

U.S. DEPARTMENT OF STATE
U.S. EMBASSY LONDON PUBLIC AFFAIRS SECTION
Notice of Funding Opportunity

Funding Opportunity Title: U.S. Mission to the UK Annual Program Statement
Funding Opportunity Number: DOS-London-PD-2020-XX
Deadline for Applications: December 31, 2019, 17:00 GMT
March 31, 2020, 17:00 GMT
June 30, 2020, 17:00 GMT
CFDA Number: 19.040 – Public Diplomacy Programs

A. PROGRAM DESCRIPTION

The U.S. Embassy in London's Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities, our strategic themes of focus, and the procedures for submitting requests for funding for Fiscal Year (FY) 2020, which runs from October 1, 2019, through September 20, 2020. Please carefully follow all instructions below. **Awards will be made to successful applicants subject to the availability of appropriated funds.**

Purpose of Small Grants

PAS invites proposals from individuals, non-governmental organizations, think tanks, government institutions, and academic institutions for projects that strengthen the bilateral ties between the United States and the United Kingdom. All programs must include an U.S. cultural element or connection with U.S. experts, organizations, or institutions in a specific field that will promote increased understanding of U.S. policy and perspectives.

Examples of small grants program projects include but are not limited to:

- Academic and professional lectures, seminars, and speaker programs;
- Artistic and cultural workshops, joint performances, and exhibitions;
- Cultural heritage conservation and preservation projects;
- Professional and academic exchanges and projects; and
- Professional development workshops and training.

Priority Program Areas

- U.S. Elections: activities that promote an understanding of the 2020 U.S. elections and the U.S. electoral college through nonpartisan programs.
- Security and Defense: activities that promote transatlantic security; combat transnational, regional, and global challenges, including cybersecurity, terrorism, and violent extremism; and encourage resistance to malign influence and disinformation.
- Prosperity, Trade, and Investment: activities that encourage a nuanced understanding of U.S. agricultural practices and industries, support the expansion of U.S. exports and investments, improve the connections between U.S. and UK businesses, and/or expand economic opportunities for women, youth, and underserved populations.
- Technology and Innovation: activities that support cooperation in such areas as space exploration, agricultural technology, cybersecurity, and entrepreneurship.

- Shared Values and Interests: activities that promote the U.S.-UK Special Relationship and build people-to-people ties, including but not limited to VE Day and Mayflower commemorative programs.
- Student Mobility: activities that promote exchanges and training opportunities for U.S. and UK higher education and vocational students.

Participants and Audiences:

All applicants for awards must stipulate who their target audience is (age/gender/geographic breakdown) and estimate the expected audience reach through direct contact and, if possible, through indirect contact (via social media or traditional media).

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

Authorizing legislation, type and year of funding:

Funding authority rests in the Smith-Mundt Act. The source of funding is FY2020 Public Diplomacy Funding.

B. FEDERAL AWARD INFORMATION

Length of performance period: one to 12 months

Number of awards anticipated: three to 30 awards (dependent on amounts)

Award amounts: awards may range from a minimum of \$3,000 to a maximum of \$15,000

Type of Funding: FY2020 Public Diplomacy Funding

Anticipated program start date: Rolling

This notice is subject to availability of funding.

Funding Instrument Type: Grant, fixed amount award, or cooperative agreement. Cooperative agreements are different from grants and fixed amount awards in that PAS staff are more actively involved in the grant implementation.

Program Performance Period: Proposed programs should be completed in 12 months or less. PAS will entertain applications for continuation 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 and the U.S. Mission to the UK.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The Public Affairs Section encourages applications from United States and the United Kingdom (England, Scotland, Wales, and Northern Ireland):

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

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

2. Cost Sharing or Matching

When cost sharing is offered, it is understood and agreed that the applicant must provide the amount of cost sharing as stipulated in its proposal. PAS encourages, but does not mandate, that applicants include cost-sharing elements from additional sources in support of their proposals.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available at
<https://www.grants.gov/web/grants/forms/forms-repository.html>.

2. Content and Form of Application Submission

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible. Applications must include all of the information listed in the [U.S. Embassy grant proposal template](#).

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

The following documents are **required**:

1. Mandatory application forms at <https://www.grants.gov/web/grants/forms/forms-repository.html>

- SF-424 (*Application for Federal Assistance – organizations*) or SF-424-I (*Application for Federal Assistance – Individuals*)
- SF424A (*Budget Information for Non-Construction Programs*)

- **SF424B (*Assurances for Non-Construction Programs*)**

2. Summary Coversheet: 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: 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 in London and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed.
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the United States and the United Kingdom will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles, and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Future Funding or Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative: After filling out the SF-424A Budget, use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments:

- 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
- Documentation of non-profit or non-commercial status

3. Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.” Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

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

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

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

NCAGE application: Application page here

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

Instructions for the NCAGE application process:

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

For help from within the United States, call 1-888-227-2423.

For help from outside the United States, call 1-269-961-7766.

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

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

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

Proposals that do not meet the requirements above will not be considered.

4. Submission Dates and Times

PAS will accept proposals throughout the year and will review proposals according to the following schedule, which is subject to change at the U.S. Embassy in London’s discretion:

- Proposals received by December 31 17:00 GMT will be reviewed by January 31
- Proposals received between January 1 and March 31 17:00 GMT will be reviewed by April 30
- Proposals received between April 1 and June 30 17:00 GMT will be reviewed by July 31

5. Other Submission Requirements

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

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of 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.

Organizational Capacity and Record on Previous Grants: The organization has expertise in its stated field and PAS is confident of its ability to undertake the program. This includes a financial management system and a bank account.

Quality and Feasibility of the Program Idea: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

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

Embassy Priorities: Applicant has clearly described how stated goals are related to and support U.S. Embassy London's priority areas or target audiences.

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

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

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications. Successful and unsuccessful applicants will be notified in writing.

3. Federal Awardee Performance & Integrity Information System (FAPIIS)

The U.S. Embassy in London is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313).

An applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a U.S. government awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM.

The U.S. Embassy in London will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal 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 beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the U.S. Embassy in London 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 U.S. Embassy in London.

Issuance of this notice of funding opportunity does not constitute an award commitment on the part of the U.S. Embassy in London, nor does it commit the U.S. Embassy in London to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. Embassy in London reserves the right to reject any or all proposals received.

Payment Method: The U.S. Embassy in London will provide up to 80% of the total award up front to the successful applicant. The remaining 20% will be reimbursed upon successful completion of the program. The U.S. Embassy in London reserves the right to amend the final amount to be reimbursed after reviewing the final progress and financial reports.

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

2. Administrative and National Policy Requirements

Terms and Conditions: Before submitting an application, applicants should review all the terms and conditions and required certifications that will apply to this award, to ensure that they will be able to comply. These include: 2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/m/a/o/e/index.htm>. Note the U.S flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

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

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at LondonGrants@state.gov. Note: We do not provide any pre-consultation for application related questions that are addressed in the Notice of Funding Opportunity. Once an application has been submitted, U.S. Embassy London staff may not discuss this competition with applicants until the entire proposal review process is completed.

H. OTHER INFORMATION

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 \$5,000 per unit.

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

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

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

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.