

**U.S. DEPARTMENT OF STATE
U.S. Embassy American Center Jerusalem
Notice of Funding Opportunity**

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| Funding Opportunity Title: | U.S. Embassy Jerusalem ACJ Annual Program Statement (APS) |
| Funding Opportunity Number: | PD-JLM-ACJ-2020-001 |
| Deadline for Applications: | February 17, 2020 |
| CFDA Number: | 19.441 – IIP – American Spaces |
| Total Amount Available: | Approximately \$300,000 subject to confirmation of availability of funds |
| Amount for Each Award | Generally up to a maximum of \$20,000 |

A. PROGRAM DESCRIPTION

The U.S. Embassy’s American Center Jerusalem (ACJ) announces that funding is available for grants through this Notice of Funding Opportunity (NOFO). Local and international non-profit/non-governmental organizations and individuals are invited to submit proposals for implementation in Jerusalem and surrounding areas. This Annual Program Statement (APS) for FY20 outlines program priorities, strategic themes, as well as procedures for submitting requests for funding.

\$300,000 is reserved for awards up to \$20,000 to organizations and individuals to promote the objectives listed below in Section One.

1. Program Objectives:

The initiative focuses on Embassy-Jerusalem’s strategic goals:

- Promoting a comprehensive and lasting solution to the Palestinian-Israeli conflict
- Enhancing bilateral and regional security cooperation
- Strengthening the U.S.-Israel bilateral economic relationship and supporting Israeli-Palestinian economic engagement
- Deterring terrorism and criminal activity in Israel and promoting collaboration with American law enforcement agencies to enhance local and regional security

The ACJ will give special consideration to proposals that incorporate the following elements as techniques or tools for meeting the four strategic goals identified above:

- Feature cultural and exchange programs that highlight shared values and promote bilateral cooperation consistent with the goals
- Use the ACJ as the venue for some, if not all, of the program sessions

- Include an American element or connection with American experts/organization(s), or institution(s) in the relevant field

Eligible Activities: Examples of the kinds of activities that can be funded under the ACJ Grants Program include, but are not limited to:

- Academic and professional lectures, workshops, seminars and speaker programs
- Professional or avocational training, particularly those that train the trainer
- Artistic and cultural workshops, joint performances and exhibitions
- Workshops, training and competition that improve science and technology education
- Sports, self-defense, joint competitions and friendly games
- Use of the MakerSpace/Innovation Lab to encourage creativity
- Programs that strengthen the entrepreneurship ecosystem in Israel
- 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 clearly connect the proposed program to at least one of the four strategic goals stated above.

- Programs that help create conditions more conducive to a lasting peace between Israelis and Palestinians
- Programs that improve connections between diverse communities, including among Israelis (Jewish, Muslim, Christian, Druze, Bedouin, ultra-Orthodox, national religious and secular) and between Israelis and Palestinians (West Bank, East Jerusalem, Gaza)
- Programs that advance Democracy, Good Governance, and Rule of Law
- Programs that strengthen the entrepreneurship and economic development ecosystem in Israel, and expand access to that ecosystem among minority communities, women, and disadvantaged communities.
- Programs that promote greater understanding of U.S. policy, best practices and culture
- 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 strengthen social cohesion and reconciliation among diverse communities of Israeli society
- Programs that engage alumni of U.S. Embassy Jerusalem-sponsored cultural exchange programs
- Programs that promote women's empowerment and gender inclusivity
- Programs that increase public understanding of the U.S.-Israel security partnership

Participants and Audiences: The ACJ strongly encourages proposals that bring together diverse groups from across Israeli society that customarily have little 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 NOFO/APS are:

- Communities in Jerusalem
- 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 the Jerusalem area and throughout 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
- Math and science teachers

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

B. FEDERAL AWARD INFORMATION

Length of performance period: one day to 24 months

Number of awards anticipated: 15 to 20 awards (dependent on amounts)

Award amounts: Awards may range from a minimum of \$500 to a maximum of \$20,000 for general award proposals. There may be occasions when larger grants are awarded.

Total available funding: \$300,000

Type of Funding: FY20 American Spaces and/or Smith-Mundt Public Diplomacy Funds

Anticipated program start date: October 1, 2019 through September 30, 2020.

This notice is subject to availability of funding and may be subject to change.

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

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

C. ELIGIBILITY INFORMATION

- **Eligible Applicants**

Local and international:

- 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
- Individuals

Coalitions of organizations are encouraged to apply, as the impact of their projects may go further than that of projects conducted by one organization. For-profit or commercial entities are not eligible to apply.

PLEASE NOTE: while applications from these kinds of organizations based abroad are eligible, preference will be given to Israeli and other organizations that have a clear, long-standing, effective presence in Israel itself.

- **Cost Sharing or Matching**

Cost sharing is not required but encouraged. 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.

- **Other Eligibility Requirements**

In order to be eligible to receive an award, all organizations (not individuals) must have a unique entity identifier (Data Universal Numbering System/DUNS number from Dun & Bradstreet), as well as a valid registration on www.SAM.gov. Please see Section D.5 for information on how to obtain these registrations.

- **Funding Restrictions**

The following types of projects are not eligible for funding:

- Projects relating to partisan political activity
- Charitable or development activities
- Construction projects
- Projects that support specific religious activities or promote only one faith/religion
- Fund-raising campaigns
- Lobbying for specific legislation or projects
- Academic or scientific research
- Projects intended primarily for the growth/institutional development/maintenance of the applicant organization or its partner organizations
- Unsolicited proposals

D. APPLICATION AND SUBMISSION INFORMATION

1. Submission Requirements

All application materials must be submitted by email through this link to [American Center Jerusalem](#) or to AmericanCenterJerusalem@state.gov and **not to individual ACJ staff**.

American Center staff will accept proposals until 12:00 p.m. (midnight) on February 17, 2020 (between February 17 and 18, 2020).

The review committee will meet to evaluate proposals with the goal of providing an initial response within a month.

2. Content and Form of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be deemed ineligible.

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

All of the following documents (SF-424 or SF-424I, SF424B, A through E and budget) are required in order for your proposal to be considered for funding:

1. Federal application forms

[SF-424](#) (Application for Federal Assistance – organizations)

[SF-424I](#) (Application for Federal Assistance –individuals)

[SF424B](#) (Assurances for Non-Construction programs)

2. A through E Document: In two pages or less, please describe your proposed program using the following headings:

Audience: Who is the primary and secondary audience of the program?

Behavioral Objective related to the problem to be addressed: Clear, concise and well-supported statement of the issue to be addressed and why the proposed project is needed.

What do you want the participants of the program to obtain from their participation?

What is the anticipated impact?

Content: What is the material that will be delivered? Describe the project activities and how they will help achieve the objectives.

Delivery: How will the content be delivered? Who will deliver the content? Include information about what makes the project unique. Please provide a timeline.

Evaluation: How will you determine whether you have achieved your behavioral objectives? Will there be a social media aspect?

3. Budget:

Please fill out [budget form](#). See section *H. Other Information: Guidelines for Budget Justification* below for further information. Please add a detailed description of each of the budget expenses.

[Click here](#) to view a sample budget form demonstrating how the various categories are listed

4. Required Registrations:

The following registrations must be completed before an award is granted under this notice. The registrations do not need to be complete at the time of application. Applicants should include a notice and evidence in their application packet that the registration process is ongoing.

All organizations applying for grants must obtain these registrations. All are free of charge:

- Step 1: Unique entity identifier from Dun & Bradstreet (DUNS number)
- Step 2: NCAGE/CAGE code
- Step 3: <https://www.SAM.gov> registration

Check out the ["Help" page for international registrants](#), which includes guidance and tips for all of the steps needed to register.

Institutions of Higher Education are exempt from SAM 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 03-733-0333 or visiting <http://fedgov.dnb.com/webform>

Step 2: NCAGE application: Application page here:

<https://eportal.nspa.nato.int/AC135Public/CageTool/home>

Instructions for the NCAGE application process:

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

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

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

Email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code

Step 3: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

Optional Attachments

- 1-page CV or resume of key personnel who are proposed for the program

E. APPLICATION REVIEW INFORMATION

1. Criteria

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

Quality of the Program Idea/ Program Planning/Ability to Achieve Objectives – 40 points:

Applicant has clearly described how stated goals are related to and support the American Center's goals, priority program areas and target audiences as described in Section A, and clearly address the requirements of this APS. The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants – 15 points: The organization has expertise in its stated field and has the internal controls in place to manage federal funds.

Monitoring and evaluation plan – 15 points: Applicant demonstrates ability to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

Budget – 20 points: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget accounts for all necessary expenses to achieve proposed activities.

Media outreach plan – 10 points: Applicant describes a clear plan for how the program will be shared with secondary audiences through traditional and/or social media.

2. Review and Selection Process

An ACJ Grants Review Committee will evaluate all eligible applications.

3. Anticipated Announcement and Award Dates

ACJ staff aims to notify successful applicants within one month after the application deadline. The U.S. government reserves the right to reject any or all proposals received. Organizations and individuals whose applications will not be funded will also be notified via email.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement 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 program 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 NOFO 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 or check in at least two installments, as needed to carry out the project activities. Payment schedules will be determined by the Grants Officer and specified in the award document, according to the program's milestones.

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, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available [here](#).

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 program and financial reports. The award document will specify how often these reports must be submitted. Final programmatic and financial reports are due 90 days after the close of the project period.

G. FEDERAL AWARDING AGENCY CONTACTS

For questions about the grant application process contact: American Center Jerusalem (AmericanCenterJerusalem@state.gov).

H. OTHER INFORMATION

1. Guidelines for Budget Justification Narrative

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

Travel: Estimate the costs of travel and per diem, for program staff, consultants, speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), 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 program. 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 program activities.

Other Direct Costs: Describe other costs directly associated with the program, 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.

Indirect Costs: Not applicable

Cost Share: Refers to contributions from the organization or entities other than the USG. 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.