

**U.S. DEPARTMENT OF STATE**  
**U.S. EMBASSY JERUSALEM, PUBLIC DIPLOMACY SECTION**  
**Notice of Funding Opportunity**

**Funding Opportunity Title:** U.S. Embassy Jerusalem Public Diplomacy FY20 **Annual Program Statement** (“APS”)  
**Funding Opportunity Number:** PD-TLV-2020-001  
**Deadline for Applications:** Various; see Section D.4, Submission Dates and Times  
**CFDA Number:** 19.021 – Public Diplomacy Programs  
**Total Amount Available:** Approximately \$300,000 anticipated to be available in each funding cycle, subject to confirmation of availability of funds  
**Amount for Each Award:** Generally up to a maximum of \$25,000

**A. PROGRAM DESCRIPTION**

The U.S. Embassy Jerusalem, Branch Office Tel Aviv’s Public Diplomacy Section (“PD”) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement (“APS”), outlining our program priorities and the procedures for submitting requests for funding.

**Purpose of PD Small Grants Program:**

PD invites proposals for programs that **strengthen cultural ties between the U.S. and Israel** through cultural and exchange programming that highlight shared values and promotes bilateral cooperation. All programs **must include an American cultural element**, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives.

**PD small grants are focused on projects that clearly support our mission priorities: (1) foster conditions more conducive to a lasting peace, (2) deepen U.S.-Israel economic ties and open doors of economic opportunity, and (3) foster Israeli understanding of U.S. policy.**

Examples of the kinds of activities that can be funded under the PD Small Grants Program include but are not limited to:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Workshops, training and competition that improve science and technology education;
- Sports workshops, joint competitions and friendly games;
- Programs that strengthen the entrepreneurship ecosystem in Israel;
- Training programs designed to train the trainer;
- Discussions and encounters among key audiences.

**Priority Program Areas:**

Priority will be given to proposals that address one or more of the following priority program areas, **and** which clearly connect the proposed program to at least one of the overarching goals stated above.

- Programs that help create conditions more conducive to a peace agreement between Israelis and Palestinians.
- Programs that strengthen the entrepreneurship and economic development ecosystem in Israel, and expand access to that ecosystem among minority communities, women, and disadvantaged communities. Please note, however, that pitching or similar events that involve fund-raising or are designed to encourage direct investment in for-profit or non-profit enterprises are not eligible.
- Programs that promote greater understanding of U.S. policy, best practices, and culture among Israeli audiences.
- Programs that improve instruction and student academic achievement in English language proficiency and/or science, technology, environment, architecture/art, and math subjects (STEAM).
- Programs that improve connections between Israel's various minority communities, and/or between peripheral communities and the center, and/or that strength social cohesion among all diverse communities of the Israeli society.
- Programs that engage alumni of U.S. Embassy-sponsored cultural exchange programs.
- Programs that promote women's empowerment and gender inclusivity, especially linked to the three main goals stated on page 1.
- Programs that increase public understanding of the U.S.-Israel security partnership.

#### **Target Audiences:**

The Embassy strongly encourages proposals that **bring together diverse groups from across Israeli society who customarily have little to no interaction**. Proposals should describe both the primary and secondary audiences for the program, including numbers anticipated to be reached. Primary audiences are those who will participate directly in the program, while secondary audiences are those who will be reached by the project's primary audiences, as a result of their participation. For example, in a teacher training program, the primary audience would be the teachers who will be trained, while the secondary audience would be their students. Specific audiences who are considered a priority for grants funded under this APS are:

- Minority, peripheral and/or marginalized communities
- Young leaders, in either the 13-18 year old or the 18-45 year old age ranges
- Entrepreneurs, and those involved in strengthening the entrepreneurship ecosystem in Israel
- Women and girls
- Alumni of U.S. Embassy-sponsored cultural exchange programs
- Leading decision-makers in various sectors of Israeli society
- English language teachers and educators
- Math and science teachers

#### **Program Partners:**

Partnerships with other organizations are not required for eligibility under this APS. However, to the degree that cooperation with key partners, multipliers, and influencers will enhance the effectiveness of the project, such partnerships are encouraged.

**The following types of projects are not eligible for funding:**

- Projects relating to partisan political activity;
- Charitable, development, or social welfare activities;
- Construction projects;
- Projects that support specific religious activities or promote only one faith or religion;
- Fund-raising campaigns;
- Lobbying for specific legislation, policies, or projects;
- Academic research;
- Projects intended primarily for the growth or institutional development or maintenance of the applicant organization or its partner organizations that are involved in the proposal.

**B. FEDERAL AWARD INFORMATION**

**Length of project performance period:** depending on the needs of the project, performance periods may be as short as one day but up to as long as two years.

**Number of awards anticipated:** Because the amounts requested for each project may vary and funding is subject to confirmation of availability, it is not possible to predict how many awards will be made.

**Award amounts:** awards generally do not exceed \$25,000.

**Total available funding:** approximately \$300,000 is anticipated to be available in each of the three funding cycles, pending availability of funds.

**Type of Funding:** FY2020 Smith-Mundt Public Diplomacy Funds.

**Anticipated project start date:** December 21, 2019 – July 27, 2020.

**This notice is subject to availability of funding.**

**Funding Instrument Type:** Grant, Fixed Amount Award, or Cooperative agreement.

Cooperative agreements are different from grants in that PD staff is more actively involved in the grant implementation.

**C. ELIGIBILITY INFORMATION**

**1. Eligible Applicants**

The Public Affairs Section encourages applications from U.S. and Israeli:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations, or individuals, with programming experience
- Non-profit or governmental educational institutions

Please note that coalitions of non-profit organizations are encouraged to apply as the impact of their projects may go further than that of projects conducted by one non-profit organization.

Please also note that while applications from these kinds of organizations based in the United States are eligible, preference will be given to Israeli organizations and U.S.-based organizations that have a clear, long-standing, effective presence in Israel itself.

Please also note that governmental institutions within Israel (for example, government ministries or local authorities) are eligible to apply under this APS.

## **2. Cost Sharing or Matching**

Cost sharing is not required but is encouraged. Please note that funds from any other federal U.S. government source may not be used to match funds applied for under this funding program, nor vice-versa.

## **3. Other Eligibility Requirements**

Applicants should not submit more than one application per cycle unless submitting for two (or more) completely unrelated programs.

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, as well as a valid registration on [www.SAM.gov](http://www.SAM.gov). Please see Section D.3 for information on how to obtain these registrations.

As noted above, all projects must include an American component in order to be eligible for funding. An American component can mean any of the following:

- An American citizen who is an expert, speaker, artist, athlete, or other visitor to Israel who will lead or present some key component of the project. In rare cases, the project could involve an extraordinarily highly accomplished person who is not an American citizen, but who has strong ties to an American institution of major importance – for example, the full-time, lead artistic director of an American performance venue of worldwide renown.
- The use of an American cultural product as a major touchstone for key elements of the program. Cultural products could include books, music, curricula, films, dance, other art forms, or technology created entirely or primarily by American artists and innovators and clearly associated with American culture. For example, the reading and discussion of an American novel as part of a program to enhance English language learning would qualify.
- Engaging audiences in learning about or practicing a major American topic, such as U.S. policy, U.S. history, American values (such as civil rights, freedom of expression, or shared society), or American social models (such as democracy or the rule of law) as a significant focus of the program.

## **D. APPLICATION AND SUBMISSION INFORMATION**

1. **The Following Forms are Required:**

a. **Online Applications**

(i). **For Individuals:**

- SF-424I (*Application for Federal Assistance – individuals*) [here](#).
- SF424A (*Budget Information for Non-Construction programs*) [here](#).
- SF424B (*Assurances for Non-Construction programs*) [here](#).
- PD Small Grants Mandatory Application Form: [here](#)

(ii). **For Organizations:**

- SF-424 (*Application for Federal Assistance – organizations*) [here](#).
- SF424A (*Budget Information for Non-Construction programs*) [here](#).
- SF424B (*Assurances for Non-Construction programs*) [here](#).
- PD Small Grants Budget Worksheet [here](#).  
(describe each of the budget expenses in detail. See section H. *Other Information: Guidelines for Budget Justification* below for further information).
- PD Small Grants Mandatory Application Form: [here](#)

b. **Attachments**

- 1-page CV or resume for each of the key personnel who are proposed for the project;
- Letters of support from project partners describing the roles and responsibilities of each partner;
- Other attachments are permitted if appropriate and necessary outside of the description of the proposed activities.

2. **Unique Entity Identifier and System for Award Management (SAM.gov)**

***Required Registrations:***

All organizations applying for grants **must obtain these registrations prior to applying for a grant**. All are free of charge:

- Unique Identifier Number from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously).

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting

<http://fedgov.dnb.com/webform/displayHomePage.do;jsessionid=81407B1F03F2BDB123DD47D19158B75F>. <http://fedgov.dnb.com/webform>  
For DUNS help in Israel call **+972-3-733-0330**.

NCAGE application: Application page here:

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCA%20GE.pdf>

For help from within the U.S., call 1-888-227-2423

For help from outside the U.S., call 1-269-961-7766

Email [NCAGE@dliis.dla.mil](mailto:NCAGE@dliis.dla.mil) for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM by logging onto:

<https://www.sam.gov>. SAM registration must be renewed annually.

### **3. Submission Dates and Times**

The Public Affairs Section will review proposals according to the following schedule. Please note that while the deadlines for submission of applications are firm, all of the review and response dates are approximate and are subject to change, based on availability of funds. All funding decisions are also subject to availability of funds at all times.

- Cycle A: Proposals received from the date when the APS is published on the Embassy web site to **November 15, 2019**, will be reviewed by December 13, 2019, with responses going out by December 20, 2019.
- Cycle B: Proposals received from November 16, 2019 to **February 14, 2020**, will be reviewed by March 15, 2020, with responses going out by March 22, 2020.
- Cycle C: Proposals received from February 15, 2020 to **June 13, 2020**, will be reviewed by July 19, 2020, with responses going out by July 26, 2020.

Generally, the Embassy recommends that applicants submit proposals 3-6 months in advance of the intended project start date.

### **4. Other Submission Requirements**

All application materials must be submitted by email to [TelAvivGrants@state.gov](mailto:TelAvivGrants@state.gov)

**Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.**

## **E. APPLICATION REVIEW INFORMATION**

## 1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below:

***Embassy priorities:*** Applicant has clearly described how stated goals are related to and support the U.S. Embassy Jerusalem's goals, priority program areas and target audiences as described in Section A, and clearly address the requirements of this APS. Applicant also clearly identifies the American component to be included in the program.

***Organizational capacity and record on previous grants:*** The organization has expertise in its stated field and PD Jerusalem is confident of the applicant's ability to undertake the project. This includes a financial management system and a bank account. The organization shows how it uses its capabilities effectively to reach the broadest audience that makes sense for the purpose of the project.

***Quality and Feasibility of the Program Idea:*** The program idea is well developed, with detail about how project activities will be carried out. The proposal includes a reasonable implementation timeline.

***Goals and objectives:*** Goals and objectives are clearly stated and project approach is likely to provide maximum impact in achieving the proposed results.

***Budget:*** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

***Monitoring and evaluation plan:*** Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The project includes output and outcome indicators, and shows how and when those will be measured.

**New this year: If the amount requested from US Embassy Jerusalem under this APS is \$20,000 or more, you must include a budget line item for an external evaluation. Such item cannot exceed \$6,000 U.S. Dollars.** An external evaluation must be conducted by a contractor/company who is not employed or associated with the Grantee Organization. The evaluation should address whether the program accomplished its goals and whether the budget was appropriate.

***Media outreach plan:*** Applicant describes a clear plan for how the program will be shared with secondary audiences through traditional and/or social media.

Applicant describes clearly how the partnership with the U.S. government will be made visible to the participants and to secondary audiences. Applicant describes the outreach tools to be used

and demonstrates capacity to implement visibility through traditional and/or social media, taking into consideration, however, any cultural and political sensitivities that may affect or compromise the program or the participants. Branding waivers will only be granted on a rare basis and with a strong justification of why one is needed in order for the project to be successful.

***Sustainability:*** Project activities will continue to have positive impact after the end of the project.

## **2. Review and Selection Process**

A Grants Review Committee will evaluate all eligible applications requesting funding amounts over \$10,000. Proposals requesting \$10,000 or less will be evaluated by the Public Diplomacy Section.

## **3. Federal Awards Performance & Integrity Information System (FAPIS)**

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

- i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants

## **F. FEDERAL AWARD ADMINISTRATION INFORMATION**

### **1. Federal Award Notices**

The award (fixed amount award, cooperative agreement, or standard grant as appropriate) will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and



signature by email. The recipient may only start incurring project expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this APS does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

**Payment Method:** Payments will be made by electronic funds transfer. Payment schedules will be determined by the Grants Officer and specified in the award document, according to program's milestones and as needed to carry out the project activities.

Organizations whose applications will not be funded will also be notified via email.

## **2. Administrative and National Policy Requirements**

**Terms and Conditions:** Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include 2 CFR 200, 2 CFR 600, and the Certifications and Assurances found in form SF-424B, which can be found [here](#). They also include the Department of State Standard Terms and Conditions, which are available [here](#). Please note that additional terms and conditions may apply, depending on the type of award, and these will be discussed with successful applicants during the award phase. Please note the U.S. Flag branding and marking requirements in the Standard Terms and Conditions.

## **3. Reporting**

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

## **G. FEDERAL AWARDING AGENCY CONTACTS**

If you have any questions about the grant application process, please contact PD Embassy Jerusalem, Branch Office Tel Aviv at: [TelAvivGrants@state.gov](mailto:TelAvivGrants@state.gov).

## **H. OTHER INFORMATION**

### **Guidelines for Budget Justification**

**Personnel:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the project, and the percentage of their time that will be spent on the project.

**Travel:** Estimate the costs of travel and per diem for this project. If the project involves international travel, include a brief statement of justification for that travel. U.S. law requires travel funded by a U.S. grant use a U.S. air carrier service. There are exceptions. More information on the “Fly America Act” can be found [here](#).

**Equipment:** Describe any machinery, furniture, or other personal property that is required for the project, which has a useful life of more than one year (or a life longer than the duration of the project), and costs at least \$5,000 per unit.

**Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the project. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

**Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the project activities.

**Other Direct Costs:** Describe other costs directly associated with the project, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

**“Cost Sharing”** refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

**Alcoholic Beverages:** Please note that award funds cannot be used for alcoholic beverages.