooperative agreement and transferred to a new cooperator.
 - All online clearinghouse content must be approved by the Arts Endowment Project Director.
 - Secure all the proper and relevant rights, permissions, licenses, and releases for the content proposed to be posted to the online clearinghouse (see below for additional information on the Rights, as defined below).
- Identify and share relevant engagement opportunities for Sound Health Network participants to further Sound Health and possibly content for the online clearinghouse. Track, maintain, and disseminate current rosters of Sound Health Network participants and their areas of expertise, relevant speaking engagements, etc.
- Provide consultative services and logistical support to Sound Health Network participants seeking to collaborate on related research projects or events, as appropriate. This may include: staffing, scheduling, and facilitating meetings or teleconferences; taking meeting notes or minutes; and developing and presenting background materials to aid discussion.

- Through discussions with the Arts Endowment's Office of Public Affairs (OPA), facilitated by the Arts Endowment Project Director, develop and implement a comprehensive communications plan. Produce all communications and project materials in a format and style compatible for dissemination through the Arts Endowment's online platforms.
 - All public communications, materials, presentations, and press releases, as well as speaking engagements, contacts with press, and publications, must be approved by the Arts Endowment Project Director.
 - Include Arts Endowment-designated crediting language in all appropriate communications and materials produced for and by the project.
- Secure approval from the Arts Endowment Project Director of any staff, consultants, contractors, or partner organizations that will be working on project activities, before they are engaged.
- Secure all necessary rights, permissions, licenses, and releases as appropriate to the project (the "Rights"). The Rights may include, but are not limited to, permissions for visual images, video, and other online project components.
- No later than 90 days after the completion or termination of the Cooperative Agreement, submit, through the Cooperator's Arts Endowment REACH account, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR), Standard Form 425.

Responsibilities of the Arts Endowment Project Director

The Arts Endowment Project Director will:

- Work with the Cooperator to refine the project plans and schedule.
- Work with the Cooperator to develop a roster of potential participants to engage in the Sound Health Network. Appropriate background information will be provided to the Cooperator on individuals/organizations that the Arts Endowment or potentially the other Sound Health Partners suggest.
- Make recommendations on, review, and/or approve, as relevant:
 - Potential Sound Health Network participants.
 - Meeting/activity formats, dates, topics, schedules, and presenters.
 - Topical resource materials (e.g., research summaries, policy briefs, fact sheets) to be shared within the network and with the public.
 - Design and content of the online public clearinghouse of project information and resource materials.

- Project staff, consultants, contractors, and partners necessary to carry out all aspects of the project.
- All public communications (overall strategy, resource materials, press releases, presentations, as well as speaking engagements, contacts with press, and publications). Review and approval of all public communications will be in conjunction with the Arts Endowment’s Office of Public Affairs.
- Meet regularly with the Cooperator to monitor progress in completing all aspects of the project.
- Act as liaison between the Cooperator and other Arts Endowment offices or in limited circumstances, the other Sound Health Partners
- Provide crediting requirements to the Cooperator.

Estimated Schedule

The Cooperative Agreement resulting from this Program Solicitation can start no earlier than July 1, 2020. The Arts Endowment will work with the Cooperator to identify dates related to specific project activities before the Cooperative Agreement is finalized.

Cooperative Agreement Amount

The Arts Endowment expects to award one Cooperative Agreement of up to \$300,000, contingent upon the availability of funds.

This Cooperative Agreement does not require a cost share/match; however, any project costs beyond the amount above must be covered from sources other than the Arts Endowment.

Period of Performance

This Cooperative Agreement will begin no earlier than July 1, 2020, and may extend for up to 18 months.

See “Subsequent Awards” below for more information.

Applicant Eligibility

The official applicant must be 1) a U.S. institution of higher education, or 2) a nonprofit, tax-exempt 501(c)(3), U.S. organization with their core components having a focus in healthcare research, policy, or administration.

To be eligible, the applicant organization must:

- Meet the Arts Endowment's "**Legal Requirements**" at the time of application.
- Have submitted acceptable Final Report packages by the due date(s) for all Arts Endowment award(s) previously received.

NOTE: Priority will be given to applicants with a history of funding from the NIH and who have previous experience working with arts organizations.

An organization may submit only one proposal under this program solicitation.

An organization may not receive more than one Arts Endowment award for the same costs/activities during the same or an overlapping period of performance.

You may apply to other Arts Endowment funding opportunities in addition to this program solicitation. In each case, the request must be for a **distinctly different project**.

How to Prepare and Submit an Application

Applications must be submitted electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on November 19, 2019.** We strongly recommend that you submit by November 9, 2019 to give yourself ample time to resolve any problems that you might encounter.

Submitting an application is a two-step process:

1. Before you submit through Grants.gov for the first time, you must be registered. This is a multi-step process for which you should allow at least two weeks. Registration must be completed before you can apply. See "**Organization Registration**" for details. If you have already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. Before you submit through Grants.gov for the first time, see "Apply Electronically Through Grants.gov" beginning on page 10 for further instructions.
2. Follow the detailed instructions for submitting items such as the application narrative, bios, project budget, and supporting information in the "How to Use the Attachments Form" section beginning on page 14.

Application Review

Proposals will be reviewed on the basis of the following criteria:

The **artistic excellence** of the planned project activities, specifically the:

- Degree to which the proposal demonstrates a comprehensive understanding of the project's requirements.
- Ability to identify established and emerging practices in the fields of brain research, music, cognition, health, and wellness.
- Quality of the products and services that the project will involve.

The **artistic merit** of the planned project activities, specifically the:

- Degree to which the project correlates to the applicant's mission and programs.
- Applicant's experience coordinating similar or related projects.
- Clarity of the project activities, including strategies to successfully meet short- and long-term project goals.
- Ability to carry out the project based upon factors such as the budget, a realistic timeline to complete the project, the applicant's ability to raise non-Arts Endowment funds to complete the project, and the resources or partners involved.

NOTE: Priority will be given to applicants with a history of funding from the NIH and who have previous experience working with arts organizations.

All applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all federal financial assistance awards. It is anticipated that applicants will be notified of award or rejection in April 2020.

NOTE: All recommended Arts Endowment applications undergo a review prior to the agency making an award to evaluate risk posed by the applicant. This may include past performance on grants, meeting reporting deadlines, compliance with terms and conditions, audit findings, etc.

Travel Policy

Travel costs – including lodging, meals, and incidental expenses – must be reasonable and allowable in accordance with 2 CFR Part 200.474 as applicable. These costs must not exceed:

- Travel charges normally allowed by the applicant's institutional policy. (The selected organization must submit a copy of this policy, if it exists, to our Grants Office before a Cooperative Agreement can be finalized.)
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal or cost share/matching funds can be used to support federal staff or National Council on the Arts Members' travel.

Award Administration

Crediting Requirement

The National Endowment for the Arts will provide the Cooperator with specific crediting requirements.

Subsequent Awards

The Arts Endowment may enter into up to four subsequent awards with the recipient of this Cooperative Agreement for a project consistent with the intent of this program solicitation. Any such future awards, however, would be subject to agency priorities, the availability of funds, Cooperator performance, and the agency's regular review process.

Ownership and Use of Materials

Any online digital platform (Digital Platform) created in the course of this cooperative agreement will be owned by the Cooperator. The Cooperator shall not transfer, assign or designate ownership of the Digital Platform to any third party. Any materials, content, research, data, whether tangible or intangible that is housed on the Digital Platform (Sound Health Content) will have ownership restrictions based on the specific content and the underlying Rights obtained. The Cooperator agrees to only make use of the Sound Health Content in a manner consistent with the cooperative agreement (including but not limited to crediting requirements) in perpetuity, and agrees that such restrictions shall inure to any of the Cooperator's successors in interest, including any such successors not yet known to the Cooperator. If at any time a decision is made to transfer the Sound Health Content to the Arts Endowment or another Arts Endowment-approved entity, should the Cooperator no longer manage this project, the Cooperator will only do such transfer with Arts Endowment approval. The Sound Health Initiative is owned by the Partners.

General Terms and Conditions

National Endowment for the Arts Cooperative Agreements are subject to the [General Terms and Conditions for Grants and Cooperative Agreements to Organizations](#).

Project Reporting and Evaluation

Through this program we intend to achieve the following objective: *Understanding: Evidence of the value and/or impact of the arts is expanded and promoted*. If an award is received, the Cooperator also will be asked to provide evidence of those results. Before applying, review the [reporting requirements](#).

Agency Contacts

If you have questions about programmatic requirements, contact:

Sunil Iyengar
Director of Research & Analysis, National Endowment for the Arts
202-682-5654
iyengars@arts.gov

If you have questions about administrative requirements, contact:

Nicki Jacobs
Director of the Office of Grants Management, National Endowment for the Arts
202-682-5403
jacobsn@arts.gov

REMINDER: If you have questions about your Grants.gov registration or the mechanics of getting your application through the Grants.gov system, you should contact Grants.gov, not the Arts Endowment. Call the Grants.gov help desk at 800-518-4726, email support@grants.gov, or consult the information posted on the Grants.gov website at **Support**. The Grants.gov Contact Center is available 24 hours per day, seven days a week.

Paperwork Reduction Act Statement

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We welcome any suggestions that you might have on improving our Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: webmgr@arts.gov, attention: Reporting Burden. Note: Applicants are not required to respond to the collection of information unless it displays a currently valid U.S. Office of Management and Budget (OMB) control number.

Apply Electronically Through Grants.gov

Applications must be submitted electronically through Grants.gov, the federal government's online application system.

You will need to refer to the instructions below as you fill out the Grants.gov forms as well as complete the attachments described below.

Register or Renew/Verify Registration with Grants.gov and SAM.gov:

- It is your organization's responsibility to create and maintain a regularly updated registration with both Grants.gov and the System for Award Management (SAM). Grants.gov and SAM.gov registration and maintenance is always free.
- **Grants.gov Contact Center:** Call 800-518-4726, email support@grants.gov, or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours a day, 7 days a week.
- **SAM Federal Service Desk:** Call 866-606-8220 or see the information posted on the SAM website at [SAM User Help](#).

Go to the Grant Opportunity Package:

- Access the Grant Opportunity Package on Grants.gov by clicking on the link below:

[CLICK HERE TO GO TO THE GRANT OPPORTUNITY PACKAGE](#)

Funding Opportunity Number: NEAPS1903

- When you go to Grants.gov through the link above, the Grants.gov "View Grant Opportunity" screen will open. Choose "Apply" in the "Action" area. On the next screen, chose "Apply" again. You will be prompted to enter your Grants.gov Username and Password.
- You will apply using a Grants.gov Workspace. To create a Workspace, look for the "Application Filing Name" field above the "Create Workspace" button. Enter your organization's legal name in this field. If you want to learn more about using Grants.gov's Workspace, see [here](#).
- After creating a Workspace, you will see two forms:
 1. Application for Federal Domestic Assistance/Short Organizational Form: This form asks for basic information about your organization and project.
 2. Attachments Form: This is not a form in the conventional sense, but rather a place to attach additional required items that must be included for your Grants.gov application package to be considered complete.

Instructions for the Application for Federal Domestic Assistance/Short Organizational Form:

NOTE: All asterisked (*) items and **yellow** fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.
2. Catalog of Federal Domestic Assistance Number: Pre-populated.
3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.
4. Funding Opportunity Number: Pre-populated.
5. Applicant Information:
 - a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe.
 - b. Address: Use Street 1 for your organization's physical street address. This address should agree with the address that you used with the SAM (System for Award Management). In addition, use Street 2 for your organization's mailing address if it differs from the physical street address.
 - c. In the Zip/Postal Code box, enter your **full 9-digit zip code**. (You may look it up at www.usps.com/zip4/).
 - d. Type of Applicant: Select the item that best characterizes your **organization** from the menu in the first drop-down box. Additional choices are optional.
 - e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.
 - f. Organizational DUNS: All organizational applicants for federal funds must have a DUNS number, which is recognized as the universal standard for identifying organizations worldwide. **The number that you enter here must agree with the number (either 9 or 13 digits) that you used with the SAM (System for Award Management) as part of the Grants.gov registration or your application will not be validated by Grants.gov and will be rejected.**

g. Congressional District: Enter the number of the Congressional District where the applicant organization is physically located. Use the following format: 2 letter State Postal Abbreviation-3 digit District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If you need help determining your current district, go to www.house.gov and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Enter Sound Health Network.

b. Project Description: Provide a two- or three-sentence summary that briefly describes the specific activities that will be included in the project budget.

NOTE: This field on the form has a character limit of 1,000. Even if you have fewer than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct description and double-check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date on or after July 1, 2020. The start date should be the first day of a month, and the end date should be the last day of a month. This is the period of performance for your proposed project, which should not exceed 18 months. Project activities must occur, and the costs you include in your Project Budget must be incurred, within your period of performance.

7. Project Director:

Provide the requested information for the Project Director. Select a Prefix (e.g., Ms., Mr.) even though this is not a required field.

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

8. Primary Contact/Grant Administrator:

Provide the requested information for the individual who should be contacted on all matters involving this application. Select a Prefix.

If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item 7. (If the Primary Contact/Grant Administrator is the same as the Authorizing Official, complete all items under both 8 and 9 even though there will be some repetition.)

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

9. Authorized Representative:

Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Select a Prefix even though this is not a required field. **The AOR must have the legal authority to obligate your organization.** By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "**Assurance of Compliance**" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

How to Use the Attachments Form:

The "Attachments Form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved as portable document format (PDF) files elsewhere on your computer.

Several important points:

1. Attachment 3, the Project Budget Form, is a National Endowment for the Arts fillable form; you will find a link below. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.

Be sure you are using Adobe Reader (version 9 or higher) when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the left-most item in the menu bar). Verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here:

<http://get.adobe.com/reader/>

2. All other attachments are non-form documents that you will compose in accordance with the instructions provided. **These items must be submitted as PDF files.**

Do not create PDFs of your electronic documents by scanning. In the past, some applicants have printed their electronic documents and then scanned them, saving the scan in PDF format. PDFs created this way are much larger, and of lower quality, than PDFs created by the methods we recommend. Do not enable any document security settings or password-protect any PDF file you submit to us.

No attachment should be more than 2 MB.

When you open the Grants.gov Attachments Form, you will find 15 attachment buttons. By clicking on a button, you will be able to choose the PDF file from your computer that you wish to attach. Attach the proper file to the proper button as listed below.

The Attachments

Do not submit web links in any of the attachments as the content in those web links will not be reviewed.

ATTACHMENT 1: To this button attach a **narrative** (no more than 5 pages in length) that addresses the points below. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative").

The information that you provide will be reviewed in accordance with the "Review Criteria" for this program solicitation.

Organize your response a), b), c), etc., and use the boldfaced language below as a heading for each item.

- a) Your organization's **mission and principal programs**.
- b) Your organization's **experience** in coordinating similar or related projects; identifying established and emerging practices in the fields of brain research, music, and wellness; and developing strategic partnerships and strategies to successfully meet short- and long-term project goals.

NOTE: Priority will be given to applicants with a history of funding from the NIH and who have previous experience working with arts organizations. Discuss this experience here, if relevant.

- c) **Proposed project activities.** Be as specific as possible. Describe your plans for accomplishing all aspects of the project as detailed in the Scope of Work/Detailed Requirements section of this Program Solicitation. Discuss any proposed contractors, consultants, partners, or special resources that might be needed.
- d) **Schedule** of key project planning and implementation dates.

ATTACHMENT 2: To this button, attach **brief bios** (at least three per page) for the key personnel to be involved in the project. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

ATTACHMENT 3: To this button, attach the completed **Project Budget Form** [Form I Instructions]. The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

You may request an award amount of up to \$300,000.

ATTACHMENT 4: To this button, attach any additional supporting information that you think necessary. (Attachment 4 is Optional)

You may attach a PDF with web links to relevant materials. In this case, list the URL for the page to be shown and include any necessary navigation paths and any information on required plug-ins. Do not submit a website that requires a password. Do not submit a link to site that requires material to be downloaded (e.g., Dropbox). The file name should indicate the name of your organization or a recognizable acronym followed by "SupportInfo" (e.g., "ABCOrgSupportInfo").

Leave all remaining Attachment buttons blank.