

Annual Program Statement PD Mexico City

**U.S. DEPARTMENT OF STATE
U.S. EMBASSY *MEXICO CITY*, PUBLIC DIPLOMACY SECTION
Annual Program Statement**

Funding Opportunity Title:	U.S. Embassy <i>MEXICO CITY</i> PD Annual Program Statement
Funding Opportunity Number:	PD-FY24-01
Deadline for Applications:	March 15, 2024
CFDA Number:	19.040 – Public Diplomacy Programs
Total Amount Available:	\$ 250,000
Maximum for Each Award:	\$ 100,000
Minimum for Each Award:	\$ 10,000

A. PROGRAM DESCRIPTION

The Public Diplomacy Section (PDS) of the U.S. Mission in Mexico is pleased to announce that funding sponsored by the U.S. Department of State is available through its Public Diplomacy 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.

Purpose of Small Grants: U.S. Mission Mexico's PDS invites proposals for programs that **strengthen cultural ties and mutual understanding between the U.S. and Mexico** through cultural, economic, educational, professional, and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include a U.S. cultural element, or connection with U.S. expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policies and perspectives. Programs that include multiple states and/or promote increased collaboration and networking between USG program alumni are encouraged.

Examples of PD Small Grants Program programs include, but are not limited to:

- Academic and professional lectures, seminars, and speaker programs;
- Artistic, cultural, educational, and sports workshops, joint performances, clinics, and exhibitions;
- Cultural heritage conservation and preservation programs;
- Professional and academic exchanges and programs; and
- Promotion of entrepreneurship for indigenous and Afro-Mexican community programs.

Priority Program Areas:

- **Economic Development:** Economic programs fostering prosperity in Mexico include programs that aim to protect labor rights under USMCA; focus on economic development in southern Mexico; improve cybersecurity; increase the number, capacity, and innovation of micro-, small-, and medium-sized businesses; develop e-commerce capabilities; enhance opportunities for and promote entrepreneurship of women, young Mexicans, Indigenous or Afro-Mexican individuals, LGBTQI+ individuals,

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and people with disabilities; advance bilateral trade established by the USMCA trade agreement and the High-Level Economic Dialogue ; contribute to the development and strengthening of integrated supply chains in North America for key sectors, especially information and communication technologies, zero-emissions vehicles, and the semiconductor industry; **or** attract nearshoring investment.

- **Workforce Development:** Programs promoting development of the Mexican workforce include technical skills, especially information and communication technologies, zero-emissions vehicles, and the semiconductor industry; or programs improving the quality of English language teaching as part of workforce development activities.
- **Academic Exchanges & Education:** Programs aimed at promoting and increasing the number of Mexican students in U.S. higher education institutions include programs that increase partnerships between higher education institutions in Mexico and the United States, including private sector support to increase Mexican student and professor collaboration with U.S. counterparts; generate academic, educational, and professional exchanges between Mexico and the United States; increase the number of Mexican students in STEM fields; promote the participation of the Mexican diaspora in the United States in cooperative engagements with Mexico; or promote increased collaboration and networking between talented alumni.
- **Migration:** Programs aimed at curbing irregular migration include addressing the root causes of migration, poverty, violence, and lack of economic, educational, and employment opportunities; messaging to share USG immigration policy with migrant populations in Mexico, promoting legal pathways to visit, study, or work in the United States, and discouraging the use of smugglers; or focus on integrating non-Mexican migrants into Mexican society.
- **Security & Human Rights:** Programs that increase understanding of U.S. security policy include focusing on the protection of human rights for at-risk and underserved communities, women and girls, journalists, and human rights defenders; reducing gender-based violence; strengthening rule of law cooperation in Mexico; or implementing professional programs with the Mexican media to counter disinformation and the malign influence of foreign actors.
- **Climate Change Resiliency:** Programs promoting resilience and sustainability include those aimed at developing and increasing the use of clean, renewable sources of energy; programs that address global health challenges; focus on increasing and ensuring food and water security; promote economic sustainability; promote and protect critical ecosystems and biodiversity; or implement global climate initiatives.

Participants and Audiences:

Target Mexican audiences for the priority program areas are:

- Students, teachers, and academics;
- Girls and women;
- Indigenous and Afro-Mexican individuals;
- LGBTQI+ individuals;
- Young professionals and entrepreneurs;

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- Higher education institutions;
- Local, state, and federal government officials;
- Journalists from traditional and new media;
- Human rights and environmental activists;
- Athletes, student-athletes, coaches, referees, sports administrators, and sports leagues and organizations;
- At-risk youth; and
- Alumni of U.S. sponsored programs.

The following types of programs are not eligible for funding:

- Programs relating to partisan political activities;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fundraising 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 Fulbright-Hays Act. The source of funding is FY2024 Public Diplomacy Funding.

B. FEDERAL AWARD INFORMATION

Length of performance period: *10 days to 18 months*

Number of awards anticipated: *25 awards (dependent on amounts)*

Award amounts: awards may range from a minimum of *\$ 10,000* to a maximum of *\$ 100,000*.

Total available funding: *\$ 250,000*

Type of Funding: *Fiscal Year 2024 Public Diplomacy Funding*

Anticipated program start date: *CY2024*

This notice is subject to availability of funding.

Funding Instrument Type: Grant, Fixed Amount Award (FAA), or Cooperative Agreement.

Cooperative agreements and some FAAs are different from grants in that PAS staff are more actively involved in the grant implementation (“Substantial Involvement”).

Program Performance Period: Proposed programs should be completed in *18 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.

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C. ELIGIBILITY INFORMATION

1. Eligible Applicants

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

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

U.S. organizations applying for funding must partner with a Mexican organization. For-profit or commercial entities are **not eligible** to apply.

2. Cost Sharing or Matching

While cost sharing is preferred, it is not required.

3. Other Eligibility Requirements

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

To be eligible to receive an award, an organization must have a Unique Entity Identifier (UEI) number issued via www.SAM.gov as well as a valid registration on www.SAM.gov. Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. 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.

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**;

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- All pages are numbered;
- All documents are formatted to 8 ½ x 11 paper.
- All Microsoft Word documents are single-spaced, in 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*)**
- **SF424A (*Budget Information for Non-Construction programs*)**
- **SF424B (*Assurances for Non-Construction programs*)**

Application forms required below are available at www.grants.gov

2. Summary Coversheet: Cover sheet stating the applicant's 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 the program 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 U.S. and Mexico 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.

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- **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 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 (above), use a separate file to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments:

- 1-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

2. 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.

Note: A DUNS number is not required for federal assistance applications.

The 2 CFR 200 requires that sub-grantees obtain a UEI number. Please note the UEI for sub-grantees is not required at the time of application but will be required before an award is processed and/or directed to a sub-grantee.

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

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Internal Revenue Service (IRS), and a UEI number 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 number 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 not required to have a NATO Commercial and Government Entity (NCAGE) code or CAGE code to apply for non-DoD foreign assistance funding opportunities.** If an applicant organization is mid-registration and wishes to remove a CAGE or 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 using the following language: “I do not intend to seek financial assistance from the Department of Defense. I do not wish to obtain a CAGE or 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. Note that SAM.gov registrations 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):

Exemptions

An exemption from the UEI and sam.gov registration requirements may be permitted on a case-by-case basis if:

- An applicant’s identity must be protected due to potential endangerment of their mission, their organization’s status, their employees, or individuals being served by the applicant.
- For an applicant, if the Federal awarding agency makes a determination that there are exigent circumstances that prohibit the applicant from receiving a

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unique entity identifier and completing SAM registration prior to receiving a Federal award. In these instances, Federal awarding agencies must require the recipient to obtain a unique entity identifier and complete SAM registration within 30 days of the Federal award date.

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.

3. Submission Dates and Times

Applications may be submitted for consideration at any time before the closing date of *March 15, 2024*. No applications will be accepted after that date.

4. Funding Restrictions

Award funds cannot be used for construction, vehicle purchases, tobacco products, alcoholic beverages, and some other restricted items. PD Mexico City will make final determinations on additional funding restrictions.

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

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated by the U.S. Mission Mexico Grants Committee based on the evaluation criteria outlined below. The criteria listed are closely related and are considered in judging the overall quality of an application.

PDS Mexico City will evaluate:

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

Quality and Feasibility of 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.

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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 Mexico's priority areas or target audiences with the goal to strengthen our partnerships through the talents, ideas, and initiatives of the people of Mexico.

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 can 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.

3. Responsibility/Qualification Information in SAM.gov (formerly, FAPIIS)

For any Federal award under a notice of funding opportunity, if the total Federal share will be greater than the simplified acquisition threshold over the period of performance (see §200.01 Simplified Acquisition Threshold - \$250,000 USD), note that:

- i. The U.S. Department of State, 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 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);
- ii. An applicant, at its option, may review and comment on any information about itself in the designated integrity and performance systems accessible through SAM that a Federal awarding agency previously entered;
- iii. The U.S. Department of State 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

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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.

4. Anticipated Announcement and Federal Award Dates

There is no fixed date for the announcement of proposals selected for funding, but PDS Mission Mexico will take up to two months from the date of submission to evaluate a proposal and notify applicants of final decisions on funding. Within this period, PDS Mission Mexico may contact the applicant with questions or comments on the proposal.

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 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.

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 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.

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3. Reporting

Reporting Requirements: Recipients will be required to submit program reports and, depending on the scope and amount of funding of the program, financial 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 PD Mexico City at: MexicoCityPDAPS@groups.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.

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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.