

**U.S. DEPARTMENT OF STATE, U.S. EMBASSY JERUSALEM**  
**NOTICE OF FUNDING OPPORTUNITY**

**Funding Opportunity Title:** U.S. Embassy Jerusalem Funding Opportunity to Implement Transformative English Language Instruction in Israel

**Funding Opportunity Number:** PD-TLV-2022-006

**Deadline for Applications:**  Until Monday, July 25, 2022

**Total Amount Available:** Approximately \$100,000 subject to availability of funds

**PROGRAM DESCRIPTION**

U.S. Embassy Jerusalem announces an open competition for individuals and organizations (provider/s) to submit applications for a multi-year project in which secondary-school English teachers learn and implement interactive, “transformational teaching” methodology to increase economically disadvantaged students’ English language proficiency. The provider, in coordination with U.S. Embassy staff, will recruit, select, and train teachers in this methodology. The teachers will then implement the teaching methodology in their classrooms and/or schools. A select group of these teachers will receive additional instruction to become trainers themselves, and train at least ten (10) other educators in transformational teaching methodology.

**Theory of Change:** “Transformational teaching involves creating dynamic relationships between teachers, students, and a shared body of knowledge to promote student learning and personal growth.”<sup>1</sup> This theory assumes that transformational teaching will produce greater gains in English language proficiency than traditional teaching methods, in parallel with benefits such as

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<sup>1</sup> Educ Psychol Rev. 2012 Dec; 24(4): 569–608.

Published online 2012 Jul 24. doi: [10.1007/s10648-012-9199-6](https://doi.org/10.1007/s10648-012-9199-6)

“Transformational Teaching: Theoretical Underpinnings, Basic Principles, and Core Methods.” George M. Slavich and Philip G. Zimbardo. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3498956/>

greater enthusiasm for scholastics, increased personal connection to the materials being taught, confidence, and social . English language skills closely relate to young Israelis' academic advancement and professional opportunities. Therefore, empowering teachers of economically disadvantaged students to implement transformational teaching methodology will improve their students' English language skills, and by extension their future academic and employment prospects. Economically empowering minority and marginalized communities will strengthen Israel's economy and the U.S.-Israel economic relationship.

### **Program Objectives:**

- Approximately 30 secondary-school English teachers will learn transformational teaching methodology and implement this methodology in their classrooms or after-school English enrichment activities.
- Approximately 500 9<sup>th</sup>-12<sup>th</sup>-graders' English language abilities will improve 20 percent from the beginning to the end of the school year in which they learned English taught using transformational teaching methodology.
- Five (5) to ten (10) exceptional participants will undergo additional training, qualify as teacher-trainers, and instruct up to ten (10) additional English educators, outside of the original 30 participants, in transformational teaching methodology.

### **Project Activities/Key Deliverables:**

- Participants will attend six (6) or more workshops, lectures, trainings, conferences, briefings, or professional development sessions on transformational teaching methodology. (Note the listed formats are not exhaustive nor exclusive.) The provider will develop and plan these trainings in coordination with U.S. Embassy Jerusalem staff.
- Participants will design and implement a teaching plan using transformational teaching methodology in their English classes or after-school English programs.
- The provider will provide ongoing support to the teachers through individual or group meetings and regular communication for the duration of one school year.
- The provider will measure and assess the efficacy of the transformational teaching methodology for English instruction in comparison with traditional

English instruction in Israeli secondary schools. Use of an external evaluator is encouraged.

- The provider will, in coordination with the U.S. Embassy, select five to ten (5-10) exceptional participants to become teacher-trainers. Selectees will attend at least three (3) additional trainings to qualify as teacher-trainers.
- Each teacher-trainer will train at least one additional English educator (outside the original 30 participants) during the project period. Teacher-trainers may develop their own curricula and training plan(s). The provider will oversee this process and monitor and assess its outcomes.

**Audiences:**

- Primary: English teachers at the four- or five-point level in mixed cities, peripheral or economically disadvantaged areas, or marginalized communities.
- Secondary: 9<sup>th</sup> through 12<sup>th</sup> grade English students from peripheral or economically disadvantaged areas or marginalized communities.

**B. FEDERAL AWARD INFORMATION**

Length of performance period: up to 3 years

Number of awards anticipated: 1-2 awards

Award amounts: minimum of \$30,000, maximum of \$100,000

Total available funding: \$100,000

Type of Funding: FY22

Anticipated program(s) start date: No later than September 30, 2022.

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

**Funding Instrument Type:** Cooperative Agreement. In cooperative agreements the U.S. government staff are more actively involved in the grant's implementation.

## **C. ELIGIBILITY INFORMATION**

### **1. Eligible Applicants**

Local and international:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- Public and private educational institutions
- Individuals

For-profit or commercial entities are not eligible to apply.

### **2. 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

### **3. Other Eligibility Requirements**

To be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via [www.SAM.gov](http://www.SAM.gov) as well as a valid registration on [www.SAM.gov](http://www.SAM.gov). Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

## **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

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

### **1. 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 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

The following documents are **required**:

### 1. Mandatory application forms

- **[SF-424](#) (Application for Federal Assistance – organizations) or [SF-424-I](#) (Application for Federal Assistance --individuals)** (note: these forms will not open if you just click on them. Please download to your PC, then go to Downloads or the location you filed them and then click on file to open)
- **[Budget Worksheet](#)** (please [see sample](#) for directions)
- **Budget Justification Narrative:** Please describe each of the budget expenses in detail as a separate attachment
- **[SF-424B](#) (Assurances for Non-Construction programs)** (note: the SF-424B is required for individuals and for organizations not registered in [SAM.gov](#))

**2. Summary Page:** Cover sheet stating the applicant's name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

**3. Proposal (5 pages maximum):** The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The "goals" describe what the program is intended to achieve. The "objectives" refer to the intermediate

accomplishments on the way to the goals. These should be achievable and measurable.

- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the content development and delivery activities be monitored to ensure they are happening in a timely manner, and how will the Makerspace and technology offerings be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Do No Harm:** To ensure the program does no harm, describe the precautions the organization will employ

#### **4. Attachment:**

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

#### **2. Required Registrations:**

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- [www.SAM.gov](http://www.SAM.gov) registration which will generate a UEI

## NCAGE/CAGE code

Any applicant with an exclusion in the System for Award Management (SAM) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.”

The Unique Entity Identifier (UEI) is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards. SAM.gov is the Federal government's primary database for complying with FFATA reporting requirements. OMB designated SAM.gov as the central repository to facilitate applicant and recipient use of a single public website that consolidates data on all federal financial assistance. Under the law, it is mandatory to register in SAM.gov.

The UEI will be assigned when an organization registers or renews its registration in SAM.gov at [www.SAM.gov](http://www.SAM.gov). To access SAM.gov an organization is required to have a Login.gov account. Organization can create an account at <https://login.gov/>. As a reminder, organizations need to renew its sam.gov registration annually.

US-based organizations: A CAGE code will be automatically assigned when the U.S. organizations registers in [www.sam.gov](http://www.sam.gov). CAGE must be renewed every 5 years. Site for CAGE: <https://cage.dla.mil/Home/UsageAgree>. Grantees may be asked for more information to finalized and must comply.

Foreign-based organizations: Must apply for a NCAGE code before registering in SAM.gov. Go to: <https://eportal.nspa.nato.int/AC135Public/CageTool/home> to apply for a NCAGE code. NCAGE codes must be renewed every 5 years.

It is in the organization's best interest to check if their CAGE/or NCAGE codes are active. Organizations are required to register/or renew their CAGE or NCAGE codes **prior** to registering or renewing [www.sam.gov](http://www.sam.gov) . Both registration and renewals for both CAGE and NCAGE can take up to 10 days. Organization's legal address in NCAGE/CAGE must mirror [www.sam.gov](http://www.sam.gov).



[www.sam.gov](http://www.sam.gov) requires all entities to renew their registration once a year in order to maintain an active registration status in SAM.gov. It is the responsibility of the applicant to ensure it has an active registration in SAM.gov.

If an organization plans to issue a sub-contract or sub-award, those sub-awardees must also have a unique entity identifier (UEI number). Those entities can register for a UEI only at SAM.gov.

Organizations must apply for a registration in SAM.gov prior to submitting an application, and submit proof of having registered. All organizations applying for grants (except individuals) must obtain this registration, which is free of charge.

Note: A DUNS number is no longer required.

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

Applications are due no later than Monday, July 25, 2022

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

All application materials must be submitted by email to: [TelAvivGrants@state.gov](mailto:TelAvivGrants@state.gov) and **not to individual staff**.

Embassy Jerusalem will accept proposals until 6:00 p.m. on Monday, July 25, 2022

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

## E. APPLICATION REVIEW INFORMATION

**Review and Selection Process:** A review committee will evaluate all eligible applications.

## F. OTHER INFORMATION

### Guidelines for Budget Justification

**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 this program, for program staff, consultants or 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:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“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.