

**U.S. DEPARTMENT OF STATE
U.S. EMBASSY BAGHDAD, PUBLIC AFFAIRS
Notice of Funding Opportunity**

Funding Opportunity Title: Public Diplomacy Small Grants Program
Funding Opportunity Number: DOS-Baghdad-PD-2020-001
Deadline for Applications: 08/30/2020
CFDA Number: 19.021
Total Amount Available: **\$250,000.00**
Maximum for Each Award: **\$100,000.00**

A. PROGRAM DESCRIPTION

The U.S. Embassy Baghdad Public Affairs Office (PA) is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

Purpose of Small Grants: PA Baghdad invites proposals that **strengthen ties between the U.S. and Iraq** through programming that highlights shared values and promotes bilateral cooperation. All programs must include an American cultural element, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives.

Examples of Public Diplomacy Small Grants programs include, but are not limited to:

- Strengthening Governance, Democracy, and the Rule of Law
- Strengthening Civil Society and Promoting Civic Engagement
- Enhancing Professionalism in the Media
- Combatting Disinformation
- Countering Violent Extremism
- Promoting Innovation and Entrepreneurship
- Empowering Women and Youth
- Fostering U.S.-Iraqi Cultural Ties

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

UNCLASSIFIED

- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs.

Authorizing legislation:

Overall, grant-making authority for this program is contained in the Mutual Educational and Cultural Exchange Act of 1961, Public Law 87-256, as amended, also known as the Fulbright-Hays Act. The purpose of the Act is “to enable the Government of the United States to increase mutual understanding between the people of the United States and the people of other countries...; to strengthen the ties which unite us with other nations by demonstrating the educational and cultural interests, developments, and achievements of the people of the United States and other nations...and thus to assist in the development of friendly, sympathetic, and peaceful relations between the United States and other countries of the world.”

B. FEDERAL AWARD INFORMATION

Length of performance period: One month to 12 months

Number of awards anticipated: Up to 10 awards (depending on amounts)

Award amounts: awards may range from a minimum of \$25,000.00 to a maximum of \$100,000.00

Total available funding: \$250,000.00

Anticipated program start date: 12/01/2019 or whenever Congress appropriates sufficient funds.

This notice is subject to availability of funding.

Funding Instrument Type: Grants and Fixed Amount Awards

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The Public Affairs Office encourages applications from the following types of organizations:

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

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

UNCLASSIFIED

2. Cost Sharing or Matching

Cost sharing is not required.

3. Other Eligibility Requirements

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.

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, as well as a valid registration on www.SAM.gov. Please see Section D.3 for information on how to obtain these registrations.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available on www.grants.gov or by request from baghdadpdgrants@state.gov.

2. 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 for consideration.

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 Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- SF-424 (*Application for Federal Assistance – organizations*);
- SF424A (*Budget Information for Non-Construction programs*);
- SF424B (*Assurances for Non-Construction programs*).

UNCLASSIFIED

2. Summary Coversheet: A cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and a brief description of the program's purpose.

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 program, including program objectives and anticipated impact.
- **Introduction to the Organization 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 United States and XXX will be improved? The "objectives" refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the 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 sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments (suggested examples):

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

UNCLASSIFIED

Required Registrations:

All organizations applying for grants must obtain these registrations. All are free of charge:

- Unique Identifier Number from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

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

NCAGE application: Application page here

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

Instructions for the NCAGE application process:

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

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

For help from outside the U.S., call 1-269-961-7766

Email NCAGE@dliis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM by logging onto:

<https://www.sam.gov>. SAM registration must be renewed annually.

3. Submission Dates and Times

The Public Affairs Office will accept proposals throughout the year and will review proposals according to the following schedule:

- Proposals received between December 1 and December 31, 2019, will be reviewed by *January 31, 2020, with responses going out by February 25, 2020.*
- Proposals received between January 1 and March 31 will be reviewed by *April 30, 2020, with responses going out by May 30, 2020.*
- Proposals received between April 1 and June 30 will be reviewed by *July 30, 2020, with responses going out by August 30, 2020.*
- Proposals received between July 1 and August 30 will be reviewed by *September 30, 2020 with responses going out by October 30, 2020.*

UNCLASSIFIED

4. Other Submission Requirements

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

E. APPLICATION REVIEW INFORMATION

Evaluation Criteria: Applicants should note that the following criteria

- (1) Serve as a standard against which all proposals will be evaluated, and
- (2) Serve to identify the significant matters that should be addressed in all proposals. The USG will award grants to the applicant whose offers represent the best value to the USG on the basis of technical merit, past performance, and cost.

Each application will be evaluated by a peer review committee of US Embassy PA staff and other experts, as deemed appropriate. The evaluation criteria have been tailored to the requirements of this NOFO.

- **Project Goals/Implementation Plan (60 points):** Applicants should describe what they propose to do and how they will do it. The proposed activities must directly relate to meeting the goals and objectives, and applicants should include information on how they will measure activities' effectiveness and provide milestones to indicate progress toward NOFO-stipulated goals. The review panel will be viewing the implementation plan in terms of how well it addresses the goals and objectives, feasibility of the proposed activities and their timeline for completion, and the extent to which the impact of the project will continue beyond the conclusion of the funding period.
- **Organizational Capability (15 points):** Proposals should demonstrate the ability to develop and implement programs in the areas covered by the NOFO. Applicants must demonstrate how their resources, capabilities, and experience will enable them to achieve the stated goals and objectives.
- **Appendices (25 points):**
 - **Budget:** Costs shall be evaluated for realism, control practices, and efficiency. PA must determine that the costs paid for this award are reasonable, allowable, and allocable to the proposed project activities. This will consist of a review of the Budget to determine if the overall costs are realistic for the work to be performed, if the costs reflect the applicant's understanding of the allowable cost principles established by OMB Circular A-122, and if the costs are consistent with the program narrative. Applicants must submit SF 424A – "Budget Information – Non-Construction Program" along with a comprehensive budget for the entire program. There must be a summary budget as well as breakdowns reflecting both administrative and program budgets. Applicants may provide separate sub-budgets for each program phase, location or activity to provide clarification.
 - **Resume:** The review panel will consider the appropriateness of the selected project key personnel; in view of the roles and responsibilities those individuals will play in guiding the project through implementation to completion. While it is preferable to name project personnel and provide their resumes, position descriptions submitted in lieu of the

UNCLASSIFIED

resumes will be reviewed for the appropriateness of the qualifications and skills identified.

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

1. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this 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.

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

2. Administrative and National Policy Requirements

Terms and Conditions: Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/m/a/o/e/index.htm>.
Note the U.S flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

UNCLASSIFIED

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.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PA at: Baghdadpdgrants@state.gov.

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

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a

UNCLASSIFIED

Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“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.