PD-AAC-306
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UNITED STATES INTERNATIONAL DEVELOPMENT COOPERATION AGENCY
AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON D C 20523

ORIGINAL

Ms. Elise Fiber Smith
Executive Director
Overseas Education Fund
2101 L Street, N.W., Suite 916
Washington, D. C. 20037

SEP 30 1985

Subject: PDC-0230-G-SS-5135-00

Dear Ms. Smith:

Pursuant to the authority of the Foreign Assistance Act of 1961, as amended, the Agency for International Development (hereinafter referred to as "A.I.D." or "Grantor") hereby grants to Overseas Education Fund (hereinafter referred to as "OEF" or "Grantee") the sum of $156,389 in support of OEF development program as described in the Schedule of this cost-shared grant and Attachment 2 entitled "Program Description".

This grant is effective and obligation is made as of the date of this letter and shall apply to commitments made by the Grantee in furtherance of program objectives for the estimated period July 1, 1985 to June 30, 1986.

This grant is made to OEF on condition that the funds will be shared by the Grantee's funds or "in-kind" contributions (see Paragraph F of the Schedule of the grant) and that the grant will be administered in accordance with the terms and conditions set forth in the Schedule (Attachment 1) and the Standard Provisions (Attachment 3) all of which have been agreed to by your organization.

Please sign and return the original and six copies of this letter to acknowledge your receipt of this grant.

Sincerely,

Jean M. Hacken
Grant Officer
Office of Contract Management

Attachments:

1. Schedule
2. Program Description
3. Index of Standard Provisions

PDC-0230-G-SS-5135-00

Acknowledged:

Overseas Education Fund

By: Elise Filer Smith

Typed Name: Elise F. Smith

Title: Executive Director

Date: October 15, 1985

Fiscal Data

PIO/T No:	5384234
Appropriation Symbol:	72-1151021.3
Allotment Symbol:	543-38-099-00-69-51
Budget Plan Code:	EDAA85 13800 AG11
Project No.:	938-0230
Obligated Amount:	$156,389
Cumulative Obligation:	$156,389
DUNS No.:	04 053 7458
Project Office:	FVA/PVC
Project Officer:	Beth Hogan

FUNDS AVAILABLE
o/c 4190
SEP 30 1985
R. Hampton
Program Acctg. Division
OFFICE OF FINANCIAL MANAGEMENT

Schedule

A. Purpose of Grant

The purpose of this grant is to provide support to the grantee's development program as described in Attachment 2 to this grant, entitled "Program Description".

B. Period of Grant

1. The effective date of this grant is the date of the cover letter. The estimated expiration date of this grant is June 30, 1988.

2. Funds obligated hereunder represent the level of support for the estimated period July 1, 1985 to June 30, 1986.

C. Amount of Grant and Payment

1. The total estimated amount of this agreement for the period shown in B.1., above, is $465,548.

2. AID hereby obligates the amount of $156,389 for program expenditures during the period set forth in B.2., above, and as shown in the Financial Plan below.

3. Additional funds up to the total amount of the agreement shown in C.1. above, may be obligated by AID subject to the availability of funds, and to the requirements of the agreement entitled "Revision of Financial Plans".

4. Payment shall be made to the Recipient in accordance with procedures set forth in Attachment 3 - Standard Provision No. 7A entitled "Payment-Letter of Credit Advance".

5. Documentation required by the payment provision noted above shall be submitted to:

Agency for International Development
M/FM/PAFD
Room 623, SA-12
Washington, D.C. 20523

6,3'

D. Financial Plan

The following is the financial plan for this grant, including local cost financing items, if authorized. Revisions to this plan shall be made in accordance with the Standard Provision of this grant entitled "Revision of Financial Plans".

Cost Element	Obligated Amount 07/01/85 - 06/30/86	Balance 07/01/86 - 06/30/88	Grant Total
Salaries	$ 64,250	$ 148,759	$ 213,009
Fringe (39%)	25,058	58,016	83,074
Consultants	82,500	355,000	437,500
Video Production	22,875	2,625	25,500
Travel & Per Diem	20,065	36,700	56,765
Workshop & Training	15,000	90,000	105,000
Media Outreach	1,200	8,000	9,200
Printing & Public.	4,000	17,925	21,925
Telephone and Teleg.	4,450	10,500	14,950
Office Supplies	800	2,100	2,900
Postage	1,500	3,800	5,300
Total Direct Costs	241,698	733,425	975,123
Indirect Costs (36%)	87,011	264,033	351,044
Total	328,709	997,458	1,326,167
A.I.D.	$156,389	$309,159	$465,548
Grantee	$172,320	$688,299	$860,619

E. Reporting and Evaluation

The Grantee will prepare and submit to the grant manager semiannual program reports. Reports will reflect progress made in achieving the stated goals and objectives as specified in the Program Description.

Semiannual reports will include:

- A narrative description of the work undertaken during that six month period, illustrating successes and shortcomings of the project as originally designed and an updated workplan if necessary.

- A list of materials produced or collected for use in the course of the project.

G. Overhead Rate

Pursuant to the Standard Provision of this grant entitled "Negotiated Overhead Rates - Nonprofit Organizations Other Than Educational Institutions" the following overhead rate is established:

Rate	Base	Period
36%	Total Direct Costs (excluding equipment, construction, participant and subgrant costs).	June 1, 1985 until amended

H. Title to Property

Title to property procured under this grant will vest in the Grantee in accordance with Standard Provision 13A of this grant.

I. Authorized Geographic Code

The authorized geographic code for procurement of goods and services under this grant is "000", United States.

J. Closeout Procedures

This section prescribes uniform closeout procedures for this grant.

1. The following definitions shall apply for the purpose of this section:

a. Closeout. The closeout of a grant or agreement is the process by which AID determines that all applicable administrative actions and all required work of the grant or agreement have been completed by the recipient and AID.

b. Date of Completion. The date of completion is the date on which all work under grants and agreements is completed or the date on the award document, or any supplement or amendment thereto, on which AID sponsorship ends.

c. Disallowed Costs. Disallowed costs are those charges to a grant or agreement that AID or its representative determines to be unallowable in accordance with the applicable Federal cost principles or other conditions contained in the grant or agreement.

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Rate	Base	Period
36%	Total Direct Costs (excluding equipment, construction, participant and subgrant costs).	June 1, 1985 until amended

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2. AID closeout procedures include the following requirements:

a. Upon request, AID shall make prompt payments to a recipient for allowable reimbursable costs under the grant or agreement being closed out.

b. The recipient shall immediately refund any balance or unobligated (unencumbered) cash that AID has advanced or paid and that is not authorized to be retained by the recipient for use in other grants or agreements.

c. AID shall obtain from the recipient within 90 calendar days after the agreement all financial, performance, and other reports required as a condition of the grant or agreement. AID may grant extensions when requested by the recipient.

d. The recipient shall account for any property acquired with AID funds or received from the Government in accordance with Attachment N of OMB Circular A-110 entitled "Property Management Standards".

e. In the event a final audit has not been performed prior to the closeout of the grant or agreement, AID shall retain the right to recover an appropriate amount after fully considering the recommendations on questioned costs resulting from the final audit.

Attachment 2

PROGRAM DESCRIPTION

Background

OEF International is completing its third year of Biden-Pell funding for Phase I of a program of participatory development education on the theme: "Women and World Hunger: the Role of Women as Food Producers". The project aims to increase public awareness of targeted organizations regarding problems of world hunger and the critical roles of women in food production.

In Phase I of this project, OEF developed solid education materials on the theme of women as food producers, stimulated community leaders in six cities and two states to stage participatory community projects on the theme, and encouraged the initiation of follow-on activities in all project sites. OEF International's now embarking upon Phase II of this program by building upon and consolidating Phase I successes, enlarging the scope of the theme to include other crucial women in development issues, experimenting with the use of distinct communication technologies, and by seeking the institutionalization of this project into the national programs of several key women's leadership organizations.

Purpose

The focused inclusion of women's critically productive economic roles in their societies and the emphasis on engaging substantially greater numbers of Americans in this learning dialogue, will be major new features of the three-year Phase II program plan. In particular, OEF will strive for the greater replicability of its community workshop model by forming partnerships with the national and state leadership of selected Phase I local co-sponsoring women's groups such as the League of Women Voters, the American Association of University Women, or the National Congress of Neighborhood Women. By accessing the resources and extensive national networks that these organization already have in place, the "women as food producers" message, educational materials and training methodologies developed by OEF in Phase I can be offered to greater numbers of communities across the country. Phase II will also include experimentation with communication methods capable of reaching out to and motivating even greater numbers of Americans, stressing in particular the utilization of mass media outlets in project cities, as well as the production of a multi-use video tape on the project theme.

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Specific Objectives

Obj. 1) To leverage greater replicability of OEF's development education methodology by establishing working relationships with the leadership of targeted national women's organizations. To generate this multiplier effect, OEF firmly believes that it must convince other organizations to accept the co-responsiblity for implementing these projects throughout the country. As in its overseas development projects, OEF's ideal roles in the field of development education should eventually be that of a facilitator and an advisor.

Towards this end, throughout the next year OEF will actively solicit the commitment of select national women's organizations with whom it has worked previously, but at the local level. These include the League of Women Voters, the American Association of University Women, and more recently, the National Congress of Neighborhood Women. OEF is currently exploring the merits of other national organizations to deliver our Women and World Hunger project to wider constituencies.

In Years 2 and 3, OEF will support the efforts of those national organizations that have accepted the "development education challenge", to implement workshops on the theme across the country. Through the proper educating, motivating and training of the national and regional leaders of these organizations, and by offering small start-up grants of approximately $500 for each target community, OEF expects to see ten workshops held in Year 2 and twenty in Year 3. Each $500 seed grant is anticipated to leverage between $2500 - 4500 in direct and in-kind contributions, to be shared by the sponsoring organizations and other participanting groups in each community. At the conclusion of Year 3, it is expected that the Women and World Hunger project will be firmly entrenched within the national agendas of several key women's organizations. OEF's future role will be that of continuing to convert the lessons from its work overseas into meaningful and relevant educational materials that can be fed into the development education programs of these domestic "partners".

To begin this process, OEF will be collaborating with the "National Congress of Neighborhood Women" throughout Year 1 in educating and training their leadership in order that they themselves can promote this project regarding women and world hunger in additional cities in Years 2 and 3. To make this training concrete, OEF will work side-by-side with them during Year 1 in designing and implementing global components on Third World women's roles in food production and economic development for at least three of their annual regional leadership training programs.

Obj. 2) To produce an educational and motivational video that will incorporate OEF's accumulated knowledge on the theme, and that can be inexpensively duplicated and promoted for use by organized viewer groups around the country. The analysis,

proposed remedies and ideas for community action contained within the OEF publication: "Women Food Producers: Potential Power for Combatting World Hunger" will be utilized as the underlying storyline of the video production. That publication has already passed through stringent review criteria in order to assure that its message and tone would provide the informational backbone of the Women and World Hunger project and that it would involve the target audience and create excitement about the project. To demonstrate that positive actions are being taken in the developing world, the video will have clips of successful projects incorporating women in agricultural and other economic development projects. As with the OEF "Women Food Producers" publication, the overseas project examples will be gathered from various sources. The video will also further address the idea of what we as Americans can do towards ending hunger. The tape is planned to be a tight, quickly-paced 20 minute (maximum) production.

This "Women Food Producers" video is envisioned to become one of the key materials for guaranteeing project success with regards to increasing the awareness of greater numbers of Americans and for motivating Americans to become involved in resolving world hunger problems. The spoken word by itself can be severely limited in communicating. Sound is here a brief moment and is gone; if the listener misses the message there may be no chance to hear it again. Because of this limitation, informal talks and even more formal speeches often need strong visual support. The use of a professionally produced video on women food producers may prove as vital to the long-term success and potential for replication of this project as the important message itself.

Several key "moments" can be identified when the use of such a video would serve as a "door opener" and could produce clearly improved results for this project. As an OEF field coordinator (or in the future, a coordinator from one of the national domestic "partner" organizations) enters a community for the first time, the video would complement her oral presentation. It would serve to attract the interest of, to educate, and to motivate the potential members of a local volunteer planning committee. These potential coordinators could then take the video to their respective community organizations to solicit approval for co-participation in the project. Once the planning for a community event on the theme is well underway, excerpts of the tape could be used on local TV programs to attract attention to the workshop/conference. Following a highly visible and participatory community event on the theme, the video could be used in its entirety--both in small viewer-group situations and on local TV--in order to encourage participation in post event follow-on projects.

By having a well-argumented, motivational and visually attractive educational tool at their disposition, local leaders who would like to do something about ending hunger can devote their energies to what they know best: community organization and leadership towards that end. They will not feel that they must

become the "expert" on the subject--the video will help them get the message across. Their effectiveness will lie in convincing the community to do something about the problem and in taking concrete steps towards that goal.

Obj. 3). To put greater stress on building up individual and group skills in both project materials and specific site activities, towards more agressively promoting the perpetuation of self-sustaining activities by project participants. Throughout the past three years, it has become evident that encouraging groups to "create" their own projects towards ending hunger worldwide is not sufficient: solid outlets for the newly committed energies of project participants is a must as well as strengthening the necessary skills to carry them out. Individual and group skill building will be more strongly emphasized in all Phase II projects so that project communities will be better equipped to sustain post-project actions. How to conduct media campaigns, how to fund-raise for community events, how to communicate effectively with policy-makers, how to establish supportive linkages to overseas projects assisting women, etc. are samples of the types of skills that will be stressed.

Mass media --radio and television talk shows, news, documentary and magazine programs in addition to daily and weekly newspapers-- can impact large segments of the population and enhance efforts to reach target audiences with specific messages. One recent example is the publicity of the famine in Africa which generated an outpouring of response from concerned Americans. This increased general public awareness coupled with the current Women and World Hunger project has set the stage for OEF to help site planning committees to place development spokespersons on local radio and television talk and news magazine programs and to encourage articles to be written in local papers on the themes of this project in each of the target communities. How to access and best utilize mass media communications will be stressed as a follow-up activity in target cities so that project participants can continue to educate wider audiences and stimulate them to action. In addition to reaching 50,000 to 500,000 people per city, such a mass-media strategy will be a major step in educating local broadcast and print journalists, producers and editors about women's roles as food producers and income-earners.

The institution of an informal exchange of ideas and experiences between local planning committees, past and present, is another means by which OEF hopes that successful action projects taken on by some communities will stimulate similar activities in others. OEF will design simple forms to be filled out by planners in each project site and will then disseminate these reports periodically between all participating communities. The incentive for each project team to conform to this reporting measure is that they in turn will be receiving the benefit of lessons learned, problems overcome, opportunities created, etc. in other parts of the country.

Obj. 4) To further test various models for organizing

participatory "Women and World Hunger" workshops in various geographic settings. Specifically, OEF will continue testing the state-wide model initiated this past year by extending it to two additional states: Rhode Island and Massachusetts. A new "border project" will be initiated this year in which OEF will bring women together from both sides of the Mexican-American border. In addition, and as discussed in Objective 1, a major objective is to institutionalize the successful "community-specific" model developed in Phase I by generating the commitment of select national women's organizations to take on the responsibility for replicating this model in new communities.

OEF will continue to monitor the progress of the state-wide model initiated during the 1984-85 period in Iowa and Connecticut, and will further test this method of working with a state organization by extending this project to two additional states. Percy Langstaff, current President of the League of Women Voters of Connecticut, has been working closely with OEF this past year to implement a "women and world hunger" community project in over 16 communities in her state. This has been achieved by motivating and training the leadership of the local "Leagues" to organize these events, and by offering small amounts of start-up monies to get these projects going. Langstaff has become so motivated through the past 12 months under the guidance of Field Coordinator Maxine Hitchcock, that she has offered to spearhead similar efforts next year in the neighboring New England states of Rhode Island and Massachusetts. Already she has written to the Presidents of those state Leagues to garner their co-sponsorship; preliminary telephone conversations would indicate a decided interest to participate.

A new twist to the previously developed "site specific" OEF community workshop model will be the effort in 1985-1986 to design and implement a participatory project involving Mexican and American women residing in the border twin-cities of El Paso, Texas and Ciudad Juarez, Mexico. The extension of this "border twin-city model" to other urban areas along the Mexican-American border in Years 2 and 3 will depend on the outcomes of this first experiment. Up to seven sets of "twin-cities" are being considered for the total three year project, and would most likely be those where the lead Mexican co-sponsoring organization, CEFNOMEX, has additional regional offices.

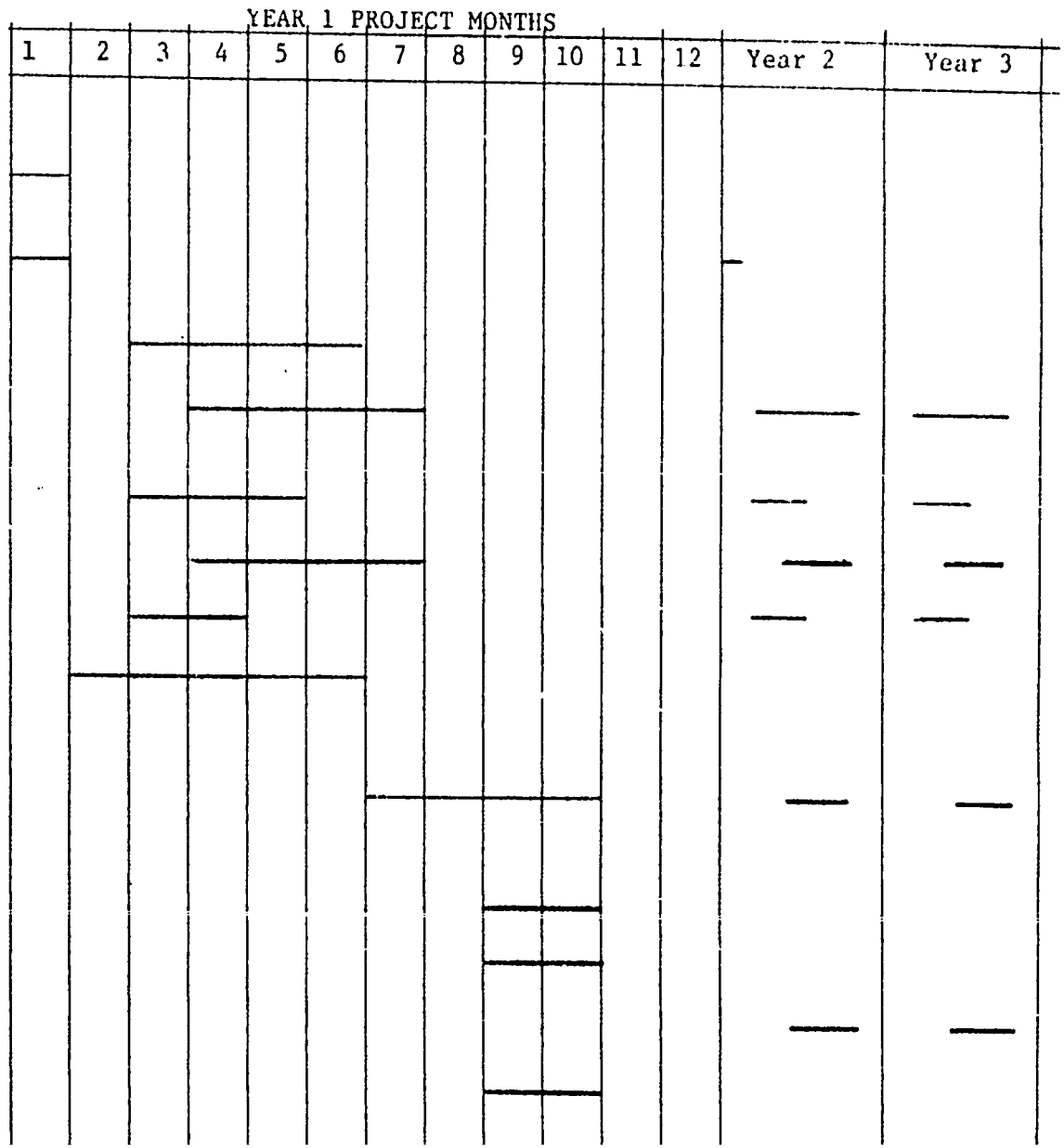
There is considerable evidence to suggest that "border women" experience a unique set of problems in their day-to-day lives, brought on by their location along a political division separating societies in two distinct stages of economic development, and with different languages and cultures. The special characteristics of the employment market along both sides of the border (both in the formal and informal sectors); the presence of the Maquiladoras (or tax-free processing plants located in the free trade zone just inside the Mexican Border); the steady flows of immigrants, both documented and nondocumented; and the fact that a significant number of women on both sides of the border are heads of household and are thus

fully responsible for feeding their families, present a distinct set of problems that American women living in that area need to understand.

On the American side of the border, OEF has had initial positive response to this project from two chapters of the American Association of University Women in El Paso. Faculty at the University of Texas at El Paso have agreed to assist in the identification of other community groups. OEF has also secured the committment of Mexican women affiliated with the following organizations in Ciudad Juarez: : CEFNOMEX (the Mexican Center for Northern Border Studies), COMO (the Center for Mexican Women Laborers), and the Proyecto de la Hambre (Hunger Project, Mexico). They too consider that Mexican women could stand to gain from a better understanding of these shared problems. Currently, OEF is sponsoring the bi-monthly travel to Austin, Texas of a community leader from Mexico's CEFNOMEX (Juarez, Mexico). By contributing to the planning committee's efforts towards organizing the April, 1985 workshop in Austin, she is also being trained in OEF's community workshop methodology in order to take on a lead role in next year's efforts in El Paso-Juarez.

Obj. 5) To strengthen OEF's pioneering efforts to bring development education to the West Coast. For the past three years, OEF's Women and World Hunger project has been directed successfully from OEF's California Office in Los Angeles. Excellent workshops have been held in the West in San Diego, Santa Barbara, Los Angeles, Denver, Tucson, and currently in Austin, Texas. OEF has been a leader among international PVOs in its efforts to bring the public discussion of international issues, and of development in particular, to the West. OEF continues to be committed to creating constituencies for international development on the West Coast. As its Women and World Hunger Project enters into a new stage of rapid national expansion and replication, OEF will continue to anchor its development education activities in its California office.

WORK PLAN: WOMEN & WORLD HUNGER: Women's Roles in Food Production and Economic Development



Planning

1. Recruitment & orientation of project staff
2. Confirm project cities and states and identify local coordinators
3. Identify/confirm national organizations to work with towards institutionalizing project
4. Plan trainings with national organizations
5. Plan workshops/state trainings with local coordinators
6. Project site planning & coalition building
7. Plan media campaigns for site activities
8. Plan/research video production

Implementation

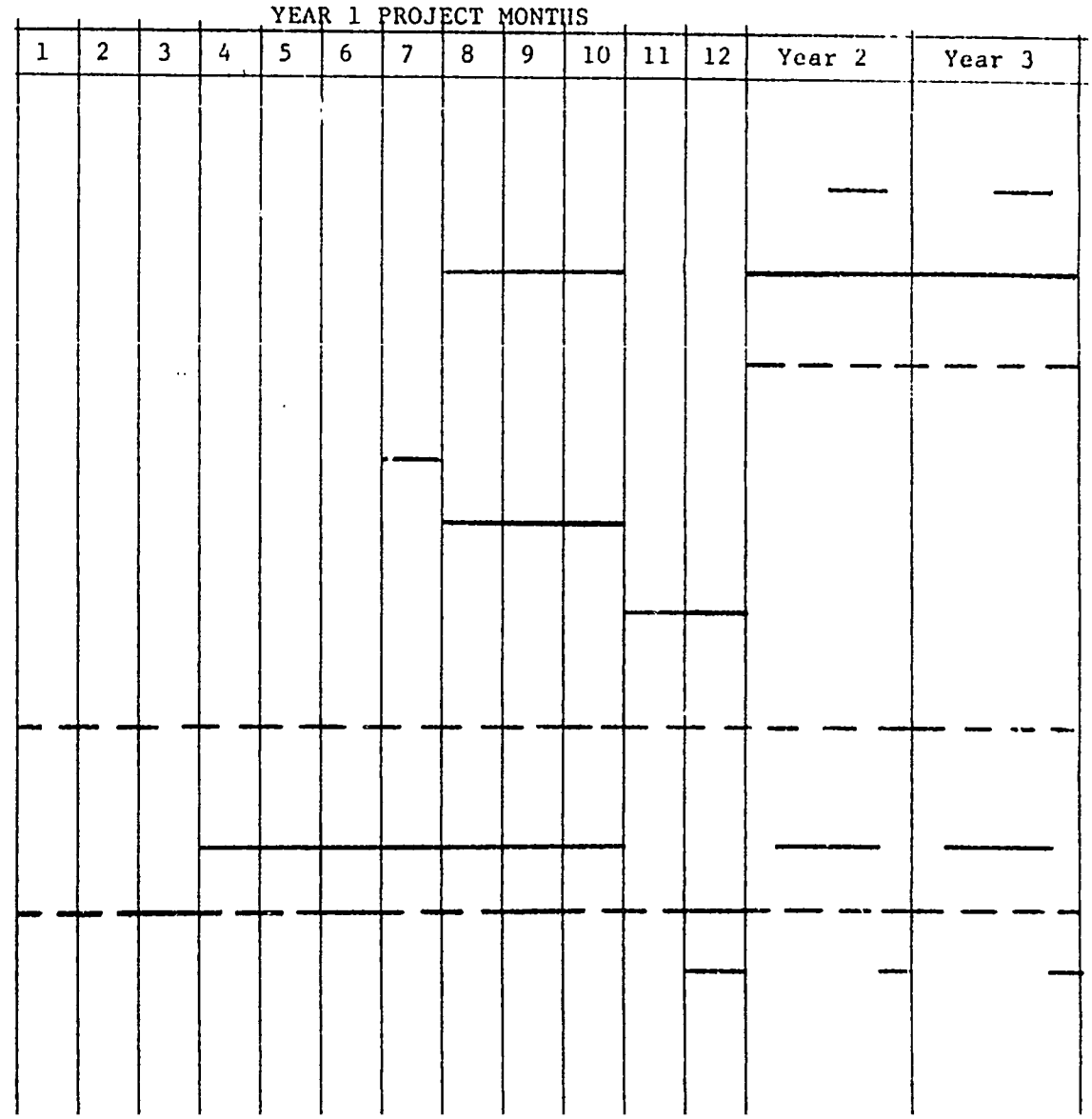
9. Media campaigns in project sites
10. Site activities

Massachusetts

Rhode Island

Other states to be identified for Years 2 & 3

El Paso - Ciudad Juarez



11. Workshops under coordination of national "partner" organizations. Year 1 (ten); Year 2 (twenty).

12. National trainings/regional workshops with national organizations

13. Ongoing consultancies with national target organizations

14. Filming raw footage "dialogue" for video production

15. Producing/editing video

16. Producing instructional materials to accompany video for community use

17. Promotion/distribution of educational materials on women food producers (video distribution initiates in Year 2)

<u>Evaluation and Follow-Up Planning</u>

18. Site evaluations of program

19. Ongoing project evaluation

20. Final reporting