

Notice of Funding Opportunity (NOFO)

Discover U.S.

U.S. Embassy Seoul, Department of State

Opportunity number: PD-SEOUL-FY25-06

Application deadline: Monday, August 11, 2025, 11:59 p.m. GMT+9

Contents

A.	Basic Information.....	3
B.	Eligibility	4
C.	Program Description	5
D.	Application Contents and Format	7
E.	Submission Requirements and Deadlines	8
F.	Application Review Information	10
G.	Award Notices	11
H.	Post-Award Requirements and Administration	11
I.	Other Information	13

U.S Department of State
U.S. Embassy Seoul, Public Diplomacy Section
Notice of Funding Opportunity

A. Basic Information

1. Overview

Funding Opportunity Title	Discover U.S.
Funding Opportunity Number	PD-SEOUL-FY25-06
Announcement Type	The Initial announcement
Deadline for Applications	Monday, August 11, 2025, 11:59 p.m. GMT+9
Assistance Listing Number	19.441
Length of performance period	10 – 12 months
Number of awards anticipated	5 awards
Award amounts	\$6,000 per award
Total available funding	\$30,000 (Pending availability of funds)
Type of Funding	FY25 Fulbright-Hays, American Spaces Support Funds
Anticipated project start date	November 2025

Funding Instrument Type: Cooperative agreement. Cooperative agreements include substantial involvement of the bureau or embassy in program implementation of the project. An FAA can also include substantial involvement. Examples of substantial involvement are included in section C below.

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

The Department of State 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.

This notice is subject to availability of funding.

2. Executive Summary

Priority Region: Republic of Korea

The U.S. Embassy Seoul's Public Diplomacy Section is pleased to announce the "Discover U.S." Notice of Funding Opportunity (NOFO), a program celebrating the 250th anniversary of the United States. This initiative seeks to engage Korean youth through interactive,

English-language programs focused on U.S. culture, history, and values at American Corners throughout the Republic of Korea.

The Embassy is seeking five individual grantees—one for each American Corner in Busan, Gangneung, Gwangju, Jeju, and Pyeongtaek—to implement customized programs such as film screenings, discussion sessions, and workshops. Each grantee will conduct a minimum of 20 sessions over a 10–12-month period, working closely with the Embassy’s Public Diplomacy Section and American Corner staff.

Applicants must be individuals based in the Republic of Korea—either American citizens or Korean citizens with significant U.S. experience and proven expertise in teaching academic subjects related to the United States. Each grantee may receive up to \$6,000.

Potential applicants are encouraged to review the official America250 site before applying: <https://america250.org>

For detailed information on program objectives, activities, and requirements, refer to Section C: Program Description.

B. Eligibility

1. Eligible Applicants

The following individuals are eligible to apply:

Applicants must:

- *Be based in the Republic of Korea and able to conduct their program at one of the five American Corners: **Busan, Gangneung, Gwangju, Jeju, or Pyeongtaek.***
- *Be either:*
 - *an American citizen with demonstrable teaching experience in English, or*
 - *a Korean citizen with extensive experience in the United States and expertise teaching U.S. history, culture, and values.*
- *Have professional or native-speaker fluency in English.*
- *Reside in Republic of Korea through December 2026 and be available to conduct regular programming.*
- *Indicate which American Corner they intend to serve (if applying for more than one location, applicants must rank their preferences and provide a justification).*
- *Have experience teaching English and/or serving as a speaker for educational or cultural programs.*
- *Demonstrate strong understanding of both American and Korean cultures.*
- *Have experience in developing and implementing educational or cultural programs, including curriculum design and assessment.*

2. Cost Sharing or Matching

Cost sharing is not required.

3. Other Eligibility Requirements

All organizations must have a Unique Entity Identifier (UEI) issued via SAM.gov as well as a valid registration in 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

1. Goals and Objectives

Purpose of the Program

The 'Discover U.S.' program aims to deepen Korean audiences' understanding of American culture, history, and values through targeted educational activities. These may include film screenings, discussions, and lectures designed to foster positive perceptions of the United States and reinforce the U.S.-ROK Alliance.

Goals and Objectives

- **Educational Engagement:** To deliver comprehensive educational programs that explore U.S. culture, history, and values, fostering a deeper and more nuanced understanding of American ideals and principles among local audiences.
- **Cultural Exchange:** To facilitate cultural exchange through film screenings, discussions, and lectures that promote mutual understanding, foster appreciation, and highlight shared values and connections between the United States and local communities at our five American Corner locations.
- **Audience Development:** To cultivate and sustain a dedicated audience that actively engages with American Corner programming, fostering lasting relationships and positive perceptions of the United States.
- **Local Outreach:** To highlight American achievements, values, and culture in ways that strengthen U.S. soft power and advance diplomatic engagement.

Key Activities

- **Film Screenings:** Screenings of American films that highlight significant historical events, cultural milestones, and societal values. These screenings will be followed by moderated discussions to encourage critical thinking and dialogue.
- **Discussion Sessions:** Interactive sessions will allow participants to engage in open discussions about U.S. culture, history, and values. These sessions will be led by

knowledgeable facilitators and may feature guest speakers from various fields, approved by U.S. Embassy Seoul.

- **Workshops:** Hands-on sessions that delve into specific aspects of American culture, including recognizing cultural celebrations, highlighting American ingenuity and excellence, and proficiency in English.

Grantee Expectations

- **Funding and Location:** U.S. Embassy Seoul is seeking five grantees, each receiving up to \$6,000, to implement the “Discover U.S.” program at one of the American Corners in Busan, Gangneung, Gwangju, Jeju, or Pyeongtaek. **Grantees must specify at which American Corner they intend to carry out their program. If applying for multiple American Corners, please rank your preference and provide a justification. Each American Corner will only receive one grantee.**
- **Program Delivery:** Deliver a minimum of 20 sessions in English over a 10- to 12-month period at the selected American Corner.
- **Content Development:** In consultation with the Public Diplomacy Section at U.S. Embassy Seoul, select program topics, design content, and carry out the sessions accordingly.
- **Reporting and Evaluation:** Provide regular progress reports and evaluations to the Public Diplomacy Section to ensure the grantee is meeting program objectives.
- **Community Engagement:** Actively engage with local communities to promote participation and foster mutual understanding.

2. Substantial Involvement

The U.S. Embassy Seoul’s Public Diplomacy Section will remain substantially involved throughout the program. Embassy involvement will include the following:

- **Coordination and Support:** The American Corner coordinators at host institutions will serve as key partners, offering critical support to ensure smooth implementation. The Public Diplomacy Section will provide procedural guidance and ensure alignment with the America250 initiative. The American Corners will also be responsible for recruiting program participants. Depending on the specific context of each location, participants may include high school students, university students, and young professionals.
- **Resource Provision:** The embassy will provide relevant Office of American Spaces resources, such as access to the e-Library.
- **Monitoring and Evaluation:** The embassy will oversee program implementation, assess outcomes, and report on the program’s effectiveness in meeting its goals and objectives.

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 fit 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**

Available at: <https://www.grants.gov/forms/forms-repository/sf-424-individual-family>

- [SF-424I](#) (Application for Federal Assistance – Individual)
- [SF-424A](#) (Budget Information for Non-Construction programs)
- [SF-424B](#) (Assurances for Non-Construction programs)

2. **Summary Page (optional)**

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

3. **Proposal (10 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 State Department 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
- **Project 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.
- **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.

Note: Not mandatory, but you may use the templates provided here:

[Proposal Template](#) / [Budget Template](#)

5. Attachments

- 1-page Curriculum Vitae (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.

E. Submission Requirements and Deadlines

1. Address to Request Application Package

Application forms required above are available at: [embassy website](#) and [grants.gov](#)

2. Department of State Contacts

If you have any questions about the grant application process, please contact:

SeoulPDGrants@state.gov

3. Submission Dates and Times

Applications are due no later than Monday, August 11, 2025, 11:59 p.m. GMT+9

4. 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. Additional Funding Restrictions:

For individual recipients, award funds must be used solely for costs directly incurred by the recipient. Funds may not be used to hire others, enter into subcontracts or other contractual agreements, or provide compensation to third parties. Allowable costs typically include individual honoraria, travel expenses, and direct program implementation expenses (e.g., supplies, online meeting platform subscriptions). Costs not directly tied to the recipient's participation or program implementation are not allowable.

5. Other Submission Requirements

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

F. Application Review Information

1. Review Criteria

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

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

Applicant Capacity and Record on Previous Grants (Experience): The applicant 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.

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.

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 provides 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.

Sustainability: Program activities will continue to have positive impact after the end of the program.

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

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 counter-signature. The recipient may only start incurring project expenses beginning on the start date shown on the 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 2025 via email.

Payment Method: SF-270

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.

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.

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.

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