

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

Funding Opportunity Title: Advancing Israeli-Palestinian Peace
Funding Opportunity Number: PD-TLV-2022-007
Deadline for Applications: July 25, 2022
CFDA Number: 19.021- Public Diplomacy Programs –
Investing in People in the Middle East
and North Africa
Total Amount Available: \$100,000

A. PROGRAM DESCRIPTION

The Public Diplomacy Section (PD) of U.S. Embassy Jerusalem announces an open competition for one or more grants through this Notice of Funding Opportunity (NOFO). We invite local, international, and American non-profit/non-governmental organizations to propose projects which advance the applicant's goals and support the U.S. Embassy mission *to advance a comprehensive and lasting peace through a negotiated two-state solution to the Israeli-Palestinian conflict* through substantive engagement with American people, institutions, ideas, and ideals.

Priority Region and Audience: Israel including Jerusalem. Projects implemented in cooperation with Palestinian organizations may take place in the West Bank and Gaza, or a combination of these areas.

Program Objectives:

All proposed projects must advance the U.S. Embassy goal stated above, contain an American element, and achieve one or more of the following specific objectives:

- Raising awareness of the Israeli-Palestinian conflict's impact on target audiences thereby making its resolution a higher priority for their communities.
- Enhance negotiation, non-violence, conflict resolution, critical thinking, and social justice skills and education.
- The target audience will develop empathy for the "other."
- Increase diversity, equity, and inclusivity in Israel's peacebuilding community/sector with respect to race, ethnicity, geography, nationality, religion, sexual orientation, and ability/disability.
- Develop mutually beneficial economic and/or civic partnerships between Palestinian and Israeli individuals, organizations, or businesses.

Special consideration will be given to proposals that incorporate or use the following elements to meet the strategic goal identified above:

- Creative approaches to shifting target audience attitudes.
- Cooperation in project implementation between Israeli and Palestinian organizations.
- Alumni of U.S. government programs and exchanges.
- Activities that continue or build upon other U.S.-funded projects with similar goals.
- Public-private partnerships or other cooperation between non-governmental organizations, government offices/officials, and private sector institutions.

The project proposal does not need to have a Palestinian element or a component of bringing Israelis and Palestinians together; but it must be building the conditions and laying the groundwork for a negotiated solution to the Israeli-Palestinian conflict. Please describe your theory of change and how you believe your project serves this goal as part of your proposal.

The work plan should identify clear problems related to the strategic goals described herein, and propose feasible solutions based on a concrete and coherent methodology to address the problems identified. We encourage proposals that show creative approaches.

Each proposal must have a substantial monitoring and evaluation component that will contribute to research in the field of peacebuilding to support data-based decisions that increase programmatic impact.

B. FEDERAL AWARD INFORMATION

Length of performance period: 6-18 months

Number of awards anticipated: 1-2 awards (dependent on amounts)

Award amounts: Awards may range from a minimum of \$50,000 to a maximum of \$100,000

Total available funding: \$100,000

Type of funding: FY22 Smith-Mundt Public Diplomacy Funds

Anticipated programs start date: No later than September 30, 2022

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 U.S. government staff is substantively involved in the grant implementation.

Optional Information Session for Applicants: Interested applicants are invited to attend a virtual optional information session at 10:00 a.m. on Thursday June 30. We strongly encourage prospective applicants to attend and raise any questions regarding proposals, process, and selection.

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

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 entities (public and private companies, institutions, or organizations) must have a Unique Entity Identifier (UEI) number issued via www.SAM.gov as well as a valid registration on www.SAM.gov. Please see Section D.ii for more information.

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

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

i. 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
- [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 organizations not registered in [SAM.gov](#))

Note: If the form does not open from your browser, please download the form file to your computer, then go to Downloads or the file location and click on the file to open in the appropriate program.

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, demonstrating 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 activities be monitored to ensure they are happening in a timely manner, and how will the outcomes be evaluated to make sure the objectives are achieved?
- **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:** In order 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

ii. Required Registrations

All grants applicants must obtain these registrations. All are free of charge:
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.

Starting April 2022, the UEI will be assigned when an organization registers or renews its registration in SAM.gov at www.SAM.gov. To access SAM.gov an organization is required to have a Login.gov account. Organizations can create an account at <https://login.gov/>. As a reminder, organizations need to renew their SAM.gov registration annually.

U.S.-based organizations: A CAGE code will be automatically assigned when the U.S. organization registers at SAM.gov. CAGE must be renewed every five (5) years. Site for CAGE: <https://cage.dla.mil/Home/UsageAgree>. Grantees may be asked for more information to finalize and must comply.

Foreign-based organizations: Must apply for a NCAGE code before registering on SAM.gov. Go to: <https://eportal.nspa.nato.int/AC135Public/CageTool/home> to apply for a NCAGE code. NCAGE codes must be renewed every five (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 at SAM.gov. Registration and renewals for both CAGE and NCAGE can take up to

10 days. An organization's legal address in NCAGE/CAGE must mirror that listed on SAM.gov.

SAM.gov requires all entities to renew their registration annually. It is the responsibility of the applicant to ensure they have 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 SAM.gov registration prior to applying for funding, and must submit proof of having registered. All organizations applying for grants must obtain this registration, which is free of charge.

Note: As of April 2022, a DUNS number is no longer required.

Submission Dates and Times

Applications are due no later than 5:00 p.m. (Jerusalem time) on Friday, July 25, 2022.

Other Submission Requirements

All application materials must be submitted by email to TelAvivGrants@state.gov and **not to individual staff**.

E. APPLICATION REVIEW INFORMATION

Review and Selection Process: A review committee will evaluate all eligible applications. The review committee will meet to evaluate proposals with the goal of providing an initial response within a month.

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.