

**U.S. DEPARTMENT OF STATE**  
**U.S. EMBASSY IN THE PHILIPPINES, PUBLIC AFFAIRS SECTION**  
**Annual Program Statement (APS)**  
**Updated June 16, 2025**

<b>Funding Opportunity Title</b>	U.S. Embassy in the Philippines Public Affairs Section (PAS) Annual Program Statement (APS)
<b>Funding Opportunity Number</b>	OFOP0001966
<b>Type of Announcement</b>	Update
<b>Deadline for Applications</b>	Applications accepted throughout the year, up to July 15, 2025
<b>Assistance Listing (previously CFDA)</b>	19.040 – Public Diplomacy Programs
<b>Award Amounts</b>	Awards may range from a minimum of \$20,000 to a maximum of \$40,000.

## **SUMMARY**

The U.S. Embassy in the Philippines' Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that we are considering proposals for our Public Affairs Annual Program Statement (APS). This announcement is an Annual Program Statement outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting funding requests. Please read this document carefully and follow all instructions.

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

## **A. BASIC INFORMATION**

PAS Philippines invites proposals for projects that strengthen ties between the Philippines and the United States through programming that promotes U.S. interests and bilateral cooperation. All programs must include an American element or connection with American expert(s), organization(s), and/or institution(s) in a specific field that will promote increased understanding of U.S. policies and perspectives.

## **PRIORITY PROGRAM AREAS**

Priority will be given to project proposals that further one or more of the U.S. Embassy's goals, including:

- Proposals that commemorate the 80<sup>th</sup> anniversary of U.S.-Philippines diplomatic relations and/or the 75<sup>th</sup> anniversary of the Mutual Defense Treaty in 2026;
- Programs that enhance U.S.-Philippines security cooperation, including deterring illegal maritime activities, promoting adherence to international law, and encouraging peaceful resolution of disputes;
- Programs that promote mutual prosperity and foster closer economic ties between the United States and the Philippines;
- Programs that support a free and open Indo-Pacific region by developing stronger linkages between the United States, the Philippines and other countries in the region;
- Programs that celebrate the excellence of figures past and present who made the U.S.-Philippines relationship stronger.

Other examples of APS programs include, but are not limited to:

- Programs that counter malign foreign influence.
- Sports, music, and arts programs that highlight the robust history of U.S.-Philippines relationship and/or bilateral goals.
- Programs that engage emerging leaders, youth-led non-profit organizations, and student leaders, on priority program areas or advancing leadership and innovation skills.
- Programs that develop the skills of the U.S. government alumni network and associations on organizational management and formalization to U.S. standards
- U.S. experts conducting speaking tours, public talks, roundtable discussions, workshops, etc.
- Academic and professional lectures and seminars
- STEM and innovation developmental programs that support strategic priorities
- Capacity-building workshops/webinars or information campaigns that engage established opinion leaders (such as policymakers, industry leaders, decision-makers, academe, think tanks, NGOs, CSOs, and media) to address any of these priority program areas.

- Programs that equip Philippine higher education institutions with tools for internationalization efforts in collaboration with U.S. higher education institutions, or programs that foster academic linkages and partnerships.
- Programs that protect activities that are under threat due to violations of the Philippines' sovereign rights and are critical to lives and livelihoods.

### **Participants and Audiences:**

PAS Philippines' target audiences include national and regional media; NGOs and think tanks; government officials (state, district, and municipal officials; policy makers, civil servants); cultural and educational leaders; next generation leaders (e.g., innovators, digital influencers, campus leaders, elected youth officials); and universities.

### **Please note that the following types of programs are *not* eligible for funding:**

- Programs relating to partisan political activity;
- Charitable, humanitarian, 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 an organization; or
- Programs that duplicate existing programs.

### **Basic Information**

- Length of performance period is 12 months.
- Award amounts may range from a minimum of \$20,000 to a maximum of \$40,000.
- Proposals are accepted on a rolling basis throughout the year and will be reviewed in July.
- Proposals that address key strategic priorities may be approved for immediate funding.

**Funding Instrument Type:** Grant, Fixed Amount Award, Cooperative Agreement, or Award to Individuals.

**Program Performance Period:** Proposed programs are usually completed in one year or less but may be extended in special circumstances.

## **B. ELIGIBILITY CRITERIA**

The Public Affairs Section encourages applications from the United States and the Philippines. Individuals and registered not-for-profit organizations, including think tanks, civil society/non-governmental organizations, and higher education institutions with relevant programming experience are encouraged to apply. For-profit or commercial entities are **not** eligible to apply.

Cost sharing or matching is not required for this funding opportunity. Pre-award costs are not an allowable expense for this funding opportunity. Applications may be submitted for consideration at any time on or before the closing date of this funding opportunity.

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.

## **D. APPLICATION CONTENTS AND FORMATS**

**Instructions:** Please follow all instructions below carefully. Failure to furnish all information or comply with stated requirements may lead to the application's disqualification for consideration. Applicants must set forth accurate and complete information as required by this Annual Program Statement.

### **CONTENT OF APPLICATION**

#### **Step 1: Fill out the mandatory federal assistance forms**

All forms are available as part of the grants package on [grants.gov](https://www.grants.gov), [MyGrants](https://mygrants.gov), and the [U.S. Embassy in the Philippines website](https://www.usembassy.gov).

- Application for Federal Assistance (SF-424) – Individual OR Organization
- Budget Information for Non-Construction programs (SF424A)
- Assurances for Non-Construction programs (SF-424B)

## Step 2: Create a coversheet

The cover sheet includes the applicant's name and organization, proposal date, program title, and a proposed start and end date. It should also include a very brief synopsis of the goals to be achieved through the program.

## Step 3: Create a Project Proposal

The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise, and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The "goals" describe what the program is intended to achieve. What aspect of the relationship between the U.S. and Philippines 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.
- **Expected Outputs:** Please list expected outputs or tangible deliverables of the proposed project.
- **Expected Outcome:** Please list expected outcomes or the changes (behavior, attitudes, perceptions, knowledge, and/or skills) that you want to achieve based on project goals and objectives.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles, and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?

- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner? 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.
- **Negotiated Indirect Cost Rate (NICRA):** If your organization has a NICRA, you should include NICRA charges in the budget and the latest rate should be included in the proposal.

#### **Step 4: Create a detailed budget proposal and narrative**

After filling out the SF-424A Budget, create a more detailed budget proposal and budget narrative to describe each of the budget expenses in detail using attached spreadsheet file.

#### **Step 5: Attach additional documents**

Please attach a copy of:

- Unique Entity ID (UEI) Number from SAM
- [www.SAM.gov](http://www.SAM.gov) registration

#### **Optional forms:**

- One-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
- Please feel free to submit additional information as you think necessary.

## **Step 6: Carefully read the terms and conditions**

Read the terms and conditions that apply to this award. Funded proposals are expected to fully comply with these terms and conditions, including:

- The Department of State Standard Terms and Conditions, including the S. flag branding and marketing requirements, available at <https://www.state.gov/documents/organization/271865.pdf>
- The regulations found in 2CFR 200, 2 CFR 600 Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards. <https://www.govinfo.gov/app/details/CFR-2014-title2-vol1/CFR-2014-title2-vol1-part200/context>

Complete a final review of your documents. Ensure that:

- The proposal clearly addresses the goals and objectives of this funding opportunity;
- All documents are in English;
- All pages are numbered;
- All documents are formatted to 8 ½ x 11 paper; and
- All materials are submitted in .pdf format.

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

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

Application forms required above are available at [Grants.gov](https://www.grants.gov), in [MyGrants](https://mygrants.state.gov), and on the [U.S. Embassy in the Philippines website](https://www.usembassyphilippines.gov).

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

If you have any questions about the grant application process, please contact: [grantsmanila@state.gov](mailto:grantsmanila@state.gov).

Note: We do not provide any pre-consultation for application-related questions. Once an application has been submitted, staff will not discuss the competition until the entire proposal review process is completed.

### ***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 \(nato.int\)](#)

## **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 may be submitted via e-mail to [grantsmanila@state.gov](mailto:grantsmanila@state.gov), or through [MyGrants](#) or [grants.gov](https://grants.gov).

Applications may be submitted for consideration at any time before the closing date of July 15, 2025. No applications will be accepted after that date.

## **5. Funding Restrictions**

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).

## **F. APPLICATION REVIEW INFORMATION**

**Professional capacity and record on previous grants:** The organization or individual has expertise in its stated field and has demonstrated its ability to implement the program, including strong financial management and appropriate personnel.

(10 points)

**Quality and feasibility of the program idea:** The program idea is well developed with details about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

(20 points)

**Goals and objectives:** Goals and objectives are clearly stated, and the program's approach is likely to provide maximum impact in achieving the proposed results.

(10 points)

**Embassy priorities:** Applicant has clearly described how stated goals are related to and support U.S. Embassy Philippines' priority areas or target audiences.

(20 points)

**Budget:** The budget justification details reasonable and appropriate costs in relation to the proposed activities and anticipated results. The budget is realistic, and accounts for all necessary expenses to achieve proposed goals and objectives.

(20 points)

**Monitoring and evaluation plan:** Applicant demonstrates the ability 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 they will be measured.

(10 points)

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

(10 points)

## **G. AWARD NOTICES**

The grant award or cooperative agreement 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 after 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 funding opportunity 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.

**Payment Method:** Payments will be made as needed to carry out the program activities.

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

## H. 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](#)

## **I. 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 property that is required to implement 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, 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 document. 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. Awards to individuals are not entitled to indirect costs.

**Cost Sharing:** “Cost Sharing” refers to contributions from the organization or 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.