

U.S. Embassy London
Public Affairs Section

Funding Opportunity Title: Exchange on Volunteerism in the United States

Announcement Type: Grant (new)

Funding Opportunity No: DOS-London-PD-2016-04

CFDA: 19.011

Opening Date: March 21 2016

Closing Date: April 25 2016

Program: Exchange on Volunteerism in the United States

SUMMARY: This program, supported by the Embassy London Public Affairs Office, supports the travel of 10 (ten) British professionals and community leaders specializing in the promotion of volunteerism and social action. The program will provide an introduction to volunteerism and social action in the United States. Participants will gain a better understanding of volunteerism as a key value of American life and culture. The exchange will include appointments with government officials, charities, non-government organizations, think tanks, and community groups. Participants will comprise of Members of Parliament, civil servants, volunteer specialists, and private sector representatives.

PROGRAM DESCRIPTION

The primary aim of this exchange program is to provide UK professionals specializing in the promotion of volunteerism and social action with a deeper understanding of approaches to engaging young people in volunteering and to intensify UK Government support for this.

The exchanges should also include a number of social and cultural appointments, to provide them with a better understanding of the diversity of American people and how this influences decisions made. The participants should have the option of participating in a number of varied volunteerism activities, if possible.

This project will enable UK policy-makers, civil servants and leaders from the youth and broader voluntary sector to examine U.S. Government and civil society institutions that work to engage young people in civic participation and volunteering ('social action'). We will ask the participants to utilize social media to communicate their experiences throughout the program.

Through visits to a range of non-profit organizations, educational institutions, community groups and corporations, participants will see how young people are encouraged to engage in volunteering and other forms of social action and hear about the life skills they develop in the process. Visitors should explore programs that seek to motivate young people from all backgrounds, with some focus on those that target disadvantaged communities. Participants should also get the chance to examine best practice in volunteer recruitment, retention and management.

The exchange is being coordinated by the U.S. Embassy in London in partnership with Step Up To Serve, a charity launched by HRH The Prince of Wales in November 2013. The charity runs the #iwill campaign which is aiming to increase by 50% the number of 10-20 year-olds in the UK who take part in meaningful social action (e.g. campaigning, fundraising and volunteering). Step Up to Serve will assist in identifying the exchange participants, with Embassy London having the final approval.

The grant will be awarded in 2016. The group of ten participants will travel from July 24 – August 3, 2016.

This ten day program would begin with participants travelling to Washington, D.C. and surrounding areas for 2-3 days of briefings organized by the program agency on topics including:

- U.S. political and government structure and organization including the balance of powers and the relationship between the federal, state, and local levels of government;
- Explore the role and impact of various actors and influences on U.S. policy formation such as government bodies, NGOs, academia, and the media.

Meetings should include:

- Federalism Briefing;
- AmeriCorps;
- Aspen Institute;
- Voices for National Service;
- New Schools Venture Fund;
- Boy Scouts of America;
- Volunteers of America;
- Congressional Committee Staff

The second part of the program would involve the participants traveling to two or three other locations, both urban and rural, to learn more about best practices for the promotion of volunteerism and social action. Ideally, the locations chosen will include a geographical and cultural diversity and best show how the volunteerism depends largely on the role of the local actors, such as the state, city councils, and volunteers.

Participants will:

- Explore long-standing and innovative policies and programs that enable young people (particularly those aged between 10 and 20) to get involved in civic participation, including those from under-served communities; to include activity at a local, state, and federal level;
- Study community activism, the ‘collective impact’ approach and models of service learning in the U.S., and efforts towards creating opportunities for young people from marginalized communities;
- Explore advocacy and leadership strategies that facilitate young people playing a part in the communities in which they live;
- Expose participants to program delivery and organization with a focus on managing volunteers and engaging with the general public;

- Illustrate youth volunteer projects and community service initiatives across the United States, particularly those that are embedded in education and/or supported by the business community;
- Use intelligence gathered to give renewed impetus to growing youth social action program and the profile of their potential value across UK society.

Meetings should include:

- Candy-stripers;
- City Year (Boston);
- All Hands;
- Cities of Service;
- Corporation for National and Community Service (Wendy Spencer, CEO);
- Employers for National Service;
- National After-school Association;
- Senator Seth Moulton (Massachusetts's 6th congressional district);
- Boy Scouts of America;
- Girl Scouts of America;
- Campus Compact;
- High Schools that have volunteer hours as a graduation requirement;
- Religious Organizations;
- Immigrant Volunteer Groups; and,
- Hands-On volunteering experience.

Please have a plan for dietary restrictions of participants, such as awareness of halal restaurants or restaurants with vegetarian options.

ANTICIPATED TIMELINE

April 2016: Grant is awarded.

April – June 2016: Selected program implementer develops the curriculum and program delivery system through consultations with U.S. Embassy representative.

July - August 2016: Project Implementation Period: Exchange Program takes place.

August – September 2016: Project Implementation Period: Exchange Debrief takes place.

September-October 2016: Project completion and final report.

APPLICATION INFORMATION

Applications must include all of the information listed in the [Public Diplomacy Grants Program Application form](#).

The deadline for receipt of applications is April 25, 2016. U.S. Embassy 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.

SELECTION CRITERIA:

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 population being targeted 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

activities' effectiveness. The Grants Committee will evaluate the activities planned in terms of their relevance to the current situation and 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 the 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 USG 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 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.** 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. 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.

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

Eligibility: 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 needed 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.

System for Award Management (SAM) - 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. More information about SAM.gov and useful guides for setting-up a new account, updating an existing account, or renewing an expired account can be found at [here](#). 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 <http://www.sam.gov>.
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 (US 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 fourteen days to complete the process of creating an account with the system.

For help with SAM.gov, please visit their support page at: <https://www.fsd.gov> or contact them at: (+1) 334-206-7828.

DISCLAIMER

Applicants can expect to be notified of the status of their application within sixty days of the submission deadline. Issuance of this funding opportunity does not constitute an award commitment on the part of the United States Government. It does not commit the USG to pay for costs incurred in the preparation and submission of proposals. The USG reserves the right to reject any or all proposals received. If a proposal is selected for funding, the U.S. Embassy in London has no obligation to provide any additional future funding in connection with the award.

Authority: Overall grant-making authority for this program is contained in the Mutual Educational and Cultural Exchange Act of 1961, Public Law 87-256, as amended, also known as the Fulbright-Hays Act. The purpose of the Act is “to enable the Government of the United States to increase mutual understanding between the people of the United States and the people of other countries...; to strengthen the ties which unite us with other nations by demonstrating the

educational and cultural interests, developments, and achievements of the people of the United States and other nations...and thus to assist in the development of friendly, sympathetic, and peaceful relations between the United States and other countries of the world.”

CONTACT INFORMATION

Should additional information be required, please contact the U.S. Embassy in London at LondonGrants@state.gov.