



Grants for Pro-Israel Public Events

1. General

1. The Grants Committee of the Ministry (hereinafter: the "Committee") will consider the provision of grants, in accordance with the instructions set forth by the Accountant General regarding "grants provided to other entities" (Chapter 6.2 of the State Directives on Regulation, Finance and Economy- "TAKAM"), with the necessary changes and adjustments.
2. When considering each grant request, the Committee will consider all of the circumstances regarding each particular case, while applying equitable, uniform and objective criteria, according to the criteria that were set. The Committee may request supplementary documents and/or clarifications and/or additional details for the purpose of considering the request for support, at its sole discretion.
3. All of the considerations of the Committee will be objective, and professional criteria will be applied.

2. Background

According to the decision of the Security Cabinet from October 2015, the Ministry of Strategic Affairs and Public Diplomacy has been assigned overall responsibility for leading the Campaign against the phenomenon of delegitimization and boycotts against Israel in all its aspects, including public diplomacy, public relations, and academic, financial, cultural and legal activities.

In this regard, the Ministry is responsible for coordinating and providing professional guidance to government ministries in their activities related to the Campaign in Israel and abroad. In addition, the Ministry is responsible for representing the government's stance *vis a vis* non-governmental organizations in Israel and abroad in all areas related to the campaign, and for cooperating with them in order to advance the goals of the campaign, including by supporting the activity of non-governmental actors who are active in this field.

Therefore, the Ministry of Strategic Affairs and Public Diplomacy is interested in encouraging and supporting pro-Israel Public Events held abroad, with the purpose of increasing support for the State of Israel, strengthening identification and connections with the State of Israel and creating positive public opinion regarding the State of Israel.

3. Definitions

"Grant Applicant" – a pro-Israel organization established outside of Israel and that operates abroad in the Geographic Areas, as defined hereunder.

"Geographic Area" – Latin America, Europe, South Africa, Australia and New Zealand.

"Public Event" – a public event with the participation of 100 or more persons that is held by one or more pro-Israel organizations and that is held in a Public Location, within its meaning hereunder.

"Public Location" – a physical location such as central squares and thoroughfares in cities, parks, public gardens, arenas, conference halls and the like.

"Pro-Israel Activity" – an activity that is carried out for the purpose of strengthening support for the State of Israel and Israeli society, including through highlighting the cultural, academic, societal, scientific, and economic spheres, or through countering anti-Israel initiatives (such as anti-Israel demonstrations, conferences and flotillas), aimed at delegitimizing Israel, and promoting boycotts, divestment and sanctions (BDS) against Israel. The overall goal of such activity must be to strengthen positive connections and generate positive public opinion regarding Israel.

The following are the types of relevant Pro-Israel Activity:

"Pro-Israel rally" – an event in support of Israel that is held in a public area.

"Pro-Israel March or Parade" – an event in support of Israel that takes part along a fixed and planned route.

"Pro-Israel Conference" – an event in support of Israel that includes a fixed schedule and list of speakers, whether held in an open or a closed area.

4. Purpose of the grants

To assist pro-Israel organizations in the relevant Geographic Areas to organize and carry out pro-Israel activity in the form of public events held in public areas.

5. Types of activities eligible for grants

A pro-Israel activity will be eligible for a grant of support if it is one of the following activities: a pro-Israel rally, a pro-Israeli march/parade or a pro-Israel conference, held within one of the above-listed geographic areas.

6. Preliminary conditions for participation in application process:

The pro-Israel organization shall meet the following criteria:

1. An audited organization that operates in accordance with the applicable law in its place of incorporation.
2. An organization that during the previous year, at minimum, engaged in a pro-Israel activity.
3. Overlapping support – the activity does not receive support from any other official entity acting on behalf of the Government of Israel.
4. The pro-Israel organization or initiative submitted **all** of the required documents in accordance with the list of required documents, including a plan for the organization and execution of pro-Israel activity in accordance with the provisions set forth in Sections 5 and 7. **It is hereby clarified that in the event that a required document or any section of a required document is not relevant to the particular organization or initiative applying for a grant, it is necessary that this be noted explicitly within the framework of the application.**

7. Submitting a plan

The pro-Israel organization will submit a plan for the activity according to the following requirements, and according to the format specified in Form No. 1:

1. A declaration by the organization stating that it is an audited entity that acts in accordance with the applicable law in its place of incorporation, signed by the Director-General of the organization and an attorney licensed in the local jurisdiction.
2. Background on the organization, including a description of its activities, objectives, experience in carrying out pro-Israel activities and its budget for the previous year (or previous two years, if such exists).

3. Title of the planned activity and an explanation regarding the objectives and goals of the activity.
4. Date of the activity.
5. Duration of the activity.
6. Profiles and details of the speakers at the activity.
7. Expected number and characteristics of the participants in the activity.
8. Schedule.
9. A detailed budget framework, which includes the necessary inputs for carrying out the activity and projected expenses.
10. An accompanying media plan that describes the actions that will be carried out in the media and in social media, prior, during and following the activity.
11. Details regarding the team carrying out the activity on behalf of the organization, and their skills and experience in the relevant fields. In the event that a production company is to be hired, details should be provided as to the relevant experience of the company and of the people acting on its behalf.
12. Partners in the execution of the activity, if any.

8. Calculation of the quality score

Proposals will be scored in the following manner:

1. Quality of the plan (degree of relevance and seniority of the speakers at the event, profile of the target audience, its diversity in terms of age, religious faith, organizational-political affiliation) (20%);
2. Centrality of the location in the country in which the event will be held (15%);
3. Compatibility with the objectives of the Ministry and with providing a response to the delegitimization movement (15%);
4. Relevant professional experience of the team executing the event (10%);

5. Prior experience in organizing pro-Israel activity in areas related to this tender, or pro-Israel activity in general, according to the following table:

<u>Years of experience</u>	<u>Score</u>
0-2	0 points
2-4	4 points
4-6	7 points
6+	10 points (10%)

6. The accompanying media plan, including the number of media outlets expected to take part, their quality, diversity of platforms (print, electronic, social media) and whether a public relations agency was hired for the event (20%);
7. An opinion and recommendation (with explanation) by the local Ministry of Foreign Affairs representative (10%);

9. **Submitting applications to the Grant Committee**

The Committee shall be comprised of three to five employees of the Ministry, appointed by the Ministry Director-General, including the ministry's financial comptroller or his representative, and the Ministry's legal adviser or his representative.

Applications will be submitted twice a year; up until the end of the first quarter and up until the end of the third quarter of the calendrical year.

Accordingly, the Committee will convene twice a year and will consider projects that were submitted up until these dates. The Committee shall be entitled to request clarifications and/or supplemental materials relating to the submitted documents.

10. **Division of Grant Amounts**

1. The Ministry will allocate a sum of NIS 3 million for grants to pro-Israel public events.
2. Grants will be provided for the media plan accompanying the event and for the logistical arrangements required for carrying out the approved activity. **For example:** production, licensing, leasing a venue, including the construction of a stage, equipment, lighting, sets, security, promotion in social media, graphic design and printing of materials, technician,

soundman, audio equipment, projection equipment, screens, transportation and delivery, flags, signage, advertising in traditional media, beverages, expenses to host keynote speakers, filming and editing.

3. **At the same time, funds will not be provided** for the organization's overhead costs, or for any indirect expense that are not related directly and exclusively to the approved activity such as: wages, administrative costs, permanent equipment, technological infrastructures, leases, current expenses etc.
4. An amount of NIS 1,500,000 will be allocated from the total budget for each application round. To the extent that there are funds left over from those allocated for the first round, these will be added to the budget allocated for the second round.
5. Organizations that were awarded a minimum quality score of 70 points and above will receive support, subject to the total amount of the grant budget allocated for that round.
6. Grants will be provided up to an amount of NIS 200,000 or up to the amount of the budget required for the activity, whichever is lower, and at a rate of 70-100% in direct proportion to the score that was awarded during the consideration of the submitted plan. For example:
 - 10.6.1 An organization submitted a plan for an amount of NIS 200,000 and the plan was awarded a score of 70 points. The plan will be awarded 70% of NIS 200,000, i.e. NIS 140,000.
 - 10.6.2 An organization submitted a plan for an amount of NIS 70,000 that was awarded a score of 90 points. The plan will receive 90% of NIS 200,000, or NIS 70,000, whichever is lower, i.e. NIS 70,000.
7. The order of allocation of the grants shall correspond to the quality score awarded to the applications, from the highest to the lowest. To the extent that an grant application was awarded a quality score greater than 70, and no funds were allocated to the application in the first round, that application will be reconsidered in the second round (in comparison to the other applications submitted in the second round), irrespective of the actual date of the event, provided that the plan was submitted to the Ministry prior to the date on which the event was held.

11. Payment of Grants

Grants shall be paid according to the amount determined by the Grant Committee, and following the actual execution of the activity, according to the conditions set out hereunder:

1. The submission of an activity performance report, providing an English-language summary of the activity, signed by the director of the organization, and that relates to all of the sections that appeared in the original plan submitted in the grant application, in accordance with the provisions set forth in Section 7 above and Form no. 1. This includes a report summarizing the expenses of the event in an Excel sheet with original receipts, or a true and certified copy, for each expense for which support is requested and that was included in the submitted event plan. The report must bear a signature of approval by an accountant licensed to provide accounting services in the relevant local jurisdiction.
2. A media portfolio that includes articles and a description of the media coverage of the event, including a summary of the articles in English.
3. Photos and videos from the event in good quality, that enable an impression of the event to be formed, and for any future use that the Ministry deems fit.
4. A declaration stating that the event was held in accordance with the requirements laid down in the relevant local law, signed by an attorney certified in the relevant local jurisdiction.
5. It should be emphasized that if it was discovered after the fact that the activity did not meet the required preliminary conditions, the grant funds will not be provided. (For example, if less than 200 persons attended the event.)

It should be emphasized that the organization will make itself available to audit by the Ministry, and will allow such audit upon demand, and all for the purpose of assuring its compliance with the conditions for the receipt of grants.

Date on which the grant criteria enter into force:

12. These criteria shall enter into force as of _____.

List of required documents for submission of a grant application

The grant applicant is obligated to fill in all sections in the application form and enclose all appendixes specified hereunder. The required documents are mandatory documents for any organization requesting support. The Grant Committee shall be entitled to demand from any entity applying for a grant additional information or documents as it deems fit for the purpose of considering the application.

1. A grant application for the year 2019, together with an accompanying explanatory letter, in accordance with Form no. 1 hereunder.
2. A declaration by the organization stating that it is an audited body that acts in accordance with the law in its place of incorporation, signed by the Director-General of the organization and an attorney licensed in the relevant local jurisdiction.
3. A budget vs. actual performance report for the supported activity, in accordance with Form no. 2 hereunder. This report will be submitted twice. The first time, when submitting the grant application, the report will be submitted only with the projected budget details. The second time, when submitting the documents requesting payment of the grant, the report will be submitted with the original budget versus actual performance.
4. The names of the office holders in the organization, in accordance with the details stated in Form no. 3 hereunder.
5. An audited financial statement for the year prior to the year in which the grant is requested. In the event that the grant application is submitted before the financial statements for the previous year are signed, it is necessary to submit an audited financial statement for the two years prior to the year in which the grant is requested.
6. An approval issued by an attorney stating that the signatories on behalf of the organization on the grant application are authorized signatories on behalf of the organization, and are authorized to commit the organization with their signature, in accordance with the provisions set forth in any applicable law, in accordance with Form no. 4 hereunder.
7. An commitment by the authorized signatories of the organization to use the grant funds for the objectives for they were designated, and a declaration that they are aware of the consequences in the event of failure to submit the necessary documents, in accordance with Form no. 5 hereunder.

8. Founders/shareholders in accordance with Form no. 6 hereunder.
9. The details of all the bank accounts belonging to the organization, noting the number of the account to which the grant funds will be transferred, and a certification from the bank in which the organization's account is held, or alternatively, a certification by the organization's accountant confirming that the bank account belongs to the organization, in accordance with Form no. 7 hereunder.
10. A commitment by the authorized signatories of the organization, stating that the application meets the preliminary conditions set out in Section 6 above, in accordance with the provisions of Form no. 8 hereunder.
11. A commitment to support other entities for the purpose of paying grants, in accordance with Form no. 9 hereunder.

Grant application for the year 2019 and accompanying explanatory letter
(Form no. 1)

Name of Organization _____

Organization no. _____

Grant request for the budget year:			
Name of Unit:			
Regulation		Official Gazette no.	
<input type="checkbox"/> Not supported by the Ministry in the previous years		<input type="checkbox"/> Supported by the Ministry in the years:	
Submitted to the Ministry:		Submitted to other Ministries: (1)	
Full name of the organization requesting the grant:			
Form of incorporation (legal status):		Company Registration No.:	

Background of the organization, including a description of its activities, objectives, experience in carrying out pro-Israel activities and its budget for the previous two years:

Title of the planned activity and an explanation regarding the objectives and goals of the activity:

Date of the activity:

Location of the activity:

Duration of the activity:

Details and profiles of the speakers at the activity:

Expected number, and characteristics, of the participants in the activity:

Schedules:

Detailed budget framework, including the necessary inputs for carrying out the activity, and projected expenses:

Media plan describing the actions that will be carried out in the media and in social media, prior, during and following the activity:

Details regarding the team carrying out the activity on behalf of the organization, and their skills and experience in the relevant fields. In the event that a production company is to be hired, details should be provided as to the relevant experience of the company and of the people acting on its behalf.

Partners in the execution of the activity, if any:

We, the undersigned, hereby declare that all of the information provided above is true to the best of our knowledge and belief.

Name of authorized
signatories

Signature

Budget versus Actual Performance report for the supported activity (Form no. 2)

* This report will be submitted before and after the performance of the supported activity

	Budget versus actual performance 2019						Approved budget/budget proposal for the year 2019
	Approved budget	Performance January – September 2019	Actual performance percentage	Projected performance October – December	Total performance including projection	Projected total performance percentage	
Sources							
Government Ministries (specify):							
Municipalities (specify):							
Self-funds (specify):							
Participation of participants (specify):							
Other							
Total sources							

Uses							
Payment for activity (specify):							
Expenses for activity (specify):							
Overhead:							
Administrative wages							
Professional services							
Fundraising commissions							
Car, per diem							
Other							
* Purchases/renovations							
Other:							
Total uses							
Surplus/deficit from activity							

Names of office holders in the organization (Form no. 3)

Name of Organization _____

Organization no. _____

Names of office holders	(*) Authorized signatory	ID. No.	Full private address	Zip code	Tel.:
Chairman/CEO:					
Treasurer/financial controller/CFO					
Bookkeeper:					
Accountant:					

(*) Check X whether this office holder is an authorized signatory.

Attorney confirmation regarding the authorized signatories of the organization (Form no. 4)

Name of Organization _____

Organization no. _____

I _____ confirm the following details with respect to the organization:

_____, Adv. (full name)

Name of organization as written in the register: _____.

Type of organization: _____.

Registration no.: _____.

The names of the signatories who are authorized to sign and commit the organization with their signatures and their identification numbers and additional requirements, such as additional stamp, if any:

Name: _____ ID. No.: _____ Signature specimen: _____

Name: _____ ID. No.: _____ Signature specimen: _____

Sincerely,

Name of Advocate

Address

Tel.

Date

License No.

Signature and Stamp

Commitment regarding receipt of grant (Form no. 5 – Part A)

Name of Organization _____
Organization no. _____

We, the authorized signatories on behalf of (fill in the name of the organization) _____ (hereinafter: the "Organization") undertake in the name of the Organization and with the knowledge of the members of management, the shareholders, and the committee members (in the event that there are any for the legal entity) to fulfill the entire provisions set forth hereunder, in connection with any amount provided as a grant:

The grant will be used only for the purpose for which it was provided;

The grant funds will not be transferred to a party or a faction; the grant funds will not be used in connection with election propaganda and the organization will not include the name of a party or a faction in its advertising, publications or events;

Upon receiving a demand by the Ministry and in accordance with its instructions, as set out in the support criteria, the Organization will note, in a reasonable manner, the fact that the Ministry supports the supported activity;

The Organization will deliver to the Ministry, during the fiscal year, financial statements and other reports in connection with the use of the grant on the dates and according to the format as instructed by the Ministry;

The Organization will allow visitors and supervisors on behalf of the Government to visit its offices and facilities and inspect its accounting books;

The Organization will return to the Ministry any support that was not used for the purpose for which it was provided, and will return the full grant, in the event it is discovered that the organization was not entitled to the grant from the start. Upon receiving such a demand from the Ministry, the organization will return the grant together with linkage differentials and interest, from the date on which the obligation of the Organization arose;

The Organization will return to the Ministry any support that was not used for the purpose for which it was provided, and will return the full grant, in the event it was found that it was not entitled to the grant from the start. Upon receiving a demand from the Ministry, the organization will return the grant together with linkage differentials and interest as of the date on which the grounds for the obligation of the Organization arose;

The Organization will agree that to the extent that the Ministry finds that the Organization fails to fulfill the conditions and the undertakings set out in connection with the grant, or was not entitled to the grant from the start, the Ministry will collect from the Organization the excess amounts that were given to the Organization, or the full amounts that the Organization owes the Ministry, as the case may be, in addition to linkage differentials and interest;

It is hereby declared that the Organization is aware of the requirements laid down in the grant criteria in accordance with which the Organization submits the grant application and performs the activity for which the Organization requests the support, and the Organization undertakes to meet all the aforesaid criteria;

The Organization is aware that the Ministry may decrease, withhold or terminate the provision of the grant or any other funding, in the event that the Organization fails to meet all of the conditions or undertakings in connection with the provision of the support, or in the event that its budget was reduced as a result of economic policy, in accordance with the instructions set forth by the Accountant General, as updated periodically.

Date

Authorized signatories:

_____ Name	_____ ID. No.	_____ Position	_____ Signature
_____ Name	_____ ID. No.	_____ Position	_____ Signature

Declaration enclosed with the application for support (Form no. 5 – Part B)

Name of Organization _____

Organization no. _____

I hereby confirm that all documents listed in the list of documents whose enclosure with the application for support is mandatory, as stated above, are enclosed with the application.

I am aware that failure to furnish the documents (that are mandatory as aforesaid) fully and properly might result in rejection of the application by the Grant Committee or lead to an offset of the amounts from the grant funds.

Signature of authorized signatories:

_____	_____	_____	_____
Name	ID. No.	Position	Signature

_____	_____	_____	_____
Name	ID. No.	Position	Signature

Founders/shareholders (Form no. 6)

Name of Organization _____

Organization no. _____

(List the names of all founders/shareholders and indicate the date of approval of the appointment of the shareholders by the appointing entity):

First name	Family name	ID. No.	Date of appointment/joining

Details of all bank accounts of the Organization (Form no. 7)

Name of Organization _____

Organization no. _____

Details of all the bank accounts together with the account number to which the grant funds will be transferred (the first line will specify the account to which the support will be transferred):

Name of Bank	Name of branch	Branch no.	Account no.	*** Authorized signatories

Name of authorized
signatory: _____

Signature: _____

Name of authorized
signatory: _____

Signature: _____

The Organization is required to enclose approvals from each of the banks in which each of the accounts of the Organization is managed or, alternatively, an approval from an accountant confirming that the Organization is the holder of each of the said bank accounts. The Organization is obligated to provide any update regarding a change in the details of the bank accounts.

Declaration regarding compliance with preliminary conditions (Form no. 8)

Name of Organization _____

Organization no. _____

I hereby confirm that the grant application meets the requirements laid down in the preliminary conditions criteria set out in Section 6 of the grant criteria. In this regard:

1. The organization operates in accordance with the applicable law in its place of incorporation.
2. The organization engaged in pro-Israel activity in the last year.
3. The pro-Israel organization or initiative submitted **all** the documents that are required according to the list of required documents, including a plan for the organization and implementation of the pro-Israel activity, in accordance with Sections 5 and 7.
4. The activity is not supported by any other official entity acting on behalf of the Government of Israel.

I am aware that in the event that the grant applicaiton fails to satisfy the preliminary conditions, this will result in rejection of the application by the Grant Committee.

Signature of authorized signatories:

Name	ID. No.	Position	Signature
_____	_____	_____	_____
Name	ID. No.	Position	Signature

**Undertaking in respect of support of other entities for the purpose of
paying the grant payments (Form no. 9)**

Entity Name _____
Entity number _____

To

Ministry of _____

We, the authorized signatories of _____ (hereinafter: the "Entity"), undertake in the name and with the approval of the Entity, its committee members, to fulfill all of the provisions set forth hereunder, in connection with any amount provided to us as support:

1. We will use the entire amount as aforesaid for the purpose of performing the activities for which the grant was provided, and solely for these activities.
2. A. We will not transfer any funds from the grant funds in particular and/or the funds of the corporation in general to another entity, a party or a faction, including for "current expenses" of the faction or for "election expenses" of the faction, within the meaning of these terms in the Political Parties (Financing) Law 5733-1973.
B. We will not use the grant funds in connection with election propaganda – within its meaning in the Election Law (Methods of Propaganda) 5719-1959.
C. We will not include the name of a party or a faction – whether directly or indirectly – in ads, events and activities or publications that we will publish.
3. A. The support amounts will be paid based on activity reports and bills that we will submit to you and, following the demand of the Ministry – as well as invoices for amounts that we paid.
B. During the fiscal year we will provide to you financial and other reports in connection with the use of the support, on the dates and in the format that you will prescribe.
C. We will provide to you an audited financial report, including all attachments thereof, by June 30th of the year following the end of the fiscal year.

- D. We will deliver to you an audited financial statement, including all attachments thereof, by September 30th of the year following the end of the fiscal year.
- E. We will enclose with the reviewed and audited financial statements notes clarifying the sources and the uses of the supported activity. We will specify the government allowances in a separate note and with detail.
4. We will allow visitors and supervisors on behalf of the Government to visit our offices and our facilities at any reasonable time and inspect our accounting books, protocols, materials relating to our current management and any other document as may be required. We will allow the government representatives to inspect all our bank accounts, according to an approval letter enclosed with the grant application form.
5. We will act according to the Government policy regarding payroll, efficiency and savings – as periodically updated and according to the information provided to us by the Ministry.
6. You may terminate, decrease or withhold the payment of the support as of the date you will set in a written notice, upon the occurrence of the following events:

If you are of the opinion that we do not perform the activities or any part thereof properly, or in the event we fail to fulfill all the conditions or undertakings – as stated in this Letter of Undertaking in connection with the provision of the support.

In the event the budget of your Ministry was reduced as a result of an economic policy.

In the event we fail to deliver to you all the documents as required.

7. We undertake to return to the Ministry the balance of the grant and/or the entire grant amount, linked to the consumer price index, in addition to Accountant General interest, upon the occurrence of the following events:
- A. In the event the grant was not used for the purpose for which it was provided.

- B. In the event we did not perform the full action/project which was the subject of the grant (at least 80% budgetary performance).
- C. In the event we used the grant funds, or any part thereof, not for the purpose for which they were allocated.
- D. In the event of an act or omission in contravention of the provisions set forth in this Letter of Undertaking – immediately upon receiving a demand from your Ministry to that effect.
- E. In the event it is found that the entity received an excess amount of support.
- F. In the event it is found that the entity failed to meet the conditions to receive the support.
- G. In the event it transpires that the data that was reported or declared by us, in whole or in part, within the framework of the application for support, was untrue.

Based on our aforesaid declaration, you may also impose a fine on us or offset the grant amount (in whole or in part) that we are supposed to receive in the next year (if approved), in accordance with the provisions set forth in the law, including in accordance with the rules for handling institutions that breached the conditions for support set out by the Accountant General in TAKAM instruction "Handling other entities that breached the conditions for provision of the support" no. 6.2.6.

- 8. We shall incur all expenses in connection with the preparation of this Undertaking, and the amendment of our constitutional documents.
- 9. We hereby undertake not to assign the right of support granted to us to any other person or entity.
- 10. We undertake to perform the activity for which support is requested by ourselves, and make all the decisions in connection therewith in our organs. We will not delegate performance of the activity to any other entity.

We undertake to engage directly with suppliers and service providers or salaried employees to the extent required for the purpose of performing the activity by us, and receive to our bank accounts all income emanating from the performance of the activity.

We hereby declare that by signing the financial statements, we confirm that all expenses and income to our institution were transferred and were registered in the accounting management of the institution.

Date

Signature of two committee members/Board of Directors:

Name	ID. No.	Position	Signature
_____	_____	_____	_____
Name	ID. No.	Position	Signature