

# **U.S. Small Business Administration**

## **Office of Women's Business Ownership**

### **WOMEN'S BUSINESS CENTER - INITIAL PHASE GRANT**

Funding Opportunity Announcement No. OWBO-2018-01-1

Base Budget Period: September 30, 2018 – September 29, 2019

Opening Date: April 26, 2018

Closing Date: June 26, 2018

**APPLICANTS ARE ENCOURAGED TO PARTICIPATE IN THE  
INFORMATION SESSION ON WBC GRANT OPPORTUNITY NO. OWBO-2018-01-1  
(Alaska)**

**ON MAY 8, 2018 AT 9:30 A.M. (AKDT)**

**CLICK LINK HERE FOR COMPLETE REGISTRATION DETAILS:**

[https://information-session-on-wbc-grants\\_01\\_alaska.eventbrite.com](https://information-session-on-wbc-grants_01_alaska.eventbrite.com)

The purpose of this funding opportunity announcement is to provide funding for one (1) non-profit organization that will provide services **to the State of Alaska** to start a new, community-based Women's Business Center (WBC).

Eligible applicants must be private, non-profit organizations with 501(c)- tax-exempt status from the U.S. Treasury/Internal Revenue Service and must provide services **to the State of Alaska**. Note: Public non-profit organizations and for-profit businesses are not eligible for these awards. (Public non-profits are organizations such as churches, schools, and hospitals that generally provide charitable services directly to the public, that are funded in large part by public donations, and that have a large number of outside, unaffiliated directors.)

Proposals responding to this funding opportunity announcement must be posted to [www.Grants.gov](http://www.Grants.gov) by 11:59:59 p.m. (Eastern Daylight Time), **June 26, 2018**. No other methods of submission are permitted. Proposals submitted after the stipulated deadline will be rejected without being evaluated.

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**OFFICE OF WOMEN'S BUSINESS OWNERSHIP**

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## 1.0 Section I – Funding Opportunity Description

### 1.1 Program Overview

- 1.1.1 Federal Agency Name: U.S. Small Business Administration (SBA)
- 1.1.2 Funding Opportunity Title: Women's Business Center - Initial Phase Grant
- 1.1.3 Announcement Type: Initial
- 1.1.4 Funding Opportunity Number: Funding Opportunity Announcement No. OWBO-2018-01-1
- 1.1.5 CDFA Number: 59.043
- 1.1.6 Closing Date for Submissions: June 26, 2018, 11:59:59 PM Eastern Daylight Time
- 1.1.7 Authority: Small Business Act, §§2(h) and 29 (15 U.S.C. §§ 631(h) and 656), as amended
- 1.1.8 Duration of Authority: Permanent
- 1.1.9 Funding Instrument: Cooperative Agreement
- 1.1.10 Funding: Funding is from Fiscal Year 2017/Project Period is September 30, 2018 – September 29, 2019
- 1.1.11 Award Amount/Funding Range: A total amount of \$150,000 in funding is available for this funding opportunity announcement.
- The SBA expects to provide funding for up to one (1) Initial Phase awards not to exceed \$150,000 each under this funding opportunity announcement for new Women's Business Centers (WBCs) in the locations identified on the cove page.
- Non-Federal entities are required to match awarded funds on a 1:2 ratio for the base project period and first option year of the grant and a 1:1 ratio for the subsequent three years.

- 1.1.12 Project Duration: Awards will include a base project period of twelve (12) months, with 4 option periods of 12 months each.
- Exercise of options is at the SBA's discretion and is subject to continuing program authority, the availability of funds and satisfactory performance by the non-Federal entity.
- 1.1.13 Project Starting Date: September 30, 2018
- 1.1.14 Proposal Evaluation: Proposals will be reviewed for sufficiency as detailed in Section 5.0. The SBA may ask applicants for clarification of the technical and cost aspects of their proposals. This must not be construed as a commitment to fund the proposed effort.
- 1.1.15 Agency Point of Contact: U.S. Small Business Administration  
Office of Women's Business Ownership  
Tel: (202) 205-6673 | E-mail: [owbo@sba.gov](mailto:owbo@sba.gov)

## 1.2 Introduction

The Women's Business Center (WBC) Program was established by the Women's Business Ownership Act of 1988 (Public Law No. 100-533) as the Women's Business Demonstration Pilot, providing grants to private non-profit organizations to aid and encourage the development and growth of small women-owned businesses through long-term training and counseling. The program was expanded and made permanent in 2007 when the WBC Sustainability Grant Program, established in 1999, was replaced with the WBC Renewal Grant Program.

## 1.3 Background

Since its inception in 1953, the Small Business Administration (SBA) has served to aid, counsel, assist and protect the interests of small businesses. While the SBA is best known for its financial support of small businesses through its many lending programs, the Agency also plays a critical role in providing funding to organizations that deliver technical assistance in the form of counseling and training to small business concerns and nascent entrepreneurs in order to promote growth, expansion, innovation, increased productivity and management improvement.

The mission of the WBC Program is to act as the catalyst for providing in-depth, substantive, outcome-oriented business services to women entrepreneurs, both nascent and established businesses, a representative number of which are socially and economically disadvantaged. This mission is accomplished through the award of financial assistance to private, 501(c)- certified non-profit organizations to enable them to affect substantial economic impact in their communities, as measured by successful business start-ups, job creation and retention, and increased company revenues.

#### **1.4 Purpose**

The purpose of this funding opportunity announcement is to provide funding for up to one (1) non-profit organizations that will provide services to the State of **Alaska** to start a new, community-based Women's Business Center (WBC).

Eligible applicants must be private, non-profit organizations with 501(c)- tax-exempt status from the U.S. Treasury/Internal Revenue Service and must provide services to the State of **Alaska**. **Note: Public non-profit organizations and for-profit businesses are not eligible for these awards.**

A WBC provides technical assistance to women entrepreneurs, both nascent and established. A representative number of clients served by a WBC must be socially and economically disadvantaged. A non-Federal entity receiving a WBC grant must assist women entrepreneurs in the areas of finance, management, marketing, and other areas as defined in this funding opportunity announcement.

#### **1.5 Leveraging of Resources**

The applicant selected for award under this funding opportunity announcement is required to maximize efforts to leverage the SBA funding by working in conjunction with the SBA's District Offices and other Federal, state, local and tribal government small business development programs and activities; the SBA resource partners such as SCORE, Small Business Development Centers, Veterans Business Outreach Centers, 7(j) Technical Assistance providers, Small Business Investment Companies, Certified Development Companies, and the SBA lenders; universities, colleges, and other institutions of higher education; and private organizations such as chambers of commerce and trade and industry groups and associations.

#### **1.6 SBA Involvement and Oversight**

The WBC Program is managed by the Assistant Administrator of the Office of Women's Business Ownership (OWBO) under the direction of the Associate Administrator for Entrepreneurial Development.

An SBA employee assigned to a District Office located within the non-Federal entity's service area will be tasked with serving as the District Office Technical Representative (DOTR) and will act as the primary agency contact and liaison for that award. The DOTR's functions will include conducting site visits, financial and programmatic reviews, coordination of the SBA resource partner efforts, and reporting any issues that may arise to OWBO.

A designated Program Manager (PM) located within OWBO at SBA Headquarters will be responsible for the overall monitoring and oversight of the non-Federal entity's WBC project, including compliance with the terms of the cooperative agreement.

A designated Grants Officer within OWBO will be responsible for issuing the Notice of Awards, making modifications to the award, and processing payments.

## **1.7 Changes or Cancellation**

The SBA reserves the right to amend or cancel this funding opportunity announcement, in whole or in part, at the agency's discretion. Should the SBA make material changes to this funding opportunity announcement, the agency will extend the closing date as necessary to afford applicants sufficient opportunity to address such changes.

## **2.0 Section II – Award Information**

### **2.1 Estimated Funding**

Award will be made under this funding opportunity announcement in the amount not to exceed **\$150,000**, subject to available funding.

### **2.2 Expected Number of Awards**

The SBA expects to provide funding for up to one (1) Initial Phase awards not to exceed **\$150,000**, subject to available funding.

### **2.3 Period of Performance/Budget Periods**

Awards will be made for a base project period of 12 months, with four option periods of 12 months each.

Exercise of option periods will be solely at the SBA's discretion and is subject to continuing program authority, the availability of funds, and a non-Federal entity's continued satisfactory performance and compliance with all the terms and conditions of the award. Each option period will constitute a separate and distinct 12-month budget period.

### **2.4 Funding Information**

- A. Funds provided under the WBC Program must be used solely for the purposes stipulated in this funding opportunity announcement and the notice of award and may not be commingled with any other monies. All costs proposed in an applicant's budget must meet the tests of allowability, allocability, and reasonableness set forth in 2 CFR Part 200, Subpart E.
- B. The SBA will not reimburse applicants for their proposal preparation costs, but applicants may request pre-award costs. Pre-award costs must directly relate to the conduct of the project and meet the tests of allowability, allocability, and reasonableness.
- C. No Federal funds provided through an Award under this funding opportunity announcement, or matching contributions dedicated to such an Award, may be used for the purpose of making a sub-grant. While subcontracting is permitted, the successful applicant may not spend more than 49% of Award funds on subcontracts. Additionally, under no circumstances may the successful applicant contract out the administration or day-to-day management of this project to any other party.

- D. Indirect Costs - If the applicant has never had an approved Indirect Cost Rate Agreement (ICRA) and its budget includes indirect costs, it may utilize a de minimus rate of 10% of the Modified Total Direct Cost (MTDC) (to include Federal and non-Federal) until the non-Federal entity can provide a copy of a current indirect cost rate agreement (ICRA) either through the SBA, or from another cognizant Federal agency. **This new rule does not apply to organizations that have an expired ICRA.**

MTDC means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subcontract (regardless of the period of performance of the subcontracts under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs, and the portion of each subcontract in excess of \$25,000. (2 CFR Part 200.68)

## 2.5 Funding Instrument

The funding instrument used will be a Cooperative Agreement.

## 2.6 Non-Federal Matching Requirement

The non-Federal entity is required to provide a non-Federal match. Non-Federal match may consist of cash, in-kind and program income and must be used for approved budgeted items only.

### A. Annual match

The non-Federal entity is required to match awarded funds on a 1:2 ratio (\$1 of non-Federal funds for every \$2 of Federal funds) for the base period and first option year and 1:1 in the three subsequent years.

### B. Non-Federal Match

#### 1. Cash



Donations from Federal entities may not be claimed as match.

Matching contributions must come from non-Federal sources such as state and local public funds; private individuals, corporations and foundations; and program income (income from program services).

Funds You receive as payment for services provided under an agreement with an outside, non-Federal entity may be used as match regardless of whether the non-Federal entity received those funds from a Federal source.

When permissible under the terms of the Community Development Block Grant (CDBG) Program, CDBG funds may also be used as match. The matching contribution must be pledged for the WBC activities. At least one half of the non-Federal match must be in the form of cash.

Note: Community Development Service Grant (CDSG) funds may not be used as match.

2. In-Kind Match

No more than one-half of the non-Federal matching assistance may be in the form of in-kind contributions, including but not limited to office equipment and office space.

C. Failure to Obtain Match

The SBA may withhold payment at any time if the required level of non-Federal match has not been obtained. Payment will be withheld unless the non-Federal entity has adequately certified that the required amount of non-Federal match equal to or greater than the Federal funds expended (of which at least half is in the form of cash) has been fully obtained and expended for project activities during each reporting period (with the exception of the first quarter). Note: Initial Phase WBCs in the base period and first option year of its project must provide non-Federal match equal to or greater than 50% of the Federal funds expended of which at least half is in the form of cash.

**2.7 Non-Federal Match Certification**

The non-Federal entity must certify that the non-Federal matching share has been obtained and expended on the WBC Project and must maintain records of all cash, in-kind donations, program income and how it was spent. The DOTR or other financial examiner will review records during site visits and the mid-year and annual programmatic and financial reviews.

**3.0 Section III – Eligibility Information**

**3.1 General**

An organization may submit only one proposal in response to this funding opportunity announcement. Any additional applications from the same organization will automatically be rejected without being evaluated.

### **3.2 Eligible Applicants**

In order to be eligible for this funding opportunity, applicants must be a private non-profit organization certified under § 501(c)- of the Internal Revenue Code of 1986 and have been providing technical services to women entrepreneurs.

**Applicants must document as part of the narrative proposal that it –**

- A. Will provide services to a population within the state listed in this funding opportunity announcement;

Note: An organization that previously operated an SBA-funded women's business center within the past five years of the application, and previously operated an SBA-funded women's business center within 50 miles of the proposed territory of the application may be eligible to apply, but if awarded, would be awarded as a Renewal Phase Project.

- B. Continues to be organized and incorporated in the United States, and remains in good standing in the state or territory of incorporation (a copy of this document must be attached to the applicant's technical proposal);
- C. Is a private not-for-profit or non-profit corporation with an active 501(c)- Federal tax-exempt status certification from the United States Department of Treasury/Internal Revenue Service (a copy of this document must be attached to the applicant's technical proposal);
- D. Provides technical assistance to small business concerns owned and controlled by women;
- E. Has an established organizational infrastructure with an internal financial management system that currently meets the requirements of 2 CFR Part 200.302;
- F. Is responsible for hiring, supervising, and employing staff sufficient to ensure that the women's business center is open to the public a minimum of 40 hours a week (to include evening and weekend hours) and to fully provide the services required under this funding opportunity announcement, the notice of award, and the applicant's proposal. Staff must include a full-time, (40 hours per week) program director whose time is dedicated 100% to managing the day-to-day operation of the WBC project, its staff and volunteers as well as overseeing all financial aspects of the project.

Applicants responding to this funding opportunity announcement may not apply for a new WBC Project within 50 miles of an existing WBC Project without including in its written narrative the number of socially and economically disadvantaged persons within the proposed service area, census data, population, etc. The information provided must clearly justify the necessity for an additional WBC Project within the same area of service as the existing WBC Project. The SBA will take the narrative and any supporting documentation into consideration when reviewing, ranking and scoring the applicant's proposal.

### **3.3 Ineligible Applicants**

The following organizations will automatically be considered ineligible and their applications will be rejected without being evaluated:

- A. Any organization that owes an outstanding and unresolved financial obligation to the Federal government;
- B. Any organization that is currently suspended, debarred or otherwise prohibited from receiving awards of contracts or grants from the Federal government;
- C. Any organization with an outstanding and unresolved material deficiency reported under the requirements of the Single Audit Act within the past three years;
- D. Any organization that has had a WBC grant or cooperative agreement involuntarily terminated or non-renewed within the past year;
- E. Any organization that has filed for bankruptcy within the past five years;
- F. Any organization that proposes to serve as a pass-through and permit another organization to manage the day-to-day operations of the project;
- G. Any organization that does not propose to hire and employ a full-time (40 hours per week) program director whose time is dedicated 100% to managing the day-to-day operation of the WBC and staff; and/or
- H. Any organization that was convicted, or had an officer or agent acting on its behalf convicted, of a felony criminal violation under any Federal law within the preceding 24 months.

## **4.0 Section IV - Application and Submission Information**

### **4.1 Application Instructions**

Applications must consist of the following elements: (i) a cover letter; (ii) a technical proposal; (iii) budget information; (iv) certifications, forms and assurances; and (v) attachments and exhibits.

#### **4.1.1 Cover Letter**

The first page of the application must be a cover letter which includes the following information:

- Statement that the application is in response to **Funding Opportunity Announcement No. OWBO-2018-01-1;**
- Applicant's name and address;
- Applicant's website address;

- Name, telephone number, fax number, and e-mail address for the applicant's designated point of contact; and
- Dollar amount of assistance being requested.

#### 4.1.2 Technical Proposal

The technical proposal pages must be numbered and the narrative portion of the application shall be limited to twenty five (25) pages. Attachments such as position descriptions, résumés, budgets, organization charts and milestone charts are not counted toward the 25-page maximum.

The Technical Proposal serves as a narrative blueprint for the applicant's planned project and must include the following information:

- Detailed description of the applicant's past experience and present capacity to provide technical assistance to women entrepreneurs, both nascent and established. A representative number of clients served by a WBC must be socially and economically disadvantaged. (see Section 5.2 for further guidance);
- Detailed description of the proposed technical assistance delivery methods, their means of implementation, and the anticipated project outcomes and the manner in which they will be evaluated (see Section 5.2 for further guidance);
- Identification of the WBC project director and all other full- and part-time staff, including résumé of the WBC project director (if available) and position description for the WBC project director and position descriptions for all other full- and part-time staff (to include position descriptions for unfilled positions). The WBC project director's résumé (if available) must include her/his experience and **all position descriptions must detail services relevant to this project**. Copy of WBC project director's résumé (if available) and all position descriptions must be included as attachments in accordance with Section 4.1.5 (see Section 5.2.2 for further guidance);
- Identification of contractors and consultants and the manner in which they were selected (i.e., competitively or non-competitively). **Note:** No more than forty-nine percent (49%) of award funds may be expended on contractor and/or consultant costs. Copies of contracts and consulting agreements (either signed or samples as applicable) **must be included** as attachments in accordance with Section 4.1.5;
- An organizational chart for the WBC, which includes all proposed full- and part-time program staff, titles, and the percentage of time each will devote to the WBC project.
- Performance milestones for the base period of 12-months as well as each of the four 12-month option years of the project's term.

#### 4.1.3 Budget Information (Cost/Budget Proposal)

Budget information for the 12-month base period must be provided through the submission of the following:

- SF-424, Application for Federal Assistance;
- SF-424A, Budget Information – Non-Construction Programs;  
Note: Budget estimates of Federal funds needed for the balance of the project period (i.e., the four additional option years of 12-months each) must be indicated on the SF-424A, Section E.
- SF-424B, Assurances – Non-Construction Programs;
- Annual Budget Summary Worksheets (B10-B16) – **must submit in its original excel format**. An applicant may substitute its own worksheets in place of the Annual Budget Summary provided it includes all the same cost elements/line items covered by the B10-B16;
- Certification of Cash Match and Program Income and Sources of Match Worksheet; and
- Your own Budget narrative providing a brief, detailed explanation of the components of each cost element listed in the SF-424A and B10–B16.

Note: The SF-424, 424A, and 424B are located at Grants.gov. The Annual Budget Summary Worksheets (B10-B16) and the Certification of Cash Match & Program Income & Sources of Match Worksheet are located at [www.sba.gov/wbc](http://www.sba.gov/wbc).

#### 4.1.4 *Certifications, Forms, and Assurances*

Each applicant must complete and submit the following forms:

- SF-LLL, Disclosure of Lobbying Activities;
- SF-424B, Assurances for Non-Construction Programs; and
- Letter from the applicant's Auditor, CPA, Treasurer, Comptroller, CFO or similarly qualified individual certifying that the non-Federal entity's financial management system currently meets the requirements of 2 CFR Part 200.302.

#### 4.1.5 *Attachments and Exhibits*

Along with the items discussed in the Technical Proposal, Budget Information, and Evaluation Criteria sections, applicants must submit copies of the following with its proposal (as applicable):

- Résumé and position description for the WBC Director and position descriptions for all other full- and part-time staff (including unfilled positions), copies of contracts & consulting agreements (include 3 quotes for all subcontracts between \$3,501 – \$150K), letters of support, pledges of additional funding or in-kind resources, leases, conflict of interest policy consistent

with 2 CFR 2701.112. Successful applicant must maintain current signed conflicts of interest policy for all current employees, contractors (which include consultants), and instructors providing services to the WBC project.

- Copy of the applicant's Cost Policy Statement;
- Copy of the applicant's current, government-wide indirect cost rate agreement (if the applicant's budget includes indirect costs). If the applicant **has never had** such an agreement and its budget includes indirect costs, it may utilize a de minimus rate of 10% of the Modified Total Direct Cost (MTDC) (to include Federal and non-Federal) until the non-Federal entity can provide a copy of a current indirect cost rate agreement (ICRA) either through the SBA, or from another cognizant Federal agency. **This new rule does not apply to organizations that have an expired ICRA.**
- List of all Federal awards the applicant has received within the last five (5) years to include: 1) the grantor agency name; 2) Code of Federal Domestic Assistance number; 3) the year of the award; 4) the amount of the award; and 5) status of award (i.e., whether the award is ongoing or closed).
- Any other documentation the applicant believes supports its proposal.

#### **4.2 Submission Instructions**

All proposals (narratives and forms) must be submitted electronically via the government-wide financial assistance portal <https://www.grants.gov/web/grants/home.html>. **NO OTHER FORMS OF SUBMISSION WILL BE ACCEPTED.** Required forms are provided in the grants.gov application package for this funding opportunity. All other required supporting worksheets are located at [www.sba.gov/wbc](http://www.sba.gov/wbc). Specific instructions for obtaining, completing, and submitting an application via grants.gov, including animated tutorials, may be found at <https://www.grants.gov/web/grants/applicants/applicant-training.html>.

##### **A. How to Register to Apply through Grants.gov**

Read the instructions below about registering to apply for this funding opportunity. Applicants should read the registration instructions carefully and prepare the information requested before beginning the registration process. Reviewing and assembling the required information before beginning the registration process will alleviate last-minute searches for required information.

Organizations must have a Data Universal Numbering System (DUNS) Number, active System for Award Management (SAM) registration, and Grants.gov account to apply for grants. **Applicants must register as organizations, not as individuals.**

Creating a Grants.gov account can be completed online in minutes, but DUNS and SAM registrations may take several weeks. Therefore, an organization's registration should be done

in sufficient time to ensure it does not impact the entity's ability to meet required application submission deadlines. Complete organization instructions can be found on Grants.gov here: <https://www.grants.gov/web/grants/applicants/organization-registration.html>

1. **Obtain a DUNS Number:** All entities applying for funding, including renewal funding, must have a DUNS Number from Dun & Bradstreet (D&B). Applicants must enter the DUNS Number in the data entry field labeled "Organizational DUNS" on the SF-424 form. For more detailed instructions for obtaining a DUNS Number, refer to: <https://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtain-duns-number.html>
2. **Register with SAM:** All organizations applying online through Grants.gov must register with the System for Award Management (SAM). Failure to register with SAM will prevent your organization from applying through Grants.gov. SAM registration must be renewed annually. For more detailed instructions for registering with SAM, refer to: <https://www.grants.gov/web/grants/applicants/organization-registration/step-2-register-with-sam.html>
3. **Create a Grants.gov Account:** The next step is to register an account with Grants.gov. Follow the on-screen instructions or refer to the detailed instructions here: <https://www.grants.gov/web/grants/applicants/registration.html>
4. **Add a Profile to a Grants.gov Account:** A profile in Grants.gov corresponds to a single applicant organization the user represents (i.e., an applicant). If you work for or consult with multiple organizations and have a profile for each, you may log in to one Grants.gov account to access all of your grant applications. To add an organizational profile to your Grants.gov account, enter the DUNS Number for the organization in the DUNS field while adding a profile. For more detailed instructions about creating a profile on Grants.gov, refer to: <https://www.grants.gov/web/grants/applicants/registration/add-profile.html>
5. **EBiz POC Authorized Profile Roles:** After you register with Grants.gov and create an Organization Applicant Profile, the organization applicant's request for Grants.gov roles and access is sent to the EBiz POC. The EBiz POC will then log in to Grants.gov and authorize the appropriate roles, which may include the AOR role, thereby giving you permission to complete and submit applications on behalf of the organization. You will be able to submit your application online any time after you have been assigned the AOR role. For more detailed instructions about creating a profile on Grants.gov, refer to: <https://www.grants.gov/web/grants/applicants/registration/authorize-roles.html>
6. **Track Role Status:** To track your role request, refer to: <https://www.grants.gov/web/grants/applicants/registration/track-role-status.html>
7. **Electronic Signature:** When applications are submitted through Grants.gov, the name of the organization applicant with the AOR role that submitted the application is inserted into the

signature line of the application, serving as the electronic signature. The EBiz POC must authorize people who are able to make legally binding commitments on behalf of the organization as a user with the AOR role; this step is often missed and it is crucial for valid and timely submissions.

## B. How to Submit an Application via Grants.gov

Grants.gov applicants can apply online using Workspace. Workspace is a shared, online environment where members of a grant team may simultaneously access and edit different webforms within an application. For each funding opportunity announcement (FOA), you can create individual instances of a workspace.

Below is an overview of applying on Grants.gov. For access to complete instructions on how to apply for opportunities, refer to:

<https://www.grants.gov/web/grants/applicants/workspace-overview.html>

1. **Create a Workspace:** Creating a workspace allows you to complete it online and route it through your organization for review before submitting.
2. **Complete a Workspace:** Add participants to the workspace to work on the application together, complete all the required forms online or by downloading PDF versions, and check for errors before submission. The Workspace progress bar will display the state of your application process as you apply. As you apply using Workspace, you may click the blue question mark icon near the upper-right corner of each page to access context-sensitive help.
  - a. **Adobe Reader:** If you decide not to apply by filling out webforms you can download individual PDF forms in Workspace. The individual PDF forms can be downloaded and saved to your local device storage, network drive(s), or external drives, then accessed through Adobe Reader.

NOTE: Visit the Adobe Software Compatibility page on Grants.gov to download the appropriate version of the software at:  
<https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html>

- b. **Mandatory Fields in Forms:** In the forms, you will note fields marked with an asterisk and a different background color. These fields are mandatory fields that must be completed to successfully submit your application.
  - c. **Complete SF-424 Fields First:** The forms are designed to fill in common required fields across other forms, such as the applicant's name, address, and DUNS number. Once it is completed, the information will transfer to the other forms.



3. **Submit a Workspace:** An application may be submitted through workspace by clicking the Sign and Submit button on the Manage Workspace page, under the Forms tab. Grants.gov recommends submitting your application package at least 24-48 hours prior to the close date to provide you with time to correct any potential technical issues that may disrupt the application submission.
4. **Track a Workspace Submission:** After successfully submitting a workspace application, a Grants.gov Tracking Number (GRANTXXXXXXX) is automatically assigned to the application. The number will be listed on the Confirmation page that is generated after submission. Using the tracking number, access the Track My Application page under the Applicants tab or the Details tab in the submitted workspace.

For additional training resources, including video tutorials, refer to:

<https://www.grants.gov/web/grants/applicants/applicant-training.html>

Applicant Support: Grants.gov provides applicants 24/7 support via the toll-free number 1-800-518-4726 and email at support@grants.gov. For questions related to the specific grant opportunity, contact the number listed in the application package of the grant you are applying for.

If you are experiencing difficulties with your submission, it is best to call the Grants.gov Support Center and get a ticket number. The Support Center ticket number will assist the SBA with tracking your issue and understanding background information on the issue.

#### **C. Timely Receipt Requirements and Proof of Timely Submission**

**Online Submission.** All applications must be received by the close date/Eastern time established. Proof of timely submission is automatically recorded by Grants.gov. An electronic date/time stamp is generated within the system when the application is successfully received by Grants.gov. The applicant with the AOR role who submitted the application will receive an acknowledgement of receipt and a tracking number (GRANTXXXXXXX) from Grants.gov with the successful transmission of their application. This applicant with the AOR role will also receive the official date/time stamp and Grants.gov Tracking number in an email serving as proof of their timely submission.

When SBA successfully retrieves the application from Grants.gov, and acknowledges the download of submissions, Grants.gov will provide an electronic acknowledgment of receipt of the application to the email address of the applicant with the AOR role who submitted the application. Again, proof of timely submission shall be the official date and time that Grants.gov receives your application. Applications received by Grants.gov after the established due date for the program will be considered late and will not be considered for funding by SBA.

Applicants using slow internet, such as dial-up connections, should be aware that transmission can take some time before Grants.gov receives your application. Again, Grants.gov will provide

either an error or a successfully received transmission in the form of an email sent to the applicant with the AOR role attempting to submit the application. The Grants.gov Support Center reports that some applicants end the transmission because they think that nothing is occurring during the transmission process. Please be patient and give the system time to process the application.

#### **4.3 Required Proposal Submission Dates**

**Each applicant is required to submit its proposal electronically via [www.grants.gov](http://www.grants.gov) no later than 11:59:59 p.m. (Eastern Daylight Time) on June 26, 2018.** Because of the pre-conditions for submitting applications via grants.gov and the potential for encountering technical difficulties in using that site, applicants are strongly encouraged to log on to grants.gov and review the submission instructions early. **DO NOT WAIT UNTIL THE CLOSING DATE TO BEGIN THE SUBMISSION PROCESS.** Applicants bear sole responsibility for ensuring their proposals are submitted and received before the closing date.

The SBA will consider the date and time stamp on the validation generated by grants.gov as the official submission time. A proposal that is not received by grants.gov before the closing date of this funding opportunity announcement will be rejected without being evaluated, unless the applicant can clearly demonstrate through documentation obtained from grants.gov that it attempted to submit its proposal in a timely manner but was unable to do so solely because of grants.gov systems issues. Additionally, the SBA will not accept any changes, additions, revisions, or deletions to applications made after the closing date.

Applicants should save and print written proof of an electronic submission made at grants.gov. If problems occur while using grants.gov, the applicant is advised to (i) print any error message received; and (ii) contact grants.gov for immediate assistance. Applicants may obtain advice and assistance with the grants.gov submission process by visiting <http://www.grants.gov/web/grants/support.html> or by calling 1-800-518-4726.

### **5.0 Section V - Application Review Information**

#### **5.1 General**

Applications will be rejected without being evaluated if they are submitted by ineligible organizations or they are illegible or materially incomplete due to an applicant's failure to include all required forms and/or provide the required level of detail. **All elements of this section must be addressed.**

#### **5.2 Evaluation Criteria**

All timely, materially complete applications received from eligible organizations will be evaluated in accordance with the criteria listed below.

##### **5.2.1 Mission Alignment and Experience (up to 10 Points)**

To maximize the effectiveness of the WBC project, its program goals and objectives must align with the mission of its local host and the mission of the national WBC Program. The proposal shall

include the WBC's mission statement and the host's mission statement and describe how the mission of the WBC aligns to its host organization and to the national WBC program. **(5)**

Describe relevant past experience. The applicant must demonstrate expertise in long-term and short-term training and counseling programs, and, most specifically, experience in providing targeted business development services to women. **(5)**

#### 5.2.2 Organizational Experience and Capacity (up to 15 Points)

- A. Applicants must demonstrate an adequate staffing plan to accomplish the goals and objectives as set forth in its proposal.

Include an organizational chart for the WBC, which includes all proposed full- and part-time program staff, titles, and the percentage of time each will devote to the WBC project. **(3)**

Include résumé (if available) and position description for the WBC program director and position descriptions for all other full- and part-time staff. The personnel reflected must agree with the Budget Detail Worksheets B-10A and B10B, provided at: <https://www.sba.gov/wbc>.

The grant requires a full-time (40 hours per week) program director whose time is dedicated 100% to managing the day-to-day operation of the WBC project (this position cannot be shared between two or more employees).

- B. If resume included for the WBC program director, it will be evaluated for appropriate level of business experience and supplemental experience in the areas of non-profit leadership and management, experience in leading other government program initiatives, etc.
- C. Include a list of board members of the host organization and each member's phone number and e-mail address, and include skills and experience that each member brings to the board. **(2)**
- D. The WBC must have an advisory board. Include a list of WBC advisory board members and each member's phone number, e-mail address, and include the role(s) and responsibility(ies) of each member. If no advisory board, include your plan to obtain Your WBC's advisory board. See definition below for WBC Advisory Board. **(3)**
- E. State by whom and during what hours the facility or facilities will be staffed. In addition, provide a list of planned closures. (e.g., holidays, etc.) **(2)**
- F. The WBC is required to have a readily accessible location in the service area with facilities and administrative infrastructure sufficient to operate the WBC project. **(3)**
- G. Provide at least 40 hours per week of availability to assist clients, including evening and weekend availability and on-line and telephone assistance, to meet the needs of Your service area and clientele. Although You may maintain multiple service locations, no more than two locations may count toward meeting the weekly service hours requirement. **(2)**

5.2.3 Market Assessment for Services Provided (up to 15 Points)

- A. Provide a narrative description of the target market to be served—geographic size and area type (urban, rural, or suburban), population numbers and demographics. Use data to support Your assertion. **(5)**

Describe plans to reach a representative number of women who are socially and economically disadvantaged. **Include the percentage of women served.**

- B. Describe the specific needs and benefits of SBA funding for this WBC project in the proposed geographic area. **(5)**
- C. Describe how the WBC project complements and does not duplicate other public and private projects or services in the market area. **(5)**

Note: If the SBA determines there is overlap and/or duplication of service area, the Agency reserves the right to decline such an application or revise the service area, regardless of how highly it scores on other evaluation criteria. The SBA also has the discretion to negotiate the service area with the successful applicant to amend its proposed scope of services to eliminate any overlap between the applicant and the existing WBC.

5.2.4 Project Objectives and Milestones (up to 20 points)

Services and Activities to be Offered to Small Businesses Owned or Controlled by Women or Women Entrepreneurs and Other Clients. (Section A is up to 5 points, Section B is up to 5 points, and Section C is up to 10 points.)

- A. Provide a narrative plan with clear goals, measurable objectives, and time-phased activities that are results-oriented to increase business expansions and new business start-ups among prospective clients.

The narrative plan must cover the base project period of 12 months and each of the four option periods of 12 months each.

The applicant must address its past experience and collaboration with the local SBA District Office.

1. The plan must include a projected number of clients to be counseled and trained in each grant year. Performance goals will be negotiated with the assistance of the local District Office and OWBO annually based on funding levels, market needs and capacity of host.
2. The plan must include long- and short-term training, counseling and technical assistance, and must provide for serving nascent entrepreneurs as well as start-up and established businesses.

3. Provide a completed projected milestones chart located at [www.sba.gov/wbc](http://www.sba.gov/wbc) (see Section 8.4, Templates and Charts, for a sample).

B. Areas of assistance shall include, but not be limited to:

- financial assistance;
- how to prepare a loan package and secure business credit from all lending sources (non-Federal entity should detail plans to provide loan packaging services with an emphasis on SBA loans);
- how to prepare and present financial statements;
- how to manage cash flow, and understand and comply with tax laws, accounting principles and welfare regulations (where appropriate); and
- how to manage the financial operations of a business.

1. Management Assistance

- how to effectively startup and/or manage a business;
- how to engage in strategic business planning;
- how to manage employees, operations and inventory;
- how to evaluate technology;
- legal advisory information; and
- individual or group mentoring by successful business people.

2. Marketing Assistance

- how to increase a business' capacity to prepare and execute marketing plans;
- how to develop pricing, packaging, and distribution strategies;
- how to identify and pursue local and export contract opportunities; and
- how to use effective public relations, networking and advertising techniques as well as use of social media for marketing purposes.

3. Export Assistance

In cooperation with SBA's Office of International Trade, the Department of Commerce and other relevant Federal agencies –

- a. The WBC should promote export assistance programs to their clients and the WBC should serve as a resource to refer small businesses to appropriate resources for trade finance, trade promotion, trade adjustment, and trade remedy assistance.
- b. The WBC should collaborate in trade data collection as identified through the Entrepreneurial Development Management Information System or as identified in their annual work plans.
- c. The WBC should work with SBA's U.S. Export Assistance Centers (USEAC) personnel to conduct Export Trade Assistance Partnership (E-TAP) programs to help increase small business participation in international trade.
- d. The WBC may provide small business owners with access to a wide variety of export-related information by establishing on-line computer linkages between WBCs, USEACs, the Department of Commerce and their respective informational international trade databases. [www.export.gov](http://www.export.gov)

4. Additional Specialized Assistance

For example, issues may include home-based businesses, legal matters, accounting, rural business, agribusiness, construction, childcare, elder care, manufacturing, procurement, web development, business expansion and franchising, or international trade, business programs helpful to veterans, people seeking to get off welfare, people with disabilities, and other subcategories of women in business.

**In addition, up to 5 bonus points may be added to an applicant's project objectives and milestone score if they can demonstrate a track record of serving rural communities, Native American populations, or women veterans.**

C. Experience Providing Services to Existing Businesses

The WBC program is designed to help women entrepreneurs not only start new businesses, but also grow existing businesses. Research indicates that while women-owned businesses account for 36% of all U.S. enterprises, they employ only 7% of the country's workforce and contribute fewer than 4% of business revenues. This presents a tremendous opportunity for WBCs to help women business owners overcome this revenue and employment gap, while spurring local economic development.

Describe the experience providing services to women entrepreneurs who are seeking to expand or grow businesses already under operation. Services should aim to increase women entrepreneurs' access to capital, access to domestic or international markets, productivity, job growth, and/or revenues. Include a plan to reach this specific target.

5.2.5 Plans for Marketing and Collaboration with SBA and Other Community and Small Business Organizations (*up to 10 Points*)

- Demonstrate involvement with SCORE, Small Business Development Centers (SBDCs), SBA Microloan Program lenders, non-lender technical assistance providers, and other SBA resource partners, such as mainstream financial institutions, state and/or local governments, chambers of commerce, loan funds, community colleges, and women's organizations, through co-sponsorship agreements and memoranda of understanding. Explain how the collaboration will continue to contribute to the success of the WBC.
- To the extent practicable, provide commitment letters and/or cooperative agreements that state how the organization and its WBC unit will cooperate to leverage resources, including outreach to local media.
- The WBC must maintain a working relationship with the district director and the DOTR in the nearest SBA District Office, and provide support for their outreach efforts to women. Document the organization's plans to:
  1. use the SBA as a resource partner and maintain communication with the DOTR;
  2. participate with the SBA in conferences and special programs for women;
  3. include the SBA in outreach activities and events;
  4. promote the SBA programs to the WBC's clients;
  5. display the SBA brochures and the SBA signage (provided by the SBA) in a prominent area at the women's business center location(s).

5.2.6 Sources and Leverage of other Funds (*up to 10 Points*)

Non-Federal entities that are able to leverage other funding sources to support WBC-eligible activities are best positioned for long-term sustainability and growth. Diversification of funding sources provides a broad, solid funding foundation for the program; and signifies a growing strong reputation in the "business services" community, for providing in-depth, value-added services to customers.

The application shall describe the approach the applicant will take to achieve matching sources of funds and include how the applicant will diversify the match funding.

Include the source, amount and duration of funds provided by each non-Federal entity to the WBC and the purpose for which the funds have been provided. Use the "Certification of Cash Match &

Program Income Worksheet" located at <https://www.sba.gov/wbc> for all sources of cash match. Indicate which contributions are expected and which have been committed to be a part of the WBC project match funds. **Reminder: With the exception of permissible CDBG funds, federal funds may not be used as match.**

The non-Federal entity must maintain an updated list of funding sources and amounts for each source of funds received (including grants, contracts and contributions). In addition, for each source of funds, documentation of the name and phone number of the donor/contractor/grantor, the amount of funding, the intended purpose for use on the WBC project, and any requirements, stipulations or deliverables must be maintained and made available during any financial examination process.

#### 5.2.7 Financial Management Capability and Confirmation of Match *(up to 10 Points)*

The non-Federal entity must be able to account separately for award funds to ensure a clear audit trail and to identify the sources and uses of funds (including cash match, in-kind contributions, and program income).

- A. The application must include a copy of its most recent Single Audit (formerly referred to as A-133 audit). If the applicant is not subject to the requirements of the Single Audit Act, it must instead submit a copy of its most recent audited financial statement. **UNAUDITED FINANCIAL STATEMENTS ARE NOT ACCEPTABLE.**

Non-Federal entities that are not subject to the Single Audit Act may renegotiate their existing approved indirect cost rate to include the cost of its audits or audited financial statements. If the non-Federal entity has never received an approved ICRA, it may utilize the 10% de minimus indirect rate to cover such costs. Note: Non-Federal entities may not charge the cost of its audit and/or audited financial statements under the direct cost categories on its budget.

- B. The application must include a letter from the applicant's Auditor, CPA, Treasurer, Comptroller, CFO or similarly qualified individual certifying that the Non-Federal entity's financial management system currently meets the requirements of 2 CFR Part 200.302.

This written statement must be provided in the grant proposal before the Federal funds will be disbursed.

- C. Describe the non-Federal entity's plan to ensure accuracy of its financial recordkeeping and describe its current practices regarding the receipt and expenditure of program funds. Explain how the organization will comply with the requirements that financial records must be accessible to the project director, and that both the project director and chief financial officer must approve WBC expenditures and co-sign financial reports and requests for reimbursement.



- D. Provide a detailed development plan demonstrating how the cash and in-kind match will be raised over the term of the grant. Include letters of support from potential sources of matching funds.

Note: If the non-Federal entity plans to generate program income, the plan must identify the method and provide tuition rates, if any, for proposed services. All program income must be accounted for within the WBC's official financial statements.

#### 5.2.8 Program Evaluation and Economic Impact *(up to 5 Points)*

Demonstrate the experience the non-Federal entity has in evaluating programs, including measuring program outcomes. Describe the evaluation process and method the WBC will use for measuring: the outputs and outcomes included in the milestone chart, its program mission objectives, and its compliance with all required financial, performance, customer-satisfaction, and follow-up reporting.

#### 5.2.9 Technological Capabilities *(up to 5 Points)*

The SBA seeks partners who invest resources into their online marketing and service capability. Therefore, the successful applicant must maintain a website, or a clearly defined subsection of an existing website, for the purpose of publicizing and conducting project activities. The WBC website must make reasonable accommodations for access by persons with disabilities. The WBC website must feature the SBA logo, link to the SBA website ([www.sba.gov](http://www.sba.gov)) and must comply with acknowledgment and graphic requirements as detailed in notice of award terms and conditions.

Applicants must address the following:

1. The WBC must create and support its own website and link to the SBA website at [www.sba.gov](http://www.sba.gov).
2. Provide your website address and any additional instructions necessary to preview these products and/or services to the SBA upon request.
3. The WBC must have e-mail capability to counsel and respond to client technical assistance questions and have access to the internet for staff and clients.
4. Describe how you will provide training on use of the internet including electronic commerce and the importance of website design and development.
5. In addition to face-to-face training and counseling, describe how you will provide online training and counseling via your website and/or e-mail.

6. The SBA hosts an on-line training network, the SBA Learning Center that the WBC may utilize for training purposes at <https://www.sba.gov/tools/sba-learning-center>. The WBC may also contribute training materials, which it has developed, to the site.

### **5.3 Review and Selection Process**

Applications that are not rejected by grants.gov or SBA's screening process will be evaluated by teams of reviewers and scored based on how well they meet the criteria outlined above. These reviewers may be SBA employees or employees of other Federal agencies. **The maximum score any application can receive is 105 points.** Prior to evaluating applications received in response to this funding opportunity announcement, SBA will establish a minimum acceptable score. Only those applications that meet or exceed that threshold will be eligible for funding. Applicants are therefore encouraged to design proposals that address each of the scoring criteria listed above as thoroughly as possible.

In the interest of providing Women's Business Center Program services to as broad a segment of the required area as possible as stated in this funding opportunity announcement, the SBA will take the geographical dispersion of applicants' project service areas into account when making award decisions. An application that exceeds the minimum acceptable score and which scores more highly than other acceptable proposals may nevertheless be passed over for funding if that application proposes to serve the same or substantially the same area or market as an existing non-Federal entity's WBC project or another more highly rated application that was selected for award.

**At SBA's discretion, it may award qualified applicants not awarded under this funding opportunity announcement using subsequent fiscal year resources, subject to continuing program authority, and the availability of funds.**

### **5.4 Risk Assessment**

As required by 2 C.F.R. § 200.205(b), applicants receiving acceptable scores will be further evaluated by OWBO senior staff to assess the possible risks they may pose. In assessing the possible risks posed by an applicant, OWBO will consider the applicant's:

- Financial stability;
- Management systems quality and its ability to meet the management standards prescribed in 2 C.F.R. § 200.302;
- History of performance in managing other Federal awards, including: timeliness of providing required reports; compliance with the terms and conditions of the award; ability to meet matching funds requirements; and the extent to which the applicant has failed to fully expend funds provided under prior awards;

- Results, reports, and findings from any of its available audits or programmatic reviews and its responses to them; and
- Ability to effectively implement statutory, regulatory, or other requirements.

Although an applicant may receive a score placing it in the competitive range, the SBA may still decline to issue it an award under this announcement based on its assessed risk.

## **6.0 Section VI - Award Administration Information**

### **6.1 Award Notification**

All applicants will receive written notification of their application status. There will be no debriefing process for unsuccessful applicants.

### **6.2 Administrative and National Policy Requirements**

The successful applicant will be required to comply with the requirements set forth in the Small Business Act, §§2(h) and 29 (15 U.S.C. §§ 631(h) and 656), as amended; 2 CFR Chapter I, Chapter II, Part 200, et al., 13 C.F.R. Part 143; the Assurances for Non-Construction Programs (SF-424B); and the terms and conditions set forth in their notices of award. In addition, the SBA, from time to time, may advise non-Federal entities of awards made under this funding opportunity announcement of new legal requirements and/or policy initiatives with which they must agree to comply.

### **6.3 Reporting**

The non-Federal entities are required to submit the reports identified below. The SBA may withhold payment if reports are not received or are deemed inadequate. Failure to report in a timely manner will also be weighed against future applications for grant funding from the same organization and the exercise of any option periods. The reports provided by non-Federal entities may be made public. In addition, the SBA reserves the right to increase the frequency of reporting as deemed necessary as well as require non-Federal entities to post these reports (with the exception of financial reports), on their web sites.

#### **6.3.1 Financial Reports**

The non-Federal entities will be required to submit quarterly financial reports in the base project period, and semi-annually in year two through five, to the SBA using the SF-425, Federal Financial Report (FFR) and supporting documents identified by OWBO, within 30 days after the completion of each reporting period. Note: In year two through five, WBC projects deemed "high risk" must submit quarterly financial reports.

#### **6.3.2 Health and Human Services Payment Management System Reports (HHS PMS Reports)**

The non-Federal entities will be required to submit quarterly financial reports to HHS using the electronic SF-425 via the HHS Payment Management System within 30 days after the completion of each quarter.

#### 6.3.3 *Performance Reports*

The non-Federal entities will be required to submit quarterly financial reports in the base project period, and semi-annually in year two through five, to the SBA using the report identified by OWBO within 30 days after the completion of each reporting period. Note: In year two through five, WBC projects deemed "high risk" must submit quarterly performance reports.

#### 6.3.4 *Entrepreneurial Development's Management Information System (EDMIS Reports)*

The non-Federal entities will be required to either manually enter performance data or upload data files quarterly to the EDMIS system, the Office of Entrepreneurial Development's (OED) centralized data collection system, within 30 days after the completion of each quarter. EDMIS training is provided by the SBA.

#### 6.3.5 *Economic Impact Data*

The non-Federal entities will be required to submit annual economic impact data to the SBA via the EDMIS Impact Data Entry Screen, within 30 days after the end of the 4th quarter only.

#### 6.3.6 *Report Submission*

The non-Federal entities will be required to submit reports as instructed by the Notice of Award.

### 6.4 **Recordkeeping Requirements**

#### *Activity Records*

The non-Federal entities will be required to maintain complete and accurate records and supporting documentation. Client counseling, training, and other activities must be fully documented on the SBA Form 641 and the SBA Form 888.

In addition to the performance and program reports already mentioned in the Reporting section, the non-Federal entity must maintain the following records:

##### 1. Counseling Activity Reports

The non-Federal entity will be required to collect all counseling activities on SBA Form 641 Counseling Information Form (or an equivalent form). Data gathered by this form must meet the minimum requirement as stipulated by OED's EDMIS database. Signed copies of these forms must be retained by the non-Federal entity either electronically or in hard copy and be made available for the SBA review upon request.

##### 2. Training Activity Reports

The non-Federal entity will be required to utilize the SBA Form 888 Management Training Report (or an equivalent form) to report small business management training activities (see definitions section for training). The non-Federal entity may use a computerized version of this form. Electronic or hard copies of these forms must be retained by the non-Federal entity and be made available for the SBA review upon request.

3. WBC Client Evaluation Forms

Evaluations of the WBC services or client satisfaction surveys must be collected from clients who receive continuous counseling or attend a WBC training event. Copies of these evaluations must be retained by the non-Federal entity and be made available for the SBA review upon request.

4. Protection of Client Contact Information

A WBC may not disclose the name, address, or telephone number of any individual or small business concern to which it provides assistance without the written consent of that individual or concern, except as authorized by the SBA.

**7.0. Section VII - Agency Contacts**

**7.1 Office of Women's Business Ownership Point of Contact**

Questions concerning general information contained in this funding opportunity announcement should be directed to the Office of Women's Business Ownership at 202-205-6673 or OWBO@sba.gov.

**7.2 Financial/Grants Management Point of Contact**

Questions regarding budgetary matters related to this funding opportunity announcement should be directed to the Office of Women's Business Ownership at 202-205-6673 or OWBO@sba.gov.

**7.3 Grants.gov Technical Support**

For technical support with filing an electronic application in response to this funding opportunity announcement, contact the Grants.gov help desk at 1-800-518-4726 or e-mail at [support@grants.gov](mailto:support@grants.gov).

**8.0. Section VIII - Other Information**

**8.1. Definitions**

The following definitions apply to awards made under this Funding Opportunity Announcement.

8.1.1 **Applicant** – An eligible organization that applies for funding under this Funding Opportunity Announcement.

8.1.2 **Budget Period** – The period of performance in which expenditures and obligations are incurred by a WBC, consistent with 2 CFR 200.77.

8.1.3 **Client** – An entrepreneur or existing small business seeking services provided by the WBC.

8.1.4 **Closure** – A period of time when the WBC plans to cease operations, such as a national holiday, annual local event or other extended period.

- 8.1.5 **Contact Hours** – The amount of time spent directly interacting with a business or individual client.
- 8.1.6 **Contributions/Donations** – Funds received by the non-Federal entity with no conditions and that may be used as match or overmatch for the WBC project in the year expended. Federal funds or amounts reported as match may not be used as contributions to others.
- 8.1.7 **Cooperative Agreement** – Also known as notice of award, is a legal instrument of financial assistance between the SBA and a recipient organization that is consistent with 31 U.S.C. 6302–6305 and provides for substantial involvement between SBA and the recipient organization in carrying out the proposed activities.
- 8.1.8 **Cost Policy Statement** – A document describing all accounting policies of an applicant organization and narrating in detail its proposed cost allocation plan. This plan must stipulate the procedures used to identify, measure, and allocate all costs to each benefitting activity.
- 8.1.9 **Counseling** – Services provided to an individual and/or small business owner that are substantive in nature and require assistance from a resource partner or SBA district office personnel in the formation, management, financing, and/or operation of a small business enterprise and are specific to the needs of the business or individual. Counseling services require a signed SBA Form 641 or equivalent form that supports the SBA's management information database.
- 8.1.10 **Counseling Record** – A record that provides individual client contact information, demographics about the client/business and data on the counseling provided.
- 8.1.11 **Distance Learning** – The process of connecting learners with remote and multiple resources. Such learning uses communication technologies to stimulate continuous and lifelong learning. The technologies used include video, audio, computer, satellite, audio-graphic and print technologies.
- 8.1.12 **Electronic Commerce (eCommerce)** – Electronic commerce refers to all aspects of business and market processes enabled by the Internet and other digital technologies.
- 8.1.13 **Goals and Initiatives** – WBC goals are those established in collaboration with OWBO and the SBA District Office.
- 8.1.14 **Grants Management Officer (GMO)** – The SBA official with delegated authority to obligate Federal funds by signing the Notice of Award.
- 8.1.15 **In-kind Contribution (third party)** – Cost incurred as described in 2 CFR 200.96.
- 8.1.16 **Non-Federal Entity** – Non-Federal entity means a state, local government, Indian tribe, institution of higher education (IHE), or nonprofit organization that carries out a Federal award as a recipient.

8.1.17 **Notice of Award** – See Cooperative Agreement.

Option Year: Additional 12-month budget period awarded after the first budget (base period) as determined by the period of performance identified in the cooperative agreement.

Option Year Work Plan and Budget: The written submission by an existing WBC applying for an additional year of grant funding. This submission is required to ensure the recipient organization's continued alignment with the WBC program and to update its description of projected WBC activities for the upcoming option year budget period.

8.1.18 **Personnel** – Formerly, known as key and non-key personnel. These are all full- and part-time personnel employed by the non-Federal entity who serve in a position/role that is deemed necessary to the successful operation of the WBC.

8.1.19 **Preparation Time (hours)** – The amount of time spent preparing and researching information for a business or individual client.

8.1.20 **Program Director** – A full-time (40 hours per week) employee (required by statute) whose time is dedicated 100% to managing the day-to-day operation of the WBC. The Program Director's responsibilities include but are not limited to:

- Ensuring that WBC Project and services are delivered in accordance with the funding opportunity announcement, Notice of Award, regulations, and statute.
- Ensuring that the WBC is compliant with the funding opportunity announcement, Notice of Award, regulations, statute, and OMB circulars.
- Ensuring that all communications from the Office of Women's Business Ownership are provided to the appropriate parties of the WBC.

8.1.21 **Program Income** – Gross income earned by the non-Federal entity, as described in 2 CFR 200.80.

8.1.22 **Project Funds** – All funds authorized under the cooperative agreement including, Federal funds and non-Federal cash, third-party in-kind contributions and program income, as well as the Federal funds and non-Federal match authorized or reported as carryover funds.

8.1.23 **Project Period** – The period of time specified in the notice of award, which identifies the start and end date of the recipient organization's 5-year project.

8.1.24 **SBA Resource Partner** – Organizations that provide services through SBA funding or through another recognized relationship with the SBA. Resource partners include, but are not limited to, SBDCs, SCORE, veterans business outreach centers (VBOCs), women's business centers, U.S. export

assistance centers (USEACs), SBA Microloan Program intermediaries and non-lender technical assistance providers, and SBA co-sponsorship and memorandum-of-understanding partners.

- 8.1.25 ***Socially and Economically Disadvantaged Women*** – Women who have been subjected to gender, racial or ethnic prejudice or cultural bias within American society because of their identities as members of groups and without regard to their individual qualities. Also includes women whose ability to compete in the free enterprise system has been impaired due to diminished capital and credit opportunities as compared to others in the same or similar line of business.
- 8.1.26 ***Technical Assistance*** – Counseling or training services provided to an individual and/or business in accordance with the terms of this Funding Opportunity Announcement and a non-Federal entity's Notice of Award.
- 8.1.27 ***Training*** – A qualified activity or event presented or cosponsored by a WBC that delivers a structured program of knowledge, information or experience on an entrepreneurial or business related subject.
- 8.1.28 ***Travel hours*** – The amount of time spent traveling to and from a location (separate from assigned post-of-duty) to meet with businesses or individual clients. If meeting with more than one client, travel time is counted only once.
- 8.1.29 ***Women's Business Center*** – Women's Business Centers represent a national network of educational centers throughout the United States and its territories that assist women in starting and growing small businesses.
- 8.1.30 ***WBC Advisory Board*** – A group established to confer with and provide recommendations to the Women's Business Center Program Director on matters pertaining to the operation of the WBC. The advisory board will also act as a catalyst to raise funds for the Women's Business Center.
- 8.1.31 ***Woman Owned Business*** – A small business concern that is not less than 51% owned by one or more women and the management and daily business operations of which are controlled by one or more women.

## **8.2 Additional Resources and Partnerships**

### **A. *Business Matchmaking***

WBCs are encouraged to participate in the SBA Business Matchmaking events. Business Matchmaking provides a means for small businesses to be matched with procurement representatives from government agencies and major corporations with actual contract opportunities. Business Matchmaking is offered at no cost to its participants—buyers or sellers.



The events combine education and counseling by pairing expert small business advisors and topical experts with networking and matchmaking through face-to-face events. There is also an online network at <http://www.businessmatchmaking.com/online.shtml>

**B. Co-Sponsorship Agreements**

If one or more organizations and the SBA are involved with a WBC as co-sponsors of an activity, a co-sponsorship agreement must be executed by the SBA, the WBC, and all other co-sponsors in accordance with the SBA's Co-sponsorship SOP 90 75 2 or revised equivalent.

**8.3 Frequently Asked Questions**

**Question:** Is a small business development center (SBDC) eligible to apply for an award under this funding opportunity announcement?

**Answer: No.** An SBDC is not a legal entity; it is a project funded under a Federal grant program. However, the **non-Federal entity** of the SBDC Federal grant is eligible to apply for a WBC grant if it is a private, non-profit organization and meets the WBC eligibility requirements. In addition, host organizations that house service centers as part of an SBDC network may also be eligible for a WBC grant if all eligibility requirements are met.

**Question:** Are colleges and universities eligible to apply?

**Answer: Yes.** A college or university may apply if it is a private, non-profit organization and meets all eligibility requirements.

**Question:** May SBDCs provide cash or in-kind match to the WBC Project?

**Answer: No.** SBDCs are funded with Federal monies, which are matched from non-Federal sources. Because the non-Federal entity may not use Federal funds as match to fund the WBC project, SBDC Federal funds may not be used as match. SBDC matching funds, as well as program income derived from an SBA SBDC grant, also may not be used as match. However, the SBDC's recipient organization may donate non-Federal funds and in-kind donations to the WBC project as match.

**Question:** May Community Development Block Grant (CDBG) funds be used as match?

**Answer: Yes.** If CDBG Program requirements are met and the funds are used for the WBC grant project.

**Question:** What are the key aspects of a successful women's business center?

**Answer:** Success could be defined by the following, but not limited to: 1) having adequate funds; 2) a good financial management system; 3) a strong advisory board with proven fundraising capability; 4) a committed staff with strong entrepreneurial experience; 5) a program that meets the unique needs of the service area's business women; 6) a strong marketing plan; and 7) close ties with the local SBA District Office, its resource partners and the local business community.

**Question:** Should the Standard Form 424, Application for Federal Assistance (face page), indicate the total amount to be funded for the base project period and each of the four option year periods of 12 months each?

**Answer:** No. The estimated funding (block 18) must indicate the proposed amount for the base project period only. Budget estimates of Federal funds needed for the balance of the project period (option years) must be indicated on the SF-424A, Section E.

Applicants must complete the SF-424, SF424A, SF424B, Annual Budget Summary Worksheets (B10-B16, or a reasonable facsimile), Certification of Cash Match and Program Income and Sources of Match Worksheet, and a Budget Narrative for the Base Period.

## 8.4 Templates and Charts

### 8.4.1 Projected Milestones Chart (Chart located at [www.sba.gov/wbc](http://www.sba.gov/wbc))

Applicants must complete the "Projected Milestones Chart" located at [www.sba.gov/wbc](http://www.sba.gov/wbc) and provide information as requested by the worksheet for the 12-month base period and each of the four option years. Save the chart in its original format and include it with your submission.

#### WBC Projected Milestones Chart

**Instructions:** Select application type and enter identification information. Next, enter projected milestones into the chart by year as required by application type. Actual WBC performance is measured by training records (SBA Form 888) and counseling records (SBA Form 641) that are submitted quarterly through the SBA's Entrepreneurial Development Management Information System (EDMIS). Training and counseling forms, client definitions and other resources pertaining to EDMIS can be found at [www.sba.gov/edmis](http://www.sba.gov/edmis).

Application Type: Initial ☒ Renewal ☐ Option Year ☐

Location ID:

WBC Name:

City:  State:

	Year 1		Year 2		Year 3		Year 4		Year 5	
Outputs	Number of Clients	Number of Hours	Number of Clients	Number of Hours	Number of Clients	Number of Hours	Number of Clients	Number of Hours	Number of Clients	Number of Hours
Training										
Counseling*										
Outcomes (from counseling records)**	Total		Total		Total		Total		Total	
New Business Starts										
Jobs Created										
Amount of Capital Infusion										
Total Outcomes (from all activities)***	Total		Total		Total		Total		Total	
New Business Starts										
Jobs Created										
Amount of Capital Infusion										

\*Counseling clients are counted once per project year.

\*\* EDMIS collection of outcome data is limited to counseling clients.

\*\*\*Many WBCs collect outcome data from training clients as well as counseling clients. Use this section to project outcomes from all activities.

U.S. Small Business Administration  
Office of Women's Business Ownership  
Women's Business Center Initial Grant  
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**8.4.2 Checklist of Required Submissions for Funding Opportunity Announcement**

Technical Proposal	Cost Proposal
<p style="text-align: center;"><b>Address and submit each of the following as instructed and outlined in the Funding Opportunity Announcement.</b></p> <p style="text-align: center;"><b>Program Information Narrative</b></p> <p>___ Table of Contents</p> <p>___ Mission Alignment and Experience</p> <p>___ Organization and Structure</p> <p><u>Include the following:</u></p> <ul style="list-style-type: none"> <li>- Organization Chart (include names, positions titles, and percentage of time each will devote to the project for all proposed full- and part-time employees working on the WBC project)</li> <li>- Résumé (for WBC Director)</li> <li>- Position Description (for ALL personnel)</li> </ul> <p>List of Board of Directors (include phone number and e-mail address, and include skills and experience that each member brings to the board)</p> <ul style="list-style-type: none"> <li>- List of WBC Advisory Board Members and each member's phone number, e-mail address, and include the role(s) and responsibility(ies) of each member.</li> <li>- WBC Hours &amp; Planned Closures</li> </ul> <p>___ Market Assessment for Services Provided</p> <p>___ Project Objectives &amp; Milestones</p> <p>___ Plans for Marketing and Collaboration with the SBA &amp; Other Community &amp; Small Business Organizations</p> <p>___ Include commitment letters and/or cooperative agreements.</p> <p>___ Sources and Leverages of Funds</p> <p>___ Financial Management Capability &amp; Certification of Match</p> <p>___ Include a certification that the financial system to be used for the non-Federal entity's WBC project meets 2 CFR Part 200.302 and 200.333. (<u>Note:</u> Letter may be from the applicant's auditor, CPA, treasurer, comptroller, CFO or similarly qualified individual.)</p> <p>___ Program Evaluation and Economic Impact</p> <p>___ Technology Capability</p> <p><b>Supporting Documents</b></p> <p>___ List of all Federal awards received w/in last 5 years - include: 1) grantor agency name; 2) CFDA number; 3) the year of the award; 4) the amount of the award; &amp; 5) status of award (i.e., if award is ongoing or closed).</p> <p>___ Active SAM Registration – A print out showing a valid SAM registration and the date of expiration</p> <p>___ Copy of All Subcontracts and Agreements (may not exceed 49% of total budget). <b>Must also include 3 quotes for all subcontracts between 3,501 and 150K.</b></p> <p>___ Conflict of Interest policy</p> <p>___ Projected Milestones Chart</p> <p>___ Articles of Incorporation</p> <p>___ Non-Profit Verification (501(c) Certification from IRS)</p> <p>___ SF-LLL (Lobbying)</p> <p>___ Approved Indirect Cost Rate or Cost Allocation (if applicable)</p> <p>___ Most recent audit (or audited financial statement)</p>	<p style="text-align: center;"><b>Must complete the SF-424 Package for the Base Period</b></p> <p style="text-align: center;"><b>SF 424 Packages and Budget Details</b></p> <p><u>For the Base Period:</u></p> <p>___ SF-424 (located at Grants.gov)</p> <p>___ SF-424A (located at Grants.gov)</p> <p>___ SF-424B (located at Grants.gov)</p> <p>___ Annual Budget Summary (B10 – B16) – in its original excel format</p> <p>___ Certification of Cash Match and Program Income Worksheet. Also, must complete page 2 of this worksheet to include a list of sources for cash match and detail the activity which will generate program income (if any). <u>Note:</u> In-kind should not be included on this worksheet.</p> <p><u>For Estimated Funding Requirements for Option Year 1 through 5 – Complete the following:</u></p> <p>___ Section E of the Base Period SF-424A as instructed in the funding opportunity announcement.</p> <p style="text-align: center;"><b>MAKE SURE OF THE FOLLOWING</b></p> <ol style="list-style-type: none"> <li>1. The SF-424 reflects the correct Federal amount and non-Federal match of which 50% is in the form of cash. <u>Note:</u> Cash match is all non-Federal cash and program income;</li> <li>2. The SF-424A, block 6. a. – k., breaks out the Federal share (in column 1); the non-Federal cash (in column 2); in-kind (in column 3) &amp; program income (in column 4); and</li> <li>3. The budget does not include non-expendable equipment. Non-expendable equipment is <u>unallowable</u> under the grant. Only expendable equipment, (valued below \$5,000 per piece) is allowable and must be shown under the "Supplies" cost category.</li> </ol>