

Annual Program Statement (APS)

# U.S. EMBASSY KL PAS 2025 ANNUAL PROGRAM STATEMENT

U.S. EMBASSY KUALA LUMPUR, PUBLIC AFFAIRS SECTION,  
Department of State

Opportunity number: SMY300-FY2025-PASKL

Application deadline: August 31, 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>11</b>
<b>G.</b>	<b>Award Notices .....</b>	<b>12</b>
<b>H.</b>	<b>Post-Award Requirements and Administration .....</b>	<b>13</b>
<b>I.</b>	<b>Other Information .....</b>	<b>14</b>

**U.S Department of State**  
**U.S. EMBASSY KUALA LUMPUR, PUBLIC AFFAIRS SECTION**  
**Annual Program Statement**

**A. Basic Information**

**1. Overview**

<b>Funding Opportunity Title</b>	U.S. Embassy KL PAS 2025 Annual Program Statement
<b>Funding Opportunity Number</b>	SMY300-FY2025-PASKL
<b>Announcement Type</b>	Modification of a previously announced opportunity
<b>Deadline for Applications</b>	Applications accepted throughout the year, up to August 31, 2025
<b>Assistance Listing Number</b>	19.040 – Public Diplomacy Programs
<b>Length of performance period</b>	Proposed programs should be completed in one year or less
<b>Number of awards anticipated</b>	10 awards (dependent on amounts)
<b>Award amounts</b>	Awards may range from a minimum of \$5,000 to a maximum of \$99,000 (approximately)
<b>Total available funding</b>	\$500,000 (pending availability of funds)
<b>Type of Funding</b>	Fiscal Year 2025 Smith Mundt Public Diplomacy Funding (subject to availability of funding)
<b>Anticipated program start date</b>	May 1, 2025

The U.S. Embassy Kuala Lumpur Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities and the procedures for submitting requests for funding. Please carefully follow all instructions below. 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 one year or less.

After the initial award period, the Department of State 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.

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

## **2. Executive Summary**

### **Executive Summary**

The U.S. Embassy Kuala Lumpur Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities and the procedures for submitting requests for funding. Please carefully follow all instructions below.

PAS Kuala Lumpur invites proposals for programs that strengthen ties between the U.S. and Malaysia 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, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives.

### **B. Eligibility**

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

Only these types of organizations may apply:

- Not-for-profit organizations, including think tanks, civil society/non-governmental organizations
- Not-for profit or governmental educational institutions
- Individuals
- Governmental institutions

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

Cost sharing is not required

#### **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.

Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that applicant will be considered ineligible for funding.

All programs must have a primary audience of Malaysians or those residing in Malaysia and include a significant American element, such as a connection with American experts, organizations, or institutions in a specific field that will promote increased understanding of U.S. policy and perspectives.

## **C. Program Description**

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

Strengthen ties between the U.S. and Malaysia through cultural and exchange programming by:

- Promoting an increased understanding of U.S. perspectives
- Enhancing bilateral cooperation
- Advancing economic and commercial partnerships

### **Priority Program Areas:**

- Promotion of regional security cooperation, including countering illegal migration, violent extremism, and transnational threats.
- Advancing U.S. and Malaysian prosperity by advancing and deepening our bilateral economic and commercial partnership. Program could focus on topics such as trade and investment issues.
- Promoting innovation on science, technology, engineering, and mathematics (STEM). Programs that advance mutual understanding of policies, values and perspectives.

### **Participants and Audiences:**

The intended project participants and/or beneficiaries should have a connection with Malaysia.

### **The following types of programs are not eligible for funding through this announcement:**

- Requests with that do not contain a Malaysian component;
- Programs that do not contain a U.S. component;
- Individual academic or scientific research;
- 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.

### **2. Substantial Involvement**

If this award will be a cooperative agreement or an FAA with substantial involvement, PAS Kuala Lumpur will be substantially involved in the project. Examples of substantial involvement are:

- Active collaboration with the recipient in the implementation of the award.
- Review and approval of one stage of work before another can begin.

- Joint preparation or presentation of results with the recipient.
- Involvement in the selection of participants or program venues.
- Specific programmatic involvement in the award, beyond normal monitoring.

#### **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**

You can find the forms and their instructions at [grants.gov forms](https://www.grants.gov/forms).

- SF-424 (Application for Federal Assistance – organizations) or SF-424-I (Application for Federal Assistance --individuals)
- SF-424A (Budget Information for Non-Construction programs)
- SF-424B (Assurances for Non-Construction programs) (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 (1 page)**

A cover sheet stating the applicant's name and organization, proposal date, program/project title, program/project period proposed start and end date, and brief purpose of the program/project

#### **3. Proposal (4 pages maximum)**

The proposal should have enough information so that anyone can understand what you want to do. It should clearly explain the goals and objectives of this funding opportunity. You can use your own format, but make sure to include all the items listed 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. 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. Include a logic model as appropriate.
- **Proposed Program 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?
- **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 and as intended, and how will the program be evaluated to assess the extent to which it is achieving its goals.
- **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 (2 pages)**

After filling out the SF-424A Budget (above), use a separate file to describe each of the budget expenses in detail. A document that details why the costs in the budget are required and explains the need for each line item in the budget. It should also show how the applicant arrived at the amount in each line of the budget. Applicant budgets may include costs related to data and evaluation as relevant per 2 CFR §200.455. See section *I. Other Information: Guidelines for Budget Submissions* below for further information.

#### **5. Attachments**

- 1-page Curriculum Vitae (CV) or resume of key personnel who are proposed for the program
- 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 [grants.gov](https://grants.gov).

### 2. Department of State Contacts

If you have any questions about the grant application process, please contact:  
[PublicAffairsKL@state.gov](mailto:PublicAffairsKL@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](https://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 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**

The Public Affairs Section will accept proposals throughout the year and will review proposals according to the following schedule:

- Proposals received between May 1 and May 31 will be reviewed by June 11, 2025.
- Proposals received between June 1 and June 30 will be reviewed by July 11, 2025.
- Proposals received between July 1 and July 31 will be reviewed by August 7, 2025.
- Proposals received between August 1 and August 31 will be reviewed by September 4, 2025.

No applications will be accepted after the final closing date of August 31, 2025.

## **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. 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 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**

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.

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

Applicants are advised that IHEs (Institutes of Higher Education) 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.

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

All application materials must be submitted by email to [PublicAffairsKL@state.gov](mailto:PublicAffairsKL@state.gov) or: applications may be submitted electronically through [www.Grants.gov](http://www.Grants.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 – 30 points:** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes data and research that describe the problem being addressed and any available research evidence that the proposed solution is likely to achieve the desired results. The proposal includes a reasonable implementation timeline.

**Organizational Capacity and Record on Previous Grants – 20 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 – 15 points:** Goals and objectives are clearly stated, and program approach is likely to provide maximum impact in achieving the proposed results. Applicants will score higher if they provide research evidence that supports the effectiveness of their proposed activities in achieving the stated goals of the program.

**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 will 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. As relevant, the applicant describes how a high-quality program evaluation will measure the extent to which the program successfully achieves its goals.

**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. Applications will be reviewed on a rolling basis as funding becomes available.

## **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 of \$250,000, is required to review and consider any information about the applicant that is in the U.S. government designated integrity and performance system accessible through SAM.gov (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 within two weeks of the review date above via email.

**Payment Method:** The Recipient must request payment by completing the SF-270 form – Request for Advance or Reimbursement and submitting the form to the Grants Officer. Payments will be made in at least two installments, as needed to carry out the program activities.

Advance payments must be limited to the minimum amounts needed and be timed to be in accordance with the actual, immediate cash requirements of the Recipient in carrying out the purpose of the program.

## **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. These reports may be on a quarterly basis. The award document will specify what reports are required and how often these reports must be submitted. Reports are due 30 days after the end of the reporting period.

**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.

Applicants should be aware of the post award reporting requirements reflected in [2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters](#).

## **I. 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 \$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.