Annual Program Statement (APS)

Kigali Public Diplomacy APS

Embassy Kigali, Department of State

Opportunity number: PDS-Kigali-FY25-001

Application deadline: August 2, 2025

Contents

U.S Department of State
U.S. Embassy Kigali
Annual Program Statement

U.S. Embassy in Rwanda Annual Program Statement 2025 – Call for Proposals

A. Basic Information

1. Overview

Funding Opportunity Title	Kigali Public Diplomacy APS
Funding Opportunity Number	PDS-Kigali-FY25-001
Announcement Type	Funding opportunity is the initial announcement
Deadline for Applications	August 2, 2025
Assistance Listing Number	19.040
Length of performance period	6 to 12 months
Number of awards anticipated	Number of awards dependents on funds availability
Award amounts	Awards may range from a minimum of $10,000 to a maximum of $35,000
Total available funding	Pending funding availability
Type of Funding	FY25 Smith Mundt Public Diplomacy Funds
Anticipated program start date	September 1, 2025

The U.S. Embassy in Rwanda, of the U.S. Department of State, is pleased to announce that funding is available through its Public Diplomacy Grants Program. This is an Annual Program Statement outlining our funding priorities, strategic themes, and procedures for submitting requests for funding. Please carefully follow all instructions below.

Funding Instrument Type: Grant, fixed amount award (FAA), or cooperative agreement. Cooperative agreements and some FAAs are different from grants in that embassy staff are more actively involved in the grant implementation ("Substantial Involvement").

Program Performance Period: Proposed projects should be completed in 12 months or less.

This notice is subject to availability of funding.

2. Executive Summary
Executive Summary

U.S. Embassy Kigali invites proposals that strengthen connections between the United States and the Rwandan people through projects focused on innovation and skills development, that advance economic prosperity. Proposed programs should clearly align with any of the Embassy's priority areas, which include STEM (science, technology, engineering, and mathematics), media and journalism, sports diplomacy, and economic growth.

B. Eligibility

1. Eligible Applicants

The following organizations are eligible to apply:
- U.S. and foreign not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- U.S. and foreign public and private educational institutions
- U.S. and foreign individuals

2. Cost Sharing or Matching

Though not a requirement, the U.S. Embassy encourages proposals with cost-sharing.

3. Other Eligibility Requirements

All organizations must have a Unique Entity Identifier (UEI) issued via SAM.gov as well as a valid registration on SAM.gov. Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

C. Program Description

This funding opportunity is designed to strengthen the U.S. government's relationship with local communities in Rwanda, advance mutual goals, and amplify the positive impact of collaborative projects. We encourage innovative proposals that address the below outlined priority areas.

1. Goals and Objectives

Priority Program Areas:
This funding opportunity aims to maximize the impact of U.S. government investments by supporting projects that:

- Promote Leadership through Science, Technology, Engineering, and Math (STEM): Proposals should integrate STEM education through innovative projects that develop expertise, foster problem-solving abilities, and prepare young Rwandans for future challenges and opportunities.

- Promote Media Professionals' Capacity and Digital Literacy Among Youth: Proposals should aim to expand competencies with digital tools and storytelling. These initiatives help young reporters and changemakers foster a well-informed society.

- Promote Sports Diplomacy: Proposals should focus on fostering cooperation and economic growth through sports. By creating opportunities for cultural exchange and building stronger international relationships, sports diplomacy helps individuals

and communities connect across borders and cultures, and develop alternate economic revenues to increase self-reliance.

- Promote Professional Skills Development: Proposals should aim to equip individuals with the necessary skills for career advancement and economic growth. By supporting professional skills development, these initiatives help improve the quality of the workforce, ensuring that individuals are better prepared to meet the demands of the modern job market and contribute to their communities' overall prosperity.

- Enhance English Proficiency: Proposals should focus on improving English proficiency, as it enhances global communication and provides educational opportunities that can lead to personal and professional growth. By supporting English language education, individuals can better engage in international dialogue, access more information, and participate in global economic activities.

Participants and Audiences:

Priority will be given for project proposals that focus on youth audiences (over the age of 15), business and professional audiences.

The following types of programs are not eligible for funding:
- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs;
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs.

2. Substantial Involvement
For cooperative agreements or Fixed Amount Awards (FAA) with substantial involvement, U.S. Embassy Kigali will actively participate in the following areas to ensure project success and alignment with U.S. foreign policy objectives:

- Program Planning and Development: Collaborate on planning, provide input, and approve work plans and timelines.
- Monitoring and Evaluation: Participate in progress meetings, site visits, and review reports to ensure compliance and effectiveness.

- Technical Assistance and Capacity Building: Offer guidance and training in program and financial management.
- Coordination and Networking: Facilitate collaboration with other agencies and stakeholders and provide networking opportunities.
- Approval of Key Personnel: Review and approve key project personnel to ensure qualifications and experience.
- This involvement ensures effective project management, achievement of outcomes, and contribution to U.S. foreign policy and development goals in Rwanda.

D. Application Contents and Format

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

Content of Application

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

The following documents are **required**:

1. Mandatory application forms
- SF-424 (Application for Federal Assistance – organizations) or SF-424-I (Application for Federal Assistance --individuals) at Grants.gov
- SF-424A (Budget Information for Non-Construction programs) at Grants.gov
- SF-424B (Assurances for Non-Construction programs) at Grants.gov (note: the SF-424B is only required for individuals, organizations exempt from registration, and for organizations not required to fully register in SAM.gov)

2. Summary Page
Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

3. Proposal (Five (5) pages maximum)
The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed project, including project objectives and anticipated impact.
- **Introduction to the Organization or Individual applying**: A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The "goals" describe what the program is intended to achieve. The "objectives" refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Project Activities**: Describe the program activities and how they will help achieve the objectives.
- **Project Methods and Design**: A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Project Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Project Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability:** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative

After filling out the SF-424A Budget (above), use a separate file to describe each of the budget expenses in detail. See section *I. Other Information: Guidelines for Budget Submissions* below for further information.

5. *Attachments*
- 1-page Curriculum Vitae (CV) or resume of key personnel who are proposed for the program
- Letters of support from project partners describing the roles and responsibilities of each partner
- If your organization has a Negotiated Indirect Cost Rate Agreement (NICRA) and includes NICRA charges in the budget, include your latest NICRA as a PDF file.
- Official permission letters, if required for program activities.

E. Submission Requirements and Deadlines

1. *Address to Request Application Package*

Application forms required above are available at: U.S. Embassy website (https://rw.usembassy.gov), grants.gov, MyGrants

2. *Department of State Contacts*

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

3. *Unique entity identifier and System for Award Management (SAM.gov)* **Required Registrations**

All organizations, whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration with the SAM.gov. A UEI is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards. An applicant must maintain an active registration while it has a proposal under review by the Department and must continue to keep the registration active for the entire duration of the period of performance of any Federal award that results from the NOFO.

The 2 CFR 200 requires that subrecipients obtain a UEI. Please note the UEI for subrecipients is not required at the time of application but will be required before an award is processed and/or directed to a subrecipient.

Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.

- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS) and a UEI prior to registering in SAM.gov.

- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS but do need a UEI prior to registering in SAM.gov.

- **Organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO Commercial and Government Entity (NCAGE) code to apply for non-DoD foreign assistance funding opportunities.** If an applicant organization is mid-registration and wishes to remove an NCAGE code from their SAM.gov registration, the applicant should submit a help desk ticket ("incident") with the Federal Service Desk (FSD) online at www.fsd.gov using the following language: "I do not intend to seek financial assistance from the Department of Defense. I do not wish to obtain

an NCAGE code. I understand that I will need to submit my registration after this incident is resolved in order to have my registration activated."

Organizations based outside of the United States and that DO NOT plan to do business with the DoD should follow the below instructions:

Step 1: Proceed to SAM.gov to obtain a UEI and complete the SAM.gov registration process. SAM.gov registration must be renewed annually.

Organizations based outside of the United States and that DO plan to do business with the DoD in addition to Department of State should follow the below instructions:

Step 1: Apply for an NCAGE code by following the instructions on the NSPA NATO website linked below:

> NCAGE Homepage:
> https://eportal.nspa.nato.int/AC135Public/sc/CageList.aspx
> NCAGE Code Request Tool (NCRT):
> NCAGE Code Request Tool (nato.int)

Exemptions
An exemption from the UEI and SAM.gov registration requirements may be permitted on a case-by-case basis. See 2 CFR 25.110 for a full list of exemptions.

Organizations requesting exemption from UEI or SAM.gov requirements must email the point of contact listed in the NOFO at least two weeks prior to the deadline in the NOFO providing a justification of their request. Approval for a SAM.gov exemption must come from the warranted Grants Officer before the application can be deemed eligible for review.

4. Submission Dates and Times

Proposals will be accepted throughout the year. Proposals will be reviewed according to the following schedule:

Applications may be submitted for consideration at any time before the closing date of August 2, 2025. No applications will be accepted after that date.

5. Funding Restrictions
i.   Funding Restrictions for the United Nations Relief and Works Agency (UNRWA)

None of the funds awarded resulting from this Notice of Funding Opportunity may be made available for subawards, direct financial support, or otherwise used to

provide any payment or transfer to United Nations Relief and Works Agency (UNRWA).

ii. Certification Regarding Compliance with applicable Federal anti-discrimination laws

If the place of performance or delivery of any award made under this NOFO will be **within the United States**, applicants are advised that they will be required to certify the following at the time of award:
1) Its compliance in all respects with all applicable Federal anti-discrimination laws is material to the government's payment decisions for purposes of section 3729(b)(4) of title 31, United States Code and;
2) It does not operate any programs promoting Diversity, Equity, and Inclusion that violate any applicable Federal anti-discrimination laws. A program promoting Diversity, Equity, and Inclusion means a program whose purpose is to promote preferences based on race, color religion, sex, or national origins, such as in training or hiring.

iii. Certification Regarding Compliance with 20 U.S.C. 1011f and any other applicable foreign funding disclosure requirements (only include in NOFOs and solicitations in which Institutes of Higher Education (IHEs) are an eligible applicant type)

Applicants are advised that IHEs must certify the following at the time of award, and that this certification requirement must be included in any subaward agreements to IHEs:

1) Its compliance in all respects with section 1011f of title 20, United States Code, and any other applicable foreign funding disclosure requirements is material for purposes of section 3729 of title 31, United States Code, and for receipt of appropriate Federal grant funds.

6. *Other Submission Requirements*

All application materials must be submitted by email to *__KigaliPDGrants@state.gov__*

F. Application Review Information

1. *Review Criteria*

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

Quality, Feasibility, and Sustainability of Program Idea – 15 points

The program idea is well developed, and the proposal provides sufficient information on how the activities will be carried out. The narrative explains any relevant local context or Mission priorities. Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results. Program activities will continue to have positive impact after the end of the program.

Purpose and Summary, Description, and Implementation Plan – 20 points

When developing the purpose, summary, description, and implementation plan, applicants should aim to make all descriptions clear, concise, and compelling. Reviewers will judge the proposals based on the likelihood of the project to exert a sustained, powerful influence on the community where it is undertaken. Does the project address an important gap of understanding or need? If the aim of the project is achieved, how will existing knowledge or practice be improved? What audience do the applicants hope to reach with this project?   How many will participate? How will they be selected?

Participation and Support from Local Partners – 15 points

The proposal demonstrates buy-in and support from the community where the project will take place. Local partner involvement is a strong sign that there is community support and that the project will engage a broad array of experts, such as subject matter experts, community centers, academic institutions, businesses, local/national government, non-governmental organizations, American Spaces, etc. Special consideration will be given to projects helping support vulnerable communities.

Organizational Capacity and (if applicable) Record on Previous Grants – 10 points

The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Monitoring and Evaluation of the Project – 15 points

A monitoring & evaluation (M&E) plan is pivotal to project implementation and important tracking of progress towards the project's objectives and goals. An M&E plan should consider the data needed to effectively monitor progress toward specific outputs and outcomes as well as how that data collection will be accomplished. Well-crafted indicators should be used to understand a program's progress toward the desired results. An M&E plan should be reviewed for the following:
 • Completeness
 • Applicability and logic of objectives and indicators
 • Clear approach to monitoring
 • Adherence to SMART criteria
 • Data quality plan
 • Capacity to implement plan

Budget and Budget Narrative – 15 points

The budget and narrative justification are sufficiently detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities. The results and proposed outcomes justify the total cost of the project. Special consideration will be given to projects that have significant cost-sharing components.

Communication, Media, and Outreach Plan – 10 points

The project should include a clear plan and timeline for how and when the team will share information about the project. It is important to ensure that the U.S. Embassy gets recognition throughout the process, if circumstances permit.

2. *Review and Selection Process*
   A review committee will evaluate all eligible applications.

3. *Risk Review*

   i.   Risk factors

   Under the merit review as required by 2 CFR § 200.206, prior to making a Federal Award the Department will review and consider the following risk factors:

         a. Financial stability
         b. Management systems and standards
         c. History of performance
         d. Audit reports and findings

e. Ability to effectively implement requirements

ii. Responsibility/Qualification Information in SAM.gov

Include the following language if the total Federal share of any award under this NOFO will be greater than the simplified acquisition threshold ($250,000):

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

An applicant can review and comment on any information in the responsibility/qualification records available in SAM.gov.

Before making decisions in the risk review required by § 200.206 the Department will consider any comments by the applicant, along with information available in the responsibility/qualification records in SAM.gov.

G. Award Notices

The award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

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

Unsuccessful applicants: Unsuccessful applicants will be notified by September 30 2025, via email.

Payment Method:

Recipients will be required to request payments by completing form SF-270 -Request for Advance or Reimbursement and submitting the form to the Grants Officer.

H. Post-Award Requirements and Administration

1. *Administrative and National Policy Requirements*
   Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply.

   These include:

   In accordance with the Office of Management and Budget's guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

   - Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations (2 CFR), as updated in the Federal Register's 89 FR 30046 on April 22, 2024, particularly on:
     - Selecting recipients most likely to be successful in delivering results based on the program objectives through an impartial process of evaluating Federal award applications (2 CFR part 200.205),
     - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
     - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
     - Terminating agreements pursuant to the U.S. Department of State Standard Terms and Conditions, including, to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).

   - 2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT
   - 2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION
   - 2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS
   - 2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE (FINANCIAL ASSISTANCE)

- 2 CFR 183 - NEVER CONTRACT WITH THE ENEMY
- 2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS
- U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS

2. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify what reports are required and how often these reports must be submitted.

Foreign Assistance Data Review: As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through obligation and disbursement. Successful applicants will be required to report and draw down federal funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

I.   Other Information

Guidelines for Budget Justification

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

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

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least $10,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than $10,000 per unit, then put it in the budget under Equipment.

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

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All "Other" or "Miscellaneous" expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 15% of Modified Total Direct Costs as defined in 2 CFR 200.1.

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

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