

U.S. MISSION TO JAPAN  
PUBLIC AFFAIRS SECTION (PAS)

Statement of Interest (SOI)  
Annual Program Statement

## FY2025 SOI

U.S. Embassy Tokyo, Department of State

Opportunity number: PAS-Tokyo-FY25-SOI-02 (Modified on  
July 2, 2025)

Application deadline: (Rolling) September 30, 2025, 23:59 JST  
(UTC+9:00)

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**U.S Department of State  
U.S. Embassy, Tokyo  
Statement of Interest (SOI)  
Annual Program Statement**

## **A. Basic Information**

### **A. 1. Overview**

|                                       |   |
|---------------------------------------|---|
| <b>Funding Opportunity Title</b>      | Statement of Interest (SOI) for the Annual Program Statement (APS) Fiscal Year 2025-02  |
| <b>Funding Opportunity Number</b>     | PAS-Tokyo-FY25-SOI-02 (Modified on May 12, 2025)  |
| <b>Deadline for Applications</b>      | September 30, 2025, 23:59 JST (UTC+9:00)  |
| <b>Assistance Listing Number</b>      | 19.040  |
| <b>Length of performance period</b>   | Up to 12 months   |
| <b>Number of awards anticipated</b>   | 2 to 4 awards (dependent on amounts)  |
| <b>Award amounts</b>                  | Awards may range from a minimum of \$5,000 to a maximum of \$100,000  |
| <b>Total available funding</b>        | \$250,000 pending availability of funds   |
| <b>Type of Funding</b>                | FY2025 Smith Mundt Public Diplomacy Funds and/or Fulbright Hayes Public Diplomacy Funds   |
| <b>Anticipated project start date</b> | Flexible start dates are preferred, and funds permitting, selected proposals will be obligated by September 30, 2025. In the case that a proposal is selected, but sufficient funding does not become available, PAS Tokyo reserves the right to reconsider the proposal for funding in the next fiscal year. |

The U.S. Embassy Tokyo of the U.S. Department of State announces an open competition for organizations/or individuals to submit a statement of interest (SOI) to carry out a project (or projects) to strengthen ties between the U.S. and Japan, promote Mission Japan's main strategic goals, and make America safer, stronger, and more prosperous. Please carefully follow all instructions below.

#### **The submission of the SOI is the first step in a two-step process.**

Applicants must first submit a concise 2-page statement of interest designed to clearly communicate projects idea and objectives. This is not a full proposal and will not result in a federal assistance award at this step.

The purpose of the SOI process is to allow applicants to submit project ideas for evaluation prior to requiring the development of a full proposal application. Upon a merit review of eligible SOIs, selected applicants will be invited to expand on their project idea(s) by

submitting a full proposal application. Full proposals will go through a second merit review before final funding decision(s) are made.

**Funding Instrument Type:** Grant, fixed amount award (FAA), or 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.

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

**This notice is subject to the availability of funding.**

## **A. 2. *Executive Summary***

**Priority Region:** Japan

### **Executive Summary**

U.S. Embassy Tokyo, through its Public Affairs Section, invites creative, engaging proposals for programs that strengthen ties between the U.S. and Japan through public-engagement programming that highlights shared values, promotes bilateral cooperation, and makes America safer, stronger, and more prosperous. Please see Section C. Program Description for more information. **An applicant organization/individual may submit two or more SOIs, but please submit one at a time.**

## **B. Eligibility**

### **B. 1. *Eligible Applicants***

The Public Affairs Section encourages applications from U.S. and Japanese:

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- Non-profit or governmental educational institutions
- Individuals (the cap for individual grant proposals is set at \$30,000)
- Public International Organizations

### **B. 2. *Cost Sharing or Matching***

Cost sharing is encouraged but not required.

### **B. 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 E.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

Certification Regarding Compliance with applicable Federal anti-discrimination laws: None of the funds awarded under this Notice of Funding Opportunity (NOFO) may be used for any initiatives or programs, or any activities that do not comply with Executive Order 14173 titled Ending Illegal Discrimination and Restoring Merit-Based Opportunity.

## **C. Program Description**

### **C. 1. Goals and Objectives**

All programs must include a tie to U.S. culture or society and/or a connection with U.S. expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives. Audiences can include: national and regional media; NGOs and think tanks; government officials (national, prefecture, and municipal officials; policy makers, civil servants); cultural and educational leaders; next generation leaders (e.g., innovators, digital influencers, campus leaders); and/or academics, among others.

Special consideration will be given to proposals from organizations that have not previously received U.S. Embassy funding, as well as those that include partners and programming outside Tokyo. Priority Program Areas are as follows:

- **Security and Defense:** Public engagement activities that promote a Free and Open Indo-Pacific region; combat transnational, regional, and global challenges such as cyber threats and illegal immigration; encourage resistance to malign influence and foreign information manipulation; and enhance civilian-military understanding, including in base-hosting communities.
- **Collaboration in science and technology:** Programs that promote STEM (Science, Technology, Engineering, and Math) interest among young people, as well as programs that advance U.S.-Japan academic partnerships in science and technology, including cybersecurity, and/or that share best practices in research security and academic integrity.
- **Entrepreneurship and Innovation:** Programs that advance a modern workforce and global innovation infrastructure, including through promotion of entrepreneurial practices and a business culture that recognizes the importance of study abroad experience and English skills.

- **Celebrating American Excellence, Democracy, and Shared Values:** Programs that 1) celebrate U.S. scientific prowess, innovation, economic dynamism, agricultural strength, and ability to shape global trends ahead of America's 250th anniversary, and/or 2) leverage people-to-people ties through cultural diplomacy, including film, music, and sports programs.

## **C. 2. Substantial Involvement**

In cases where the U.S. Embassy's substantial involvement is important to the success of the award (such as in assisting with program participant selection or specific activities), the U.S. Embassy reserves the right to request that the award be issued as a cooperative agreement as a condition of funding approval. In this case, a description of the nature of the Embassy's substantial involvement will be discussed and agreed upon, as well as set out in the Award Provisions before the award is signed.

## **D. Application Contents and Format**

Please follow all the instructions below carefully. SOIs that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

### **D. 1. SOI (two pages maximum)**

**Content of SOI must include:**

- **Project Summary:** Short narrative that outlines the proposed project, including project objectives, link to U.S. Mission to Japan Public Affairs Section strategic objectives, and anticipated impact.
- **Requested amount:** The amount of funding that you are requesting.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the project, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies (if any).
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed project is needed.
- **Project Activities:** Describe the project activities and how they will help achieve the objectives.

Documents must be fully in English.

**If your SOI is favorably reviewed by the review panel, you will be invited to submit a FULL PROPOSAL and other mandatory documents as outlined below.**

#### ***D. 2. Mandatory application forms***

Following the review, successful SOI applicants will be contacted and instructed to submit full applications. Mandatory application forms are available at the [Embassy website](#). A full application is as described in F. 2. section below.

### **E. Submission Requirements and Deadlines**

#### ***E. 1. Address to Request Application Package***

Application forms required above are available at the [Embassy website](#).

#### ***E. 2. Department of State Contacts***

If, after carefully reviewing the information below, you have any questions about the grant application process, please contact: [TokyoPASGrants@state.gov](mailto:TokyoPASGrants@state.gov).

#### ***E. 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 in 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 this NOFO.

The 2 CFR 200 requires subrecipients to 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 [TokyoPASGrants@state.gov](mailto:TokyoPASGrants@state.gov) at least two weeks prior to the deadline 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.



#### **E. 4. Submission Dates and Times**

SOI applications will be reviewed on a rolling deadline (approximately every two to three months) and are due no later than September 30, 2025 (Japan Standard Time).

#### **E. 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. (Only for projects that will take primarily in the Western Hemisphere) 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 or representation in the United States.

Funds may only be used for cash cards for use in the country in which they are provided or to facilitate assisted voluntary returns and other purposes that do not encourage, mobilize, publicize, or manage mass migration caravans towards the United States southwest border. The provision of humanitarian assistance is permitted.

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

Applicants are advised that [Institutes of Higher Education \(IHEs\)](#) 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.

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

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

### **F. Application Review Information**

#### ***F. 1. Review Criteria***

Each submission will be evaluated and rated based on 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. SOIs are reviewed individually against the criteria and not against competing SOIs. The panel may provide conditions and/or recommendations on SOIs to enhance the proposed program. Conditions must be addressed, and recommendations should be addressed, in a full proposal application.

**Strategic Priorities:** The SOI clearly relates to the Strategic Priorities as outlined in the Executive Summary. The goals describing the intended achievement of the project are clearly tied to and can help achieve those priorities. (30%)

**Project Activities:** How well the project activities are linked to the problem statement and the ability of the project activities to reach the stated objective. The rough budget seems appropriate to the project proposed. (30%)

**Quality and Feasibility of the Program or Project Idea:** The program or project idea is well developed, with detail about how project activities will be carried out. The SOI includes a reasonable implementation timeline. (20%)

**Organizational Capacity:** The applicant demonstrates the expertise and ability necessary to carry out the program or project. This includes analysis of performance on all previous grants from the U.S. Embassy and/or U.S. government agencies as well as experience doing similar projects or programs. This includes the ability of key personnel to achieve the objectives of the program (20%)

## ***F. 2. Review and Selection Process***

A review committee will evaluate all eligible SOI applications.

All eligible SOIs will be reviewed against the criteria listed above. SOIs are reviewed individually against the criteria and not against competing SOIs. For a fair review, all panelists will review from the first page of the SOI up to the page limit and no further. The panel may provide conditions and/or recommendations on SOIs to enhance the proposed program. Conditions must be addressed, and recommendations should be addressed, in a full proposal application.

Following the review, any successful SOI applicants will be contacted and instructed to submit full applications. A full application will include:

- Organizations: SF-424 (Application for Federal Assistance), or
- Individuals: SF-424-I (Application for Federal Assistance --individuals)
- All applicants: SF-424A (Budget Information for Non-Construction programs)
- All Individuals, Organizations exempt from SAM.gov registration, and Organizations not required to fully register in SAM.gov: SF-424B (Assurances for Non-Construction programs)

**Cover Letter (optional):** Applicants are encouraged to submit a cover letter on the organization's letterhead containing the proposal's submission date, project title, project performance period, and primary purpose of the project.

1. **Program Proposal:** The proposal should contain sufficient information so that anyone not familiar with it would understand exactly what the applicant wants to do. Applicants must submit a complete proposal that includes the items listed below. (The proposal should not exceed ten pages total.)
  - **Proposal Summary:** Brief narrative that outlines the proposed project, including its objectives and how it advances at least one of the Embassy's policy goals. Project summary should be one to two pages maximum.
  - **Introduction to the Organization:** A description of past and present operations. Please include 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 project is needed.
  - **Project Goals and Objectives:** A description of what the project intends to achieve at its completion (the project goals) and the intermediate accomplishments that lead to

- the achievement of the goals (the project objectives). How will the project further the relationship between the United States and Japan? The goals should be measurable.
- **Program Methods and Design:** A description of how the project is expected to work and how it will solve or address the stated problem
  - **Project Activities:** A description of specific activities related to the objectives that must be reached and the methods used to achieve the stated objectives.
  - **Proposed Project Schedule:** The proposed timeline for undertaking and completing the specific project activities. Dates, times, and locations of planned activities and events should be included:
  - **Key Personnel:** Names, titles, roles and experience/background of the key personnel to be involved in the project. For a project proposal over \$25,000, applicants must submit the resumes of key personnel.
    - Who will work on the project?
    - What responsibilities will they have?
    - What qualifications do they have?
    - What proportion of their time will be used in support of this project (e.g. total monthly/yearly salary at 5%)?
    - Please note if any of the key personnel are alumni of a U.S. government-funded exchange program.
  - **Project Monitoring and Evaluation:** An explanation of how the activities be monitored throughout the timeframe of the grant to ensure activities are happening in a timely manner. This should also address how the program be evaluated to make sure it is meeting the goals of the grant.
  - **Media/Communications Plan:** An explanation of how the applicant will use traditional and social media to communicate and raise awareness about this project and its results.
  - **Future Funding or Sustainability:** Applicant's plan for continuation beyond the grant period, or the availability of other resources, if applicable.
  - **Proposed Budget:** Listing of all project expenses, consistent with the proposal narrative, project activities and USG-wide budget categories in U.S. dollars. (Please see section *Guidelines for Budget Submissions* below for further information). Types and amounts of funding your organization has received for the current project from other partners should be included. Include a budget narrative to explain any costs that are not self-explanatory. All budgets are preferably submitted in spreadsheet form, but the sample form on the [Embassy website](#) or the format is not mandatory as long as the breakdown and justifications are included.

## 2. Attachments (if applicable)

- One-page CV or resume of each key personnel who is 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

## **Risk Review**

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. If there are any program specific risk factors that will be considered, describe them here.

## **G. Post-Award Requirements and Administration**

### **G 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](#)