

FUNDING OPPORTUNITY DESCRIPTION

U.S. DEPARTMENT OF STATE

U.S. MISSION IN MOROCCO PUBLIC DIPLOMACY GRANT PROGRAM

Annual Program Statement for Fiscal Year 2021 ending September 30, 2021.

Funding Opportunity Title: U.S. Mission in Morocco

Funding Opportunity Number: PAS-MOROCCO-FY21-01

CFDA Number: 19.040 – Public Diplomacy Programs

Deadline for Applications: See Application deadlines section

Email: Rabatgrants@state.gov

The U.S. Mission in Morocco's Public Affairs Office is pleased to announce that funding is available through the Public Diplomacy Grant Program for projects ranging in value from \$5,000 to \$25,000. Projects for lesser or greater values will be considered on a case-by-case basis.

Grants are intended for committed and organized civil-society organizations, local representatives of civil society, think tanks, non-governmental organizations, cultural institutions, and academic institutions. Awards to individuals will also be considered on a case-by-case basis. **All grantees must have a non-profit status.**

Notice: For Fiscal Year 2021 all proposals submitted in response to this Annual Program Statement must include a contingency plan describing in detail: 1) how the proposed activity would be implemented in the event that health restrictions are in place during the anticipated period of performance, and 2) the applicant's capacity to conduct programs virtually.

Objectives and Project Outcomes:

The objectives of the Public Diplomacy Grant Program are to promote positive relations between Morocco and the United States; reinforce shared values; and connect Morocco's emerging leaders to the American people through projects that:

- Strengthen understanding of U.S. values and institutions; highlight U.S. culture, including American Studies, English language teaching/learning, and study in the United States; and support diversity, acceptance of minority groups, and other areas of mutual interest.
- Help Moroccan youth explore and discover their potential through innovative science, technology, engineering, arts, and math (STEAM,) programs, as well as entrepreneurship programs.

- Encourage Moroccan youth to participate in civic life through social entrepreneurship, volunteerism, and community engagement.

U.S. Content

In order to be eligible for funding consideration, proposals must demonstrate significant U.S. content. U.S. content can include, for example, the participation of U.S. experts, the application or adaptation of U.S. models and best practices, or pedagogical materials related to American history, society, culture, government, or institutions.

Please do not submit proposals without significant U.S. content, as they will not be considered for funding.

Activities that are typically funded include, but are not limited to:

- Programs that reinforce and amplify lessons learned by alumni of State Department-funded exchange programs (both American and Moroccan alumni);
- Youth engagement, leadership, and education programs;
- Workshops, seminars, trainings, and master classes on American themes or issues of mutual interest mentioned in the above goals of the Program;
- Cultural programs that target youth and underserved communities;
- Programs to empower women and girls;
- Radio, television, and social media training and programming in support of the above Program objectives;
- Initiatives in support of the above program objectives that make creative use of any of the Mission's four American spaces—Dar America in Casablanca, the Marrakech American Corner, the Oujda American Space, and/or the American Center at the U.S. Embassy in Rabat.

Activities that *are not* typically funded include, but are not limited to:

- fees and travel costs to attend conferences in the United States,
- ongoing salary costs and office equipment,
- paying to complete activities begun with other funds,
- projects that are inherently political in nature or that contain the appearance of partisanship/support to individual or single party electoral campaigns,
- social welfare projects,
- political party activities,
- projects that support specific religious activities,
- trade activities; fundraising campaigns; commercial projects; scientific research; construction projects; projects whose primary aim is the institutional development of the organization itself.

Inviting U.S. Experts

The Public Affairs Office will also support inviting U.S. citizen experts to Morocco in support of the above Program objectives. The travel costs may include economy class

airfare of a U.S. flag carrier, stipend for meals, daily honorarium, lodging, and local transportation. The request should include a proposed daily schedule for the expert (minimum of two program days excluding travel time). If participation in a conference is expected, please provide its description (organizer, topics, goals and objectives, audience, other sponsors and other expected speakers and participants).

When possible, the Public Affairs Office prefers to provide support to U.S. experts who are available to participate in multiple events. The Public Affairs Office is willing to work with grantees to identify additional programming opportunities for U.S. experts traveling to Morocco.

Project and Budget Periods

Projects generally must be completed within one year or less.

ELIGIBILITY INFORMATION

The Public Affairs Office encourages applications from all sectors: committed and organized civil-society organizations, local representatives of civil society, think tanks, non-governmental organizations, cultural institutions, academic institutions, and individuals. **All grantees must have a non-profit status.**

We seek proposals for activities that engage geographically and demographically diverse audiences within Morocco. U.S. NGOs and individuals may apply, but preference is given to Moroccan NGOs or to partnerships that develop capacity with Moroccan NGOs.

APPLICATION PROCESS

Application Deadlines

Applications will be reviewed two times during Fiscal Year 2021. The deadlines for application are:

Round 1: February 28, 2021

Round 2: June 30, 2021

Proposal Format

To apply, please complete these forms in English:

[The Project Narrative](#)

[Applicant Organizational Information Form](#)

[The Budget Proposal \(in USD\)](#)

[SF424](#) (Application for Federal Assistance – Must be signed)

[SF424A](#) (Budget Information)

[SF424B](#) (Assurances – Must be signed))

Submit all forms in electronic format to Rabatgrants@state.gov

Applicants are also welcome to provide a brief summary of the proposed project in Arabic or French in addition to the English application. An organization or individual may submit only one application per application deadline. All applicants will receive confirmation of receipt of proposals. Proposals will not be considered until all information is received. Please note that all information must be received by the application deadlines listed above.

Technical Requirements for Eligibility:

All organizations applying for an award **must** have the following registrations:

1. **Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS)** number;
2. **NATO Commercial and Government Entity (CAGE/NCAGE)** code; and
3. **System for Award Management (SAM.gov) (If you have applied and have not yet received the registration number, provide proof of application).**

Please apply for the D&B DUNS Number and CAGE/NCAGE Code at the same time to reduce waiting time of information. The Legal Business Name and Address must MATCH EXACTLY when entering it into the D&B DUNS, NCAGE, and SAM.gov websites – this includes spaces, parentheses, capitalization, small letters, punctuation, etc. Self-registration in D&B DUNS, NCAGE, and SAM.gov is **free of charge**.

DUN & BRADSTREET (D&B) DUNS/UNIQUE ENTITY IDENTIFIER (UEI) NUMBER

The DUNS/UEI number is a nine-digit number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify business entities.

Log onto the D&B website at <http://fedgov.dnb.com/webform/searchAction.do>

For assistance, contact D&B at the following email address: SAMHelp@dnb.com

NATO COMMERCIAL AND GOVERNMENT ENTITY (NCAGE) CODE

NATO Commercial and Government Entity (NCAGE) codes are required for all foreign entities to create an account in SAM.gov. The Code is a five-character ID number, and can take, at a minimum, 4-5 business days to create.

Steps to register: (Please use the Internet Explorer web browser)

- Foreign registrants must go to the link below to check if their entity has a valid CAGE/NCAGE code <https://eportal.nspa.nato.int/AC135Public/CageTool/home>
If the search results in no NCAGE codes found, you must click on “Request New” on the right side of the page to apply for your CAGE/NCAGE code.
- For assistance by telephone, please call: 1-888-227-2423 (inside the U.S.) or 001-269-961-7766 (outside the U.S.). E-mail NCAGE@dlis.dla.mil for any problems in obtaining an NCAGE code.

SYSTEM FOR AWARD MANAGEMENT (SAM.gov): (Please use either the Google Chrome or Mozilla Firefox web browser)

SAM is a U.S.-government wide registry of vendors doing business with the U.S. federal government and requires annual renewal. The system centralizes information about grant applicants/recipients, and provides them with a central location to change their organizational information. More information about SAM.gov and useful guides for setting-up a new account, updating an existing account, or renewing an expired account can be found at: . <https://sam.gov/SAM/pages/public/index.jsf>

Please complete ALL of the above steps before attempting to register in SAM.

- Log onto <https://sam.gov/SAM/pages/public/index.jsf>
- If you have had an active record in The Central Contractor Registration (CCR), you may already have an active record in SAM. To check for an active registration, please conduct a “search” for your record using the organization name and/or DUNS Number in SAM. If you are not registered, your organization or entity will not be found.
- *If your organization does not have an active registration, you must create a user account and input all information in the exact manner as you have for the IRS, D&B DUNS, and NCAGE.*
- Complete and submit the online form.

If the applying organization already has the necessary information on hand), the online form takes approximately one hour to complete, depending upon the size and complexity of the applying entity. Because of the different steps in the process, it might take anywhere from **three to fourteen business days** to complete the process of creating an account with the system.

If you encounter any error, please contact the SAM Federal Service Desk to report problem at <https://www.fsd.gov/clients>. There is a standard (not toll free) number that customers can use +1 334-206-7828.

REVIEW AND SELECTION PROCESS

Announcing Award Decisions:

The Public Affairs Office seeks to notify applicants of funding decisions within six to eight weeks following an application deadline. The timing of approvals is, however, subject to the availability of funds.

Please note: Funding for approved proposals will not be available immediately. The allocation of funds can take up to two months once all award paperwork has been completed. Applicants should, therefore, submit proposals well in advance of the intended project start date.

Selection Process:

Applications will be reviewed by the Public Affairs Office’s Grant Committee. Each application submitted under this announcement will be evaluated and rated based on the following criteria:

- Strength of U.S. component/content;
- The degree to which proposals present clear, achievable, and measurable objectives;

- The strength of project monitoring and evaluation components;
- The degree to which the proposed project addresses one or more of the objectives of the Public Diplomacy Grant Program, as outlined above;
- Its ability to engage youth audiences or strengthen the ability of established community leaders to engage youth audiences;
- The extent to which it will create new ties between U.S. and Moroccan peer institutions, new connections between Americans and Moroccans, or present American culture and society in an innovative manner;
- Production of engaging content that would expand the reach of the project to digital audiences; and
- Promotion of diversity and acceptance of minority groups, including persons with disabilities and other disadvantaged communities.

Applicants selected for further consideration will receive official written notification and detailed information on the process of finalizing awards. Applicants selected for further consideration must provide official copies of all registrations outlined in the eligibility requirements. Failure to provide these documents will result in disqualification. Awards are contingent upon availability of U.S. Government funds and the signing of official award documents. Verbal or other informal communications cannot be considered official notification of an award, and applicants may not obligate expenses for a proposed project until all required administrative procedures have been completed.

REPORTING REQUIREMENTS

All awards require both program and financial reports on a frequency specified in the award agreement. The disbursement of funds may be tied to submission of these reports in a timely manner. All other details related to award administration will be specified in the award agreement.

INQUIRIES

All questions about the Public Diplomacy Grants Program should be addressed to RabatGrants@state.gov