



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

Funding Opportunity Title: U.S. Embassy Mbabane Public Affairs Section Annual Program Statement
Funding Opportunity Number: AFMBA-FY21-01
Deadline for Applications: Rolling deadline, see Section D for schedule
CFDA Number: 19.040 – Public Diplomacy Programs
Total Amount Available: Flexible, depending on funding availability

Contact: PDMbabaneGrants@state.gov

A. PROGRAM DESCRIPTION

The U.S. Embassy Mbabane Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement—outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding.

Please read carefully and follow all instructions below.

Purpose of Small Grants: PAS Mbabane invites proposals for programs that provide Swati audiences with current, accurate information and opportunities for increased understanding of U.S. policies, government, society, history, and culture. All programs must include an American cultural element, or connection with American expert(s), organization(s), or institution(s) in a specific field that will promote increased understanding of U.S. policy and perspectives.

Eligible U.S. or Swati citizens and non-profit organizations are invited to propose projects up to \$15,000 that include an American component, and promote one or more of the goals outlined below. Project activities must take place in Eswatini and must be completed within 18 months.

Examples of PAS Small Grants Program programs include, but are not limited to:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Cultural heritage conservation and preservation programs;
- Professional and academic exchanges and programs;
- Municipal, college/university, and regional libraries that are interested in becoming an American Space;
- Programs developed by an alumnus/a of a U.S. sponsored or supported educational or professional exchange program.

GOALS:

Through the FY2021 Public Diplomacy Small Grants Program, PAS aims to:

1. Promote prosperity and good governance;



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

2. Advance public health, human rights, and dignity;
3. Counter transnational threats and foster American security.

OBJECTIVES:

Entrepreneurship & Economic Growth

A continuum of activities that support innovation and entrepreneurship, in particular startups in the social entrepreneurship space that are sustainable and contribute to job creation; activities that encourage trade and investment and other partner relationships between entities in the United States and Eswatini to promote economic growth and prosperity.

Education

Activities that promote quality higher education, collaboration between U.S. and Eswatini higher educational institutions, skills training, leadership and soft skills development, workforce and technical skills development, sharing of common values and inspiration, Science, Technology, Engineering, Arts and Mathematics (STEAM), and general awareness of international standards and trends in education.

Good Governance / Citizen Participation in Democracy

Activities aimed at promoting accountability, transparency, efficiency, and effectiveness in local, municipal, provincial, and national governments; freedom of speech; a free and responsible media, voter participation, and civic responsibility.

Human Rights and Dignity

Activities that encourage women's empowerment and gender equality, respect for underserved and underrepresented individuals, empower marginalized and disadvantaged communities, and encourage social inclusion, access to resources, and fundamental human rights for all.

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;
- Purchases of property and equipment over \$5,000 or without a specific programmatic linkage;
- Initiatives that duplicate existing programs;
- Travel to the United States for family or social purposes;
- Travel to the United States for purposes of amplifying Swati cultural initiatives;
- Travel to the United States for purposes unconnected to a larger program or initiative;



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

- Scholarships or tuition assistance;
- Commercial or for-profit endeavors, including venture capital, seed funding, and angel investment;
- Events of a purely social nature;
- Prizes and competition awards without a programmatic linkage.

Authorizing legislation, type and year of funding:

Funding authority rests in the Fulbright-Hays Act, which allows the Department of State to use funds for the purpose of supporting international exchanges that address issues of mutual interest to the United States:

<http://www2.ed.gov/about/offices/list/oep/iegps/fulbrighthaysact.pdf>.

The source of funding is FY2021 Public Diplomacy Programs.

B. FEDERAL AWARD INFORMATION

Length of performance period: Up to 18 months

Number of awards anticipated: subject to funds availability

Award amounts: awards may range from a minimum of \$1,500 to a maximum of \$15,000

Total available funding is subject to availability

Type of Funding: Fiscal Year 2021 Public Diplomacy Funding

Anticipated program start date: June/July/August 2021

This notice is subject to availability of funding.

Funding Instrument Type: Grant, Fixed Amount Award, or Cooperative agreement.

Cooperative agreements are different from grants in that PAS staff are more actively involved in proposal execution and anticipate having moderate to substantial involvement once the award has been made.

Program Performance Period: Proposed programs should be completed in 18 months or less. PAS will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

C. ELIGIBILITY INFORMATION

1. Applicants must be Emaswati or currently residing in Eswatini. The programs must take place in and be focused on Eswatini. Applications are encouraged from all sectors.

The following entities are eligible to apply:



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

- Individuals
- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Non-profit or governmental educational institutions
- Governmental institutions

For-profit or commercial entities are not eligible to apply.

2. Cost Sharing or Matching – Cost sharing is encouraged but not required.
3. Other Eligibility Requirements:

Applicants are only allowed to submit one proposal per organization.

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, as well as a valid registration on www.SAM.gov. Please see Section D.3 for information on how to obtain these registrations. For information about SAM registration, please contact SAM supporting Federal Service Desk at www.fsd.gov, or by telephone at 866-606-8220 (toll free) or 334-206-7828 (internationally), for free help. DUNS, CAGE/NCAGE, and SAM registration are all available without a fee. Individuals are not required to have a DUNS number or be registered in SAM.gov.

SAM supporting Federal Service Desk can help with:

- Creating an account
- Assigning roles to an account
- Entity Registrations
- Exclusions
- Searching for data in SAM

D. APPLICATION AND SUBMISSION INFORMATION

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.

1. Request Application Package:
Application forms required are available at <http://www.grants.gov>
2. Content and Form of Application:
Proposals should be submitted via email to the U.S. Embassy in Eswatini Public Affairs Section at the following email address: PDMbabaneGrants@state.gov.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

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 Microsoft Word documents are single-spaced, 12 point Times New Roman 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 www.grants.gov
- SF424A (*Budget Information for Non-Construction programs*) at www.grants.gov
- SF424B (*Assurances for Non-Construction programs*) at www.grants.gov

2. Summary Coversheet: 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: 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. A suggested template is provided.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program 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. What aspect of the relationship between the U.S. and Eswatini will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **American Content:** How will the project promote a better understanding of the U.S.?



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** 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?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe 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?
- **Medi Outreach Plan:** A media outreach plan that takes into consideration amplifying the organization's partnership with the U.S. Embassy; details on how any promotional materials will include U.S. Embassy branding; and details on anticipated cooperation with the U.S. Embassy press office. Note: U.S. Flag branding is generally required.
- **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 sheet of paper to describe each of the budget expenses in detail. A suggested template is provided. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments:

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- Official permission letters, if required for program activities
- Unique Entity Identifier and System for Award Management (SAM.gov)

REQUIRED REGISTRATIONS:

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- NCAGE/CAGE code
- Unique Identifier Number from Dun & Bradstreet (DUNS number)



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

- www.SAM.gov registration

Step 1: Apply for an NCAGE number

NCAGE application: Application page here:

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For NCAGE help from within the U.S., call 1-888-227-2423

For NCAGE help from outside the U.S., call 1-269-961-7766 or email NCAGE@dlis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to the DUNS application

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet. If your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>

Step 3: Once you have been granted both your NCAGE code and your DUNS number you can register in SAM.gov at: <https://www.sam.gov>. SAM registration must be renewed annually.

Any applicant listed on the Excluded Parties List System (EPLS) in the System for Award Management (SAM) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), "Debarment and Suspension." Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

Submission Dates and Times

Applications will be evaluated on a rolling basis and may be submitted for consideration at any time before the closing date of August 1, 2021. No application will be accepted after that date.

The Public Affairs Section will review proposals on a rolling basis according to the following schedule:

- Proposals received between March 1 and April 30, 2021 will be reviewed in mid-May, 2021, with responses going out by June 1, 2021.
- Proposals received between May 1 and July 31, 2021 will be reviewed in mid-August, with responses going out by September 1, 2021.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

All application materials must be submitted by email to PDMbabaneGrants@state.gov

E. APPLICATION REVIEW INFORMATION

Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered all together when judging the overall quality of an application.

Organizational capacity and record on previous grants: 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. Applicants must demonstrate their capacity for:

- Project management
- Communication - written and oral
- Monitoring and evaluation processes
- Financial integrity
- Appropriate staffing

Goals and Objectives / Program Planning / Ability to Achieve Objectives: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results. The project addresses one or more of the U.S. Embassy Eswatini Public Affairs Section priorities outlined previously.

Budget: The budget justification is 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.

Monitoring and evaluation plan: Applicant demonstrates it is able to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

Review and Selection Process

A Grants Review Committee will evaluate all eligible applications on a rolling basis, as described in Section D.

Anticipated Announcement and Federal Award Dates

Successful recipient(s) will be notified based on the schedule described in Section D.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

Organizations whose applications will not be funded will also be notified via email.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance 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.

Payment Method: Payments will be made via EFT in at least two installments, as needed to carry out the program activities. For Swati bank accounts, the exchange rate on the date of the transaction will be used.

2. Administrative and National Policy Requirements

Terms and Conditions: 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:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/u-s-department-of-state-standard-terms-and-conditions-2/>

Note U.S. Flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted. It is anticipated that reports will be due within thirty (30) days of each six-month period, and within ninety (90) days of the final completion of the award period.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact the Public Affairs Section at U.S. Embassy Eswatini: PDMbabaneGrants@state.gov.

Note: We do not provide any pre-consultation for application related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel: 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. 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 \$5,000 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 \$5,000 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 10% of the modified total direct costs as defined in 2 CFR 200.68.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY MBABANE, PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity (NOFO)**

“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.