

**U.S. DEPARTMENT OF STATE
U.S. EMBASSY Jerusalem
Notice of Funding Opportunity**

Funding Opportunity Title: Promoting Palestinian Women’s Full Participation in Economic Development and Community Leadership
Funding Opportunity Number: PAUPDFY20007
Deadline for Applications: August 17, 2020
CFDA Number: 19.021
Total Amount Available: \$175,000

A. PROGRAM DESCRIPTION

The Public Diplomacy Office of the U.S. Palestinian Affairs Unit (PAU-PD) announces an open competition for a cooperative agreement through this Notice of Funding Opportunity (NOFO). Not-for-profit non-governmental organizations are invited to submit proposals to implement a project that will **promote Palestinian women as full participants in economic development, with the expected result of elevating the status of women in Jerusalem, the West Bank and Gaza and their economic activity**, while also advancing the **PAU-PD mission goals: to advance peace and the development of a prosperous, stable, and transparent Palestinian society, economy and system of governance through substantive engagement with American people, institutions, ideas and ideals in order to improve American-Palestinian relations and create greater opportunities for mutually beneficial partnership and cooperation.**

PAU-PD’s Women and Economic Empowerment Program supports the design and implementation of activities to develop and promote women’s entrepreneurship and their microenterprise activities. Building on PAU-PD’s annual Women’s Micro-Enterprise Bazaar, which has contributed to the growth of Palestinian women-run businesses over the past 8 years, we are now seeking projects that will encourage and promote innovative business ideas and entrepreneurship among Palestinian women, connect Palestinian women entrepreneurs to experts in the United States, and develop the potential for mutually beneficial exchange between American businesses and Palestinian women from Gaza, Jerusalem and the West Bank.

Priority Region: Jerusalem, the West Bank, and Gaza

Program Objectives:

The primary objective of this grant program is to develop Palestinian women participants who are interested in enhancing their entrepreneurial skills as well as improving their broad and diverse range of products and services; empower these entrepreneurs to expand their businesses to new markets; and promote shared economic prosperity between Palestinians and Americans. Proposed projects should support the design and implementation of activities to develop and promote women’s entrepreneurship, increase women’s economic empowerment, and elevate the status of Palestinian women in economic activity by connecting

them to businesses, expertise, and mentors in the United States. Projects should aim to support the growth of women-owned small businesses and include a cadre of women entrepreneurs who will be selected in consultation with PAU-PD and who have already participated in previous U.S. sponsored Women's Micro-Enterprise Bazaars, exchange programs, and training programs.

All proposed projects must advance the PAU-PD goals stated above, contain a substantive American element, and achieve at least two of the three specific objectives listed here:

- modernization of sales platforms;
- improvement in quality of products and services; and
- establishment of sustained connections between participating Palestinian business women and experts and markets in the United States.

Proposed projects should include at least one of the following activities to achieve the stated goals and objectives above:

1. Conduct a Needs Assessment that would address the most evident training and coaching needs of the participating Palestinian entrepreneurs and their businesses.
2. Mentor and develop women micro-entrepreneurs to refine their product selection, improve select product quality, and streamline their supply chain and production process to allow scaling up for better sales.
3. Equip women entrepreneurs with the training, resources, and expertise they need to successfully grow their businesses through online sales.
4. Design and launch an online sales platform for Palestinian microenterprises, including previous and future participants in U.S. sponsored Women's Micro-Enterprise Bazaars, to offer year-round development and sales opportunities and expand market reach for Palestinian businesses.
5. Provide strategic planning for business growth including, but not limited to, virtual consulting for individual entrepreneurs, businesses, or groups at similar stages of growth on developing a business plan to improve resiliency of businesses to adapt to market disruptions, as well as coaching, training, and mentorship for entrepreneurs at various stages of success.
6. Connect Palestinian entrepreneurs with potential American and international private sector investors and retailers to support long-term partnerships and develop export capabilities that lead to market expansion and business growth.
7. Provide virtual and/or in-person exchanges between Palestinian women entrepreneurs and American entrepreneurs, businesses, and public and private sector organizations to share expertise and best practices; develop sustainable relationships and partnerships; encourage innovation; and open new business opportunities through exposure to new ideas, markets, and partnerships.

Note that this cooperative agreement **may not be awarded to for-profit entities** and funds may not be used as investment, angel, or seed funding for businesses, start-ups or other for-profit entities.

Participants and Audiences:

The project will focus on women entrepreneurs from Jerusalem, the West Bank, and Gaza who demonstrate innovation in their businesses and interest in enhancing their entrepreneurial skills. Participants will also include Palestinian women entrepreneurs and leaders of women-led organizations who have participated in previous U.S.-sponsored women's microenterprise programs or exchanges over the past 8 years. That experience has also included training sessions that covered topics such as marketing, social media, sales techniques, and pricing. Proposals should include a process to select participants in coordination with PAU-PD. PAU-PD will have substantial involvement in the final selection of participants.

B. FEDERAL AWARD INFORMATION

Length of performance period: up to 24 months

Number of awards anticipated: 1 or more awards depending on the availability of funding

Award amounts: \$175,000 total available funding (awards may range from approximately \$25,000 to \$175,000)

Type of Funding: FY20 Smith-Mundt Public Diplomacy Funds.

Anticipated program start date: no earlier than September 30, 2020.

This notice is subject to availability of funding.

Funding Instrument Type: Cooperative agreement

Program Performance Period: Proposed programs should be completed in 24 months or less, noting that at least the last 1 month or more of the period of performance -- after the end of the substantive project activity -- should be dedicated to short and medium term measurement and evaluation of project success to measure indicators and determine if leading goals and objectives have been met.

C. ELIGIBILITY INFORMATION

Eligible primary applicants for funding *must* be U.S. Not-For-Profit Organizations or Palestinian Not-For-Profit Organizations.

Proposals must be submitted in English; proposals submitted in Arabic or other languages will not be considered.

Applicants wishing to submit proposals to the PAU Public Diplomacy Section should send a proposal detailing:

1. what they intend to do to achieve the goals and objectives outlined in this call for proposals (specific activities of the project);
2. the American and/or Palestinian institutions and entities with whom they plan to partner;

3. a budget narrative providing specific details on how the budget line-items will be used and what they will fund. [Note that applicants may elect to charge a de minimis rate of 10% of modified total direct costs (MTDC) which may be used indefinitely];
4. a clear monitoring, measurement and evaluation plan; stating specific, observable, and measurable indicators of success and the intended method(s) for measuring achievement of those indicators.

Applicants should also complete the required application forms and budget templates of the proposed project (See part D.2. on page 6). **Please submit documents via e-mail to JerusalemPDJApplications@state.gov with “PAUPDFY20007 - Women’s Economic Empowerment - [name of your organization]” in the subject line.**

Modified total direct costs (MTDC) means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each sub-award (regardless of the period of performance of the sub-awards under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each sub-award in excess of \$25,000. Other items may only be excluded when necessary to avoid a serious inequity in the distribution of indirect costs, and with the approval of the cognizant agency for indirect costs.

1. Eligible Applicants

Eligible primary applicants for funding *must* be U.S. Not-For-Profit Organizations or Palestinian Not-For-Profit Organizations.

2. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations 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.3 for information on how to obtain these registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

The required application forms for this Notice of Funding Opportunity are available on the U.S. Embassy Jerusalem Palestinian Affairs Unit [webpage](#) and on grants.gov. Please note the **optional** templates (Project Proposal template; Detailed Budget Spreadsheet template; and Budget Narrative template) [also available here](#). Applicants may choose to use these optional templates if they do not have their own standard proposal format.

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 ineligible.

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity and contains a clear and specific set of activities designed to achieve those goals and objectives, and clear and measurable indicators of success, along with a clear plan for measuring and evaluating those indicators to determine if the targets set for achieving objectives have been met. Indicators should be linked to program activities and must have an identified data source (see Implementation plan, sections A, C, and E below).
- The proposal contains a clear budget and budget narrative detailing how the budget proposal supports the proposed activities and goals/objectives of the project
- 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 (Available on <https://www.grants.gov/forms/sf-424-family.html>)

- SF-424 (*Application for Federal Assistance – organizations*)
- SF-424A (*Budget Information for Non-Construction programs*)
- SF-424B (*Assurances for Non-Construction programs*)

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

3. Proposal: The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use either the optional [Project Proposal template here](#), or your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that briefly outlines the proposed program, including its goals and objectives, the nature of the activities to be implemented, and the anticipated outcomes and impact.
- **Introduction to the Organization 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. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and how the proposed program will address the problem
- **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. The objectives should be SMART (Specific, Measurable, Attainable, Realistic, and Time-bound). Defining meaningful objectives aligned to the goal of the project and the goals stated in this NOFO is more important than the number of objectives. (Also see section A for the goals and objective of this NOFO).

- **Program Activities:** Describe the specific activities to be conducted to advance the goals and objectives of this proposal and explain how they will help achieve the stated objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. This section should clearly demonstrate how project activities directly relate to the objectives and goals of the proposal and as stated in the Program Description (section A). 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:** The monitoring and evaluation plan is a systematic approach or process for monitoring project performance toward its objectives over time. A strong M&E plan will include the following components:

a) **Implementation Plan:** A schedule of when grant activities and major milestones will occur (such as participant selection, travel, trainings, etc.), and when the grantee will check the grant's progress to know how it is performing. This description should include all project components as described in the Program Methods and Design section.

b) **Indicators:** Applicants should describe how success will be measured, and should propose specific performance indicators – both outputs and outcomes – that can be used to track progress and determine the program's impact. An **output** is a quantitative summary of an activity, such as the number of workshops held, attendees at an event, or hours of training, etc. An **outcome** is the change that is expected as a result of an activity and can be either qualitative or quantitative. Outcomes could include a change in awareness, and attitudes; new actions taken or partnerships formed; increased knowledge or skills of beneficiaries or organizational capacity; etc. **Outcomes are more important than outputs** and a successful program will be focused on measuring indicators to determine outcomes. Applicants should include baselines and targets when developing indicators in order to assess the level of change resulting from program activities.

c) **Data Collection Methods:** Proposals should outline how the grantee will collect data using tools (e.g. surveys, assessments, focus groups, sign-in sheets), whether data can be disaggregated (e.g. gender, age, geography), and how often data will be collected. The applicant should describe any M&E processes and tools to be used, including key personnel, management structure (where M&E fits into the overall

program's staff structure), and technology; and the brief budget narrative should include and explain any line item expenditures for M&E listed in the program's budget.

- **Future Funding or Sustainability:** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative: After filling out the SF-424A Budget form, use either the [optional Detailed Budget Spreadsheet template and the optional Budget Narrative template](#) or a separate document to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments :

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a NICRA and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
- Official permission letters, if required for program activities
- Program Monitoring and Evaluation Plan

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

Required Registrations:

Any applicant listed on the Excluded Parties List System (EPLS) 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." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

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

- Unique entity identifier 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>

NCAGE application: Application page here:

<https://portal.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 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@dliis.dla.mil for any problems in getting an NCAGE code.

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

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

4. Submission Dates and Times

Applications are due no later than close of business August 17, 2020.

5. 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
- Scientific research
- Projects intended primarily for the growth/institutional development/maintenance of the applicant organization or its partner organizations.

6. Other Submission Requirements

All application materials must be submitted by e-mail to

JerusalemPDJApplications@state.gov with “PAUPDFY20007 - Women’s Economic Empowerment - [name of your organization]” in the subject line.

E. APPLICATION REVIEW INFORMATION

1. Criteria

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

Quality and Feasibility of the Program Idea: The program idea is well developed, with clear, achievable objectives in alignment with program goals, and detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants: The organization has expertise in its stated field and has the internal controls in place to manage large grant funds and complex projects. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results and the goals and objectives of PAU-PD and this NOFO.

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 define, measure, and report achievement of key indicators to evaluate program success and provides milestones to indicate progress toward goals outlined in the proposal. The M&E plan contains specific output- and outcome-based indicators with baselines and targets, data source, and frequency of data collection.

Sustainability: Program activities will continue to have positive impact after the end of the program.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications and choose which to fund based on availability of funds.

3. Federal Awardee Performance & Integrity Information System (FAPIIS)

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 FAPIIS) (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.

4. Anticipated Announcement and Federal Award Dates: Before September 30, 2020

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. 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, which are available at: <https://www.state.gov/u-s-department-of-state-standard-terms-and-conditions-2/>

Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions; exceptions may be possible in some circumstances upon agreement with the Grant Officer

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. Generally, grantees are required to submit quarterly program progress and financial reports throughout the project period. Progress and financial reports are due 30 days after the reporting period. Final programmatic and financial reports are due 90 days after the close of the project period. Progress reports at a minimum should be submitted via electronic mail to an address provided in the award. Applicants should be aware of the post award reporting requirements reflected in 2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact:
JerusalemPDJApplications@state.gov with “**PAUPDFY20007 - Women’s Economic Empowerment - [name of your organization]**” in the subject line.

H. 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.