

Project Objectives, Goals, and Implementation (POGI)

FY 2021 INTERNATIONAL SPORTS PROGRAMMING INITIATIVE (ISPI)

Funding Opportunity Number: SFOP0007532

Office of Citizen Exchanges

Sports Diplomacy Division (ECA/PE/C/SU)

The POGI guidelines apply specifically to the Notification of Funding Opportunity (NOFO) issued by the **Office of Citizen Exchanges, Sports Diplomacy Division**, for the **FY 2021 International Sports Programming Initiative**. 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

In a Cooperative Agreement, the Bureau of Educational and Cultural Affairs (ECA) is substantially involved in program activities above and beyond routine monitoring. ECA may request that the recipients make modifications to the program plan and/or exchange components of the program. The recipients will be required to obtain approval of significant program changes in advance of their implementation. These activities and the roles and responsibilities of the U.S. Department of State and the award recipients are outlined below.

A. Award Recipient Responsibilities for this Cooperative Agreement include:

1. Plan, oversee, and/or implement the exchanges including the administration of at least eleven two-way exchange programs for participants from all six geographic regions of the world (East Asia and the Pacific; Europe and Eurasia; Near East and North Africa; South and Central Asia; Sub-Saharan Africa; and Western Hemisphere);
2. Plan and conduct up to four of the eleven two-way exchange programs, each lasting a minimum of two-weeks (inclusive of travel);
3. Oversee and monitor at least seven subaward recipient organizations to conduct the remaining two-way exchange programs, each lasting a minimum of two-weeks (inclusive of travel).
4. Conduct a subaward competition for implementing organizations in consultation with the ECA Program Officer and the warranted Grants Officer after the award has been issued. Final selection of subawardees must be approved by the ECA Program Officer and warranted Grants Officer;
5. Provide programmatic and administrative oversight of the programs;
6. Coordinate logistical and administrative arrangements for participants such as pre-departure orientation, airport pick-up and drop-off, lodging and meals, international travel, domestic travel, any medical treatment, and the disbursement of program funds;
7. Provide detailed program plan to the ECA Program Officer at least three weeks prior to the program start date;

8. Conduct an evaluation of the program that links exchange program outcomes to stated program goals and objectives;
9. Coordinate the establishment and implementation of action plans;
10. Arrange for professional interpreters, when necessary;
11. Provide reasonable accommodation to individuals with disabilities who may be selected for participation in the program. Proposals may allocate up to 5 - 7% of the total requested ECA award funds for this purpose;
12. Develop and maintain a website to showcase International Sports Programming Initiative program activities, including alumni and organizational impact stories from prior years. The website should streamline the recruitment and selection of the program participants, as well as the subaward organizations through an open solicitation to other U.S.-based non-profit organizations.
13. Inform and consult with ECA about any program or participant problems, emergencies, or other program-related issues as well as the progress of necessary corrective action;
14. Manage ECA and other funds for this activity, including submission of required semi-annual and final financial reports to ECA as well as regular updates to the program office, as needed or requested;
15. Provide and monitor subawards to the organizations conducting the programs; coordinate, in conjunction with subaward recipient, logistical and administrative arrangements for participants; and provide programmatic and administrative management of the programs including ongoing oversight of the subaward recipient organizations;
16. Develop and implement a media and marketing plan that includes, but is not limited to, program branding, press strategy, press/media packets, program website and social media plan; and
17. Prepare necessary educational and promotional materials that support the program. All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. All ECA award recipients must adhere to the requirements in [ECA's Communications Guidance](#) on the creation of program branding and attribution, websites, social media, and press.

B. U.S. Department of State Responsibilities for this Cooperative Agreement include:

1. Provide assistance to the award recipient including final approvals of key project plans and activities;
2. Provide assistance and feedback to the award recipient in conducting a sub-award competition for implementing organizations;
3. Review all subaward recipient proposals and accept or refuse subaward recipients recommended by the award recipient;
4. Coordinate all communications with participating U.S. Embassies and U.S. Consulates, including coordinating the feedback regarding participant recruitment and selection;
5. Provide final approval of the selected candidates and alternates;
6. Review and approve program schedules and materials;
7. Issue participant DS-2019 forms and J-1 visas for foreign exchange participants;
8. If utilizing the Bureau's Accident and Sickness Program for Exchanges (ASPE) enroll participants for the duration of the exchanges and issue health benefits identification cards for each participant. The program office will instruct the award recipient how to access informational brochures and claim forms;
9. Review and approve all media engagement, including press releases;

10. Review and provide content for ISPI website, both current and alumni information.
11. Monitor the programs through regular communication with the recipient organization and participating U.S. Embassies and U.S. Consulates and possibly one or more site visits; and
12. Represent the U.S. Government at exchange events (virtually or in person), including opening and closing events, such as orientations and debriefings, when possible.

II. PROGRAM SPECIFIC GUIDELINES

It is essential that proposals provide a full, detailed, and comprehensive narrative describing how the award recipient and/or subaward recipients will achieve the objectives of the programs. The proposal will be reviewed on the basis of the **review criteria** in section E.1. of the NOFO.

A. Program Administration

Applicants should discuss the award recipient's capacity to successfully manage international exchange programs, including institutional capacity. Proposals should include a staffing pattern that details how staff will share responsibilities.

B. Alumni Outreach/Follow-on Activities

Proposals should provide plans for continued follow-on activity (with minimal ECA support) that ensures that ECA-supported programs are not isolated events. Proposed follow-on activities for alumni must reflect the goals and objectives of the program and must contribute to ECA's mission to foster mutual understanding among the people of other countries and the people of the United States. The proposal should include an outline of follow-on alumni programming (including a timeline), information on how it will be coordinated with existing alumni efforts, and a description of how long-term linkages with alumni will be fostered and maintained. Examples of successful past follow on activities include, but are not limited to, structured mentoring programs, small grant competitions, alumni reunions or workshops, monthly web discussions, reverse exchanges, cooperative publications by participants and their American peers, and distance learning opportunities for alumni. Applicants should incorporate the online community on the International Exchange Alumni website (Alumni.State.Gov) into their alumni outreach plans.

Follow-on activities should be well developed, but also remain flexible enough to allow for changes based on the needs of the participants. Alumni activities should be financed using the line item budgeted for follow-on activities as well as significant cost-sharing by the applicant organization.

Please refer to the Proposal Submission Instructions (PSI) for additional information.

III. 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.

1. 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.

2. Program Narrative

Executive Summary (One page)

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

1. Name of organization
2. Beginning and ending dates of the proposed program(s)
3. Theme
4. Nature of activity
5. Region
6. Funding level requested from ECA, total program cost, total cost-sharing from applicant and other sources
7. Scope and Goals
 - a. Number and description of participants
 - b. Wider audience benefiting from program(s) (overall impact)
 - c. Geographic diversity of program(s), both U.S. and overseas
 - d. Anticipated results (short and long-term)

Narrative (Not to exceed twenty pages)

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

1. Vision (statement of need, objectives, goals, and benefits)
2. Participating Organizations (Applicant organization and proposed subaward organizations; however, the selection of the subaward organizations will be determined in consultation with the ECA Program Officer and the warranted Grants Officer after the award has been issued)
3. Program Activities (recruitment and selection of participants, program components, pre-departure orientation, cultural program, participant monitoring)
4. Proposed Target Countries; (Final country selections will be determined after the award has been issued in consultation with the ECA Program Officer and the Department's Regional Bureaus; however, the applicant should list potential countries that they would like to work with/within the proposed regions (i.e. East Asia and the Pacific; Europe and Eurasia; Near East and North Africa; South and Central Asia; Sub-Saharan Africa; and Western Hemisphere)
5. Program Evaluation
6. Follow-on
7. Project Management
8. Work Plan/Time Frame
9. Social Media and Traditional Media Plan

Additional Information to be Submitted

3. **Detailed Budget:** Budgets include, but are not limited to, the following items:
 - a. All international and domestic travel for participants and for staff as needed to conduct and support program requirements. International travel for staff should be limited to what is essential for the success of the program, and detailed justification of such must be included in the Budget Narrative.
 - b. Administrative costs: Costs necessary for the effective administration of the program may include salaries for award recipient organization employees, fringe benefits, and other direct and indirect costs per detailed instructions in the Application Package.
 - c. Pre-Departure Orientation (Including materials)
 - d. Cultural activities
 - e. Clinic/Meeting costs (Including room rentals, materials, and equipment)
 - f. Alumni/ Follow-on Activities (Including small grants)
 - g. Professional Interpreters, when necessary
 - h. Book and Cultural Allowances
 - i. Consultants
 - j. Working Meal
 - k. Return Travel Allowance
 - l. Accident and Sickness Coverage
 - m. Wire Transfer Fees
 - n. In-country Travel Costs for visa processing purposes

- o. Subawards
- p. Website Development and Maintenance
- q. Reasonable Accommodations
- r. COVID-19 Related Expenses
- s. Necessary passport costs if participants are financially unable to pay, and visa costs for American participants travelling overseas. (U.S. visa fees are waived for participants travelling on J-1 visas.)
- t. Travel for up to two staff members to participate in a one-day grant orientation in Washington, D.C., facilitated by the program office. Organizations should include costs for the program orientation (travel, local transportation, lodging, per diem) in the budget.
- u. Other justifiable expenses directly related to supporting program activities

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 in the NOFO.

4. **Budget Narrative:** A budget narrative must be included and provide detailed explanation for each budget line item where the activity purpose or means of calculation may not be clear or require further justification. It should include at minimum: (1) Formulae used to calculate right column totals for multiple or replicated costs, unless clearly noted in the columned budget (e.g., travel and per diem costs for multiple people; training materials and expenses based on participant number, etc.); (2) Supportive explanation and justification for activities and expenses determined essential, but that may not be understood from the narrative or may otherwise be unclear to reviewers (e.g. security expenses, unique training or support needs due to country conditions, etc.); (3) Breakdown of costs associated with relatively high amount line item requests that would reasonably be questionable by reviewers. (e.g., if requesting \$50K for “training materials,” or \$100K for “public relations,” you must provide justification as well as an itemized breakdown for the totals to both explain the needs as well as potentially allow for a reduced negotiation if it is deemed that only partial funding is available).
5. **Calendar of Activities:** The anticipated duration of the cooperative agreement will be up to two years. Provide a monthly plan of action or timetable that demonstrates the timing and organization of your responsibilities as the recipient. These should include, but not be limited to, monitoring subaward recipients, program exchange timeframe; training events; reporting requirements; and dispersal of funds and information).
6. **Resumes and CVs:** Resumes of all staff working directly with the program should be included in the submission; no resume should exceed two pages.
7. **Supplemental Materials:** You may include examples of assessment and evaluation tools, training and orientation agendas, application forms, resource materials and handbooks, etc. Unsolicited Documents: Attachments that do not directly address the proposed project (i.e., organization brochures, pamphlets, unsolicited reports) are strongly discouraged.
8. **First Time Applicant Materials,** if applicable.

Please note: 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 website as part of ECA's FFATA reporting requirements.

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://JIvisa.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, contact: Ryan Murphy, U.S. Department of State, Bureau of Educational and Cultural Affairs, Sports Diplomacy Division, ECA/PE/C/SU, SA-5, Floor 4, 2200 C Street, NW, Washington, DC 20037, tel: (202) 714-6143, MurphyRM@state.gov.