

## **PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)**

### **FY 2015 Global Sports Mentoring Program**

**Funding Opportunity Number: ECA-ECAPEC-15-023**

**Office of Citizen Exchanges, SportsUnited Division**

**The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the SportsUnited Division, for the FY 2015 Global Sports Mentoring Program. Proposals must conform to the NOFO, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying NOFO, the NOFO is to be the dominant reference.**

#### **I. STATEMENT OF WORK**

The Bureau of Educational and Cultural Affairs (ECA) expects to award one cooperative agreement for the administration of the FY 2015 Global Sports Mentoring Program (GSMP). The GSMP directly supports U.S. foreign policy by increasing opportunities for girls, women, people with disabilities, and underserved youth to fully participate in society through sports focused programs and policies. Utilizing a mentorship model, institutional linkages, and participant-led action plans, the Global Sports Mentoring Program is composed of two distinct mentorship programs: Sports for Community and Empowering Women and Girls through Sports. The first mentorship program, GSMP: Sports for Community in the spring of 2016 will use the platform and power of the Olympic and Paralympic Games to connect approximately 15 emerging leaders, who are dedicated to increasing sports opportunities for people with disabilities throughout the Western Hemisphere, with 15 American mentors. Approximately 10 American mentors will participate in a reciprocal exchange. The second mentorship program, GSMP: Empowering Women and Girls through Sports, in the fall of 2016, will connect approximately 20 female emerging leaders, dedicated to increasing opportunities for women and girls to participate in sports, with 20 American mentors. Approximately five to seven American mentors will participate in a reciprocal exchange. A total of 70 participants (35 emerging leaders from other countries and 35 American mentors) will be engaged through these two mentorship programs.

The goals of the GSMP are:

1. Develop a cadre of emerging leaders from public, private, and non-profit sport-based organizations in countries worldwide who possess the knowledge, skills, and networks to generate positive community-based change through sports.
2. Provide representatives from U.S. host organizations with the opportunity to support emerging leaders and local organizations that promote programs and policies engendering greater sports opportunities for underserved populations.
3. Promote mutual understanding between the people of the United States and host countries around the world.

All emerging leaders will travel on a U.S. Government designation for the J Exchange Visitor Program. ECA will work directly with our U.S. missions overseas to facilitate the participants' application for J-1 visas for entry to the United States.

In a cooperative agreement, SportsUnited (ECA/PE/C/SU) is substantially involved in program activities above and beyond routine monitoring.

A. The overall award recipient responsibilities for the GSMP are:

- 1) Design, plan, and implement, in consultation with ECA, two four-week U.S.-based mentorship programs and the reciprocal international mentor exchanges, providing timely reporting of progress to ECA, and complying with financial and program reporting requirements;
- 2) Preparation
  - a. Develop an opening orientation and closing in Washington, D.C. totaling approximately one week for both mentorship programs providing emerging leaders with a significant introduction to the respective themes of each mentorship (i.e. women's, disability sports, and youth).
  - b. Recruit, in coordination with ECA, mentor host sites for the Sports for Community program only; Empowering Women and Girls through Sports mentorship program partner espnW recruits mentors and mentor organizations.
  - c. Match emerging leaders with American mentors (for both programs) at least three months in advance of program implementation, facilitating and supporting the relationship through, but not limited to, the following:
    - i. Virtual introductions
    - ii. Provision of program orientation materials
    - iii. Identifying and managing expectations of emerging leader and mentor;
  - d. Provide U.S. Embassy Public Affairs staff with program materials and logistical information in advance of pre-departure orientations; and
  - e. Develop and maintain a collective Global Sports Mentoring Program website, as well as contributing to social media, highlighting emerging leaders, mentors, and program success stories.
- 3) Mentorship Exchange Activities
  - a. Coordinate logistical and administrative arrangements and day-to-day monitoring of approximately 35 emerging leaders, from both mentorship programs, including international and domestic travel, ground transportation, lodging, medical treatment (if needed), the disbursement of per-diem funds, and any misunderstandings or adjustment issues that may arise;
  - b. Support overseas travel of approximately 15-17 American mentors, from both mentorship programs, to follow-up and provide assistance with emerging leader action plans and engage in other activities;
  - c. Manage all financial aspects of the program, including stipend disbursements to the participants and management of sub-grant relationships with partner organizations;
  - d. Engage participants in at least one facilitated community service activity during the U.S. based program;
  - e. Maintain and contribute to social media coverage for external audiences; and
- 4) Follow-on activities

- a. Provide participants with follow-on guidance and resources, including enrolling them in the State Department's online alumni community;
  - b. Cultivate a GSMP alumni network that includes emerging leaders and mentors and provides a platform for cross-year and cross-country linkages (including integrating approximately 65 emerging leaders and 50 American mentor alumni into future alumni engagement activities);
  - c. Manage a small grants competition (approximately \$2,500 each) to support approximately 20 emerging leader's action plans; Proposals should include a process for accepting applications, selecting award recipients, and disbursing funds.
- 5) Design and implement an evaluation plan that assesses the impact of the program (see section D3.j. Program Monitoring and Evaluation in the NOFO).

B. The overall U.S. Department of State Responsibilities for the Global Sports Mentoring Program are:

- 1) Coordinate all communications with the participating U.S. Embassies and Consulates
- 2) Collaborating with the award recipient on the outreach and selection of mentors and host organizations
- 3) Approval of host institutions and organizations
- 4) Review and approval of all program publicity and other materials
- 5) Final selection of participants
- 6) Enrolling participants in the Accident and Sickness Program for Exchanges (ASPE) for the duration of the program, issue health benefits identifications cards, and provide instructions on host claim forms
- 7) Assisting with participant emergencies
- 8) Liaising with relevant U.S. Embassies and country desk officers at the Department of State, particularly in terms of recruitment and selection efforts
- 9) Issuing DS-2019 forms to participants
- 10) Working with the award recipient to publicize the program through various media outlets
- 11) Assisting in arrangements for the orientation and training and welcome luncheon as well as the debriefing session in Washington, DC, and closing event at the Department of State
- 12) Monitoring and evaluating the program, as necessary, through site visits or debriefing sessions
- 13) Performing an annual performance evaluation/review. Satisfactory performance is a condition of continued administration of the program and execution of all option years.

## II. PROGRAM SPECIFIC GUIDELINES

### **Global Sports Mentoring Program**

Overall program guidelines are included here. Guidelines specific to Sports for Community and Empowering Women and Girls through Sports mentorships are included below.

*Participants:* U.S. Embassies and Consulates in the participating countries will recruit, screen, and nominate the emerging leaders ages 25 – 40. Although the award recipient is not expected to be involved in participant selection, it may serve the posts in an advisory role, as needed. Participants will be proficient in English.

*Orientations:* The U.S. Embassy Public Affairs staff will provide participants with a pre-departure orientation, reviewing the details of the program, cross-cultural issues, and travel and logistical matters. The award recipient will provide pre-departure materials and information about the U.S. program to assist the U.S. Embassies, participants, and their families in preparation for the exchange.

Proposals should include an opening orientation and closing in the Washington, D.C. area totaling approximately one week. The orientation should provide an overview to both the mentorship program and to sports in the United States, with a heavy focus on the respective mentorship theme (women's sports, youth sports, and disability sports). Sport-specific themes should include a thorough history of Title IX, disability sports, and youth sports in the U.S. The participants will be housed together at one location during the orientation and closing events, giving them a chance to get to know each other and bond.

*Mentorship:* The award recipient will support emerging leaders and mentors during their preparation for the program, throughout the program, and during post-program action plan implementation, striving for mentor/alumni network sustainability. While total program duration will be approximately four weeks, emerging leaders will be at mentor host sites for approximately three weeks. Approximately fifteen 15 - 17 total American representatives from mentoring organizations will travel for an approximately one-week reciprocal exchange. The proposal should include a plan for monitoring participants and mentors.

*Closing and Follow-on Activities:* The closing workshop in the Washington, D.C. area will allow participants to share what they learned during their mentorships as well as interact as a group again. A final debriefing will take place at the Department of State, during which participants will present the action plans that they developed while in their placements. Participants will depart from the Washington, D.C. area for their home countries.

*Other Notes:* The award recipient is responsible for all components of the program outlined in this document. In addition, the Bureau requires the award recipient to communicate with ECA and PAS on a regular basis about program activities, including participant orientations, publicity, international travel, exchange activities, and follow-on activities. The organization must also inform the ECA Program Officer of their progress at each stage of the project's implementation in a timely fashion, and will be required to obtain written approval of any significant program changes in advance of their implementation. All materials and correspondence related to the program will acknowledge this as a program of the U.S. Department of State's Bureau of Educational and Cultural Affairs. The Bureau will retain copyright use of and can distribute materials related to this program as it sees fit.

### **Sports for Community**

The Sports for Community mentorship is implemented in conjunction with mega-sporting events; the Summer Olympics and Paralympics in the case of the 2016 program. ECA and select Embassies and Consulates will recruit approximately fifteen 15 emerging leaders, age twenty-five 25 to 40, who have at least two years of professional experience developing or supporting sports programs for vulnerable populations such as underserved youth or people with disabilities. While on the program, participants will shadow leaders from disability or youth (depending on the theme) sports focused non-profits, universities, or private sector companies. The theme for year one of the Sports for Community mentorship program is disability sports.

Participants will represent four to six countries within the mega-event host country region - for FY16, the Western Hemisphere (Central/South America and the Caribbean). Participants will be selected from distinct levels of the sports sector within each country, including but not limited to ministries of sport, non-governmental organizations, or private sector companies.

The cooperative partner will recruit mentors and organizations to host emerging leaders, in consultation with ECA. The cooperating agency should possess sufficient and significant relationships with potential mentoring

organizations and include letters of support from organizations in proposal submission.

### **Empowering Women and Girls through Sports**

ECA and select embassies/consulates will recruit approximately 20 emerging leaders, age 25 to 40 in women's sports for the annual mentoring program. While on the program, participants will have an intensive introduction to sports in the United States; will shadow top-level leaders in women's sports; and will conclude with a chance to share both their mentorship experiences and their plans of action for when they return to their home countries. Selected embassies and consulates worldwide will nominate participants with at least two years of professional experience in building sports programs for women and girls. The award recipient will work with ECA and espnW to match American mentors and emerging leaders.

### **PROPOSAL CONTENTS**

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

**NOTE:** Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items under the section headings in the GrantSolutions Application Checklist:

#### **Online Forms**

- SF-424, "Application for Federal Assistance"
- SF-424A, Budget Information – Non-Construction Programs
- SF-424B, "Assurances - Nonconstruction Programs"
- Include other attachments, if applicable, such as negotiated indirect cost rate agreements (NICRA), form 990, SF-LLL, etc.

#### **Program Narrative**

Executive Summary (One page)

In one double-spaced page, provide the following information about the program:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity

5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
  - a. Number and description of participants
  - b. Wider audience benefiting from program (overall impact)
  
  - c. Geographic diversity of program, both U.S. and overseas
  - d. Fields covered
  - e. Anticipated results (short and long-term)

#### Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the program addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations
3. Program Activities (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring)
4. Program Evaluation
5. Follow-on
6. Project Management
7. Work Plan/Time Frame

#### **Additional Information to be submitted**

Budget Information: The level of funding available for the base year of the program is approximately \$1,030,000 for two reciprocal mentorship exchanges for approximately 70 total participants.

For both mentorship programs under GSMP, ECA reserves the right to reduce, revise or increase project configurations, budgets, participant numbers, participating countries and regions in accordance with the needs of the program, U.S. foreign policy objectives, and the availability of funds.

The available funding may be used to support the program and administrative costs necessary to implement the program as described in this solicitation. Please submit a comprehensive line item budget, as stated in the Proposal Submission Instructions. An explanatory budget narrative must also be included.

Suggested program costs include, but are not limited to, the following:

- 1) Staff travel
- 2) Participant travel for Sports for Community (international and domestic travel, and ground transportation within the United States, including during the Washington, D.C. component) plus participant travel for Empowering Women and Girls through Sports (domestic travel, and ground transportation within the United States, including during the Washington, D.C. component.)

- 3) Orientations
- 4) Cultural and social activities
- 5) Meeting costs
- 6) Lodging, when not in homestay
- 7) Food (primarily group meals)
- 8) Follow-on activities
- 9) Evaluation
- 10) Other justifiable expenses directly related to supporting program activities
- 11) Reasonable accommodations for participants with disabilities should be 5%-7% of the total budget
- 12) Small grants in the amount of approximately \$2,500 to be awarded to approximately twenty (20) program alumni

Significant cost sharing is expected and will enhance the proposal. Stipends for host families are not allowed as a grant-funded or cost-share item. While there is no rigid ratio of administrative to program costs, the Bureau urges applicants to keep administrative costs as low and reasonable as possible. Please refer to the Review Criterion 3: Cost Effectiveness and Cost Sharing for more information. Proposals should show strong administrative cost-sharing contributions from the applicant, the in-country partner, and other sources.

Maximum limits on funding are as follows: Books, technology, or educational materials allowance-\$100 per participant; Conference room rental costs-\$250 per day per room; Consultant fees and honoraria-\$250/day; Cultural allowance-\$150 per participant; Per diem-standard government rates; Evaluation costs- 3% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceed these amounts.

Exchange participants will be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) to provide them with health benefits during the exchange. This cost does not need to be included in the budget. More information on ASPE is available at: <http://www.usdos.sevencorners.com>.

Letters of commitment: Include pledges to participate in the program's implementation from the primary applicant and any intended subrecipients. Letters of support from elected officials are generally not advised.

Resumes: Resumes of all program staff should be included in the submission. No one resume should exceed two pages.

Attachments/appendices: Please limit to those materials essential for understanding the proposed program, such as a draft schedule or evaluation questionnaires, to no more than 20 pages. Extensive attachments will detract from your proposal.

First Time Applicant Attachments, if applicable.

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**Please note:** Effective January 7, 2009, all applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

- Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.
- Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its [USASpending.gov](http://USASpending.gov) website as part of ECA's FFATA reporting requirements.

## **APPLICATION REVIEW INFORMATION**

The Bureau will review all proposals for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. All eligible proposals will be reviewed by the program office, as well as the Public Diplomacy section overseas and State Department regional bureaus, where appropriate. Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. All awards will be assessed for risk prior to their issuance. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards resides with the Bureau's Grants Officer.

## **REVIEW CRITERIA**

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

- 1. Program Planning and Ability to Achieve Objectives:** Program objectives should be stated clearly and should reflect the applicant's expertise in the subject area and region. Objectives should respond to the topics in this announcement, demonstrate originality, and should relate to the current conditions in the target region/countries. A detailed agenda and relevant work plan should explain how objectives will be achieved and should include a timetable for completion of major tasks. The substance of program components should be described in detail. Responsibilities of proposed in-country partners should be clearly described.
- 2. Institutional Capacity:** Proposals must include: 1) the institution's mission and date of establishment; 2) an outline of prior awards — U.S. government and/or private support received for the target theme/country/region; and 3) descriptions (Bios and CV's) of experienced staff members who will implement the program. The proposal should reflect the institution's expertise in the subject area, an institutional record of successful exchange and mentorship programs, and responsible fiscal management and full compliance with all reporting requirements for past Bureau grants as determined by Bureau grants staff. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants. Proposed personnel and institutional resources should be adequate and appropriate to achieve the program's goals. The Bureau requires applicants to submit letters of support from proposed in-country partners and mentoring organizations for the Sports for Community mentorship program.
- 3. Cost Effectiveness and Cost Sharing:** Overhead and administrative costs in the proposal budget, including salaries, honoraria, and subcontracts for services, should be kept to a minimum. Applicants are strongly encouraged to cost share a portion of overhead and administrative expenses. The proposal should maximize cost-sharing through other private sector support as well as institutional direct funding contributions, which demonstrate institutional and community commitment.
- 4. Support of Diversity:** Proposals should show substantive support of the Bureau's policy on diversity. Proposals should demonstrate how diversity will be achieved in the different aspects of program administration and of program design, content and implementation, including individual grantee/participant recruitment, selection and placement. It is important that proposals have a clearly articulated diversity plan and not simply express general support for the concept of diversity.
- 5. Post-Grant Activities:** Applicants must provide a plan to conduct activities after the Bureau-funded project has concluded in order to ensure that Bureau-supported programs are not isolated events. Funds for all post-grant activities must be in the form of contributions from the applicant or sources outside of the Bureau. Costs for these activities must not appear in the proposal budget, but should be outlined in the narrative.
- 6. Program Monitoring and Evaluation:** Proposals should include a detailed plan to monitor and evaluate the program, both as the cooperative agreement activities unfold and at the end of the program. Program objectives should target clearly defined results in quantitative terms. Competitive evaluation plans will describe

how applicant organizations would measure these results, and proposals must include draft data collection instruments (surveys, questionnaires, etc.). See the “Program Monitoring/Evaluation” section; item D.3j. above for more information on the components of a competitive evaluation plan. Successful applicants (grantee institutions) will be expected to submit a report after each program component concludes or on a quarterly basis, whichever is less frequent. The Bureau also requires that grantee institutions submit a final narrative and financial report no more than 90 days after the expiration of a grant.

### **Adherence To All Regulations Governing The J Visa**

The Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs is the official program sponsor of the exchange program covered by this NOFO, and an employee of the Bureau will be the "Responsible Officer" for the program under the terms of 22 CFR 62, which covers the administration of the Exchange Visitor Program (J visa program). Under the terms of 22 CFR 62, organizations receiving awards (either a grant or cooperative agreement) under this NOFO will be third parties "cooperating with or assisting the sponsor in the conduct of the sponsor's program." The actions of recipient organizations shall be "imputed to the sponsor in evaluating the sponsor's compliance with" 22 CFR 62. Therefore, the Bureau expects that any organization receiving an award under this competition will render all assistance necessary to enable the Bureau to fully comply with 22 CFR 62 et seq.

The Bureau of Educational and Cultural Affairs places critically important emphases on the secure and proper administration of Exchange Visitor (J visa) Programs and adherence by recipient organizations and program participants to all regulations governing the J visa program status. Therefore, proposals should explicitly state in writing that the applicant is prepared to assist the Bureau in meeting all requirements governing the administration of Exchange Visitor Programs as set forth in 22 CFR 62. If your organization has experience as a designated Exchange Visitor Program Sponsor, the applicant should discuss their record of compliance with 22 CFR 62 et. seq., including the oversight of their Responsible Officers and Alternate Responsible Officers, screening and selection of program participants, provision of pre-arrival information and orientation to participants, monitoring of participants, proper maintenance and security of forms, record-keeping, reporting and other requirements.

The Office of Citizen Exchanges of ECA will be responsible for issuing DS-2019 forms to participants in this program.

A copy of the complete regulations governing the administration of Exchange Visitor (J) programs is available at <http://j1visa.state.gov> or from:

Office of Designation, Private Sector Programs Division  
U.S. Department of State  
SA-44, Suite 668

301 4<sup>th</sup> Street, SW  
Washington, DC 20547

**APPLICATION SUBMISSION**

**The NOFO indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, call Ann Cody, SportsUnited Division, ECA/PE/C/SU, SA-5, 4th floor, U.S. Department of State, 2200 C Street, NW, Washington, D.C. 20037, (202) 632 6057, [CodyAE@state.gov](mailto:CodyAE@state.gov).**