



HEALTH REFORM SUPPORT

NGO'S OUTREACH CAMPAIGN ON PATIENTS' RIGHTS AWARENESS

RFA # 35

November 2022

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Health Reform Support

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I SUMMARY

I.1. USAID Health Reform Support

The purpose of USAID's Health Reform Support Project (HRS Project) is to support a transparent, accountable, and effective health care system that is capable of meeting the health needs of the Ukrainian people. Advancing health sector reforms, enhancing transparency, and tackling corruption will reduce out-of-pocket payments and improve access and availability of high quality, evidence-based health care services for Ukrainians. Elimination of corruption is a cross-cutting theme across all objectives to be achieved by this activity, which include:

1. Improve health sector governance.
2. Support the transformation of the healthcare financing model.
3. Strengthen the health workforce.
4. Enhance transparency, accountability and responsiveness of the health care system.
5. Improve service delivery system at all levels.

I.2. Request for Applications (RFA) Summary

Scope of Work: This solicitation seeks a Ukrainian eligible partner which has capacity to implement of a nationwide or multiregional communication campaign to increase the awareness of patients on PMG and new routes of receiving the government-funded medical services.

It is expected that the campaign would involve a wide range of communications instruments, including media relations, social media, work with public opinion leaders both on national and regional levels, health services providers, doctors, and local governments, as well as outreach to the patients.

As the result of this grant patients' literacy in healthcare-seeking behaviors, health reform awareness, and trust in the health system will be improved.

Period of Performance: The period of performance for the grants is approximately nine (9) months, from January 2023 to September 30, 2023. The application work plan and budget should reflect the period of performance.

Proposal Selection: All applications will be reviewed to check for eligibility and completeness of the submission. All eligible and complete applications will be reviewed by a Technical Evaluation Committee against the review criteria described in Section 6 Selection.

The minimum score to be considered for grant funding is 70 points out of the total 100 points. Applicants not selected for the award will be notified by the project in writing.

Funding Range: Subject to the availability of funds, USAID Health Reform Support intends to award **one (1) grant up to 7 000 000 UAH**. Funding for this grant will be subject to donor approval and the availability of funds. Funding will be disbursed to the Grantee in Ukrainian local currency (UAH).

Submission Deadlines: All applications must be submitted no later than 23:59 Ukraine local time (UTC + 02:00) on December 7, 2022. Questions should be received by close of business (COB) Ukraine local time on November 23, 2022, and responses to questions will be provided by November 25, 2022.

The RFA has three Attachments that are relevant to the application development:

Attachment 1: Grant Application Form and Guidelines with attachments

Attachment 2: Budget Template

Attachment 3: Grant Applicants Handbook (including Grant Award template)

2. INSTRUCTIONS FOR APPLICANTS

2.1. General

- Entities invited to submit an application are under no obligation to do so.
- Applicants will not be reimbursed by USAID Health Reform Support Project for any costs incurred in connection with the preparation and submission of their applications.
- Applicants may submit only one application under RFA#35.
- For the purposes of interpretation of these instructions to applicants, the periods named herein shall be consecutive calendar days.
- USAID Health Reform Support Project reserves the right to conduct discussions once a successful application is identified, or to make an award without conducting discussions based solely on the written applications if it decides it is in its best interest to do so.
- USAID Health Reform Support Project reserves the right not to make any award.
- These instructions to applicants will not form part of the offer or grant award. They are intended solely to aid applicants in the preparation of their applications.

2.2. RFA Contact Information

USAID Health Reform Support Project Office

Attention: Olena Korduban

Address: 52A, B. Khmelnytskogo Str., 5th floor, 01030 Kyiv, Ukraine

Email: grant@hrs.net.ua

2.3. Questions and Clarifications

- **Method:** Only written questions and requests for clarification will receive a response. Send questions about this RFA by email to the RFA Contact noted above.
- **Date for receipt:** All questions and requests for clarification must be received by close of business (COB) on November 23, 2022 to the email address noted above. Only questions received by this date will receive a response.
- **Responses:** By November 25, 2022, we anticipate providing responses to the requests for clarifications. All responses will be emailed to all applicants and published via Deloitte Grants Portal (<https://dgrants.fluxx.io>).
- An informational webinar planned to be held on **November 22, 2022, at 15:00 local time** to clarify grant procedures and grant objectives. Registration can be requested via e-mail at grant@hrs.net.ua by 11:00 Ukraine local time, November 22, 2022

2.4. Applications Due Date and Time

Closing Date: December 07, 2022

Closing Time: 23:59 Ukraine local time (UTC + 02:00)

2.5. Application Delivery Address

The proposal package should be submitted through the Deloitte Grants Portal (<https://dgrants.fluxx.io>).

First time applicants will be required to register for an account and, upon approval, will receive an email notification with the necessary log-in credentials to access the portal.

The portal details submission instructions for completing a web-based application form and contains all required document and budget attachments to be included with the application.

All electronic file names should include the organization's name and the title of the document. Applicants should retain copies for their records, as all applications and attachments received will not be returned.

2.6. Type of Award

The USAID Health Reform Support anticipates the award of one (1) Fixed Amount Award in response to RFA# 35 with the ceiling amount of up to 7 000 000 UAH.

2.7. Submission Requirements

- **Language:** The application and all associated correspondence must be in English. Any award document resulting from this request will be in English.
- **Currency:** The cost must be presented in UAH.
- **Method:** Electronic copy.
- **Marking:** USAID Health Reform Support Project, RFA # 35.
- **Authorized Signer:** Application must be signed by a person duly authorized to submit an application on behalf of the applicant and to bind the applicant to the application.
- **Authorized Personnel.** Provide name, title, email, and telephone number of the person or persons in the entity who are authorized to discuss and accept a grant, if awarded.

2.8. Eligibility

1.1 General eligibility criteria

To be eligible to apply an Applicant:

- Should be Non-U.S. non-governmental organization, for profit or nonprofit, registered in Ukraine (e.g. NGOs, Professional Associations, Research/ Educational Institutions, Commercial Organizations) for no less than 3 years;
- Shouldn't appear on the "List of Parties Excluded from Federal Procurement and Non-Procurement Programs";
- Shouldn't be individual, political party, any governmental entity(organization) or official whether at national or municipal level;
- Shouldn't be affiliated with HRS or any of its directors, officers or employees;
- Organization whose objectives are not consistent with the broad objectives of the HRS Project is also ineligible.
- In accordance with 2 CFR 25, recipients of grant awards, foreign or domestic, of \$25,000 or more are required to obtain a **Unique Entity Identifier Number** and register themselves through the SAM.gov website

1.2 Additional eligibility criteria

Eligible organization must demonstrate:

- It is an institution officially registered in Ukraine for not less than 3 years;
- It has strong experience working with stakeholders in the Ukrainian healthcare system;

- It has experience developing and implementation of patients' rights awareness campaigns;
- It has experience in working with media and public opinion leaders on health-related topics;
- It has worked nationwide or cover at least 5 regions of Ukraine;
- It has adequate staff members to implement multicomponent communication campaign or can demonstrate the approach to promptly mobilize or outsource the require professionals.

2.9. Application Conditions Precedent

All applications must be submitted in the specified format (see Section 4 Technical Application Contents). Any application submitted in any other format will not be considered. The applicant must also include all other supporting documentation (board resolution, articles of incorporation, etc.) as may be necessary to clearly demonstrate that it meets the following conditions precedent to application selection:

- That the applicant organization is an eligible organization legally constituted under Ukrainian law at least three (3) years;
- That the applicant organization has the managerial commitment, as evidenced by written board of directors, resolutions, strategic plans (overall long-range plan for applicant's organization) or other documentation, indicating that it is, or will be, implementing the objectives referred above;
- That the applicant organization has no advances from USAID or a USAID contractor which have been outstanding and unliquidated for longer than 90 days, and that the applicant organization has no grant completion report required under a grant from USAID or a USAID contractor which is more than 30 days past due;
- That at the time of application there exists no condition within the applicant organization or with respect to the applicant organization's management which renders the organization ineligible for a grant directly or indirectly funded by USAID.

2.10. Late Applications

Applicants are wholly responsible for ensuring that their applications are received in accordance with the instructions stated herein. A late application will not be eligible for consideration and will be rejected without selection, even if it was late as a result of circumstances beyond the applicant's control. A late application will be considered only if the sole cause of its becoming late was attributable to USAID Health Reform Support, Deloitte, its employees or agents.

2.11. Modification/Withdrawal of Applications

Any applicant has the right to withdraw, modify or correct its offer after such time as it has been delivered to USAID Health Reform Support provided that the request is made before the offer closing date.

2.12. Disposition of Applications

Applications submitted in response to this RFA will not be returned.

3. STATEMENT OF WORK

3.1. Background of Grant

The Ukrainian health care system is undergoing a fundamental reform to make it patient-centered and promote access, quality, and inclusion. Ukrainian health care facilities (HCFs) have entered contracts with the National Health Service of Ukraine (NHSU) and currently receive payments only for services provided to patients. The routes of patients in receiving government-funded health services have changed significantly as well. Patients are no longer tied to receiving health services where they domicile and can freely choose doctors and facilities for treatments and consultations covered by the Program of Medical Guarantees (PMG).

The next step will be the infrastructural stage of the reform. According to the new approach, the network of health care facilities in the region, united in one hospital district, will be further divided into hospital clusters. According to the types of medical care provided in the health care facilities of the hospital cluster, the network of health care facilities will be divided into abovecluster, cluster and general hospitals.

However, the awareness of the patients of Ukraine on medical reform and PMG is still limited. The vast majority of the population still is unclear regarding which government-funded medical services they are entitled to receive free of charge and which steps should be undertaken to gain these services during war time. This negatively influences the perception of the medical reform by Ukrainian citizens, leading to a lack of transparency in the medical area, creating conditions for the continuation of informal payments practices.

This issue is especially acute in patients who have certain nosology's and often seek medical help. Also, additional coverage is required by the components of the prevention of those diseases that occupy leading positions in terms of death rate in Ukraine.

A broad communications campaign on PMG and medical reform awareness, run by a patients' rights NGO, would help the Ukrainians better understand the new structure of the country's health care system and the actions expected from them to obtain the government-funded medical services.

Patients' rights NGOs play an influential role in advocating for the continuation of the reform, raising public awareness, and mitigating informal payments. The NGOs Communications Campaigns Initiative "Harantovano!" run by HRS in February - September 2022 has shown that, being aware of the issues the patients face, the civil society organizations could provide their communities with clear medical reform information in creative, efficient, and cost-effective ways.

Ukraine Health Reform Support Project (HRS), financed by USAID/UKaid and administered by Deloitte Consulting LLC, is looking to implement a nationwide or multiregional NGO communication campaign to increase the awareness of patients on PMG and new routes of receiving the government-funded medical services.

It is expected that the campaign would involve a wide range of communications instruments, including media relations, social media, work with public opinion leaders both on national and regional levels, health services providers, doctors, and local governments, as well as outreach to the patients.

The outcome of this grant would be the improvement of patients' literacy in healthcare-seeking behaviors, health reform awareness, and trust in the health system.

3.2. Grant Objective

This grant will contribute to the achievement of HRS Objective I – Strengthen the health system governance. The Patient Right Awareness grant will support the activity 1.3 *Patients Literacy* under Objective I.

Under this grant, the grantee will implement of a nationwide or multiregional communication campaign to increase the awareness of patients on PMG and new routes of receiving the government-funded medical services.

3.3. Specific Statement of Work

Upon consultations with HRS, MOH, NHSU, and other stakeholders, the grantee should design and deliver a communication campaign branded *Harantovano!* that would meet the following criteria:

- A campaign could be run by one NGO or a consortium of civil society organizations.
- If run by one NGO, the campaign should include a component of cooperation between several patients' rights organizations.
- If run by consortium of civil society organizations, the proposal should include letters of support (which demonstrated an experience of organizations and skills in implementation communication campaigns in health reform).
- The campaign should increase awareness on PMG of a large group of patients by involving media, health workers and public opinion leaders.
- The campaign could be nationwide with focus on four regions of Ukraine: Chernihiv, Zhytomyr, Kyiv and Vinnytsia oblasts.
- The campaign should build around a particular nosology's: heart attack, stroke, cancer, diabetes, rehabilitation and other topics, that have high relevant for patients) and explaining utilization of medical services for these diseases under PMG.
- The campaign should include components aimed at educating patients on their rights and how to realize them, thus, contributing to the mitigation of the informal payments.
- The campaign should include components focused on increasing media interest in PMG and on improving health reform awareness of national and regional journalists specializing in medical topics. These components should be resulted in minimum 10 million views.
- The campaign should create a pool of public opinion leaders on national and regional levels advocating health reform in public.
- The campaign should ensure systematic work with doctors as ambassadors of health care reform. This work should reach at least 200 health care facilities, which included four regions of Ukraine: Chernihiv, Zhytomyr, Kyiv and Vinnytsia oblasts.
- The campaign should ensure a sustainable online presence of the health reform agenda on the Internet and social media.
- The campaign should improve the perception of the medical reform by the population by creating and disseminating success stories regarding medical reform and patients receiving fee health services in the framework of PMG.
- The campaign should include a production of a variety of public information material on medical reform and PMG tailored for various audiences.
- The campaign should create and promote an online library of patient awareness materials that will simplify access to health-related communications materials for the patients and doctors to share.

3.4. Grant Activities and Deliverables

Under this Scope of Work (grant), the Grantee shall perform, but will not be limited to, the tasks specified under the following categories and receive the outlined deliverables.

Deliverables

The Grantee shall use their existing network of experts and partners, their experience, knowledge of national and international best practices, and additional understanding gleaned from the background and objectives specified above to complete and submit the below listed deliverables by the end of this grant. The deliverables should be submitted by the Grantee in Ukrainian:

Deliverable 1. Develop the Communications Campaign concept and Action Plan with timeline.

Activity 1.1. Together with HRS experts, develop and finalize the Communications Campaign concept.

Develop a Detailed Action Plan for each component of the Communication Campaign, develop and clear with HRS experts produce the communication materials.

Activity 1.2. Develop Action Plan of the Communication Campaign with timeline and KPIs using the following components:

- Design of pre- and post knowledge survey among patients with selected nosologies about PMG services and support of health reform (minimum 2,5K patients to cover)
- Media relations, online and social media presence (no less than 10 million views);
- Work with public opinion leaders (nationwide and regionally);
- Reach health care facilities and doctors with patients right communication;
- Work with doctors;
- Patients' Outreach;
- Off-line presence;
- Anticorruption training for NGOs members – minimum 21 representatives;
- Online library of patient awareness materials.

Deliverable 2. Develop and agree with HRS, produce the communication materials.

Activity 2.1. Develop the communications materials for the campaign (leaflets, posters, videos, infographics, etc.) and clear them with HRS.

Activity 2.2. Conduct pre knowledge survey among patients with selected nosologies about PMG services and support of health reform (minimum 2,5K patients to cover)

Deliverable 3. Implement the First stage of Communication campaign according to the agreed Action Plan

Activity 3.1. In consultations with HRS to organize and run the communications actions and events of the First stage included in the Action Plan, ensuring achievement of the KPIs set by the Plan.

Deliverable 4. Implement the Second stage of Communication campaign according to the agreed Action Plan

Activity 4.1. In consultations with HRS to organize and run the communications actions and events of the Second stage included in the Action Plan, ensuring achievement of the KPIs set by the Plan.

Deliverable 5. Implement the Third stage of Communication campaign according to the agreed Action Plan

Activity 5.1. In consultations with HRS to organize and run the communications actions and events of the Third stage included in the Action Plan, ensuring achievement of the KPIs set by the Plan.

Deliverable 6. Implement the Fourth stage of Communication campaign according to the agreed Action Plan

Activity 6.1. In consultations with HRS to organize and run the communications actions and events of the Fourth stage included in the Action Plan, ensuring achievement of the KPIs set by the Plan.

Activity 6.2. Conduct post-knowledge survey among patients with selected nosologies about PMG services and support of health reform (minimum 2,5K patients to cover)

Deliverable 7. Prepare the Communications Campaign report outlining its major achievements.

Activity 7.1. Summarize the results of the communication campaigns and prepare a report outlining the overall coverage of the campaign and minimum 5 information packagers for each nosology.

3.5. General Milestones and associated timelines

Below is the table format to describe milestones for planning and implementation of the patients’ rights awareness campaign:

N	Milestone	Recommended Duration	Grant activity		Milestone verification	Expected date of completion
1	Develop the Communications Campaign concept and Action Plan with timeline.	2 weeks	1.1.	Together with HRS experts, develop and finalize Communications Campaign concept.	HRS reviews and approves the concept of the Communications Campaign on Patients’ Rights Awareness.	TBD
		1 week	1.2.	Develop Action Plan and KPIs using the following components: <ul style="list-style-type: none"> • Media relations • Work with public opinion leaders (nationwide and regionally) • Work with doctors • On-line and social media presence • Off-line presence • Public Outreach Events • Pre- and post PMG services knowledge survey among patients with selected nosologies • Anticorruption training minimum 21 representatives • Reach health care facilities and doctors with patients right communication • Online library of patient awareness materials. 	HRS reviews and approves the Action Plan and KPIs.	TBD

2	Develop and agree with HRS experts the communication materials	5 weeks	2.1.	Develop the communications materials for the campaign (leaflets, posters, videos, infographics, etc.) and clear them with NHSU.	Communication materials or at least their layouts are approved by HRS and NHSU and ready for distribution.	TBD
			2.2.	Conduct pre knowledge survey among patients with selected nosologies about PMG services and support of health reform (minimum 2,5K patients to cover)	HRS reviews and approves the Questionnaire; Pre-Patient Interview Report	TBD
3	Implement the First stage of Communication campaign according to the agreed Action Plan	8 weeks	3.1.	In consultations with HRS, organize and run the communications actions and events included in the Action Plan, ensuring achievement of the KPIs set by the Plan.	Deliverable report; links and screenshots to the video/posts in social media and media, including reach by views, toolsets etc.	TBD
4	Implement the Second stage of Communication campaign according to the agreed Action Plan	8 weeks	4.1.	In consultations with HRS, organize and run the communications actions and events included in the Action Plan, ensuring achievement of the KPIs set by the Plan.	Deliverable report; links and screenshots to the video/posts in social media and media, including reach by views, toolsets etc.	TBD
5	Implement the Third stage of Communication campaign according to the agreed Action Plan	8 weeks	5.1.	In consultations with HRS, organize and run the communications actions and events included in the Action Plan, ensuring achievement of the KPIs set by the Plan.	Deliverable report; links and screenshots to the video/posts in social media and media, including reach by views, toolsets etc.	TBD
6	Implement the Fourth stage of Communication campaign according to the agreed Action Plan	8 weeks	6.1.	In consultations with HRS, organize and run the communications actions and events included in the Action Plan, ensuring achievement of the KPIs set by the Plan.	Deliverable report; links and screenshots to the video/posts in social media and media, including reach by views, toolsets etc.	TBD
			6.2.	Conduct post-knowledge survey among patients with selected nosologies about	Deliverable report and presentation with main data.	TBD

				PMG services and support of health reform (minimum 2,5K patients to cover)		
7	Prepare the Communications Campaign report outlining its major achievements.	2 weeks	7.1	Summarize the results of the communication campaigns and prepare a report outlining the overall coverage of the campaign and its major achievements.	Campaign Implementation Report outlining the coverage of the patients' rights communications campaign and its major achievements approved by HRS Grant Final Report approved by HRS	TBD

3.6 Grant Project Expected Results and Expected Outcomes

Expected Results

1. New communications materials are developed, printed, distributed among patients, and published on the Internet, confirmed by distribution lists, photos of stands and posters, and internet statistics.
2. National and regional public opinion leaders engaged in the promotion of health reform and explaining patient rights in PMG consuming .
3. Minimum of 20 doctors have become the ambassadors of health care reform in public.
4. An online campaign on PMG and health reform is implemented, which is confirmed by a list of publications and statistics on the coverage.
5. An online library of patient PMG awareness materials that provides easy access to patients' and doctors' health-related communications materials (a link to the library with a list of information materials).
6. Public outreach events on patients' health services are conducted and measured by the "before and after" surveys. The patients' understanding of how the new system works is improved and what they should do to receive government-funded health care services.

Expected Outcomes

1. Receiving relevant information through various communications channels increased awareness of a significant number of patients on PMG.
2. With an enhanced understanding of the new structure of the country's health care system, the perception of medical reform of a significant number of citizens of Ukraine is improved.
3. Increased awareness of patients' rights of free medical services contributed to mitigating Informal payments.

4 TECHNICAL APPLICATION CONTENTS

All complete applications received by the deadline will be reviewed for responsiveness to the specifications outlined in the guidelines. USAID Health Reform Support may reject applications that are:

- Incomplete;
- Do not respond to the scope of work in the solicitation;
- Do not comply with the format requirements; or
- Are submitted after the deadline.

The application in response to this solicitation should be organized as follows:

A. Cover Page

Include all of the following information:

- Name, address, phone/fax number, and email of the organization
- Title of proposed project
- Name of contact person
- Duration of project
- Date submitted

B. Applicant Data (see Grant Application Form and Guidelines)

C. Technical Proposal (10 pages maximum)

Sections of the Attachment I Technical Proposal of the Grant Application Form and Guidelines should use the headings italicized below, in the following order:

1. BACKGROUND/STATEMENT OF NEED *[maximum 0.5 page]*

- Briefly describe the context of the situation in which the grant will be implemented.
- Explain the need for the grant, using evidence and data to support your justification.

2. GOALS, OBJECTIVES, AND GEOGRAPHIC FOCUS OF GRANT ACTIVITY *[maximum 1 page]*

- Indicate the performance targets and other results that will be reached over the life of the project. The organization must demonstrate its ability to effectively implement grant objectives (e.g. it is already working in that area or has strong relationships and can quickly expand to that area).
- Briefly describe the geographic focus of grant activity.

3. EXPECTED RESULTS AND TECHNICAL STRATEGIES *[maximum 3,5 pages]*

- Describe instruments/tools the organization will use to improve awareness of a significant number of Ukrainians on relevant health related issues during war time. Demonstrate that strategy is in line with the project goals.
- Demonstrate knowledge and experience in running communications campaigns on health-related issues.
- Briefly describe the target audiences and channels of communications that best fit to your communications goals and objectives
- The organization must demonstrate its ability to effectively implement grant objectives (e.g. it is already working in that area or has strong relationships and can quickly expand to that area).

4. IMPLEMENTATION PLAN AND MILESTONE DESCRIPTION *[maximum 2 pages]*

- Provide implementation plan for grant project as Annex A.
- Based on developed implementation plan, please, provide the list of grant activity milestones using the table below. Milestones are for a verifiable product, task, deliverable or goal of the applicant to be accomplished. For Fixed Amount Awards, budget is aligned to specific milestones and fund disbursement is made based on verification of milestone completion (see Section 5 for more details). Grant activities will be monitored and evaluated against these milestones.

5. COORDINATION AND COLLABORATION *[maximum 1 page]*

- Describe how the grant activity will be coordinated with other NGOs, public opinion leaders, media, local authorities, in selected regions, etc. Specifically, explain how the partners will be involved in making important decisions about the implementation of the grant and what roles they are expected to play
- Describe how the grant will be coordinated, including the staff positions that will implement the activity and the staff person responsible for managing the grant on a day-to-day basis

6. MANAGEMENT PLAN *[maximum 1 page]*

- Describe how the grant will be managed, including the staff positions that will implement the activity and the staff person responsible for managing the grant on a day-to-day basis.
- Provide CVs for core/implementation team as an annex B.
- Indicate contacts who will liaise with the HRS Project.

7. ORGANIZATIONAL CAPACITY *[maximum 2 pages]*

- Provide brief information on up to three (preferably similar) actions/projects managed by your organization for which your organization has received assistance awards or contracts over the past three years as Annex C - see INFORMATION ON PREVIOUS ASSISTANCE AWARDS/CONTRACTS template.
- Describe experience and expertise based on Applicant's past performance and achievements, including collaboration with national and international stakeholders.
- Explain Applicant's experience and achievements in implementing similar projects, including cooperation with national and international stakeholders.
- Describe systems that exist or will be put in place to enable the organization to effectively manage the project. Include an organogram and a table of positions and responsibilities (as an Annex).

Annexes (number of pages not limited)

Annex A – Grant activity implementation plan

Annex B – CVs of project manager and key personnel and/or faculty (max 2 pages)

Annex C – Information on previous assistance awards/contracts

5 BUDGET CONTENTS

5.1. BUDGET AND PEYMENT TERMS

The approximate budget for the Grantee amounts shall not exceed 1 700 000 UAH. The budget items and associated payment terms and dates according to the proposed milestones list will be finally defined based on the applicant's proposal and fixed in the grant award document.

5.2. COST SHARE

Cost sharing is not a requirement for grants issued in response to RFA #35.

5.3. BUDGET CONTENT

The Applicant must:

- Include a detailed and realistic budget using the Excel template provided (see Attachment 2: Budget and Budget Notes). The budgets must be prepared in local currency (UAH) and should be based on activities described in the Attachment 1: Technical Proposal. Budget should not include costs that cannot be directly attributed to the activities proposed.
- Include detailed budget notes/clarification of calculation for each budget line item by milestones following the format of the template provided (see Attachment 2: Budget and Budget Notes). Supporting documentation to support cost data will be required prior to award of grants. However, these documents will not be required at the time of application submission.
- **Grant award funds can't be used for:**
 - Construction works
 - Major/small repairs
 - Other items not related to the grant implementation

All applicants must have the financial and administrative systems to adequately account for the grant funds as detailed in the extensive attachments and referenced U.S. Government websites.

5.4. TAXES

No taxes, fees, charges, tariffs, duties or levies will be paid under any Grants awarded from this RFA.

6 SELECTION

USAID Health Reform Support intends to award grants resulting from this solicitation to the responsible Grantees whose Application conforms to the solicitation and represents best value solutions after selection in accordance with the criteria/factors listed here.

The review criteria below are presented by major category so that Applicants will know which areas require emphasis in the preparation of Applications.

Application Selection Criteria	Points
Statement of Need	5
Project Goal, Objectives, and Geographic Focus	15
Expected Results and Technical Strategies	15
Project Activities/Implementation Plan	15
Coordination and Collaboration	15
Management Plan	5
Organizational Capacity	15
Budget, Budget Notes and Cost Reasonableness	15
Total points	100

Technical Proposal

USAID Health Reform Support Project will evaluate each technical approach quantitatively based upon the review criteria set forth above. A technical proposal can be categorized as unacceptable when it is incomplete, does not respond to the scope, does not comply with the format requirements or is submitted after the deadline.

Budget

The proposed budget will be analyzed as part of the application selection process. Applicants should note that Budgets must be sufficiently detailed to demonstrate reasonableness and completeness, and that applications including budget information determined to be unreasonable, incomplete, or based on a methodology that is not adequately supported may be judged unacceptable.

- 1) Reasonableness.** USAID Health Reform Support Project will make a determination of reasonableness based on USAID HRS's experience for similar items or services, what is available in the marketplace, and/or other competitive offers.
- 2) Completeness.** A detailed line item budget, budget notes, assumptions, and schedules that clearly explain how the estimated amounts were derived must adequately support the applicant's budget. USAID Health Reform Support may request additional supporting information to the extent necessary to determine whether the costs are fair and reasonable.

7 REFERENCES, TERMS & CONDITIONS

7.1. References (choose from the list below as applicable)

- The U.S. Government regulations that govern this grant as found at the following websites:
<http://www.usaid.gov/sites/default/files/documents/1868/303.pdf>
<https://www.acquisition.gov/far/html/FARTOCP31.html>
https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl
- Required provisions for Simplified and Standard Grants to Non-U.S. Non-Governmental Organizations: <http://www.usaid.gov/ads/policy/300/303mab>.
- Required Standard Provisions for U.S. Non-governmental organizations: <http://www.usaid.gov/ads/policy/300/303maa>
- Required Provisions for a Fixed Amount Awards to Non-Governmental Organizations:
(1) Mandatory Provisions from: <https://www.usaid.gov/ads/policy/300/303mat>.
(2) Include ONLY the applicable "Required, As Applicable" provisions from: <https://www.usaid.gov/ads/policy/300/303mat>.

7.2. Terms and Conditions

- Issuing this RFA is not a guarantee that a grant will be awarded.
- Deloitte reserves the right to issue a grant based on the initial selection of offers without discussion.
- Deloitte may choose to award a grant for part of the activities in the RFA.
- Deloitte may choose to award a grant to more than one recipient for specific parts of the activities in the RFA.
- Deloitte may request from short-listed grant applicants a second or third round of either oral presentations or written responses to a more specific and detailed scope of work that is based on a general scope of work in the original RFA.
- Deloitte has the right to rescind an RFA, or rescind an award prior to the signing of a contract due to any unforeseen changes in the direction of Deloitte's client (the U.S. Government), be it funding or programmatic.
- Deloitte reserves the right to waive any deviations by organizations from the requirements of this solicitation that in Deloitte's opinion are considered not to be material defects requiring rejection or disqualification, or where such a waiver will promote increased competition.

Grant Agreement

A grant agreement will include the approved project description, approved budget, payment terms, reporting requirements and relevant provisions. Once executed, it is a legally binding agreement between Deloitte (on behalf of the USAID Health Reform Support) and the recipient organization. Once the grant agreement is signed, it cannot be modified without prior written approval from Deloitte (on behalf of the USAID Health Reform Support).

Grant Disbursement and Financial Management

Recipients of grant funds will need to open a separate bank account before any funds are transferred from Deloitte. The grants will be disbursed in local currency and transferred only through bank transactions.

Reporting

The grant agreement will detail the reporting requirements. Recipients must be willing to adhere to the reporting schedule and requirements for both programming activities and financial monitoring.

Monitoring

USAID Health Reform Support staff will monitor programmatic performance. Deloitte and USAID reserve the right to review finances, expenditures and any relevant documents at any time during the project period and for three years after the completion of the project and closeout. All original receipts must be kept for three years after the formal closeout has been completed.

Late Submissions, Modifications and Withdrawals of Applications

At the discretion of Deloitte, any application received after the exact date and time specified for the receipt may not be considered unless it is received before award is made and it was determined by Deloitte that the late receipt was due solely to mishandling by Deloitte after receipt at its offices.

Applications may be withdrawn by written notice via email received at any time before award. Applications may be withdrawn in person by a vendor or his authorized representative, if the representative's identity is made known and the representative signs a receipt for the application before award.

False Statements in Offer

Vendors must provide full, accurate and complete information as required by this solicitation and its attachments.

Certification of Independent Price Determination

(a) The offeror certifies that--

(1) The prices in this offer have been arrived at independently, without, for the purpose of restricting competition, any consultation, communication, or agreement with any other offeror, including but not limited to subsidiaries or other entities in which offeror has any ownership or other interests, or any competitor relating to (i) those prices, (ii) the intention to submit an offer, or (iii) the methods or factors used to calculate the prices offered;

(2) The prices in this offer have not been and will not be knowingly disclosed by the offeror, directly or indirectly, to any other offeror, including but not limited to subsidiaries or other entities in which offeror has any ownership or other interests, or any competitor before bid opening (in the case of a sealed bid solicitation) or contract award (in the case of a negotiated or competitive solicitation) unless otherwise required by law; and

(3) No attempt has been made or will be made by the offeror to induce any other concern or individual to submit or not to submit an offer for the purpose of restricting competition or influencing the competitive environment.

(b) Each signature on the offer is considered to be a certification by the signatory that the signatory--

(1) Is the person in the offeror's organization responsible for determining the prices being offered in this bid or application, and that the signatory has not participated and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above; or

(2) (i) Has been authorized, in writing, to act as agent for the principals of the offeror in certifying that those principals have not participated, and will not participate in any action contrary to subparagraphs (a)(1) through (a)(3) above; (ii) As an authorized agent, does certify that the principals of the offeror have not participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above; and (iii) As an agent, has not personally participated, and will not participate, in any action contrary to subparagraphs (a)(1) through (a)(3) above.

(c) Offeror understands and agrees that --

(1) violation of this certification will result in immediate disqualification from this solicitation without recourse and may result in disqualification from future solicitations; and

(2) discovery of any violation after award to the offeror will result in the termination of the award for default.

Standard Provisions

Deloitte is required to respect the provisions of the United States Foreign Assistance Act and other United States laws and regulations. The [NAME OF PROJECT] Grant Program will be administered according to Deloitte's policies and procedures as well as USAID's regulations for Non-U.S. Governmental Recipients or USAID's regulations for U.S. Non-Governmental Recipients. These include:

1. Implementing Partner Notices (IPN) registration

Applicant acknowledges the requirement to register with the IPN portal if awarded a grant resulting from this solicitation and receive universal bilateral amendments to this award and general notices via the IPN portal. The IPN Portal is located at <https://sites.google.com/site/usaidipnforassistance/>. Detailed steps are given under the article M9 of the Mandatory Standard Provisions for Fixed Amount Awards to Non-Governmental Organizations from ADS 303mat, which is annexed to this RFA.

2. Indirect rates

Indirect rates such as fringe, overhead, and general and administrative (G&A) that have not been approved by a U.S. Government agency in a NICRA (Negotiated Indirect Cost Rate Agreement) may not be charged to this award. All costs charged to the project shall be directly related to the project's implementation.

3. Activities that will not be considered for funding

In keeping with the conditions above, programs that fall within the following categories or indicate they might participate in any one of the following shall be automatically disqualified:

- Activities related to the promotion of specific political parties.
- Construction.
- Distribution of emergency/humanitarian assistance or funds.
- Religious events or activities that promote a particular faith.
- For-profit business activities that benefit a small select group, rather than providing increased opportunities to the larger community.
- Unrelated operational expenses.

4. Prohibited Goods and Services

Under no circumstances shall the Recipient procure any of the following under this award, as these items are excluded by the Foreign Assistance Act and other legislation which govern USAID funding. Programs which are found to transact in any of these shall be disqualified:

- Military equipment;
- Surveillance equipment;
- Commodities and services for support of police or other law enforcement activities;
- Abortion equipment and services;
- Luxury goods and gambling equipment; and
- Weather modification equipment.

5. Restricted Goods

The following costs are restricted by USAID and require prior approval from Deloitte and USAID:

- Agricultural commodities;
- Motor vehicles;
- Pharmaceuticals;
- Pesticides;
- Fertilizer;
- Used equipment; and

- U.S. Government-owned excess property.

6. Certifications for Non-US Non-Governmental Recipients

The following Standard Grant & Subcontractor Certifications are required by Deloitte and USAI

- Assurance of Compliance with Laws and Regulations Governing nondiscrimination in Federally Assisted Programs (This assurance applies to Non-U.S. Governmental Organizations, if any part of the program will be undertaken in the U.S.);
- Certification Regarding Lobbying (22 CFR 227);
- Prohibition on Assistance to Drug Traffickers for Covered Countries and Individuals (ADS 206, Prohibition of Assistance to Drug Traffickers);
- Certification Regarding Terrorist Financing;
- Certification of Recipient;
- Compliance with Anticorruption Laws.
- A completed copy of Representation by Organization Regarding a Delinquent Tax Liability or a Felony Criminal Conviction; and
- Certification Regarding Trafficking in Persons