

# U.S. EMBASSY PUBLIC DIPLOMACY GRANTS PROGRAM

## APPLICATION INSTRUCTIONS

PLEASE READ THESE INSTRUCTIONS CAREFULLY BEFORE FILLING OUT THE APPLICATION FORM

- All projects must be submitted using this [application form](#). We cannot accept projects submitted in any other format.
- The Public Diplomacy Grants Program can only accept electronic application forms in their original .doc format. If you want to compress the files, please use .ZIP format only.
- Each space for your answers is limited to a certain number of characters. Please be aware of this if you copy and paste longer texts from other documents.
- The application and any other materials must be submitted in English.
- Please be sure that your organization meets the eligibility requirements of the program, and that the project you are submitting is related to the [Public Diplomacy Grants Program](#).
- We recommend that you keep a copy of the completed application form for your records.

**NOTE: The application form can only be completed using Microsoft Word.**

### 1. GENERAL INFORMATION:

#### 1.1. Applicant organization

- a. Organization Name (English): Enter the full name of the applicant organization in English.
- b. Organization Name (Original): Enter the full name of the applicant organization in Macedonian or Albanian.
- c. Address: Enter the complete physical address of the organization (street, number, floor, office/apartment #).
- d. Town: Enter town name.
- e. Website: If your organization has a website, please give the URL here. Otherwise, you can leave this blank.

#### 1.2. Organization leader

- a. Last Name: Enter the last name of the leader of applicant organization.
- b. First Name: Enter the first name of the leader of applicant organization.
- c. Telephone: Enter fixed line contact telephone number of the leader.
- d. Mobile: Enter mobile contact telephone number of the leader.
- e. Fax: Enter the fax number, if you have one.
- f. Email: Enter email address of the leader of the organization. If you have multiple email addresses, please include the one you check most frequently.

## **2. BACKGROUND OF ORGANIZATION:**

### **2.1. Description**

Provide a short description of the organization. Answer the following questions:

- When the organization was officially registered?
- What is the mission of the organization?
- Who is the primary target group (beneficiaries) of the NGO? (For ex., youth, women, students, unemployed, etc.?)

### **2.2. Past grants (U.S. Embassy)**

List all grants the organization has received in the past from the U.S. Embassy, starting with the most recent.

For each grant include the grant period, project title/brief description, and the amount received in U.S. dollars.

### **2.3. Past grants (Other)**

List grants the organization has received in the past three years from other donor agencies, starting with the most recent.

For each grant include the grant period, project title/brief description, and the amount received in U.S. dollars.

## **3. PROJECT DESCRIPTION:**

### **3.1. Project information**

- a. Project Name: Include a short descriptive name for the submitted proposal.
- b. Duration (months): Enter the project duration. Project duration cannot exceed 12 months.
- c. Start date: Enter the anticipated start date of the project. Please keep in mind that the Public Diplomacy Grants Program selection process may take up to four months. Please use this date format: month/day/year
- d. End date: Enter the anticipated end date of the project. Please use this date format: month/day/year

### **3.2. Executive summary: (max. 1500 characters)**

This is the summary of the entire project and should include key information from each section of the proposal. The executive summary should be no longer than 3-5 sentences. Please be sure to answer the following questions:

- Who is requesting the grant?
- Why are you requesting it?
- What problems will you address and where?

- How long will the project last?
- What results do you expect to achieve?

### **3.3. Project justification: (max. 2000 characters)**

Please explain the problem or need the project intend to address.

- Briefly describe the relevance of your project and its importance for North Macedonia.
- Provide up-to-date statistics and research findings for support, if available. Discuss the type of project that is needed to address the problem, and explain why your organization is qualified to undertake the project.

### **3.4. Project goal and objectives (max. 1500 characters)**

In this section of the proposal, state the overall project goal and the specific objectives that will be achieved during the project.

#### **Goal**

The project goal refers to a general, long-term change that your project seeks to advance. A single project usually will not be able to achieve the goal by itself, but will contribute to the achievement of the goal. Tips for writing goals:

- Refer to the major social problem.
- Refer to your focus population and location.
- Use clear terminology and avoid jargon.

Example: The goal of the proposed project is to raise awareness of the importance of interethnic harmony among high school students and reduce interschool conflict in the xyz region of North Macedonia.

#### **Objectives**

Objectives refer to the intermediate changes desired among the focus population and describe the expected results of your project. Objectives are more specific than goals and refer to a specific location and time period. Unlike a goal, which a project will only partially contribute to achieving, the project objectives do need to be achievable and measurable within the scope of the project.

Well-written objectives identify:

- WHO will be reached
- WHAT change will be achieved
- IN WHAT TIME PERIOD the change will be achieved
- WHERE will it be achieved (in what location)
- Relevance for North Macedonia

It is important that objectives be realistic, as unachievable objectives undercut the credibility of the project.

### **3.5. Project Activities (max. 6000 characters)**

In this section of the proposal, provide more details about the specific activities that will be conducted. The activities should support the achievement of the objectives.

#### **For each activity, please consider:**

- How will it be conducted?
- Who will lead the activity?
- Who are the beneficiaries? Will the beneficiaries be involved in the design, implementation, or evaluation of the activity?
- How many beneficiaries will be directly involved?
- How will you recruit or attract them?
- How can you maximize their participation in the activity?
- When will the activity occur?
- For how long? What will be the frequency of the activity? (Will it happen once, or will it be repeated?)
- What materials will you need to conduct the activity? Will materials or curricula have to be developed, or do the materials already exist? Will the materials need to be adapted to a new population, and if so, how?
- Will your organization collaborate with other organizations to carry out the activity? If so, what will be the role of each organization?

The activities described in this section need to be consistent with the budget.

### **3.6. Monitoring and evaluation (max. 2000 characters)**

This section provides details on how the results of the project will be measured. A well-designed monitoring and evaluation plan will enable project staff to understand how the project is functioning and to make decisions throughout the life of the project.

The monitoring and evaluation section should answer the following questions:

- What indicators will be measured?
- Where will the information or data come from?
- Who will collect the data?
- How and how often will data be collected?

### **3.7. Key personnel (max. 2000 characters)**

In this section of the proposal, describe:

- Who will work on the project?
- What responsibilities will they have?
- What qualifications do they have?
- What proportion of their time will be used to support the project?

If your project will rely on a consultant, please include the consultant in this section as well. Discuss whether you already have the staff needed for the project, or whether staff needs to be identified and hired.

### **3.8. Project Partners (max. 1000 characters)**

Who will be your partners, if any, in the implementation of this project? Describe the role of each partner.

### **3.9. Strengths and innovation (max. 1500 characters)**

To demonstrate how the project will meet its objectives, it is important to convey the strengths of the project. These strengths may relate to your organization, your partners, your experience with the focus populations, the fact that the strategies have been successful elsewhere, etc.

In this section of the proposal you should also emphasize what is innovative or interesting about your project, and what sets it apart from other projects. (Please remember to also include the innovative qualities of a project in the Executive Summary and Activities sections of the proposal.)

### **3.10. Sustainability (max. 2000 characters)**

Sustainability refers to the ability of a project to continue once the initial grant or external source of funding has ended.

It is important to demonstrate in your proposal that you have thought about the issue, and will explore strategies that are feasible to achieve some level of sustainability.

## **4. BUDGET:**

The Budget section should reflect the staffing and resource requirements for the project. Make sure that this section is as clear as possible. The budget may be accompanied by a narrative.

|                         |                                                                                                                                                                                                                                                                              |                    |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Supplies                | <i>Set of office supplies for beneficiaries (100 x \$3.00) = \$ 300.00</i><br><i>Set of office supplies for trainers (4 x \$30) = \$120.00</i><br><i>Paper A2 (20 x \$10) = \$200.00</i><br><i>Paper A4 (20 x \$5) = \$100.00</i><br><i>Toner cartridge (3 x \$8) = \$24</i> | <b>\$744.00</b>    |
| Contractual             |                                                                                                                                                                                                                                                                              | <b>\$0.00</b>      |
| Other Direct Costs      | <i>Phone services (\$30 x 9 months) = \$ 270.00</i><br><i>Internet (\$20 x 9 months) = \$180.00</i>                                                                                                                                                                          | <b>\$ 450.00</b>   |
| Indirect Costs          |                                                                                                                                                                                                                                                                              | <b>\$0.00</b>      |
| <b>Total Requested:</b> |                                                                                                                                                                                                                                                                              | <b>\$15,992.00</b> |
| Contributions           | <i>Transportation costs</i>                                                                                                                                                                                                                                                  | <b>\$500.00</b>    |
| <b>Project Total</b>    |                                                                                                                                                                                                                                                                              | <b>\$16,492.00</b> |

**Figure 1: Sample budget Format**

- Figures must be rounded to the nearest single unit of currency.
- Budget should be presented in U.S. dollars.

### Unallowable Items

- Construction services and construction materials
- Public utilities (heating, gas, electricity)
- Office rent
- Prizes, entertainment, alcoholic beverages

### Budget items with limitations:

- The amount requested for **meals** (working lunches, coffee breaks, dinners) cannot exceed 10% of the total requested from the Embassy. Whenever possible, try to cover the costs related to these expenses from your own contribution or contributions from other donors. If you are including the cost of food and drink in your budget, please make sure that these expenses are integral to the program event and a clear necessity for the success of the project. You cannot use Public Diplomacy grant funds to pay for alcoholic beverages or entertainment.

- **Salaries** may be paid only to persons directly involved in the project. Staff costs should reflect salaries by monthly rate and the proportion of their time to be spent on the project. (For example: Project Coordinator (100%) @\$100/month x 12 months = \$1,200.) Total salary levels (including from other sources) should be reasonable and no higher than other local salaries for similar work.

Equipment costs must be well researched and justified. The Activities section and the Budget narrative should make clear why your project needs new equipment.

### 4.1. Budget Summary

#### Standard Categories:

#### Personnel

The personnel category includes costs for any personnel directly employed by the recipient organization who are specifically working on the grant project. These costs include salaries and honoraria for the individuals working in the implementation of the project activities.

### **Fringe Benefits**

The fringe benefits category includes costs for items such as pension plans, expenses for social security, health benefits, or other benefits that conform to an organization's established policy. Again, fringe benefits would only apply to personnel directly working on the project. Often, this is shown as a percentage of salary or wages and would conform to the organization's established policy.

### **Travel**

The travel category includes costs for domestic and international air fares, per diem rates, hotel costs, and local travel. All travel costs should be directly attributable to a grant project. Travel costs must be reasonable and itemized by the grantee.

### **Equipment**

Equipment means tangible, nonexpendable property. This would include computer equipment, specialized equipment, etc.

### **Supplies**

The supplies category includes costs for general office supplies, computer software, or other expendable supplies.

### **Contractual**

The contractual category includes costs for procurement contracts under an award or sub-tier awards for goods or services. Contractual would include conference room rental, speaker's fees (including but not limited to per diem and/or travel), security guard service, banking services, accounting services, and audits.

### **Other Direct Costs**

Other direct costs could include small equipment with a value of less than \$100, postage, telephone, internet charges, printing and publishing materials, etc.

### **Contributions**

Please include information about any cost sharing, meaning project costs that will not be supported by the U.S. Embassy, including third party in-kind contributions.

## **4.2 Budget Narrative**

Use this section to provide a brief justification for the included budget, with an explanation of any costs that may seem particularly high or low.

## **4.3 Miscellaneous**

Use this section to provide any additional information about the project.

## **5. CERTIFICATIONS**

- Mark the first checkbox to certify that the statements contained in the form are true, complete, and accurate.
- Mark the second checkbox to certify that you have read, understood, and followed the instructions provided with the form.

Please sign the form, and enter the date.

## **Important Submission Information**

The application must be submitted electronically to the following email address:  
[SkopjeGrants@state.gov](mailto:SkopjeGrants@state.gov).

Subject: Public Diplomacy Grants Program Application

Please be sure to submit the following mandatory items:

1. [Application](#) (in Microsoft Word) completed in English
2. CVs of the implementation team and any experts who will be working on the project (in English)
3. Signed [SF 424 form](#)
4. Court registration papers
5. Other relevant documentation in relation to the applicant