

U.S. Fish and Wildlife Service
Notice of Intent (NOI) to Award to a Single Source without Competition

Instructions: Use this form to document the determination of a single source financial assistance award. Refer to the **Issuing a New Financial Assistance Award Guidance** found at <https://inside.fws.gov/go/post/FAPO-NewAwards>. Once completed, the program office must maintain the form in the official award file.

Recipient Name:	University of Missouri Mojo Ad
Project Title:	Development of an Integrated Communications Plan for the Youth and Young Adult Market
Service Contact Name:	Charles Traxler

Single Source Determination - select all that apply:

✓	(1) Unsolicited Proposal - The proposed award is the result of an unsolicited application that represents a unique or innovative idea, method, or approach that is not the subject of a current or planned award, but is found to be advantageous to program objectives;
✓	(2) Continuation - The activity the award will fund is necessary for the satisfactory completion of, or is a continuation of, an activity we are funding, and holding a competition would have a significant adverse effect on continuing or completing the already funded activity.
	(3) Legislative Intent - The language in the applicable authorizing legislation or legislative history clearly indicates the intent of Congress to restrict the award to a particular recipient or purpose.
✓	(4) Unique Qualifications - The applicant is uniquely qualified to perform the activity based upon a variety of demonstrable factors such as location, property ownership, voluntary support capacity, cost-sharing ability, if applicable, technical expertise, or other such unique qualifications.
	(5) Emergencies – Because of a compelling and unusual urgency, or substantial danger to health or safety, there is not enough time to follow adequate competitive procedures.

Explain below why competition for this award is not practical. As applicable, summarize the program legislative history, unique capabilities of the proposed recipient, and any cost-sharing contribution offered by the proposed recipient. Be brief and specific:

The University of Missouri Mojo Ad is the only ad agency in the U.S. which is staffed by students, focused on the 18-24 youth and young adult (YAYA) market that creates fully integrated communication campaigns for professional clients.

Unlike other programs, the Mojo Ad staff is comprised of top students who apply for and are selected for specific positions. The agency includes three complete teams that will be working on this project. The teams are guided by five faculty mentors who all have relevant industry experience.

This combination of staff who are members of the target audience themselves and professional guidance provides our clients with a unique perspective that is not available anywhere else.