



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
ANNUAL PROGRAM STATEMENT (APS)**

Funding Opportunity Title: U.S. Embassy Addis Ababa PAS Annual Program Statement

Funding Opportunity Number: PASAPSFY20

CFDA Number: 19.040 – Public Diplomacy Programs

Date Opened: April 8, 2020

Closing Date: May 8, 2020

Federal Agency Email: PASAddisGrants@state.gov

Note: We are accepting concept notes and budgets related to COVID-19 on a rolling and expedited basis. If your proposal relates to public health or COVID-19, please use the COVID-19 Program Concept Note or contact Brittani DiPaolo (dipaolobm@state.gov) for information on applying.

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A. FUNDING OPPORTUNITY DESCRIPTION

Background Information: The Public Affairs Section of the U.S. Embassy announces an open competition for individuals, non-governmental organizations, think tanks, public educational institutions, and public international organizations in Ethiopia and in the United States to submit proposals that fall into one of the thematic areas specified below.

Public diplomacy programming strengthens cultural ties between the U.S. and Ethiopia through cultural and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include an American cultural 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.

Examples of Public diplomacy programs 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 programs;



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- Programs developed by an alumnus/a of a U.S. sponsored or supported educational or professional exchange program;
- Programs that strengthen U.S. college and university relationships with local higher education institutions, businesses, and/or regional organizations.

Purpose of Annual Program Statement (APS): The APS is intended to inform individuals, non-governmental organizations, think tanks, and academic institutions about opportunities from the Public Affairs Section of the U.S. Embassy to support projects in at least one of the following thematic areas:

- Efforts to support Ethiopia's economic and political reforms, including support for elections, civil society, democracy and governance, and/or entrepreneurship
- Strengthening independent media through media literacy, training and other engagement
- Science, Technology, Engineering, Arts and Mathematics (STEAM)
- Engaging emerging and under-represented populations, including youth, women and persons with disabilities through education, art, sports, culture and other programs
- Promoting tolerance and peace through dialogue
- Promoting economic growth, especially via entrepreneurship
- Promoting sustainable policies to protect the environment

Proposals must identify how it fulfills a broad U.S. Embassy priority:

- **Strengthen Democratic Institutions and Expand Human Rights:** improve internal stability and strengthen rule of law through active engagement with stakeholders; improve learning outcomes by increasing achievement in education; and improve workforce skills development.
- **Spur Broad-based Economic Growth and Promote Development:** strengthen role of women and youth in economic activity; improve trade and investment climate; increase development and growth of the domestic private sector; and increase livelihood transition opportunities.
- **Advance Regional Peace and Security:** promote regional peace and security
- **Promote Public Health:** institutions working on COVID-19 response or in public health

B. FEDERAL AWARD INFORMATION

Funding Instrument Type: Grant or Cooperative Agreement

Floor of Individual Award Amounts: Approximately \$10,000

Ceiling of Individual Award Amounts: Approximately \$35,000



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The U.S. Embassy Public Affairs Section reserves the right to award less or more than the funds described in the absence of worthy applications or under such other circumstances as it may deem to be in the best interest of the U.S. government.

Length of performance period: 3 to 12 months

Number of awards anticipated: Approximately 4 awards (dependent on amounts)

Total available funding: \$100,000

Type of Funding: Fiscal Year 2020 Public Diplomacy Funding

Anticipated program start date: August 2020

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.

This notice is subject to availability of funding.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The Public Affairs Section encourages applications from U.S. and Ethiopian:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Non-profit or governmental educational institutions
- Individuals will be considered, but priority is given to organizations or educational institutions with a proven track record of success

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

2. Cost Sharing or Matching

Cost sharing is not required but is strongly encouraged.

3. Other Eligibility Requirements



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

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

- Projects that are mainly designed to pay organizational and administrative costs;
- Construction or building projects;
- Completing activities started under a separate financial source;
- International travel, unless specifically justified within the project;
- Individual research projects to complete degree requirements;
- Research projects that do not meet U.S. Embassy priorities.

Project and Budget Periods: Projects must be completed in one year or less.

D. APPLICATION, SUBMISSION, AND DEADLINE

1. Address to Request Application Package

Concept Note Forms and other information are available at <https://et.usembassy.gov/>.

2. Content and Form of Application Submission

Please follow all instructions below carefully. Concept notes 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 documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12-point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required for the first round of consideration**:

- **Mandatory Concept Note** – we strongly recommend using the template provided



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Applicants **who are selected to move to the second round of consideration** will be required to submit additional application forms. **Please do not prepare or submit the following unless explicitly asked:**

- 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*)
- Full Proposal (25 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 program, including program objectives and anticipated impact.
 - Introduction to the Organization or Individual applying: A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
 - Problem Statement: Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
 - Program Goals and Objectives: The “goals” describe what the program is intended to achieve. What aspect of the relationship between the United States and the Ethiopian target audience 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.
 - American Content: How will the program promote a better understanding of the U.S.? For example, will there be a U.S. citizen speaker or trainer, will U.S. developed training materials be used, or will U.S. exchange alumni run a program?
 - 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?



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- 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 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.
- Branding Plan: Applicant's plan for branding and promotional materials.
- Attachments (*suggested examples*):
 - 1-page CV or resume of key personnel who are proposed for the program
 - Official permission letters, if required for program activities
- Budget Justification Narrative: After filling out the SF-424A Budget (above), 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.

3. Submission Dates and Times

The Public Affairs Section will accept concept notes from April 8 through May 8, 2020.

Submission: Concept Notes should be submitted via email to Brittani DiPaolo in the Public Affairs Section at dipaolobm@state.gov. Please copy PASAddisGrants@state.gov on all submissions. Additional information, full proposals, and standard forms will be required from selected projects only. Concept Notes must be in the English language.

APS Deadlines and Timelines:

- **April 8 - May 8:** Application Window - The Public Affairs Section will accept concept notes.
- **Late May:** All concept notes will be reviewed by mid-May. Applicants will be notified if they were not selected. Shortlisted applicants contacted for submission of full proposal and other required forms.
- **June 26:** Deadline for shortlisted applicants to submit a full application.
- **July 17:** Final program selection and notification.



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E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application submitted under this announcement will be evaluated and rated on the basis of their completeness, coherence, clarity, and attention to detail. The criteria is designed to assess the quality of the proposed project and to determine the likelihood of its success. The criteria is closely related and is considered as a whole in judging the overall quality of an application.

Application Evaluation Criteria:

- Goals and Objectives – The project is likely to provide maximum impact in achieving the proposed results. The project addresses one or more of the U.S. Embassy Public Affairs Section priorities outlined above.
- Strengths and Innovation – Applicant clearly describes how its proposal will address the problem within the proposed time frame and articulates an innovative strategy or plan. The project builds civil society leadership and capacity and demonstrates sustainable capacity building.
- Embassy priorities and U.S. Content: Applicant has clearly described how stated goals are related to and support U.S. Embassy Addis Ababa’s priority areas or target audiences. It is clear how U.S. content will be incorporated into the program.
- Organizational Capacity – 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.
- Sustainability – The organization demonstrates a clear plan for sustainable activity or impact of the activity after the grant period of performance.
- Budget and Budget Justification – 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.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

3. Anticipated Announcement and Federal Award Dates

Applications that meet the basic criteria and are scored highly by the Grants Review Committee will be invited to participate in round two of the screening process. Organizations will be asked



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to submit further details that are outlined above. We expect final funding decisions to be made no later than mid-July 2019. Organizations whose applications will not be funded will be notified via email.

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 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 Notice of Funding Opportunity (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. **Payment Method:** Payments will be made in at least two installments, as needed to carry out the program activities.

2. Administrative and National Policy Requirements

Terms and Conditions: 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: 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/about-us-office-of-the-procurement-executive/>. 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.



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G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact Brittani DiPaolo at dipaolobm@state.gov.

Note: We do not provide any pre-consultation for application related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other 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.



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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.

Required Registrations:

All organizations applying for grants (except individuals) must obtain these registrations if shortlisted for consideration. 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

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/displayHomePage.do;jsessionid=81407B1F03F2BDB123DD47D19158B75F>. <http://fedgov.dnb.com/webform>

NCAGE application: <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 U.S., call 1-888-227-2423

For help from outside the U.S., call 1-269-961-7766

Email NCAGE@dliis.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.