



# Post Kuala Lumpur FY2026 Annual Program Statement

**U.S. Embassy Kuala Lumpur**  
**Public Diplomacy Section,**  
Department of State

Opportunity number: SMYPD-FY26-APS-001

Application deadline(s): Rolling basis through July 31, 2026

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**U.S Department of State  
U.S. Embassy Kuala Lumpur Public Diplomacy  
Annual Program Statement**

**A. Basic Information**

**1. Overview**

<b>Funding Opportunity Title</b>	Post Kuala Lumpur FY2026 Annual Program Statement
<b>Funding Opportunity Number</b>	SMYPD-FY26-APS-001
<b>Announcement Type</b>	Initial announcement
<b>Deadline(s) for Applications</b>	Rolling basis with monthly review cycles through July 31, 2026
<b>Assistance Listing Number</b>	19.040
<b>Length of performance period</b>	12 to 24 months
<b>Number of awards anticipated</b>	15-25 awards (dependent on amounts)
<b>Award amounts</b>	awards may range from a minimum of \$10,000 to a maximum of \$150,000
<b>Total available funding</b>	\$500,000 pending funding availability
<b>Type of Funding</b>	FY26 Smith Mundt Public Diplomacy Funds
<b>Anticipated program start date</b>	Awards will begin on a rolling basis following approval

The Public Diplomacy Section of the U.S. Embassy in Kuala Lumpur of the U.S. Department of State is pleased to announce that funding is available through its FY2026 Public Diplomacy 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 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”) as described in section C.2.

**Program Performance Period:** Proposed projects should be completed in 24 months or less.

**Continuation Grants:** 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:** Malaysia

### **Executive Summary**

The U.S. Embassy Kuala Lumpur Public Diplomacy Section seeks proposals that advance American leadership, prosperity, and security interests in Malaysia. This program supports initiatives that promote U.S. technological innovation and economic competitiveness, showcase American excellence in sports and education, strengthen ties with exchange program alumni, and position the United States as Malaysia's most trusted international partner.

Priority areas include: advancing U.S. leadership in artificial intelligence and emerging technologies; leveraging major sporting events to demonstrate American excellence; engaging alumni networks to amplify U.S. influence; and promoting American English language education and pathways to U.S. higher education institutions. Programs should demonstrate clear alignment with U.S. national interests, measurable outcomes, and sustainable impact beyond the grant period. Successful proposals will engage influential Malaysian stakeholders, promote American standards, and contribute to making America more prosperous and secure.

## **B. Eligibility**

### **1. Eligible Applicants**

The following organizations are eligible to apply (both U.S. and foreign-based):

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- Public and private educational institutions
- Public International Organizations and Governmental institutions
- Individuals (for specific categories as noted)

### **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 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.

Organizations must demonstrate the capacity to manage U.S. government funds, including appropriate financial management systems and internal controls.

## C. Program Description

### 1. Goals and Objectives

The U.S. Embassy Kuala Lumpur Public Diplomacy Section seeks to advance American interests in Malaysia through strategic engagement programs that promote U.S. leadership, excellence, and prosperity. This Annual Program Statement supports the Mission's goals and aligns with Department of State priorities to advance American economic competitiveness, technological leadership, and global influence.

Describe any limitations or relevant regulations.

#### Priority Program Areas:

##### Priority Area 1: Advancing U.S. Technological Leadership and Economic Interests

**Objective:** To advance U.S. technological leadership and economic interests by fostering innovation and promoting the adoption of American-led AI and emerging technologies in Malaysia, ensuring that U.S. companies, expertise, and standards shape the region's technological future in alignment with an America First foreign policy.

#### Program Activities May Include:

- Workshops, seminars, and conferences showcasing U.S. innovation in artificial intelligence, machine learning, cybersecurity, and emerging technologies
- Technical training programs that promote American technology standards and best practices
- Partnerships between U.S. and Malaysian technology companies, research institutions, and innovation hubs
- Demonstration projects highlighting U.S. technological solutions to regional challenges
- Speaker programs featuring U.S. technology leaders, entrepreneurs, and innovators
- Programs that promote responsible AI development
- Initiatives that create pathways for Malaysian adoption of U.S. technology platforms and standards

**Target Audiences:** Technology entrepreneurs, government officials responsible for digital policy, university researchers, innovation hub leaders, private sector technology executives, and emerging tech professionals.

#### Expected Outcomes:

- Increased awareness and adoption of U.S. technology standards and platforms in Malaysia
- Strengthened partnerships between U.S. and Malaysian technology sectors
- Enhanced perception of the United States as the global leader in innovation and emerging technologies
- Measurable increase in Malaysian stakeholder preference for U.S. technology solutions over competitors

## **Priority Area 2: Promoting American Excellence Through Sports Diplomacy**

**Objective:** By the end of FY2028, recognition of the United States as Malaysia's most trusted international partner across the sports ecosystem increases, as measured through annual media sentiment tracking, stakeholder surveys, and partnership mapping.

### **Program Activities May Include:**

- Sports coaching clinics and training programs featuring U.S. expertise and methodologies
- Programs leveraging Freedom250 (America's 250th anniversary), FIFA World Cup 2026, and LA Olympics 2028 to showcase American sports excellence
- Exchanges and workshops promoting U.S. standards of transparency, competitiveness, fair play, and performance excellence
- Youth sports development programs emphasizing teamwork, discipline, and integrity
- Sports management and administration training highlighting U.S. professional sports systems
- Programs connecting Malaysian sports organizations with U.S. sports institutions and professional leagues
- Media campaigns showcasing U.S. sports innovations, athlete development systems, and sports science

**Target Audiences:** National and state sports officials, coaches and trainers, youth sports organizations, sports journalists and media, university athletic programs, and emerging athletes.

### **Expected Outcomes:**

- Measurable increase in positive media sentiment regarding U.S. sports partnerships
- Documented growth in Malaysian sports stakeholder preference for U.S. collaboration
- Expanded network of Malaysian sports leaders with direct ties to U.S. sports institutions
- Successful leveraging of major sporting events to amplify U.S. visibility and professionalism

## **Priority Area 3: Engaging Alumni Networks to Advance U.S. Interests**

**Objective:** To enhance U.S. security and promote American excellence by fostering sustained engagement with Malaysian alumni of U.S. government-funded exchange programs, leveraging their networks to advance U.S. excellence, priorities, and leadership in alignment with U.S. national interests.

### **Program Activities May Include:**

- Alumni networking events and professional development programs
- Small grants program for alumni-led initiatives that advance U.S. priorities
- Mentorship programs connecting senior alumni with emerging leaders
- Alumni speaker series and public outreach campaigns
- Collaborative projects between alumni and U.S. institutions or companies
- Alumni engagement in key sectors including technology, education, business, media, and civil society

- Programs that activate alumni networks to advocate for U.S. interests
- Recognition programs highlighting alumni achievements and U.S. exchange program impact

**Target Audiences:** Alumni of Fulbright, International Visitor Leadership Program (IVLP), Youth Exchange and Study (YES), and other U.S. government-sponsored exchange programs.

**Expected Outcomes:**

- Increased alumni engagement in activities supporting U.S. priorities
- Measurable expansion of alumni influence in key Malaysian sectors
- Documented instances of alumni advocacy for U.S. partnerships
- Strengthened alumni networks that amplify U.S. messaging and interests

**Priority Area 4: Promoting American English Language Education and U.S. Higher Education**

**Objective:** To make America more prosperous by promoting American-led English language education and pathways to U.S. higher education, ensuring that U.S. institutions benefit economically while shaping Malaysia's academic landscape with American standards.

**Program Activities May Include:**

- English language teaching programs emphasizing American English and teaching methodologies
- Teacher training workshops featuring U.S. English language instruction best practices
- U.S. higher education fairs and advising programs promoting American universities
- Virtual and in-person programs connecting Malaysian students with U.S. university representatives
- Programs highlighting the quality of U.S. higher education
- Initiatives promoting American academic standards and educational approaches
- Programs highlighting opportunities for academic exchange to Malaysia

**Target Audiences:** English language teachers and educators, secondary school students and counselors, university students considering graduate studies, education ministry officials, and parents of college-bound students.

**Expected Outcomes:**

- Increased enrollment of Malaysian students in U.S. higher education institutions
- Enhanced capacity of Malaysian English teachers using American methodologies
- Greater awareness of U.S. higher education opportunities and advantages
- Measurable economic benefit to U.S. educational institutions through increased Malaysian enrollment
- Noted increase in the number of American students in Malaysia

## **Priority Area 5: Countering Malign Influence and Promoting Free Speech**

**Objective:** To strengthen U.S. security by countering malign foreign influence while promoting the freedom of speech and transparent governance.

### **Program Activities May Include:**

- Programs teaching critical evaluation of information sources
- Journalist training emphasizing investigative reporting and fact-checking
- Programs promoting transparency, accountability, and good governance
- Initiatives addressing online manipulation
- Workshops on democratic civic engagement and civil society development
- Programs highlighting American institutions and practices
- Initiatives supporting independent media and press freedom

**Target Audiences:** Journalists and media professionals, civil society organizations, university students, social media influencers, and government officials.

### **Expected Outcomes:**

- Increased capacity to discern the validity of media pieces
- Strengthened independent media sector aligned with professional standards
- Measurable reduction in effectiveness of malign influence campaigns

### **Participants and Audiences:**

Programs should target influential Malaysian stakeholders who can amplify U.S. messaging and advance American interests. Priority audiences include:

- Government officials and policymakers at national and state levels
- Business leaders and entrepreneurs, particularly in technology and innovation sectors
- Educators, university administrators, and academic researchers
- Media professionals and content creators
- Alumni of U.S. government exchange programs
- Emerging leaders in technology, sports, education, and civil society
- Youth and students with leadership potential

Applicants should budget for participant costs including travel, accommodation, meals, and materials as appropriate for proposed program activities.

### **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;

- Programs that duplicate existing programs; or
- Programs that do not clearly advance U.S. national interests or Mission priorities.

## 2. Substantial Involvement

For awards issued as cooperative agreements, the U.S. Embassy Kuala Lumpur Public Diplomacy Section will have substantial involvement in program implementation. This may include:

- Approval of program agendas, speakers, and participants
- Participation in program events and activities
- Regular consultation on program implementation and adjustments
- Review and approval of communications materials and media products
- Coordination with other Embassy sections and U.S. government agencies
- Facilitation of connections with U.S. experts, institutions, or resources
- Monitoring and evaluation support

The specific nature of substantial involvement will be detailed in individual award agreements.

## 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) available at <https://www.grants.gov/forms/sf-424-family>
- **SF-424A** (Budget Information for Non-Construction programs) available at <https://www.grants.gov/forms/sf-424-family>
- **SF-424B** (Assurances for Non-Construction programs) available at <https://www.grants.gov/forms/sf-424-family> (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 (maximum 250 words).

## 3. Proposal (15 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.

- i. **Proposal Summary:** Short narrative (maximum 500 words) that outlines the proposed project, including project objectives and anticipated impact.
- ii. **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.
- iii. **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- iv. **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, measurable, and clearly aligned with one or more Priority Program Areas identified in Section C.1.
- v. **Project Activities:** Describe the program activities and how they will help achieve the objectives. Explain how activities will engage target audiences and advance U.S. interests.
- vi. **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.
- vii. **Proposed Project Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- viii. **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? Include brief biographical information demonstrating relevant expertise.
- ix. **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- x. **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? Include specific indicators, data collection methods, and evaluation timeline. Describe how results will be measured and reported.
- xi. **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:

- <https://www.grants.gov/forms/sf-424-family>
- U.S. Embassy Kuala Lumpur website: <https://my.usembassy.gov/>

### 2. Department of State Contacts

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

**U.S. Embassy Kuala Lumpur**  
**Public Diplomacy Section – Grants**

Email: [PublicAffairsKL@state.gov](mailto:PublicAffairsKL@state.gov)

**Office Hours:** Monday-Friday, 8:00 AM - 3:00 PM (Malaysia Time)

### 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](http://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 \(nato.int\)](https://eportal.nspa.nato.int/AC135Public/sc/CageList.aspx)

### **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:

- Proposals received between April 1 and April 30 will be reviewed by May 15, with Responses will be sent to applicants by May 29.
- Proposals received between May 1 and May 31 will be reviewed by June 15, with Responses will be sent to applicants by June 30.
- Proposals received between June 1 and June 30 will be reviewed by July 15, with Responses will be sent to applicants by July 31.
- Proposals received between July 1 and July 31 will be reviewed by August 15, with Responses will be sent to applicants by August 28.

## 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. Prohibition on Funding Activities that Encourage Mass-Migration Caravans towards the United States Southwest Border

None of the funds awarded under this grant may be made available to encourage, mobilize, publicize, or manage mass-migration caravans towards the United States southwest border. Funds may not be made available for legal counseling on the United States asylum process; and/or for referrals to legal representation in the United States.

### iii. Certification Regarding Compliance with applicable Federal anti-discrimination laws

If the place of performance or delivery of any award made under this Annual Program Statement 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.

### iv. Certification Regarding Compliance with 20 U.S.C. 1011f and any other applicable foreign funding disclosure requirements

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.

v. Certification of Trafficking in Persons Compliance and Compliance Plan

Applicants are advised that they will be required to certify the following at the time of award for awards where the estimated value of services to be performed outside the United States exceeds \$500,000:

- To the best of the Recipient's knowledge, neither the Recipient, nor any subrecipient, contractor, or subcontractor of the Recipient or any agent of the recipient or of such a subrecipient, contractor, or subcontractor, is engaged in any of the activities described in 2 CFR 175.105(a);

The recipient has implemented a Trafficking in Persons compliance plan to prevent activities described in 2 CFR 175(a) and is compliant with this plan; and the compliance plan must follow the minimum requirements described in 2 CFR 175(b)(5).

- That the Recipient has and will implement procedures to prevent activities described in 2 CFR 175.105(a) and to monitor, detect, and terminate any subrecipient, contractor, subcontractor, or employee of the recipient engaging in these activities.

Recipients do not need to submit a copy of the plan. However, they must provide it to the Grants Officer upon request, and as appropriate, must post the useful and relevant contents of the plan or related materials on their website and at the workplace. Recipients must re-certify on an annual basis for the entire award period of performance.

vi. Prohibition on Unmanned Aircraft Systems Manufactured or Assembled by American Security Drone Act-Covered Foreign Entities

(a) Definitions.

American Security Drone Act-covered foreign entity means an entity included on a list developed and maintained by the Federal Acquisition Security Council (FASC) and published in the System for Award Management (SAM) at <https://www.sam.gov>.

FASC-prohibited unmanned aircraft system means an unmanned aircraft system manufactured or assembled by an American Security Drone Act-covered foreign entity.

Unmanned aircraft means an aircraft that is operated without the possibility of direct human intervention from within or on the aircraft.

Unmanned aircraft system means an unmanned aircraft and associated elements (including communication links and the components that control the unmanned aircraft) that are required for the operator to operate safely and efficiently in the national airspace system.

(b) Prohibition. Recipients of funding under this Annual Program Statement (including subawards and subcontracts) will be prohibited from:

(1) delivering any FASC-prohibited unmanned aircraft system, which includes unmanned aircraft (i.e., drones) and associated elements;

(2) Operating a FASC-prohibited unmanned aircraft system in the performance of the award (section 1824 of Pub. L. 118-31, [41 U.S.C. 3901](#) note prec.); and

(3) Using Federal funds for the purchase or operation of a FASC-prohibited unmanned aircraft system .

(c) Exemptions, exceptions, and waivers. The prohibitions described above will not apply if the agency determines that an exemption, exception, or waiver applies and the award indicates that such a determination has been made. [See sections 1823 through 1825 and 1832 of Public Law 118-31 ( [41 U.S.C. 3901](#) note prec.) for statutory requirements pertaining to exemptions, exceptions, and waivers.].

#### **vii. Additional Funding Restrictions**

- Award funds cannot be used for alcoholic beverages
- Award funds cannot be used for entertainment costs unless directly related to program objectives and pre-approved by the Grants Officer
- Award funds cannot be used for partisan political activities
- Award funds cannot be used for lobbying activities
- Programs must not duplicate existing U.S. government-funded programs without clear justification
- Funds may not be used to support activities in countries or with entities subject to U.S. sanctions

#### **6. Other Submission Requirements**

All application materials must be submitted by email to [PublicAffairsKL@state.gov](mailto:PublicAffairsKL@state.gov) or applications may be submitted electronically through [www.Grants.gov](http://www.Grants.gov)

## **F. Application Review Information**

### **1. Review Criteria**

Each application will be evaluated and rated based on the evaluation criteria outlined below. Applications will be scored on a 100-point scale.

#### **Alignment with U.S. Interests and Mission Priorities – 25 points**

The proposal clearly advances U.S. national interests and directly supports one or more Priority Program Areas identified in Section C.1. The proposal demonstrates understanding of current U.S. foreign policy priorities and Mission objectives. The expected outcomes clearly benefit American leadership, prosperity, or security.

#### **Quality and Feasibility of the Program Idea – 20 points**

The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline. The methodology is sound and appropriate for achieving stated objectives. The proposal does not include any activities contrary to any standing Executive Orders. For a full list, see <https://www.federalregister.gov/>.

#### **Organizational Capacity and Record on Previous Grants – 15 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. If sub-awards are proposed, applicant demonstrates experience managing subawards. Previous performance on U.S. government grants (if applicable) has been satisfactory.

#### **Program Planning/Ability to Achieve Objectives – 15 points**

Goals and objectives are clearly stated, specific, measurable, achievable, relevant, and time-bound (SMART). Program approach is likely to provide maximum impact in achieving the proposed results. Target audiences are appropriate and clearly identified. Activities are well-designed to engage target audiences effectively.

#### **Budget – 10 points**

The budget justification is detailed and clear. 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. There is no unnecessary duplication of costs. Cost-effectiveness is demonstrated.

#### **Monitoring and Evaluation Plan – 10 points**

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. Data collection methods are appropriate and feasible. Evaluation plan will generate meaningful information about program impact.

## **Sustainability – 5 points**

Program activities will continue to have positive impact after the end of the program. Applicant has a realistic plan for sustaining program benefits or continuing activities beyond the grant period. Partnerships and relationships developed will endure.

## **2. Indirect Costs**

If two or more applications receive equivalent scores based on the evaluation criteria outlined in this NOFO, preference will be given to the applicant with the lower indirect cost rate, as consistent with Executive Order 14332, Section 4(b)(iii). This preference will only be applied as a tie-breaking mechanism and does not supersede the primary evaluation criteria.

## **3. Review and Selection Process**

A review committee composed of U.S. Embassy Kuala Lumpur Public Diplomacy Section staff will evaluate all eligible applications. The review committee may include representatives from other Embassy sections as appropriate.

### **Review Process:**

1. **Initial Screening:** Applications will be screened for completeness and eligibility
2. **Technical Review:** Eligible applications will be evaluated against the criteria in Section F.1
3. **Risk Review:** Applications recommended for funding will undergo risk assessment as described in Section F.4
4. **Final Selection:** The Public Affairs Officer will make final funding decisions based on review committee recommendations, risk assessment, and available funding

The Embassy reserves the right to:

- Request additional information or clarification from applicants
- Negotiate budget adjustments with selected applicants
- Fund proposals at levels lower than requested
- Partially fund proposals or fund specific components of proposals
- Not fund any proposals if none meet the required standards

## **4. 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
- f. Capacity to manage U.S. government funds and comply with federal regulations
- g. Previous experience with U.S. Embassy Kuala Lumpur or other U.S. government agencies

- h. Adequacy of internal controls and financial management systems
- ii. Responsibility/Qualification Information in SAM.gov  
The Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold (\$350,000), 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 email within the timeframes specified in Section E.4.

### **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.

Recipients may not draw down funds without the affirmative authorization of the Department of State. In addition, recipients must submit, with each SF-270 payment request, a detailed explanation justifying the request.

## 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). For the avoidance of doubt, the Department has sole discretion over the determination that an award no longer effectuates program goals or agency priorities, and this provision permits awards to be terminated at the Department's convenience, including when it determines that the award no longer advances the national interest.
- [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](#)
- Recipients must comply with Executive Orders as applicable. A searchable list can be found in the Federal Register: <https://www.federalregister.gov/>

## 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

### **Standard Reporting Requirements:**

#### **Program Reports:**

- **Quarterly Progress Reports:** Due within 15 days after the end of each calendar quarter. Reports should describe activities completed, progress toward objectives, challenges encountered, and plans for the next quarter.
- **Final Program Report:** Due within 30 days after the end of the period of performance. Report should comprehensively describe all activities, outcomes achieved, lessons learned, and program impact.

#### **Financial Reports:**

- **Quarterly Financial Reports:** Due within 15 days after the end of each calendar quarter using SF-425 Federal Financial Report form.
- **Final Financial Report:** Due within 90 days after the end of the period of performance using SF-425 Federal Financial Report form.

#### **Additional Reporting:**

- **Success Stories:** Recipients should submit success stories, photos, videos, and other documentation of program impact on an ongoing basis.
- **Media Coverage:** Recipients must provide copies of any media coverage related to the program.
- **Participant Lists:** For programs involving participants, recipients must submit participant lists with required demographic information.

**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.

## 3. Branding and Marking

The Department of State, its programs, and U.S. Government funding and assistance should be easily identifiable to the Department's global audiences.

Recipients of federal assistance awards must follow the branding guidance published at [Guidance for Contracts and Grants - U.S. Department of State Brand System](#). Branding policy exceptions are outlined in the U.S. Department of State Foreign Affairs Manual [10 FAM 416, Policy Exceptions](#).

For more information, visit: <https://brand.america.gov/>

## **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.