

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2021 Global Sports Mentoring Program

Funding Opportunity Number: SFOP0007530

Office of Citizen Exchanges, Sports Diplomacy Division

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the Sports Diplomacy Division for the FY 2021 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 Sports Diplomacy Division in the Bureau of Educational and Cultural Affairs (ECA) expects to award one cooperative agreement for the administration of the FY 2021 Global Sports Mentoring Program (GSMP). Pending the availability of funds and successful implementation, this cooperative agreement will have one base year plus two 12-month Non-Competitive Continuations for a total of three years. The GSMP directly supports U.S. foreign policy by increasing opportunities for girls, women, people with disabilities, and marginalized communities to fully participate in society through sports-focused programs and policies. Leveraging public-private partnerships, a mentorship model, extensive alumni engagement, and participant-led action plans, the Global Sports Mentoring Program is composed of two distinct professional development mentorship programs: the Sport for Community GSMP on disability rights and the espnW GSMP on women's empowerment.

Set for the spring of 2022, the Sport for Community GSMP will pair approximately 20 emerging leader participants with 15 to 20 American executives in the disability sports sector for a roughly five-week exchange in the United States. In the fall of 2022, the espnW GSMP will connect approximately 20 female emerging leader participants from overseas with approximately 20 American mentors dedicated to advancing gender equality for a roughly five-week program in the United States. Approximately five to ten Americans involved in both programs will be a part of the reciprocal exchange focused on alumni engagement, long-term impact, and monitoring and evaluation. Approximately 75 participants (40 international participants and 35 American mentors) will be directly engaged through these two mentorship programs.

The goals of the GSMP are to:

1. Develop a cadre of leaders from public, private, and non-profit sport-based organizations in countries worldwide who possess the knowledge, skills, and networks to generate positive and long-lasting community-based change through sports;
2. Provide representatives from U.S. host organizations with the opportunity to work with and support

participants and local organizations that promote programs and policies engendering greater sports opportunities for underserved populations;

3. Promote American competitiveness, highlight the positive impact on American society that have resulted from Title IX and the Americans with Disabilities Act, and showcase American leadership in social entrepreneurship and innovation; and
4. Promote mutual understanding and cultivate mutually beneficial relationships between the people of the United States and countries around the world.

All international participants 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, ECA's Sports Diplomacy Division is substantially involved in program activities above and beyond routine monitoring.

The responsibilities of the recipient organization are as follows:

1. In consultation with ECA, the recipient is expected to design, plan, implement, and follow-up on two approximately five-week U.S.-based mentorship programs and one reciprocal international mentor exchange, providing timely reporting of progress to ECA, and complying with financial and program reporting requirements;
2. Develop an opening orientation and closing with at least one leg in Washington, D.C. totaling approximately one week for both mentorship programs and providing emerging leaders with a significant introduction to the respective themes of each mentorship (i.e. women's rights and Title IX, social entrepreneurship, disability rights and ADA, and empowerment of underserved populations);
3. Recruit, in coordination with ECA, mentor host sites for the Sport for Community GSMP. As for the espnW GSMP, recruitment of mentors and mentor organizations is covered through the public-private partnership with ESPN/espnW but an ability to manage complex communication flows, mentor relations, and complex logistics are paramount;
4. Strategically match emerging leader participants with American mentors (for both programs) at least two months in advance of program implementation while facilitating and supporting the relationship through, but not limited to, the following:
 - a. Interviews and selection;
 - b. Virtual introductions and orientations for international participants;
 - c. Provision of program materials for pre, mid, and post activities;
 - d. An in-person mentor orientation workshop for Americans for each GSMP;
 - e. Development of a leadership curriculum and action plan framework;
 - f. Briefing and clarification of expectations for international participants and mentor;
5. Provide U.S. Embassy Public Affairs staff with program materials and logistical information in advance of pre-departure orientations;
6. Maintain and enhance a pre-existent, collective Global Sports Mentoring Program website, as well as continually create media and social media highlights on international participants, mentors, alumni, and program success stories;
7. Engage with and support over 150 GSMP alumni since program inception through surveying and

tracking, support of action plans, virtual communication, follow-on grant allotments, and media and social media storytelling updates.

8. Implement mentorship exchange activities:
 - a. Coordinate logistical and administrative arrangements and day-to-day monitoring of approximately 40 international participants in total 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 five to ten Americans, involved in either mentorship program, to follow-up on participant action plans and engage in other activities overseas;
 - c. Manage all financial aspects of the program, including stipend disbursements to the participants and sub-award relationships with any sub-recipients;
 - d. Engage participants in at least one facilitated community service and one sports innovation session during the U.S. based program;
9. Conduct follow-on activities:
 - a. Provide participants with follow-on guidance and resources, including informing them of State Department Alumni opportunities;
 - b. Maintain and further cultivate the GSMP alumni network that includes international participants and mentors from past years and provides a platform for cross-year and cross-country linkages (including integrating approximately 150 international emerging leaders and over 100 American mentor alumni into future alumni engagement activities);
 - c. Manage a small grants competition (approximately \$2,500-\$5,000 each) open to both the Sport for Community GSMP and espnW GSMP alumni from FY2020 and FY2021. Small grants in the amount of \$10,000 to \$12,000 are open to groups of alumni representing both the Sport for Community GSMP and espnW GSMP from FY 2017, FY 2018, FY 2019, FY 2020 and FY2021. These individual and group grants support approximately 20 emerging leader's action plans. The FY 2021 proposal should include a process for accepting applications, selecting recipients, and disbursing funds;
 - d. Design and implement an evaluation plan that assesses the impact of the program along with maintaining communication with and monitoring of GSMP alumni from at least FY 2017, FY 2018, FY 2019, and FY 2020 programs (see Program Monitoring and Evaluation section in the NOFO);and
10. Develop program components to engage GSMP alumni in celebration of both the 10 year anniversary of the GSMP and the 50th anniversary of Title IX.

In a cooperative agreement, the Department is substantially involved in program activities above and beyond routine monitoring. The responsibilities of the Department are as follows:

- 1) Coordinate all communications with the participating U.S. Embassies and Consulates;
- 2) Collaborate with the recipient on the outreach and selection of mentors and host organizations and facilitation of relationship with espnW;
- 3) Approve host institutions and organizations;
- 4) Review and approve program publicity and other materials;
- 5) Agree on the final selection of participants;

- 6) Enroll participants in the Accident and Sickness Program for Exchanges (ASPE) for the duration of the program, issuance of health benefits identifications cards, and instructions on host claim forms;
- 7) Assist with unforeseen participant emergencies;
- 8) Issue DS-2019 forms for participants and communication with U.S. Embassies and Consulates;
- 9) Work with the recipient on appropriately publicizing the program through various media outlets;
- 10) Assist in arrangements for the orientation and opening activities as well as the debriefing sessions in Washington, D.C. and another strategic location in the United States; and
- 11) Monitor and evaluate program through site visits, reports, and debriefing sessions.

II. PROGRAM SPECIFIC GUIDELINES

Global Sports Mentoring Program

Guidelines specific to the Sport for Community GSMP and espnW GSMP are included below and in the NOFO.

Participants: U.S. Embassies and Consulates in the participating countries will recruit, screen, and nominate the emerging leaders ages 25 to 40. Although the 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 and Closings: The U.S. Embassy Public Affairs staff will provide participants with a pre-departure orientation with details of the program, guidelines on U.S. culture, information on the mentor match assignment, travel, and logistical matters. The recipient is expected to create these pre-departure materials and provide information about the program to assist the U.S. Embassies, participants, and their workplaces in preparation for the exchange in addition to a virtual orientation with the final international participants before their departure. Meanwhile, the recipient is expected to arrange and manage two separate in-person or virtual orientations for American mentors in each of the GSMP's respectively.

The proposal should include an opening orientation and closing for participants with at least one leg in the Washington, D.C. area totaling approximately one week. The orientation should provide an overview to both the mentorship program and sports in the United States, with a focus on the respective mentorship themes (women's empowerment for the espnW GSMP and disability rights for the Sport for Community with an emphasis on social entrepreneurship through sports and sports innovation for social change in both GSMP's). Priority topics include Title IX, the Americans with Disabilities Act (ADA), and leadership development through sports. The closing will serve as a time for international participants to present the business plans developed during the mentorship and American mentors should be invited to attend by the cooperative partner. The participants will be housed together at one location during the orientation and closing events so that they build ties amongst one another.

Mentorship: The recipient will support international participants and American mentors as they prepare for the program, experience the program, and after the program with follow-on evaluation, small award opportunities, and support for action plan implementation. The recipient is expected to sustain monitoring of and small grant opportunities to the existent alumni network while incorporating new participants into the alumni community.

Total program duration will be approximately five weeks with emerging leaders at mentor host sites for roughly three weeks. As indicated in this document and the NOFO, each GSMP must have a closing and opening.

Closing and Follow-on Activities: The closing workshop will allow participants to share what they learned during their mentorships as well as interact as a group again. A final debrief will take place, during which participants will present the action plans that they developed during their placements. Participants will then depart from the United States for their home countries.

Reciprocal Exchange: The recipient is responsible for identifying a strategic overseas location based on GSMP alumni activity as the site for the outbound reciprocal program. Approximately five to ten total American representatives involved in the GSMP will go overseas for an approximately one-week reciprocal exchange as described in the NOFO. The proposal should include a plan and budget for this reciprocal exchange.

Other Notes: The cooperative partner is responsible for all components of the program outlined in this document. In addition, the Bureau requires the recipient to communicate with ECA and the Public Affairs Sections of Embassies overseas on a regular basis about program activities, including participant orientations, media, international travel, exchange activities, and follow-on activities. The organization must inform ECA of 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. All materials and correspondence related to the program will acknowledge this program as of the U.S. Department of State's Bureau of Educational and Cultural Affairs and be in compliance with the Communications Guidance referenced in the NOFO. The Bureau will retain copyright use of and can distribute materials related to this program as it sees fit.

The Sport for Community GSMP

Under the Sport for Community mentorship, ECA and select U.S. Embassies and Consulates will recruit approximately 20 international participants—age 25 to 40—who have at least two years of professional experience developing or supporting sport programs for vulnerable populations and people with disabilities. While on the program, participants will shadow leaders from adaptive sports focused non-profits, universities, or private sector companies. Participants will be recruited from countries worldwide and selected from all levels of the sports sector within each country, including but not limited to ministries of sport, non-governmental organizations, start-ups, or private sector companies.

For the Sport for Community GSMP, the recipient is expected to recruit American mentors and organizations to match with emerging leaders in consultation with ECA. The recipient should possess sufficient and significant relationships with potential mentoring organizations and include letters of reference from these potential host partners.

The espnW GSMP

ECA and select U.S. Embassies and Consulates will recruit approximately 20 international female leaders—ages 25 to 40—for the annual espnW GSMP. While on the program, participants will have an intensive introduction to sports in the United States with an emphasis on Title IX, will shadow top-level leaders in women's sports, and will develop business plans to implement upon their returns home as referenced in the NOFO. Select U.S. Missions worldwide will nominate participants with at least two years of professional experience in building sports programs for women and girls. The cooperative partner will work with ECA and

espnW, its official private sector partner, to match American mentors and international participants. The recipient is also expected to coordinate logistics so that international participants attend the espnW Summit during the exchange. The recipient will work with ECA and espnW to develop virtual and in-person programming to engage GSMP alumni in the lead up to and as part of both the 10 year anniversary of the GSMP and the 50th anniversary of Title IX.

As a sub-theme for both mentorships in FY21, the GSMP will tap into the expanding field of innovation and entrepreneurship through sports with a focus on creating opportunities for underserved populations to benefit economically and socially from the business of sports (e.g. sports marketing, sports technology).

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)

Prior to submitting applications through Grants.gov, please ensure you meet all Grants.gov system and software requirements, including Adobe software compatibility. You can verify if your version of Adobe software is compatible with Grants.gov, by visiting <https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html>.

- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items. All documents should be appropriately and clearly titled.

Online Forms

- SF-424, "Application for Federal Assistance"
- SF-424A, Budget Information – Non-Construction Programs
- SF-424B, "Assurances – Non-Construction Programs," (only required for organizations if its representations and certifications have not been completed in the System for Award Management (SAM.gov). If an organization is exempt from registering in SAM.gov, then it would still need to provide the form as part of its application.)
- Include other attachments, if applicable, such as the Negotiated Indirect Cost Rate Agreement (NICRA), form 990 Return of Organization Exempt From Income Tax, SF-LLL Disclosure of Lobbying Activities (only required for

organizations that engage in lobbying activities), etc.

Program Narrative

Executive Summary (One page)

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

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 (twenty pages) double-spaced, single-sided pages, provide a detailed description of the project 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

- Detailed Budget. The level of funding available for FY 2021 is \$1,130,000, with two 12 month Non Competitive Continuations (NCC's), pending the availability of funds and successful implementation by the recipient, for an estimated total amount of \$3,390,000 over three years.
- 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) Travel: International and domestic airfare, transit, and ground transportation costs to cover travel for participants in and staff working on the two mentorship programs, in-person mentor orientations, and reciprocal exchange. Please note that all air travel must be in compliance with the Fly America Act. Participants in ECA-sponsored programs do not have a J-1 visa fees;
 - 2) Per Diem: For U.S.-based programming, organizations should use the published Federal per diem rates for individual U.S. cities. Domestic per diem rates may be accessed at: <http://www.gsa.gov/perdiem>. ECA requests applicants to budget realistic costs that reflect the local economy and do not exceed Federal per diem rates. Foreign per diem rates can be accessed at: https://aoprals.state.gov/content.asp?content_id=184&menu_id=78;
 - 3) Cultural Activities: Foreign participants are entitled to a one-time, individual cultural allowance of \$150 per person;
 - 4) Consultants: Consultants may be used to provide specialized expertise or to make presentations. Honoraria rates should not exceed \$250 per day. Organizations are encouraged to cost-share rates that would exceed that figure;
 - 5) Media: With website and social media maintenance as grant deliverables, funds toward required maintenance of public facing platforms are allowable;
 - 6) Equipment: Applicants may propose using award funds to purchase equipment, such as computers. These costs should be justified in the budget narrative. Costs for furniture are not allowed;
 - 7) Room Rental: The rental of meeting space should not exceed \$250 per day. Any rates that exceed this amount should be cost shared;
 - 8) Working Meal: A maximum of one working meal may be authorized per project unless extenuating circumstances exist, in which case prior approval must be obtained from a DOS Grants Officer. Unless additional working meals are approved, the recipient agrees to reduce the participants per diem to cover the cost of any additional working meals. In addition, per capita costs may not exceed \$45 excluding room rental. The number of invited guests shall not exceed participants by more than a factor of two-to-one;
 - 9) Reasonable accommodations: For the Global Sports Mentoring Program—particularly the Sport for Community GSMP—reasonable accommodations for participants with disabilities should be at least five to seven percent of the overall budget;
 - 10) Small Alumni Grants: As called for in the NOFO, small grants in the amount of approximately \$2,500-\$5000 for individuals and \$10,000-\$12,000 for groups of alumni should be awarded to approximately 15 to 20 participants. When necessary, applicants may also include costs to transfer

funds to alumni recipient organizations overseas. The recipients are urged to research applicable taxes that may be imposed on these transfers by host governments;

11) Participant Health Coverage: The Bureau offers the Accident and Sickness Program for Exchanges (ASPE) plan for participants in this program. There is no cost to the recipient if the recipient opts to use the ASPE plan. The recipients wishing to use a different plan must demonstrate that such alternate plan provides comparable or more comprehensive coverage. Coverage must begin when participants depart their home countries and not conclude until they return home. If you choose not to use ASPE, your proposal must include a copy of your chosen policy and must include the cost of the in the budget. The insurance you propose to use must meet the requirements of 22 CFR 62.14. Details of the ASPE policy can be provided by the contact officer identified under section G. Agency Contacts in this NOFO. The premium is paid by ECA and should not be included in the proposal budget;

12) Administrative Costs: Costs necessary for the effective administration of the program may include salaries for recipient organization employees, fringe benefits, and other direct and indirect costs per detailed instructions in the Application Package. While there is no rigid ratio of administrative to program costs, proposals in which the administrative costs do not exceed 25% of the total requested ECA grant funds will be more competitive under the cost effectiveness and cost-sharing review criterion, per item E.1 Review Criteria below;

13) Monitoring and Evaluation: In step with the NOFO's demands for extensive monitoring and evaluation, applicants can propose funds toward high-quality M&E on the program;

14) Programming to celebrate the 10th anniversary of the espnW GSMP and 50th anniversary of Title IX in 2022; and

15) Virtual programming: For both GSMP espnW and Sport for Community cost associated with implementing virtual programming.

- Significant cost sharing is encouraged and will enhance the proposal. Stipends for host families are not allowed as a cooperative agreement-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.
- 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 exceeds these amounts. Other additional materials for submission can include:
 - Calendar of activities/itinerary, if applicable
 - Letters of endorsement
 - Resumes and CVs (resumes of all new staff should be included in the submission;

- no resume should exceed two pages.)
- The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds.
- Calendar of activities/itinerary, if applicable
- Letters of endorsement
- Resumes and CVs (resumes of all new staff should be included in the submission; no resume should exceed two pages.)
- First Time Applicant Attachments, if applicable.

ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA

The Bureau of Educational and Cultural Affairs places critically important emphases on the security and proper administration of Exchange Visitor (J visa) Programs and adherence by award recipients and sponsors to all regulations governing the J visa. Therefore, proposals should demonstrate the applicant's capacity to meet all requirements governing the administration of Exchange Visitor Programs as set forth in 22 CFR 62, including the oversight of 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.

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-4E (Bldg. 3)
2430 E Street, NW
Washington, DC 20037

Please refer to Solicitation Package for further information.

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 Program Officer Kalisha Holmes at (202) 294-2163, ECA/PE/C/SU; email: HolmesKD@state.gov.