

**U.S. DEPARTMENT OF STATE
U.S. EMBASSY BUDAPEST HUNGARY
PUBLIC DIPLOMACY SECTION
Notice of Funding Opportunity (NOFO)**

Funding Opportunity Title:	U.S. Embassy Budapest, PDS FY25 Annual Program Statement (APS)
Funding Opportunity Number:	PDS-BUD-FY25-APS001
Deadline for Applications:	June 30, 2025 (11:59 p.m. CET)
CFDA Number:	19.040 – Public Diplomacy Programs
Total Amount Available:	To be determined, subject to availability of funds
Maximum for Each Award:	\$25,000

A. Program Description

U.S. Embassy Budapest is pleased to announce that funding is available through its Public Diplomacy Grants Program. This Annual Program Statement outlines our funding priorities, the Program's strategic themes, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

Purpose of Public Diplomacy Grants: Embassy Budapest invites proposals for programs that strengthen ties between the American and Hungarian people through programming that highlights shared values, mutual prosperity, and bilateral cooperation. ***All projects must include an American component*** to be eligible for funding. An American component can mean an American cultural element, or connection with American experts, organizations, or institutions in a specific field that will promote increased understanding of U.S. policy and perspectives. Examples include:

- An **American citizen** who is an expert, speaker, artist, athlete, or other visitor to Hungary who will lead or present some key component of the project.
- The use of an **American cultural product** as a major touchstone for key elements of the program. Cultural products could include books, music, curricula, films, or technology created entirely or primarily by American innovators and clearly associated with American excellence.
- Engaging audiences in learning about or practicing a **major American topic**, such as U.S. policy, U.S. history, or American values as a significant focus of the program.

Priority Program Areas in FY2025:

Proposals should clearly state how the project will make America safer, stronger, and more prosperous and should respond to at least one of the following thematic priorities:

- a) Highlighting the mutual prosperity generated by the U.S.-Hungarian economic relationship and increasing awareness of America's role as an economic and trade partner to Hungary
- b) Celebrating American excellence through programs highlighting America's scientific leadership and cutting-edge advancements in the energy, technology, and AI sectors
- c) Spotlighting America's achievements, legacies, and contributions in film, music, and sport, and their influence on and connection to Hungary

Authorizing legislation, type and year of funding:

Funding authority rests in either the Smith-Mundt Act or the Fulbright-Hays Act. The source of funding is FY2025 Public Diplomacy Funding.

The following types of programs are not eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Feature film production;
- Programs that support specific religious activities;
- DEI initiatives in violation of Executive Order 14151;
- Fundraising campaigns;
- Lobbying for specific legislation or programs;
- Scientific research;
- Programs intended primarily for the growth of an individual;
- Programs intended primarily for the growth or institutional development of the organization or requests for general operating funds; or
- Programs that duplicate existing programs.

B. Federal Award Information

Length of performance period:	Three (3) to twelve (12) months
Number of awards anticipated:	Dependent on final budget and requested grant amounts
Award amounts:	Awards may range from a minimum of \$2,500 to a maximum of \$25,000, however selected grant proposals typically range from \$5,000 - \$10,000
Total available funding:	To be determined
Type of Funding:	Fiscal Year 2025 Public Diplomacy Funding

Anticipated program start date: Proposed projects should begin no later than September 30, 2025

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 Embassy staff are more actively involved in the grant implementation. Examples of such involvement include the development of the grant program, final approval of grant activities, and participation in selection panels for program participants.

Program Performance Period: Proposed programs should be completed in twelve (12) months or less. Embassy Budapest 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

C.1. Eligible Applicants

Embassy Budapest encourages applications from U.S. and Hungarian:

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

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

C.2. Cost Sharing or Matching

Cost sharing is not required but is strongly encouraged. All cost share by the applicant or other grantors, including in-kind contributions, should be reflected in the proposed budget and budget narrative.

C.3. Other Eligibility Requirements

C.3.1. Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

C.3.2. In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via www.SAM.gov. Please see Section F for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

C.3.3. Applicants are advised that U.S. Institutions of Higher Education (IHEs) that are located in the United States must certify the following at the time of award, and that this certification requirement must be included in any subaward agreements to U.S. IHEs:

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.

C.3.4. 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.

D. Application and Submission Information

D.1. Content and Form of Application Submission

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**.

Applicants must submit all application materials directly to BudapestGrants@state.gov with the following subject line:

"PDS-BUD-FY25-APS001 / [Name of Organization or Individual]."

Applicants will receive an email confirming their application has been received.

D.2. Required documents:

All applicants:

1. **Project Proposal in PDF format**
2. **Budget Narrative in PDF format**

Required forms for organizations:

1. [SF-424](#) (Application for Federal Assistance – organizations)
2. [SF-424A](#) (Budget Information for Non-Construction programs)
3. [SF-424B](#) (Assurances for Non-Construction Programs)

Required forms for individuals:

1. [SF-424-I](#) (Application for Federal Assistance – individuals)
2. [SF-424A](#) (Budget Information for Non-Construction programs)
3. [SF-424B-I](#) (Assurances for Non-Construction Programs - Individual)

A proposal template and the SF-424 family of forms are available on www.grants.gov or at U.S. Embassy Budapest website.

Please note the Embassy does not provide any pre-consultation for application-related questions that are addressed in the APS.

The Embassy may hold occasional information sessions to provide technical guidance and best practices to organizations considering submitting a proposal. Sessions will be announced on the Embassy website and social media accounts.

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.

E. Proposal Guidelines

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*

1. **Proposal (based on proposal template, 6 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 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 Hungary will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These objectives should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives. The type and number of activity should be stated: for example 2 workshops for 30 people per month.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal through outputs and outcomes.
 - Output example: 10 planned podcasts reaching 5000 visitors on social
 - Outcome example: Increased knowledge of U.S. history
- **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?
- **Future Funding or Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

2. Budget Justification Narrative: After completing the budget template (SF-424A), use a separate document to describe each of the budget expenses in detail.

- a. **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.
- b. **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.

- c. **Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, 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.
 - d. **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 list it in the budget as equipment.
 - e. **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.
 - f. **Other Direct Costs:** Describe other costs directly associated with the program that 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.
 - g. **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 the total direct costs as defined in 2 CFR 200.68.
 - h. **“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.
 - i. **Alcoholic Beverages:** Please note that award funds cannot be used for alcoholic beverages.
- 3. Attachments:** These supporting documents do not count against the proposal page limit.
- 1-page CV or resume of key personnel (mandatory)
 - Letters of support from program partners describing the roles and responsibilities of each partner (if applicable)
 - Official permission letters, if required for program activities (if applicable)

Please note:

Other items NOT required/requested for submission but which may be requested if your application is approved for funding, include:

- a. Copies of an organization or program audit within the last two years

- b. Copies of relevant human resources, financial, or procurement policies
- c. Copies of other relevant organizational policies or documentation that would help the Department determine your organization's capacity to manage a federal grant award overseas.

PDS Budapest reserves the right to request any additional programmatic and/or financial information regarding the proposal.

F. Unique Entity Identifier (UEI) and System for Award Management (SAM.GOV)

It is mandatory for all applicants to obtain a Unique Entity Identifier (UEI) and to register in the System for Award Management (SAM.gov) unless they meet the criteria for an exception. It is also mandatory for all subrecipients to obtain a UEI. A recipient may not make a subaward to a subrecipient unless that subrecipient has obtained and provided to the recipient a UEI. A subrecipient is not required to be registered in SAM.gov.

This requirement:

- **does NOT** apply to individuals.
- **DOES** apply to domestic and foreign organizations, including non-profit, for-profit, and educational institutions.
- **DOES** apply to Foreign Public Entities, including Public International Organizations and foreign governments.
- **DOES** apply to all Federal financial assistance, including assessed and voluntary contributions.

The UEI is a 12-digit alphanumeric number issued by SAM.gov and serves as the primary means of identifying and tracking financial assistance provided to organizations. **In order to be considered for funding under this APS, all organizations should obtain a UEI.** We advise organizations that do not already have an active SAM.gov registration to initiate the process. A final determination of whether the organization is exempt from the SAM.gov registration requirement will be made by the Grants Officer issuing the award.

SAM.gov is a U.S. government-managed website and there is no cost to register an organization. See the System for Award Management help page for detailed instructions on how applicants request a UEI and register in SAM.gov.

F.2. UEI and SAM.gov Exemptions

Individuals are always exempt from the requirement to obtain a UEI and register in SAM.gov unless they are operating a sole proprietorship or single member limited liability company.

Foreign organizations or foreign public entities receiving an award less than \$500,000 that will be performed outside the United States may be exempted from completing full SAM.gov registration; however, the organization or foreign public entity must still obtain a UEI.

Creating New Recipient Records in SAMS/MyGrants:

New applicants can begin the process of obtaining a UEI [here](#).

G. Submission dates and times

The deadline to submit proposals is:

- **June 30, 2025 (11:59 p.m. CET)**

No applications will be accepted after June 30, 2025 (11:59 CET) for this APS.

Applicants are typically contacted 8-12 weeks after the submission and informed whether or not their proposal was selected. All funding decisions are subject to availability of funds.

Generally, Embassy Budapest recommends that applicants submit proposals 3-6 months in advance of the intended project start date.

H. Funding Restrictions

The following types of funding requests are typically not supported:

- Fees and travel costs to attend conferences in the United States, unless the travel is part of a larger-scope program/project and will tie directly to activities in Hungary;
- Ongoing salary costs (e.g., standing up or maintaining the operation of an organization);
- Office equipment (e.g., standing up the operation of an organization);
- Paying to complete activities begun with other funds;
- Refreshments (exception: expenses for coffee breaks and working lunches which are essential to the realization of the program might be funded);
- Alcoholic beverages;
- Furthermore, award funds cannot be used for construction projects, vehicle purchases, real estate purchases, or other similar purposes or for costs which are determined as unallowable in 2 CFR 200.

I. Application Review Information

I.1. 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 as a whole in judging the overall quality of an application.

Embassy priorities (20 points): Applicant has clearly described how stated goals are related to and support U.S. Embassy Budapest's priority areas or target audiences.

Organizational capacity and record on previous grants (10 points): Applicant has expertise in its stated field and Embassy Budapest is confident of its ability to undertake the program.

Quality and Feasibility of the Program Idea (15 points): The program idea is well developed with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Goals and objectives (15 points): Goals and objectives are clearly stated, and the program approach is likely to provide maximum impact in achieving the proposed results.

Budget (15 points): 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 (10 points): 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.

Media and visibility plan (5 points): Applicant describes a clear plan for how the program will be shared with secondary audiences through traditional and/or social media. Applicant describes clearly how the partnership with the U.S. Government will be made visible to the participants and to secondary audience. Applicant describes the outreach tools to be used and demonstrates capacity to implement visibility through traditional and/or social media.

Sustainability (10 points): Program activities will continue to have a positive impact after the end of the program.

I.2. Review and Selection Process

An interdisciplinary Embassy Grants Review Committee will evaluate all eligible proposals.

J. Federal Administration Information

J.1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by a 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 APS 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.

If a proposal is selected, Embassy Budapest reserves the right to reduce, revise, and/or increase the proposal budget in accordance with the needs of the program and availability of funds.

Applicants whose application will not be funded will also be notified via email.

Payment Method: Payments will be made in installments as needed to carry out the program activities. Payment schedules will be determined by the Grants Office and specified in the award document, according to program milestones and as needed to carry out the project activities.

J.2. 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 compliance. 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, including guidance 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](#)

K. 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.

L. 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 beverage