Funding Opportunity Title: Fostering Innovation and Entrepreneurship in Ukraine by Training Ukrainian Start-up Owners on Sustainable Financing

Funding Opportunity Number: PAS-Ukraine-2020-017

Deadline for Applications: September 10, 2020, 11:59 p.m. EEST (Kyiv Time)

CFDA Number: 19.040

Type of Solicitation: Open Solicitation

Funding Floor: $25,000

Funding Ceiling: $50,000

Type of Funding: FY20 Smith Mundt Public Diplomacy Funds

Anticipated Number of Awards: 1

A. PROGRAM DESCRIPTION

The U.S. Embassy in Ukraine of the U.S. Department of State announces an open competition for organizations to submit applications to carry out a program to foster innovation and entrepreneurship in Ukraine by training Ukrainian start-up owners on sustainable business financing methods. This opportunity envisions an intensive, multi-module workshop on sustainable business financing for a limited group of Ukrainian entrepreneurs and the creation of a publicly available free virtual training on sustainable business financing. Applicant organizations should place a strong emphasis on developing relationships between Americans and Ukrainians through this program. Please carefully follow all instructions below.

Priority Regions: Eastern, southern, and/or southeastern Ukraine

Program Objectives:

Summary: A successful applicant will design a program that trains Ukrainian start-up owners on various sustainable business financing methods to foster innovation and entrepreneurship in Ukraine and enhance the climate for Ukrainian start-ups. Your proposal should include plans for an intensive, multi-module workshop that walks Ukrainian start-up entrepreneurs through the development and execution of a successful and sustainable business financing plan. The
workshop should also provide insight into various methods for financing an enterprise longer-term. In addition, you should plan to create a publicly available free virtual training on sustainable business financing accessible to the broader community of Ukrainian innovators and entrepreneurs. Your program must place a strong emphasis on developing relationships between Americans and Ukrainians.

**Structure:** You will be responsible for organizing an intensive, multi-module workshop on sustainable business financing for a limited number of competitively selected Ukrainian entrepreneurs. The workshop should cover, at a minimum, the mechanics of business financing, business financing best practices and models (to include but not limited to crowdfunding, donations, work with investors, loans, etc.), concept pitching, accountability to investors and lenders, and ways to sustain financing longer-term. These modules should include an equal representation of American and Ukrainian trainers with expertise in sustainable business financing and business development. Participants should come away from the workshop with tangible deliverables (e.g., short- and long-term sustainable business financing plans). The workshop should culminate in an event allowing participants to demonstrate the skills they learned. Your proposal should place a heavy emphasis on networking and relationship development amongst participants and between participants and American and Ukrainian guest speakers.

You will also be responsible for creating a publicly available free virtual training on sustainable business financing for the broader community of Ukrainian entrepreneurs. The training should incorporate modules similar to those of the workshop, though in shorter form. Online modules should be easily understandable and entertaining and should include an equal representation of American and Ukrainian speakers.

America House Kyiv will host all in-person and online training sessions. Likewise, America House Kyiv and/or a U.S. Embassy platform will host the publicly available free virtual training course on sustainable business financing. America House Kyiv and U.S. Embassy social media platforms would assist with advertising and promotion. Your project should follow the U.S. government branding guidelines linked below.

Your proposal should demonstrate a clear understanding of the business financing and start-up climate in Ukraine and take all relevant laws and regulations into account. You should make a compelling case for how your program would advance the strategic priorities outlined above within the Ukrainian context. In
addition, your program should clearly represent U.S.-Ukraine collaboration and help deepen ties between the United States and Ukraine in the business sector.

Your budget should include costs for interpretation/translation into Ukrainian.

PAS will give preference to proposals with strong cost-sharing elements.

Note: Given the COVID-19 outbreak, proposals must also include plans for an online format is in-person programming is unfeasible.

Sample Timeline:

- October-November 2020 – Announcement of workshop; solicitation of applications for participation; workshop planning; start of online course development
- December 2020 – Review of applications in consultation with PAS; workshop planning; online course development
- January 2020 – Workshop planning; online course development
- February 2020 – Workshop; online course development
- March 2020 – Launch of online course
- April-December – Evaluation of program

Monitoring and Evaluation: You must demonstrate your organization’s capacity to monitor program activities and evaluate your program’s results by measuring performance and impact (results). Indicators of success should relate directly to the strategic goals outlined above. Your budget must cover the costs of monitoring and evaluating your program.

The evaluation plan should address the following: 1) What data will you collect to determine whether the program is on track? 2) How will you collect the data (e.g., pre- or post-surveys, focus groups, interviews, media monitoring, etc.)? What type of data will you collect (quantitative and/or qualitative)? 3) How will you organize and report your data? You should submit your evaluation plan as a “logic model,” a link to a sample of which is included in Section D.

Participants and Audiences:

This opportunity targets young Ukrainian entrepreneurs (20-35 years of age) who have recently launched a start-up, particularly in the priority regions mentioned
above. Your proposal should also identify plans to include underrepresented groups, including but not limited to women, persons with disabilities, and LGBTI+ individuals.

Priority target sectors: creative industries, technology, food/restaurants, agriculture, and healthcare.

**B. FEDERAL AWARD INFORMATION**

This notice is subject to availability of funding.

**Funding Instrument Type:** Grant, Fixed Amount Award

**Program Performance Period:** Proposed programs should be completed in 18 months or less.

**C. ELIGIBILITY INFORMATION**

1. **Eligible Applicants**

   The following organizations are eligible to apply:

   - U.S. or Ukrainian not-for-profit organizations, including civil society/non-governmental organizations

   Note: PAS strongly encourages U.S. organizations to identify a Ukrainian partner organization.

2. **Cost Sharing or Matching**

   While not required, PAS will assign extra points to applications that include a cost sharing element.

3. **Other Eligibility Requirements**

   In order to be eligible to receive an award, all organizations must have a unique entity identifier (Data Universal Numbering System/DUNS number from Dun & Bradstreet), as well as a valid registration on www.SAM.gov. Please see Section D.3 for information on how to obtain these registrations.
Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available at https://ua.usembassy.gov/education-culture/current-programs-grants/

2. Content and Form of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12-point Times New Roman font, with a minimum of 1-inch margins.

The following documents are required:

1. Mandatory application forms

- SF-424 – Application for Federal Assistance (Organizations)
- SF-424A – Budget Information for Non-Construction Programs
- SF-424B – Assurances for Non-Construction Programs
2. Summary Page: Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

3. Proposal (10 pages maximum): The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- Proposal Summary: A short narrative that outlines the proposed program, including program objectives and anticipated impact.
- Introduction to the Organization Applying: A description of past and present operations, showing the ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- Program Goals and Objectives: The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable. Provide appropriate content to explain why these goals and objectives are essential for the U.S. Embassy to support. What is your theory of change?
- Program Activities: Describe the program activities and how they will help achieve the objectives.
- Virtual Backup Plan: Outline your strategy for transitioning project activities to an online format should in-person programming become unfeasible.
- Program Methods and Design: A description of how the program is expected to work to achieve the stated goals and objectives.
- Proposed Program Schedule and Timeline: The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events. (Note: The sample timeline in Section A is only a suggestion.)
- Key Personnel: Names, titles, roles, and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
• Program Partners: List the names and type of involvement of key partner organizations and sub-awardees.

• Program Monitoring and Evaluation Plan: This is an integral part of successful grants. Throughout the grant, how will the activities be monitored to ensure they are happening promptly, and how will the program be evaluated to make sure it meets the grant’s goals? What follow-on evaluation activities will you conduct to measure longer-term impacts? Your proposal should include a brief narrative statement summarizing the answers to these questions and a more detailed logic model, as mentioned below.

• Future Funding or Sustainability: Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative: After filling out the SF-424A Budget (above), use a separate sheet of paper to describe the budget expenses in detail. As an example, you could use an Excel spreadsheet, as seen in the sample at https://ua.usembassy.gov/educationculture/current-programs-grants/ for a preliminary budget estimate. See section H. Other Information: Guidelines for Budget Submissions below for further information.

5. Program Evaluation Plan: As an example, you could use an Excel spreadsheet “logic model” as seen in the sample at https://ua.usembassy.gov/educationculture/current-programs-grants/ to visualize your evaluation plan and theory of change.

6. Attachments:

• 1-page CV or resume of key personnel who are proposed for the program
• Letters of support from program partners describing the roles and responsibilities of each partner
• If your organization has a NICRA and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
• Official permission letters, if required for program activities

3. Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:
Any applicant listed on the Excluded Parties List System (EPLS) in the System for Award Management (SAM) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.” Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting http://fedgov.dnb.com/webform

NCAGE application: Application page here: https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx
Instructions for the NCAGE application process: https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf

For NCAGE help from within the U.S., call 1-888-227-2423
For NCAGE help from outside the U.S., call 1-269-961-7766
Email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: https://www.sam.gov. SAM registration must be renewed annually.

4. Submission Dates and Times

Applications are due no later than September 10, 2020, at 11:59 p.m. EEST (Kyiv Time).
5. Funding Restrictions

Proposals may not include funding requests for the following:

- Capital improvements, such as construction and renovation.
- Purchase of vehicles.
- Activities that convey the appearance of partisanship or support for electoral campaigns.
- Social welfare projects.

Note: Your proposal may include the cost of an audit that:

a. Complies with the requirements of 2 CFR 200 Subpart F “Audit Requirements;”
b. Complies with the requirements of American Institute of Certified Public Accountants (AICPA) Statement of Position (SOP) No. 92-9, “Audits of Notfor-Profit Organizations Receiving Federal Awards;”
c. Complies with AICPA Codification of Statements on Auditing Standards AU Section 551, “Reporting on Information Accompanying the Basic Financial Statements in Auditor-Submitted Documents,” where applicable.

When the U.S. Department of State is the largest direct source of Federal financial assistance (i.e., the cognizant Federal Agency) and indirect costs are charged to Federal grants, a supplemental schedule of indirect cost computation is required.

6. Other Submission Requirements

All application materials must be submitted by email to KyivPDGrants@state.gov. Please title the subject line of your email as follows:

Sustainable Financing: Abbreviated Project Title, Name of Applicant Organization

You will receive a message confirming receipt of your electronic application containing a registration number. Please do not send hard copies by mail. Please submit only the documents indicated above; no other materials will be reviewed or taken into consideration.

E. APPLICATION REVIEW INFORMATION
1. Criteria

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

**Quality and Feasibility of the Program Idea – 25 points:** The program idea is well developed and detailed about how program activities will be carried out. The proposal includes a reasonable implementation timeline. The Grants Review Committee will pay particular attention to whether the proposal fits within the guidelines set in Section A. Organizational Capacity and Record on Previous.

**Grants – 20 points:** The organization has expertise in its stated field and has the internal controls in place to manage federal funds. These controls include a financial management system and a bank account.

**Program Planning/Ability to Achieve Objectives – 20 points:** Goals and objectives are clearly stated, and the program approach is likely to provide maximum impact in achieving the proposed results.

**Budget – 20 points:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

**Monitoring and Evaluation Plan – 15 points:** The applicant demonstrates it can measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.

Cost Share – 10 points:

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications within two weeks of the submission deadline. PAS may interview the 2-3 highest-ranked organizations before making final funding determinations.

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

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the
simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);

ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;

iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

4. Anticipated Announcement and Federal Award Dates

Final decisions will be made within one week of any interviews.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.
If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

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

**Payment Method:** The Recipient must request payment under this award by completing form SF-270—Request for Advance or Reimbursement and submitting the form to the Grants Officer. Unless otherwise stipulated, the recipient may request payments on a reimbursement or advance basis. Advance payments must be limited to the minimum amounts needed and be timed per the actual, immediate cash requirements of the recipient in carrying out the purpose of this award. The timing and amount of advance payments must be as close as is administratively feasible to the actual disbursements by the recipient for direct program or project costs and the proportionate share of any allowable indirect costs.

2. Administrative and National Policy Requirements

**Terms and Conditions:** Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:


Note the U.S. Flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.
Applicants should be aware of the post award reporting requirements reflected in 2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact KyivPDGrants@state.gov.

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least $5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than $5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.
Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.