

Annual Program Statement (APS)

# U.S. Embassy Nairobi PDS Annual Program Statement

U.S. Embassy Nairobi, Department of State

Opportunity number: DOS-NBO-PDS-FY25-001

Application deadline(s): May 30, 2025

## Contents

<b>A.</b>	<b>Basic Information</b> .....	<b>3</b>
<b>B.</b>	<b>Eligibility</b> .....	<b>4</b>
<b>C.</b>	<b>Program Description</b> .....	<b>5</b>
<b>D.</b>	<b>Application Contents and Format</b> .....	<b>6</b>
<b>E.</b>	<b>Submission Requirements and Deadlines</b> .....	<b>8</b>
<b>F.</b>	<b>Application Review Information</b> .....	<b>12</b>
<b>G.</b>	<b>Award Notices</b> .....	<b>13</b>
<b>H.</b>	<b>Post-Award Requirements and Administration</b> .....	<b>14</b>
<b>I.</b>	<b>Other Information</b> .....	<b>15</b>

**U.S Department of State  
U.S EMBASSY NAIROBI, PUBLIC DIPLOMACY SECTION  
Annual Program Statement**

**A. Basic Information**

**1. Overview**

<b>Funding Opportunity Title</b>	U.S. Embassy Nairobi PDS Annual Program Statement
<b>Funding Opportunity Number</b>	DOS-NBO-PDS-FY25-001
<b>Announcement Type</b>	Initial Announcement
<b>Deadline(s) for Applications</b>	January 15, March 15, and May 30, 2025
<b>Assistance Listing Number</b>	19.040
<b>Length of performance period</b>	Six to Twelve months
<b>Number of awards anticipated</b>	Subject to availability of funds
<b>Award amounts</b>	awards may range from a minimum of \$15,000 to a maximum of \$50,000
<b>Total available funding</b>	Subject to availability of funds
<b>Type of Funding</b>	FY25 Smith-Mundt Public Diplomacy Funds
<b>Anticipated program start date</b>	No later than September 1, 2025

The U.S. Embassy Nairobi, Public Diplomacy Section (PDS) of the U.S. Department of State is pleased to announce that funding is available through its 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.

**Funding Instrument Type:** Grant, fixed amount award (FAA), or cooperative agreement. Cooperative agreements and some FAAs are different from grants in that bureau/embassy staff are more actively involved in the grant implementation (“Substantial Involvement”).

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

The Department of State will consider applications for continuation of 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:** N/A

### **Executive Summary**

PDS Nairobi invites proposals for programs that strengthen ties between the United States and Kenya and promote bilateral cooperation. All programs must advance a U.S. linkage including, for example, a connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policies, economic models, and perspectives on the U.S.-Kenya partnership. The following are the four priority program areas:

- Economic Prosperity
- Democracy and Governance
- U.S. Kenya Creative Economy Partnership
- U.S – Kenya Higher Education Partnership

## **B. Eligibility**

### **1. Eligible Applicants**

The following registered U.S. and Kenyan organizations and individuals are eligible to apply:

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

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

Cost sharing is not required but is welcome.

### **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.

## C. Program Description

### 1. Goals and Objectives

The U.S. Embassy Nairobi, Public Diplomacy Section (PDS) of the U.S. Department of State is pleased to announce that funding is available through its 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.

Priority Program Areas: Proposals must address one of the following key program areas:

**1. Economic Prosperity** – Advances the prosperity of the United States and Kenya through a fair and reciprocal economic partnership, the strengthening of Kenya’s business climate, support for its startup ecosystem, energy solutions, and higher education cooperation that creates economic opportunities for both of our countries.

**2. Democracy and Governance** – Deepens the bilateral relationship on a broad range of common interests including respect for human rights, safeguarding civic space, rule of law, public accountability, anti-corruption efforts, shared democratic values, and protection of fundamental freedoms.

**3. U.S.-Kenya Creative Economy Partnership** – Engage creative economy leaders, the Kenyan public, the investor community, and government officials in support of creative economy development and U.S.-Kenya partnership. Program goals could include Government of Kenya policies adopted in support of creative economy growth, advancement of intellectual property protections, U.S.-Kenya creative industry investment opportunities, public understanding and support for U.S. creative economy engagement in Kenya, strengthening of professional networks across different industries, and development of Kenyan university initiatives that facilitate creative economy education and job growth.

**4. U.S.-Kenya Higher Education Partnership** – Launching and strengthening of long-term joint initiatives between Kenyan and U.S. universities, especially focused on technology, joint research, and private-sector job growth. Program goals could include mutually beneficial tech, education, and business developments for students, researchers, startups, faculty, and larger commercial enterprises. Proposed fields for U.S.-Kenya university cooperation could include trade and investment, economic growth, renewable energy and green industrialization, global health advancements, and security cooperation.

**Participants and Audiences:**

Kenyans who may be in any of the following categories;

- Kenyans between the ages of 16 and 35, including students, civil society leaders and social influencers;
- Business leaders and rising entrepreneurs;
- Established opinion leaders, including cultural influencers and academic institution leadership.

**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 or specific academic research;
- Programs intended primarily for the growth or institutional development of the organization; or
- Scholarships or tuition assistance
- Commercial or for-profit activities, including seed money; or
- Programs that duplicate existing programs.

**2. Substantial Involvement**

The detailed descriptions of substantial involvement will be incorporated into the award provisions for grants issued as cooperative 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) at <https://ke.usembassy.gov/>
- SF-424A (Budget Information for Non-Construction programs) at <https://ke.usembassy.gov/>
- SF-424B (Assurances for Non-Construction programs) at <https://ke.usembassy.gov/> (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.

### **3. Proposal (5 pages maximum)**

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

- **Proposal Summary:** Short narrative that outlines the proposed project, including project objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the 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. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Project Activities:** Describe the program activities and how they will help achieve the objectives.
- **Project Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Project Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **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?
- **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Project Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure

they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?

- **Future Funding or Sustainability:** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

#### **4. Detailed Line-Item Budget**

Submit a detailed line-item budget - (must be an Excel workbook) that includes three (3) columns containing the request to U.S. Embassy Nairobi for U.S. share of cost, any cost sharing contribution, and the total budget.

#### **5. Budget Justification Narrative**

After filling out the SF-424A Budget and detailed line-item 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.

#### **6. Attachments**

- 1-page Curriculum Vitae (CV) or resume of key personnel who are proposed for the program. Include name, work history and experience or qualifications.
- 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 the U.S. Embassy website  
<https://ke.usembassy.gov/>

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

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

#### **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 will be accepted throughout the year. They will be reviewed according to the following schedule:

- *Proposals received between November 27 and January 15 will be reviewed by January 30, 2025. Responses will be sent to applicants by February 28.*
- *Proposals received between January 16 and March 15 will be reviewed by March 30, 2025. with responses going out by April 30.*
- *Proposals received between March 16 and May 30 will be reviewed by June 30, 2025, with responses going out to the applicants by Aug 1, 2025.*

Applications may be submitted for consideration at any time before the closing date of May 30, 2025. No applications will be accepted after that date.

## **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).

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.

Proposals that support construction, social welfare projects, partisan or political party activity, religious activity, commercial or trade activities, scientific research, professional development for individuals, or development activities will NOT be considered. Proposals without a clear American component or that do not clearly and directly support one of the four program areas (see list in the Goals and Objectives section) will NOT be considered. Also, alcoholic beverages cannot be purchased using these funds.

***Certification Regarding Compliance with applicable Federal anti-discrimination laws***

None of the funds awarded under this agreement 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.

By signing the SF-424 or SF-424I Application for Federal Assistance, the Applicant certifies the following:

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.

***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:

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.

***6. Other Submission Requirements***

All application materials must be submitted by email to [NairobiGrants@state.gov](mailto:NairobiGrants@state.gov)

## **F. Application Review Information**

### **1. Review Criteria**

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

**Quality and Feasibility of the Program Idea – 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.

**Organizational Capacity and Record on Previous Grants – 25 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.

**Program Planning/Ability to Achieve Objectives – 20 points:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

**Budget – 10 points:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

**Monitoring and evaluation plan – 15 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.

**Sustainability – 10 points:** Program activities will continue to have positive impact after the end of the program.

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

A review committee will evaluate all eligible applications.

### **3. Risk Review**

#### **i. Risk factors**

Under the merit review as required by 2 CFR § 200.206, prior to making a Federal Award the Department will review and consider the following risk factors:

- a. Financial stability
- b. Management systems and standards

- c. History of performance
- d. Audit reports and findings
- e. Ability to effectively implement requirements

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, is required to review and consider (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 September 30, 2025 via email.

### **Payment Method**

Payments will be made in installments as needed to carry out program activities.

Recipients will be required to request payments by completing form SF-270—Request for Advance or Reimbursement and submitting the form to the Grants Officer.

## H. Post-Award Requirements and Administration

### 1. **Administrative and National Policy Requirements**

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

These include:

In accordance with the Office of Management and Budget's guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- [Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations](#) (2 CFR), as updated in the Federal Register's 89 FR 30046 on April 22, 2024 , particularly on:
  - Selecting recipients most likely to be successful in delivering results based on the program objectives through an impartial process of evaluating Federal award applications (2 CFR part 200.205),
  - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
  - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
  - Terminating agreements pursuant to the U.S. Department of State Standard Terms and Conditions, including, to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).
- [2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT](#)
- [2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION](#)
- [2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS](#)
- [2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE \(FINANCIAL ASSISTANCE\)](#)

- [2 CFR 183 - NEVER CONTRACT WITH THE ENEMY](#)
- [2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS](#)
- [U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS](#)

## **2. Reporting**

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify what reports are required and how often these reports must be submitted.

**Foreign Assistance Data Review:** As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through obligation and disbursement. Successful applicants will be required to report and draw down federal funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

## **I. Other Information**

### **1. 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.