

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

Funding Opportunity Title: Media Literacy Educator Exchange
Funding Opportunity Number: DOS-London-PD-2018-CA-017
Deadline for Applications: 9/17/2018
CFDA Number: 19.012
Total Amount Available: up to \$125,000

A. PROGRAM DESCRIPTION

The Embassy of the United States in London invites eligible organizations to submit proposals to develop and implement a 10-day group exchange program to the United States for up to 10 UK youth educators to explore innovative approaches and best practices at teaching media literacy skills.

Program Objectives:

The growth of social network platforms in the 21st century makes it easier than ever to become part of the media environment. As more individuals contribute to sharing and creating media, the necessity to be thoughtful, critical consumers of the media we consume has become more important. This is especially true as online disinformation campaigns become a favored tactic of state-sponsored information attacks. We seek an exchange program that explores innovative approaches and best practices to teaching media literacy skills to youth audiences. Participants will explore how American NGOs, educators, and journalists address the topic of media literacy inside and outside the classroom, and share best practices with their U.S. counterparts. This program should take place in 2019 during a UK school holiday. The program should include visits to a variety of different U.S. cities to explore how the topic is handled with different audiences in different environments.

Participants would meet with teachers, civil society groups, social media specialists, youth workers, and journalists to learn how different organizations are promoting media literacy skills in the United States, and share best practices from both sides of the Atlantic that can help both of our societies better address this shared issue.

As participants will require exchange visas, the budget should allow for the mandatory \$180 Student and Exchange Visitor Information System (SEVIS) fee per participant. Potential grantees should already be registered, or be prepared to register, as a Designated Sponsor Organization in order to facilitate a U.S. government-funded exchange program. For more information on this process, please see <https://j1visa.state.gov/sponsors/>.

Please plan for dietary restrictions, such as awareness of halal or vegetarian requirements, and for reasonable accommodation for participants with disabilities.

Participants and Audiences:

UK youth educators will be the intended target audience.

Anticipated Timeline:

September 2018: Grant is awarded

October 2018: Selected program implementer develops curriculum and program outline

January-February 2019: U.S. Embassy London selects participants for program

April 8-22, 2019: Exchange program during UK spring holiday

April 2019: Project assessment period (debrief takes place)

May 2019: Project completion and final report

B. FEDERAL AWARD INFORMATION

Length of performance period: October 1, 2018, to May 31, 2019

Number of awards anticipated: One award

Award amounts: Awards may range from a minimum of \$100,000 to a maximum of \$125,000

Total available funding: \$125,000

Type of Funding: FY18 Smith-Mundt Public Diplomacy Funds

Anticipated program start date: October 1, 2018

This notice is subject to availability of funding.

Funding Instrument Type: Funding will be awarded through a cooperative agreement.

Cooperative agreements are different from grants in that embassy staff are more actively involved in the grant implementation. The U.S. Embassy in London will select participants for the exchange program.

Program Performance Period: Proposed programs should be completed in eight months or less. The U.S. Embassy in London will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Embassy in London.

C. ELIGIBILITY INFORMATION**1. Eligible Applicants**

The following organizations are eligible to apply:

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

2. Cost Sharing or Matching

Grantees are encouraged to consider cost sharing possibilities in order to increase community and stakeholder engagement in the project; however, cost sharing will not be a deciding factor. Cost sharing can take the form of both allowable direct and indirect costs. For accountability, the recipient must maintain records to support all costs claimed as part of the cost share agreement. Such records are subject to audit. Please refer to 2 CFR 200.306 Cost Sharing or Matching.

3. Other Eligibility Requirements

All federal assistance recipients must have a Dun & Bradstreet Number (DUNS) and a CCR (CAGE) number and an active account with the System for Award Management (SAM) prior to funds disbursement. *Organizations do not need to have these numbers at the time of application; however, time to make the application will need to be factored into the timeline for awarding the grant.*

To obtain a DUNS number, please follow the steps below:

1. Go to <http://fedgov.dnb.com/webform/pages/CCRSearch.jsp>.
2. Select the country where your organization is physically located.
3. Complete and submit the form.

Organizations will need to provide basic information, including physical and mailing addresses, name and title of the chief executive, primary Standard Industrial Code (SIC), and annual revenue. Typically, organizations can complete this process in one day and have a DUNS number emailed to them. For technical difficulties in obtaining this number, please contact D&B at: govt@dnb.com.

The **System for Award Management (SAM)** is a U.S.-government wide registry of vendors doing business with the U.S. federal government and requires annual renewal. The system centralizes information about grant applicants/recipients, and provides a central location for grant applicants/recipients to change organizational information. Foreign-based applicants are strongly encouraged to review these guides when creating an account with SAM.gov. Further, applicants must maintain an active account, with current information, while its application is under consideration for funding. To keep an active SAM.gov account, applicants must renew it at least once each year. If an account expires, the organization cannot submit a grant application until it is renewed. To create a new account, please follow the steps below:

1. Go to the SAM [website](#).
2. Select Create User Account, and then select Create an Account on the left-hand side of the screen under Individual Account Details. Organizations must have DUNS number and a CAGE

number (U.S. domestic organizations) or a NCAGE number (foreign organizations), to create an account.

3. Complete and submit the online form.

If the applying organization already has the necessary information on hand (see the [SAM User Guide](#)), the online form takes approximately one hour to complete, depending upon the size and complexity of the applying entity. Because of the different steps in the process, it can take anywhere from three to 14 days (in some cases longer) to complete the process of creating an account with the system. For help with SAM.gov, please visit their support page at [FSD.gov](#) or contact them at: (+1) 334-206-7828.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available at <https://www.grants.gov/web/grants/forms/forms-repository.html>.

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. Applications must include all of the information listed in the [U.S. Embassy grant proposal template](#).

The deadline for receipt of applications is 9/17/2018 (September 17, 2018). The U.S. Embassy in London reserves the right to reduce, revise, or increase proposal configurations, budgets, and/or participant numbers in accordance with the needs of the program, the availability of funds, and concurrence of the applicant.

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

The following documents are **required**:

1. Mandatory application forms at <https://www.grants.gov/web/grants/forms/forms-repository.html>

- SF-424 (*Application for Federal Assistance – Organizations*) or SF-424-I (*Application for Federal Assistance – Individuals*)
- SF424A (*Budget Information for Non-Construction programs*)
- SF424B (*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 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 in London and/or other 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 time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program 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.

4. Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments:

- One-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 Negotiated Indirect Cost Rate Agreement (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.

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://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 GE.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 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 5:00 PM on September 17, 2018.

5. Funding Restrictions

None.

6. Other Submission Requirements

All application materials must be submitted by email to LondonGrants@state.gov.

E. APPLICATION REVIEW INFORMATION

1. Criteria

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

The Embassy Public Diplomacy Grants Committee will use the following criteria to evaluate proposals received in response to this funding opportunity:

Executive Summary: The executive summary must succinctly describe the need for the program with regards to location, the extent and nature of the program, and the audiences being selected for the program.

Strategic Objectives and Program Description: A clear overview of the program and its background, as well as goals and objectives of the program, should be indicated in the proposal. The Embassy Public Diplomacy Grants Committee will closely consider whether the overall objectives lead to the goals of the program. Applicants should describe what they propose to do and how they will do it. The proposed activities must directly relate to meeting the goals and objectives, and applicants should include information on how they will measure and evaluate program effectiveness. The Embassy Public Diplomacy Grants Committee will evaluate the activities planned in terms of their relevance to the program goals and objectives, the feasibility of the proposed activities and their timeline for completion, and the extent to which the impact of the program will continue beyond conclusion of the funding period.

Budget: Costs should be reasonable and realistic in relation to the program activities. Applicants are encouraged to provide as much detail as possible so that the committee may determine the extent to which the request represents an efficient use of U.S. government resources. The budget should be consistent with the narrative description of the program and should reflect the applicant's understanding of the allowable cost principles established by Title 2 CFR 200.306 (Part 230) on cost principles for non-profit organizations. The Embassy will accept a 10% management fee unless an organization has a Negotiated Indirect Cost Rate Agreement (NICRA). Costs must be provided in U.S. dollars.

The program proposals should include cost estimates for the participants' international travel. **Please factor flights for all participants to travel from a variety of locations across the United Kingdom. Please also make every effort to hold the international flights with a group rate immediately following the award of the grant.** All U.S. government-financed

international air transportation must be accomplished by U.S. flag air carriers or U.S. code sharing to the extent that service by those carriers is available.

The lodging should be single occupancy. Insurance should be included for all participants, meeting at least the following requirements: (1) medical benefits of at least \$50,000 per accident or illness; (2) repatriation of remains in the amount of \$7,500; (3) expenses associated with the medical evacuation to home country in the amount of \$10,000; and (4) a deductible not to exceed \$500 per accident or illness. Per diem based on specific city rate(s) should be included.

Cost Sharing: Grantees are encouraged to consider cost sharing possibilities in order to increase community and stakeholder engagement in the project; however, cost sharing will not be a deciding factor. Cost sharing can take the form of both allowable direct and indirect costs. For accountability, the recipient must maintain records to support all costs claimed as part of the cost share agreement. Such records are subject to audit. Please refer to Title 2 CFR 200.306 Cost Sharing or Matching.

Performance Indicators and Monitoring Plan: Proposals should have a clear monitoring and evaluation plan to ensure proper implementation of the program.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications. Successful and unsuccessful applicants will be notified in writing.

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

The U.S. Embassy in London 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);

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 U.S. government awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;

The U.S. Embassy in London 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 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 U.S. Embassy in London 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 U.S. Embassy in London.

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

Payment Method: The U.S. Embassy in London will provide up to 80% of the total award up front to the successful applicant. The remaining 20% will be reimbursed upon successful completion of the program. The Embassy reserves the right to amend the final amount to be reimbursed after reviewing the final progress and financial reports.

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 at: <https://www.statebuy.state.gov/fa/pages/home.aspx>. 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 LondonGrants@state.gov.

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.