



USAID
FROM THE AMERICAN PEOPLE

SENEGAL

NOTICE OF FUNDING OPPORTUNITY

USAID The Gambia Malaria Elimination Activity

USAID/SENEGAL
SAHEL REGIONAL OFFICE (SRO)
NOFO NO.: 72068524RFA00016
June 12, 2024



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FROM THE AMERICAN PEOPLE

Issue Date: **June 12 , 2024**
Deadline for Questions: **June 26, 2024**
Closing Date: **July 26 , 2024**
Closing Time: **17:30 GMT (Dakar local time)**

Subject: Notice of Funding Opportunity (NOFO) No.: **72068524RFA00016**

Program Title: USAID/ The Gambia Malaria Elimination Activity

Assistance Listing Number: 98.001

Dear Prospective Applicants:

The United States Agency for International Development (USAID) is seeking applications for a Cooperative Agreement from qualified entities to implement the above-mentioned Program outlined in the subject NOFO.

Eligibility for this award is not restricted.

USAID intends to make a single award to the applicant(s) who best meets the objectives of this funding opportunity based on the merit review criteria described in this NOFO subject to a risk assessment. Eligible entities interested in submitting an application are encouraged to read this NOFO thoroughly to understand the type of activity sought, application submission requirements, and selection process.

Subject to funding availability, USAID intends to provide up to **\$13,000,000.00** in total USAID funding to the USAID The Gambia Malaria Elimination Activity (GMEA or activity).

To be eligible for award, the applicant must provide all information as required in this NOFO and meet eligibility standards in Section C of this NOFO. This funding opportunity is posted on www.grants.gov, and may be amended. It is the responsibility of the applicant to regularly check the website to ensure they have the latest information pertaining to this notice of funding opportunity and to ensure that the NOFO has been received from the internet in its entirety. USAID bears no responsibility for data errors resulting from transmission or conversion process. If you have difficulty registering on www.grants.gov or accessing the NOFO, please contact the

Grants.gov Helpdesk at 1-800-518-4726 or via email at support@grants.gov for technical Assistance.

USAID may not award to an applicant unless the applicant has complied with all applicable unique entity identifier and System for Award Management (SAM) requirements detailed in Section D.6.g.

The registration process may take many weeks to complete.

Therefore, applicants are encouraged to begin registration early in the process.

Please send any questions to the point(s) of contact identified in Section G. The deadline for questions is shown above. Responses to questions received prior to the deadline will be furnished to all potential applicants through an amendment to this notice posted to www.grants.gov.

Issuance of this notice of funding opportunity does not constitute an award commitment on the part of the Government nor does it commit the Government to pay for any costs incurred in preparation or submission of comments/suggestions or an application. Applications are submitted at the risk of the applicant. All preparation and submission costs are at the applicant's expense. Please note that USAID reserves the right to cancel this process at any time without prior notice.

Thank you for your interest in USAID programs.`

Sincerely,

Robert Almosd
Regional Agreement Officer

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SECTION A: PROGRAM DESCRIPTION

This funding opportunity is authorized under the Foreign Assistance Act (FAA) of 1961, as amended. The resulting award will be subject to 2 CFR 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, and USAID’s supplement, 2 CFR 700, as well as the additional requirements found in Section F.

Refer to Attachment A

[END OF SECTION A]

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SECTION B: FEDERAL AWARD INFORMATION

1. Estimate of Funds Available and Number of Awards Contemplated

USAID intends to award **one Cooperative Agreement (CA)** for technical implementation of the USAID Gambia Malaria Elimination Activity. Subject to funding availability and at the discretion of the Agency, USAID intends to provide **\$13,000,000.00 in total for a five-year period.**

2. Expected Performance Indicators, Targets, Baseline Data, and Data Collection

GMEA will contribute to the attainment of the U.S Department of State's Integrated Country Strategy (ICS) for The Gambia, Mission Goal 2- Promote Inclusive Country-led Development. More specifically, GMEA will align with Objective 2.1: Gambian officials, supported by U.S. assistance, improve their capacity and resources to better manage the economy to support growth, increase the wellbeing of its citizens, and combat official corruption.

The four objectives of the USAID GMEA support the NMCP's vision of *A Malaria Free Gambia*. The Gambia National Malaria Strategic Plan (2021–2025) aims to attain zero malaria deaths in all regions of the country, and achieve zero indigenous malaria transmission in all regions of the country. The four Activity objectives were identified by the NMCP and PMI to accelerate progress towards elimination. Achieving these objectives will require substantial collaboration and effort to increase the capacity of the MOH/NMCP and partners to successfully implement and manage malaria elimination activities at national, regional, district, facility and community levels.

GMEA Objectives:

1. Strengthen malaria case-based surveillance and response to accelerate elimination.
2. Enhance cross-border coordination for implementation of malaria interventions and data sharing between The Gambia and Senegal
3. Strengthen MoH/NMCP central-level capacity to sustain, manage, and intensify malaria control and elimination efforts
4. Optimize delivery of malaria services through community-based approaches

3. Start Date and Period of Performance for Federal Awards

The anticipated period of performance is five years. The estimated start date will be in/around **November 2024.**

4. Substantial Involvement

USAID recently revised ADS Chapter 303's guidance on substantial involvement, removing strict limits on the specific aspects of award management through which USAID might be substantially involved. This revision aims, in part, to better enable adaptive management by allowing Agreement Officer's Representatives (AORs) to engage in more technical aspects of implementation. In this award, in addition to normal award administration and technical

assistance as described in [ADS 303.3.11](#), USAID will be substantially involved in the following areas:

- The Agency's approval of the recipient's implementation plans during performance. USAID generally only requires approval of implementation plans annually; however, where changed contexts or new information require a pivot in the activity, USAID may consider changes to an implementation plan;
- The Agency's ability to immediately halt an activity if the recipient does not meet detailed performance specifications (for example, construction specifications). These would be provisions that go beyond the suspension remedies of the Federal Government for noncompliance as stated in 2 CFR 200, including non-performance;
- The Agency's review and approval of substantive provisions of proposed subawards or contracts (see definitions in 2 CFR 200). These would be provisions that go beyond existing policies on Federal review of recipient procurement standards and sole source procurement. 2 CFR 200.308 already requires the recipient to obtain the AO's prior approval for the subaward, transfer, or contracting out of any work under an award;
- The Agency's approval of key recipient personnel;
- The Agency and recipient collaboration or joint participation, such as when the recipient's successful accomplishment of program objectives would benefit from USAID's technical knowledge;
- Agency monitoring to permit specific kinds of direction or redirection of the work because of the interrelationships with other projects or activities. All such direction or redirection must be within the program description budget, and other terms and conditions of the award;
- Direct agency operational involvement or participation to ensure compliance with statutory requirements such as civil rights, environmental protection, and provisions for people with disabilities that exceeds the Agency's role that is normally part of the general statutory requirements understood in advance of the award;
- Highly prescriptive Agency requirements established prior to award that limit the recipient's discretion with respect to the scope of services offered, organizational structure, staffing, mode of operation, and other management processes, coupled with close monitoring or operational involvement during performance over and above the normal exercise of Federal stewardship responsibilities to ensure compliance with these requirements;
- USAID will provide technical guidance and monitoring. The PMI/SRO team will provide

- input and guidance to the Activity implementing partner, especially to ensure that the conduct of malaria program is consistent with PMI Headquarters and World Health Organization policies and good practices.
- USAID will also provide necessary approvals for release of the financial support to stimulate the continuous, consistent work of the Activity.

5. Authorized Geographic Code

The geographic code for the procurement of commodities and services under this program is 937 (the United States, the recipient country, and developing countries other than advanced developing countries, but excluding any country that is a prohibited source).

6. Nature of the Relationship between USAID and the Recipient

The principal purpose of the relationship of USAID with the Recipient and under the subject program is to transfer funds to accomplish a public purpose of support or stimulation of the **USAID Gambia Malaria Elimination Activity**.

The successful Recipient(s) will be responsible for ensuring the achievement of the program objectives and the efficient and effective administration of the award through the application of sound management practices. The Recipient(s) will assume responsibility for administering Federal funds in a manner consistent with underlying agreements, program objectives, and the terms and conditions of the Federal award.

[END OF SECTION B]

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SECTION C: ELIGIBILITY INFORMATION

1. Eligible Applicants

Eligibility for this NOFO is not restricted.

2. Cost Sharing or Matching

Cost share is not required but encouraged at least at 3%. For guidance on cost sharing in grants and cooperative agreements see [2 CFR 200.306](#).

3. Other

All applicant organizations are restricted to submitting only one application as the “Prime” or Primary Applicant. If more than one application is received with the same Prime Applicant, USAID will seek written clarification from the relevant entity regarding which application should be considered for review. If clarification is not resolved within five business days, all applications submitted by the applicant will be deemed ineligible.

[END OF SECTION C]

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SECTION D: APPLICATION AND SUBMISSION INFORMATION

1. Agency Point of Contact

Primary:

Name: Aminata Diallo

Title: Agreement Specialist

Street Address: USAID/Senegal, c/o U.S. Embassy, B.P. 49, Route des Almadies, Dakar, Senegal

Email: amdiallo@usaid.gov

Alternate:

Name: Robert Almosd

Title: Regional Agreement Officer

Street Address: USAID/Senegal, c/o U.S. Embassy, B.P. 49, Route des Almadies, Dakar, Senegal

Email: ralmosd@usaid.gov

2. Questions and Answers

Questions regarding this NOFO should be submitted in writing to the email address of the **primary** and **alternate** agency contacts above no later than the date and time indicated on the cover letter, or as amended.

Any information given to a prospective applicant concerning this NOFO will be furnished promptly to all other prospective applicants as an amendment to this NOFO, if that information is necessary in submitting applications or if the lack of it would be prejudicial to any other prospective applicant.

3. General Content and Form of Application

The applicant must furnish the information required by this NOFO. Applications must be submitted in two separate parts: (a) Technical Application, and (b) Business (Cost) Application.

This subsection addresses general content requirements applying to the full application. Please see subsections below, for information on the content specific to the Technical and Business (Cost) Applications. The Technical Application must address technical aspects only while the Business (Cost) Application must present the costs and address risk and other related issues.

Both the Technical and Business (Cost) Applications must include a cover page containing the following information:

1. Program/Activity title;
2. Name and address of organization(s) applying for the award;
3. Name(s) of all proposed partner(s)/sub-recipient(s), if any; (identify if any of the organizations are local organizations, per USAID's definition of 'local entity' under ADS 303).

4. System of Award Management (SAM.gov) registration confirmation of the prime applicant, and the Universal Entity Identification (UEI) Number for the applicant as well as all proposed sub-recipients;
5. Contact person name and title, email address, telephone number, and corresponding signatures, and the identification of the alternate contact person; and
6. Identification and signature of the person authorized to sign an award. Any erasures or other changes to the application must be initiated by the person signing the application. Applications signed by an agent on behalf of the applicant must be accompanied by evidence of that agent's authority.

Applications must comply with the following:

- Page limitations described in subsequent sections. USAID will not review any pages in excess of the page limits.
- Written in English.
- Use standard 8 ½" x 11", single sided, single-spaced, 12-point Calibri font, 1" margins, left justification and headers and/or footers on each page including consecutive page numbers, date of submission, and applicant's name.
- A 10-point font can be used for graphs and charts. Tables, however, must comply with the 12-point Calibri requirement.
- Submitted via PDF format, except budget files which must be submitted in Microsoft Excel.
- The Technical Application must be a searchable and editable PDF document.
- The Cost Application must include an Excel spreadsheet with all cells unlocked and no hidden formulas or sheets. A PDF version of the Excel spreadsheet may be submitted in addition to the Excel version at the applicant's discretion. However, the official Cost Application submission is the unlocked Excel version. A Budget Narrative/Justification must accompany the Cost Application.
- Each page must be numbered sequentially, and the applications must not be password protected or zipped.

Applicants who include data that they do not want disclosed to the public for any purpose or used by the U.S. Government except for evaluation purpose, should mark the title page with the following legend:

This application includes data that must not be disclosed outside the U.S. Government and must not be duplicated, used, or disclosed other than to evaluate this application. If, however, a grant is awarded to this Applicant as a result of the submission of this data, the U.S. Government will have the right to duplicate, use, or disclose the data to the extent provided in the resulting grant. This restriction does not limit the U.S. Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets (*insert sheet numbers*).

Applicants must review, understand, and comply with all aspects of this request. Failure to do so may be considered as being non-responsive and may be evaluated accordingly. Applicants should retain for their records one copy of the application and all accompanying enclosures.

4. Application Submission Procedures

Applications in response to this NOFO must be submitted no later than the closing date and time indicated on the cover letter. Late applications will not be reviewed nor considered.

Applications must be submitted by email to amdiallo@usaid.gov with a copy to ralmosd@usaid.gov. Email submissions must include the NOFO number and applicant's name in the subject line heading. In addition, for an application sent by multiple emails, the subject line must also indicate whether the email relates to the Technical or Cost Application, and the desired sequence of the emails and their attachments (e.g., "No. 1 of 4", etc.). For example, if the applicant's Application is being sent in two emails, the first email should have a subject line that states: "[NOFO number], [organization name], Cost Application, Part 1 of 2".

Please submit the Technical and Cost Application as consolidated email attachments, i.e., consolidate the various parts of the applications into a single document before sending it. If this is not possible, please provide instructions on how to collate the attachments. USAID will not be responsible for errors in compiling electronic applications if no instructions are provided or are unclear.

After submitting an application electronically, applicants should immediately check their own email to confirm that the attachments were indeed sent. If the applicant discovers an error in transmission, please send the material again and note in the subject line of the email that it is a "corrected" submission. Do not send the same email more than once unless there has been a change, and if so, please note that it is a "corrected" email.

Applicants are reminded that email is NOT instantaneous, and in some cases delays of several hours occur from transmission to receipt. Therefore, applicants are requested to send the application in sufficient time ahead of the deadline. For this NOFO, the initial point of entry to the government infrastructure is the USAID mail server.

There may be a problem with the receipt of *.zip files due to anti-virus software. Therefore, please do not send files in this format as USAID/SRO cannot guarantee their acceptance by the internet server.

5. Technical Application Format

The Technical Application must include the following sections and observe the indicated page limitations. Note that section IV. Technical Approach, VI. Key Personnel, and VII. Management Approach and Staffing Plan described below must not exceed 30 pages combined:

- I. **Cover Page** (maximum one page): The applicant must provide the title of the proposed activity, name and address of prime applicant, and names of proposed partners and proposed subawards, as applicable on the cover page.
- II. **Table of Contents** (maximum one page) Include major sections and page numbering to easily cross-reference. **List of Acronyms** (Optional).
- III. **Executive Summary** (maximum two pages): Briefly provide a high-level overview of the technical application including (a) the proposed vision and goals for the program and (b) the managerial approach and resources that the applicant will bring to bear on the overall management of the program.
- IV. **Technical Approach:** The technical approach must include the following sections:
 - A. Background
 - B. Activity goals and objectives
 - C. Program Statement outlining major activities to be accomplished linking to expected results with timelines.

Throughout the narrative, the Applicant must describe potential solutions and proposed approaches that are technically sound, evidence-based, feasible, and context-appropriate in order to sustainably achieve the objectives and results outlined in the Program Description. Applicants must provide a clear theory of change that directly leads to the program outcomes/objectives and successful achievement of the program description outlined in the NOFO.

The technical approach also must address the following:

- **Environment:** The applicant must identify the potential environmental impacts of the proposed activity to be financed by USAID and plan to develop appropriate environmental safeguards to any issues identified in response to the IEE. Please refer to [ADS 204 Environmental Procedures](#) . In addition, the recipient must comply with host country environmental regulations. The recipient will be responsible for training their staff, grantees, subcontractors, and counterparts on the agreements' environmental requirements and for ensuring they are in compliance with these requirements. If the activity has environmental impact, it is the responsibility of the applicant to budget for effective monitoring and mitigation to ensure compliance with 22 CFR 216 throughout the life of an activity.
- **Gender:** The application must include how and to what extent their proposed activities will impact gender equality. To the extent possible, the analysis should identify:
 - Relevant gaps in the status and anticipated levels of participation of women and men (including age, ethnicity, disability, location, etc.) that could hinder overall activity outcomes.

- Possible differential effects the activity might have on men and women; and opportunities to promote women's empowerment.
- How women will be engaged throughout the activity.
- The applications should provide a strategy and action plan for addressing identified gender inequalities. Please refer to [USAID's Gender Equality and Female Empowerment Policy](#) and [ADS 205 Integrating Gender Equality and Women's Empowerment in USAID's Program Cycle](#).

V. CLA Approach: For details, see Activity Monitoring, Evaluation, and Learning Plan under Section F of this NOFO.

VI. Management and Staffing Approach

Applicants must submit a management and staffing plan that specifies the composition and organizational context of the entire implementation team (including home office support if any and sub-awardees) and specify clear lines of supervision, accountability, decision-making and responsibility including management of sub-awards, with defined lines of management, authority, technical responsibility, including oversight and quality control. The applicant should describe the organization's ability to start implementation immediately after award, including a plan that will result in a feasible, efficient, and rapid transition strategy. The plan should also include flexibility in programming to be responsive to unanticipated situations that could impact implementation. The applicant should demonstrate a commitment to capacity building of any local partners, including training to improve technical, managerial, and financial capacity, specifically the organizational and financial management procedures, with specific benchmarks and goals needed for operations that meet USG standards.

Management Plan

Applicants must submit a management plan that specifies the composition and organizational context of the entire implementation team (including home office support if any and subawardees) and specify clear lines of supervision, including management of subawards.

The plan must be comprehensive and clearly describe how the proposed structure will contribute towards achieving the objectives and results of the proposed technical approach. It must show the delineation of roles, responsibilities, authority, and processes for decision making, within the applicant's headquarters team and the field.

The plan should describe how the management approach will be adaptive and how managers will provide feedback to multiple stakeholders, have the ability to be flexible, and be responsive during implementation. The application must specify the composition and organizational structure of the entire team. It must describe approaches to maximize cost-efficiency and streamline technical integration. Additionally, it must demonstrate how the skills of any proposed staff, under sub-award(s) and Consultants, if any, will complement those of the prime applicant with defined lines of management, authority, and technical responsibility, including oversight and quality control.

Staffing Plan

The applicant must submit a staffing plan indicating the number of positions, their functions, whether they will be local or expatriate hires. The plan must include an approach and timeline to ensure rapid and efficient start-up of both operational and technical aspects of the program. Applicants must also outline a clear scheme on partnerships and collaboration with a diverse range of actors.

In the staffing plan, the applicant must demonstrate a solid understanding of key technical and organizational requirements and an appropriate mix of skills, while avoiding excessive staffing. The plan should clearly show how the individuals and proposed staffing mix are appropriate for achieving the program's objectives and supports implementation at all levels as well as how much time they will each devote to this Activity. It must identify other significant full or part-time technical professional staff and implementing sub-partners and describe how they will complement the skills and expertise of the team. The staffing plan must explain how expertise in both gender and youth is incorporated within senior leadership, who is responsible for each of these areas, and how leadership of these areas will occur within the proposed organizational chart. The application must demonstrate technical staffing expertise in presenting a staffing plan that includes an overall matrix. This matrix will reflect all proposed positions (including key personnel) projected to implement all program components and cross cutting elements. It will clearly demonstrate excellent technical expertise in monitoring and evaluation, as well as financial monitoring and compliance.

Key Personnel

There are four key personnel positions envisioned under this activity: Chief of Party; Senior Malaria Control and Elimination Advisor; Monitoring and Evaluation Manager and Financial and Operations Manager. Their illustrative roles and responsibilities that may be considered as a starting point, and required qualifications are outlined below.

Qualification for the Chief of Party

The Chief of Party (COP) is a critical position that provides leadership, strategic vision, an ability to manage complex projects, and effectively build and sustain positive working relationships and partnerships with governments, donors and partners. The COP is responsible for activity inputs, program strategy, as well as external representation and coordination with project counterparts, USAID, host country contacts, other donors within the sector and other programs, as necessary. The COP is responsible for compliance with the agreement results and the oversight of activities which will meet the stated objectives of GMEA. At a minimum, the COP must have the following qualifications:

- 10 years of experience or equivalent managing and implementing health care programs in international settings, preferably in Africa
- Previous experience on a malaria project

- Demonstrated leadership in fostering successful partnership approaches and relationships among a variety of organizations/institutions including government, private sector, local NGOs, and community-based organizations
- Master's degree in public health or other relevant degree related to Activity's outcomes
- Candidates must demonstrate recent, practical experience in managing malaria programs
- Strong English language skills, especially good oral and written communication skills.
- Demonstrated ability to develop and maintain effective working relationships with senior level government officials, donors, and multilateral organizations

Qualifications for the Senior Malaria Control and Elimination Advisor

The Senior Malaria Control and Elimination Advisor is responsible for technical oversight of malaria prevention and treatment activities. The Senior Malaria Control and Elimination Advisor will mobilize and coordinate partners around selected malaria intervention policies, approaches and indicators, and has experience with planning, implementation, data management, and research/study analysis and interpretation. The Senior Malaria Control and Elimination Advisor has extensive technical knowledge of malaria and a strong background in malaria prevention and treatment programs as well as strong experience in results dissemination and publication. At a minimum, the Technical Director must have the following qualifications:

- MD, DVM, or MPH/PhD, with strong background in malaria epidemiology
- Minimum of 10 years implementing malaria programs internationally, preferably in Africa
- Experience working in subnational malaria elimination
- Strong English language skills, especially good oral and written communication skills.

Qualifications for the Monitoring and Evaluation Manager

The Monitoring and Evaluation Manager is responsible for ensuring the successful implementation of the Activity performance monitoring plan by overseeing Activity results, reporting on indicators, and data management. He/ She will contribute to the design of the data collection tools, gathering the required data, and reporting data on the USAID development information system. At a minimum, the Monitoring and Evaluation Manager must have the following qualifications:

- Master's degree in statistics, public health, epidemiology or other relevant field;
- At least seven years of experience developing and implementing surveillance systems, monitoring systems and conducting evaluations, preferably in developing countries;
- Experience working with malaria prevention, elimination programs or related public health programs;
- Experience in developing quantitative and qualitative analyses and interpreting data to facilitate Activity decision making;
- Strong English language skills, especially good oral and written communication skills.

Qualifications for the Finance and Operations Manager

The Finance and Operations Manager is responsible for ensuring Activity adherence to USG financial rules and regulations, providing quarterly financial reports, including pipeline analysis, and quantitative and qualitative ad hoc financial updates, as requested. The Finance and Operations Manager has experience managing financial and legal requirements of USG funded activities, as well as experience working with local organizations as part of subawards. As a minimum, the Finance and Operations Director should have the following experience:

- Four-year higher education degree and certification in Accounting or related field.
- Seven years of experience working in operations and/or financial management related positions.

Applicants will be required to summarize qualifications of each of the proposed personnel in the text of the application, while CVs, letters of commitment (non-exclusive), and personal statements (as applicable) will be annexed.

Applicants must have a well-thought-out strategy for ensuring gender, age, disability status, and ethnic diversity are considered within its staffing. Recipients must take actions to ensure their entire staff is well-versed in gender equality and women's empowerment as well as Positive Youth Development principles and approaches. Cultural and attitudinal changes among beneficiaries will be difficult to achieve if implementing staff do not themselves understand and value those changes.

Institutional Capacity and Experience

Applicants must provide a concise description of their organization, and all proposed subawardees, justifying the inclusion of the proposed subawardees and other organizations if it is a consortium. Within the application, applicants must provide summary information about significant past and current activities/projects, for themselves and each subawardees, if any, related to the set of activities and responsibilities specified in this NOFO. Past performance information must be provided using the form provided as Attachment F. USAID reserves the right to contact references other than those provided in the application.

VII. Annexes to the Technical Application: The following must be submitted as annexes to the Technical Application. These annexes will not count against 30 pages of the main body of the technical application.

- A. **Draft Year One Work Plan** (maximum five pages): The applicant must submit a draft first year implementation plan which displays expected activities per month to achieve the annual performance targets (as specified in the MEP) and results required under each requirement. The implementation plan will describe activities to be conducted at a greater level of detail than in the Program Description but will be cross-referenced with the applicable sections in the Program Description. Inclusion of a Gantt Chart or similar visual descriptions is recommended; however, it must be within the existing page limit (five pages) for this section.

- B. **Summary Management Plan and Staffing Plan** (maximum eight pages): Applicants must include a matrix of staff skills by technical area. Also, applicants must include a summary organizational chart demonstrating the totality of positions proposed for all components of the implementation plan, inter-staff relationships, and lines of communication.
- C. **Organizational Chart** showing how the implementation of the proposed program will be managed (maximum one page).
- D. **History of Performance Information** (maximum one page per activity/award and one page per proposed subawardee): Applicants must provide three recent and relevant past performance references for their organization where they have served as the prime. Recent is defined as the last five years. Relevant is defined as success in a prime role in implementing successful projects of similar context, size, scope and complexity. Past performance references must be for contracts, grants and/or cooperative agreements for recent and relevant projects carried out by the applicant. If sub-recipients are anticipated, three past performance references are required for each proposed sub-recipient at least. Sub-recipient past performance references do not count as part of the three required past performances for the prime applicant.

If the applicant has not served as the prime for a relevant project/award in the past five years, the applicant may submit the PPI form for any relevant projects/awards on which the applicant has served as a subawardee in the past five years (please note this clearly on the submission).

- E. **Key Personnel**
 - 1. CVs (maximum three pages)
 - 2. Letter of commitment (one page/key personnel)
 - 3. References (one page/key personnel)
- F. **Letter of commitment of proposed subawardees** (maximum one page for each).
- G. **Performance Management Plan:** In table format, with all proposed indicators and targets, including milestone accomplishments.

6. Business (Cost) Application Format

The Business (Cost) Application must be submitted separately from the Technical Application. While no page limit exists for the full cost application, applicants are encouraged to be as concise as possible while still providing the necessary details. The business (cost) application must illustrate the entire period of performance, using the budget format shown in the SF-424A.

Prior to award, applicants may be required to submit additional documentation deemed necessary for the Agreement Officer to assess the applicant's risk in accordance with 2 CFR 200.205. Applicants should not submit any additional information with their initial application.

The Cost Application must contain the following sections (which are further elaborated below this listing with the letters for each requirement):

a) **Cover Page** (See above for requirements)

b) **SF 424 Form(s)**

The applicant must sign and submit the cost application using the SF-424 series. Standard Forms can be accessed electronically at www.grants.gov or using the following links:

Form Name	Adobe Form	Form Instructions
Application for Federal Assistance (SF-424)	PDF	Instructions
Budget Information for Non-Construction Programs (SF-424A)	PDF	Instructions
Assurances for Non-Construction Programs (SF-424B)	PDF	Instructions

Failure to accurately complete these forms could result in the rejection of the application.

c) **Required Certifications and Assurances**

The applicant must complete the following documents and submit a signed copy with their application:

- (1) [ADS 303mav Certifications, Assurances, Representations, and Other Statements of the Recipient](#)
- (2) Assurances for Non-Construction Programs (SF-424B)
- (3) Certificate of Compliance: Please submit a copy of your Certificate of Compliance if your organization's systems have been certified by USAID/Washington's Office of Acquisition and Assistance (M/OAA).

d) **Budget and Budget Narrative**

The Budget must be submitted as one unprotected Excel file (MS Office 2000 or later versions) with visible formulas and references and must be broken out by Activity year, including itemization

of the federal and non-federal (cost share) amount. Files must not contain any hidden or otherwise inaccessible cells. Budgets with hidden cells lengthen the cost analysis time required to make an award, and may result in a rejection of the cost application. The Budget Narrative must contain sufficient detail to allow USAID to understand the proposed costs. The Applicant must ensure the budgeted costs address any additional requirements identified in Section F, such as Branding and Marking. The Budget Narrative must be thorough, including sources for costs to support USAID's determination that the proposed costs are fair and reasonable.

At a minimum, the Budget must include the following worksheets or tabs and contents:

- Summary Budget, inclusive of all program costs (federal and non-federal), broken out by major budget category and by year for activities implemented by the applicant and any potential subrecipients for the entire period of the program.
- Detailed Budget, including a breakdown by year, sufficient to allow the Agency to determine that the costs represent a realistic and efficient use of funding to implement the applicant's program and are allowable in accordance with the cost principles found in 2 CFR 200 Subpart E.
- Detailed Budgets for each subrecipient, for all federal funding and cost share, broken out by budget category and by year, for the entire implementation period of the Activity.

At a minimum, the Detailed Budget must contain the following budget categories and information:

- 1) Salaries and Allowances – Must be proposed consistent with 2 CFR 200.430 Compensation - Personal Services. The applicant's budget must include position title, salary rate, level of effort, and salary escalation factors for each position. Allowances, when proposed, must be broken down by specific type and by position. Applicants must explain all assumptions in the Budget Narrative. The Budget Narrative must demonstrate that the proposed compensation is reasonable for the services rendered and consistent with what is paid for similar work in other activities of the applicant. Applicants must provide their established written policies on personnel compensation. If the applicant's written policies do not address a specific element of compensation that is being proposed, the Budget Narrative must describe the rationale used and support market research.
- 2) Fringe Benefits (if applicable) - If the applicant has a fringe benefit rate approved by an agency of the U.S. Government, the applicant must use such rate and provide evidence of its approval. If an applicant does not have a fringe benefit rate approved, the applicant must propose a rate and explain how the applicant determined the rate. In this case, the Budget Narrative must include a detailed breakdown of all items of fringe benefits (e.g., superannuation, gratuity, etc.) and the costs of each, expressed in U.S. dollars and as a percentage of salaries.
- 3) Travel and Transportation – Provide details to explain the purpose of the trips, the number of trips, the origin and destination, the number of individuals traveling, and the duration of the trips. Per Diem and associated travel costs must be based on the applicant's normal

travel policies. When appropriate please provide supporting documentation as an attachment, such as company travel policy, and explain assumptions in the Budget Narrative.

- 4) Procurement or Rental of Goods (Equipment & Supplies), Services, and Real Property – Applicants must include information on estimated types of equipment, models, supplies and the cost per unit and quantity. The Budget Narrative must include the purpose of the equipment and supplies and the basis for the estimates. The Budget Narrative must support the necessity of any rental costs and reasonableness in light of such factors as rental costs of comparable property, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the property leased.
- 5) Subawards – Specify the budget for the portion of the program to be passed through to any subrecipients. See 2 CFR 200.330 for assistance in determining whether the subtier entity is a subrecipient or contractor. The subrecipient budgets must align with the same requirements as the Applicant’s budget, including those related to fringe and indirect costs.
- 6) Construction – is not applicable to this award.
- 7) Other Direct Costs – This may include other costs not elsewhere specified, such as report preparation costs, passports and visas fees, medical exams, and inoculations, as well as any other miscellaneous costs which directly benefit the program proposed by the applicant. The applicant should indicate the subject, venue and duration of any proposed conferences and seminars, and their relationship to the objectives of the program, along with estimates of costs. Otherwise, the narrative should be minimal.
- 8) Indirect Costs – Applicants must indicate whether they are proposing indirect costs or will charge all costs directly. In order to better understand indirect costs please see Subpart E of 2 CFR 200.414. The application must identify which approach they are requesting and provide the applicable supporting information. Below are the most commonly used Indirect Cost Rate methods:

Method 1 - Direct Charge Only

Eligibility: Any applicant

Initial Application Requirements: See above on direct costs.

Method 2 - Negotiated Indirect Cost Rate Agreement (NICRA)

Eligibility: Any applicant with a NICRA issued by a USG Agency must use that NICRA.

Initial Application Requirements:

If the applicant has a current NICRA, submit your approved NICRA and the associated disclosed practices. If your NICRA was issued by an Agency other than USAID, provide the contact information for the approving Agency. Additionally, at the Agency’s discretion, a

provisional rate may be set forth in the award subject to audit and finalization. See [USAID's Indirect Cost Rate Guide for Non-Profit Organizations](#) for further guidance.

Method 3 - De minimis rate of 10% of modified total direct costs (MTDC)

Eligibility: Any applicant that has never received a NICRA.

Initial Application Requirements:

Costs must be consistently charged as either indirect or direct costs but may not be double charged or inconsistently charged as both. If chosen, this methodology once elected must be used consistently for all Federal awards until such time as a non-Federal entity chooses to negotiate an indirect rate, which the non-Federal entity may apply to do at any time. The applicant must describe which cost elements it charges indirectly vs. directly. See 2 CFR 200.414(f) for further information.

Method 4 - Indirect Costs Charged as A Fixed Amount

Eligibility: Non U.S. non-profit organizations without a NICRA may request, but approval is at the discretion of the AO.

Initial Application Requirements:

Provide the proposed fixed amount and a worksheet that includes the following:

- Total costs incurred by the organization for the previous fiscal year and estimates for the current year.
- Indirect costs (common costs that benefit the day-to-day operations of the organization, including categories such as salaries and expenses of executive officers, personnel administration, and accounting, or that benefit and are identifiable to more than one program or activity, such as depreciation, rental costs, operations and maintenance of facilities, and telephone expenses) for the previous fiscal year and estimates for the current year.
- Proposed method for prorating the indirect costs equitably and consistently across all programs and activities of using a base that measures the benefits of that particular cost to each program or activity to which the cost applies.

If the applicant does not have an approved NICRA and does not elect to utilize the 10% de minimis rate, the Agreement Officer will provide further instructions and may request additional supporting information, including financial statements and audits, should the application still be under consideration after the merit review. USAID is under no obligation to approve the applicant's requested method.

- 9) Cost Sharing (if proposed) – Applicants should estimate the amount of cost-sharing resources to be provided over the life of the agreement and specify the sources of such

resources, and the basis of calculation in the budget narrative. Applicants should also provide a breakdown of the cost share (financial and in-kind contributions) of all organizations involved in implementing the resulting award.

e) Prior Approvals in accordance with 2 CFR 200.407

Inclusion of an item of cost in the detailed application budget does not satisfy any requirements for prior approval by the Agency. If the applicant would like the award to reflect approval of any cost elements for which prior written approval is specifically required for allowability, the applicant must specify and justify that cost. See 2 CFR 200.407 for information regarding which cost elements require prior written approval.

f) Approval of Subawards

The applicant must submit information for all subawards and proposed subawards that it wishes to have approved at the time of award. For each proposed subaward the applicant must provide the following:

- Name of organization
- Identification as a subawardee or associate
- Identification as local, as per ADS 303, or international.
- Unique Entity Identifier (UEI)
- Confirmation that the subrecipient does not appear on the Treasury Department's Office of Foreign Assets Control (OFAC) list
- Confirmation that the subrecipient does not have active exclusions in the System for Award Management (SAM)
- Confirmation that the subrecipient is not listed in the United Nations Security designation list
- Confirmation that the subrecipient is not suspended or debarred
- Confirmation that the applicant has completed a risk assessment of the subrecipient, in accordance with 2 CFR 200.332(b)
- Any negative findings as a result of the risk assessment and the applicant's plan for mitigation.

Per 2 CFR 200.407, USAID requires prior approval of subawards included in the application and made by the prime recipient at the time of award. USAID does not require prior approval of subsequent subawards or grants made by subawardees since USAID's relationship is with the prime recipient. USAID can provide blanket approval of subawards or grants made by prime recipient subawardees to "second tier" subawards if the prime recipient maintains and retains documentation of each "second tier" subaward (subgrant/agreement, Fixed Amount Award, and sub-contract) sufficient to demonstrate compliance with all applicable requirements, including 2 CFR 200 Part 700.

In accordance with good practice #8 from [USAID's Locally Led Programs indicator](#), the prime recipient must "demonstrate good faith efforts to maximize subawards to local organizations."

g) Unique Entity Identifier (UEI) and SAM Registration

Applicants must obtain a Unique Entity Identifier (UEI) and register in the System for Award Management (SAM) (<https://sam.gov/>) in order to be eligible to receive federal assistance, such as grants and cooperative agreements. Unless an exemption applies (see [ADS 303maz](#)), applicants must be registered in SAM prior to submitting an application for award for USAID's consideration. Each applicant (unless the applicant is an individual or entity that is exempted from UEI/SAM requirements under 2 CFR 25.110) is required to:

1. Provide a valid UEI for the applicant and all proposed subawardees;
2. Be registered in SAM before submitting its application; and
3. Continue to maintain an active SAM registration with current information at all times during which it has an active Federal award or an application or plan under consideration by a Federal awarding agency.

The registration process may take many weeks to complete. Therefore, applicants are encouraged to begin the process early. If an applicant has not fully complied with the requirements above by the time USAID is ready to make an award, USAID may determine that the applicant is not qualified to receive an award and use that determination as a basis for making an award to another applicant.

Applicants can find additional resources for registering in SAM, including a Quick Start Guide and a video, on <https://sam.gov/>.

h) History of Performance

The applicant (prime only) must provide information regarding its recent (not to exceed three years) history of performance on any cost-reimbursement contracts, grants, or cooperative agreements (not to exceed five) involving similar or related programs as follows:

- Name of the Awarding Organization;
- Award Number;
- Activity Title;
- A brief description of the activity;
- Period of Performance;
- Award Amount;
- Reports and findings from any audits performed in the last three years; and
- Name of at least two updated professional contacts who most directly observed the work at the organization for which the service was performed with complete current contact information including telephone number, and email address for each proposed individual.

If the applicant encountered problems on any of the referenced Awards, it may provide a short explanation and the corrective action taken. The applicant should not provide general information on its performance. USAID reserves the right to obtain relevant information concerning an applicant's history of performance from any sources and may consider such information in its review of the applicant's risk. The Agency may request additional information and conduct a pre-award survey if it determines that it is necessary to inform the risk assessment.

i) Branding Strategy & Marking Plan

The apparently successful applicant will be asked to provide a Branding Strategy and Marking Plan to be evaluated and approved by the Agreement Officer and incorporated into any resulting award.

Branding

Standard USAID branding and marking will apply to this activity. Branding and marking requirements for cooperative agreements are explained in 22 CFR 226. In accordance with the requirements discussed in 22 CFR 226 and [ADS 320](#), implementing partners will acknowledge USAID as the activity donor both verbally and in writing in all documents and media, as well as during meetings, public events and technical assistance sessions with government stakeholders, local partners, and beneficiaries.

Naming

This activity should be named in a manner that will help all audiences understand the purpose of our work. The name should be clear, concise, and represent the work of USAID, as noted in the [USAID Graphic Standards Manual and Partner Co-Branding Guide](#). This activity should adhere to the following guidelines:

- Names should include a basic description of the Activity in simple language. Activities should use local language names when possible, or in English where a local language name is not feasible
- Names should not include abbreviations or acronyms
- Names should include USAID in the name, if appropriate

Branding Strategy

After technical evaluation of application for USAID funding, USAID Agreement Officer will request the apparently successful applicant to submit a Branding Strategy, defined in 22 CFR 226.2. The proposed Branding Strategy will not be evaluated competitively. The Agreement Officer will review for adequacy the proposed Branding Strategy, and will negotiate, approve and include the Branding Strategy in the award. Failure to submit or negotiate a Branding Strategy within the time specified by the Agreement Officer will make the applicant ineligible for award.

Marking Plan

After technical evaluation of application for USAID funding, USAID Agreement Officer will request the apparently successful applicant to submit a Marking Plan, defined in 22 CFR 226.2. The Marking Plan may include requests for approval of Presumptive Exceptions. All estimated costs

associated with branding and marking USAID programs, such as plaques, labels, banners, press events, promotional materials, and the like, must be included in the total cost estimate of the grant or cooperative agreement or other assistance award, and are subject to revision and negotiation with the Agreement Officer upon submission of the Marking Plan. The Marking Plan will not be evaluated competitively. The Agreement Officer will review for adequacy the proposed Marking Plan, and will negotiate, approve, and include the Marking Plan in the award. Failure to submit or negotiate a Marking Plan within the time specified by the Agreement Officer will make the applicant ineligible for award.

Required communications materials

In addition to a Branding Strategy and Marking Plan, Awardees will be required to submit the following communications materials on a timeline specified by USAID, using guidance explained in the [USAID Graphic Standards Manual and Partner Co-Branding Guide](#). The following timelines will be adhered to:

- A. Within two weeks of the award:
 - 1. Press release - announcement of the award in English with feedback from USAID/SRO

- B. Within 90 days of the award:
 - 1. A Communications Strategy submitted and completed with feedback from USAID/SRO and revised as necessary.
 - 2. Activity Fact Sheet (in English) completed with feedback from USAID, which will be updated annually.

- C. Quarterly Updates may include:
 - 1. Links to media coverage of program and activities
 - 2. Content for social media, with text and captions for photos
 - 3. Forecast press events, social media coverage and communication products (newsletter, video, etc.).
 - 4. Monthly Event plans (in coordination with USAID/SRO/)
 - 5. Post-event write up and social media analysis with photos

- D. The Annual Report will include:
 - 1. One or two success stories submitted with photos (success stories could be submitted also at any time) to be edited with USAID/SRO feedback
 - 2. A pool of selected high-resolution photos showcasing program milestones and beneficiaries (all photos with identifiable people will have consent forms signed and submitted to USAID)

- E. Biannual communications products:
 - 1. One public closeout event where main results, achievements, findings, successes are shared.

Note: Please use the attached template (Attachment #B) for the Branding Strategy and Marking plan.

j) funding Restrictions

Profit is not allowable for recipients or subrecipients under this award. See 2 CFR 200.330 for assistance in determining whether a subtier entity is a subrecipient or contractor. Construction will not be authorized under this award.

USAID will not allow the reimbursement of pre-award costs under this award without the explicit written approval of the Agreement Officer.

Except as may be specifically approved in advance by the AO, all commodities and services that will be reimbursed by USAID under this award must be from the authorized geographic code specified in Section B.4 of this NOFO and must meet the source and nationality requirements set forth in 22 CFR 228.

k) Conflict of Interest Pre-Award Term

Personal Conflict of Interest

An actual or appearance of a conflict of interest exists when an applicant organization or an employee of the organization has a relationship with an Agency official involved in the competitive award decision-making process that could affect that Agency official's impartiality. The term "conflict of interest" includes situations in which financial or other personal considerations may compromise, or have the appearance of compromising, the obligations and duties of a USAID employee or recipient employee.

The applicant must provide conflict of interest disclosures when it submits an SF-424. Should the applicant discover a previously undisclosed conflict of interest after submitting the application, the applicant must disclose the conflict of interest to the AO no later than ten calendar days following discovery.

Organizational Conflict of Interest

The applicant must notify USAID of any actual or potential conflict of interest that they are aware of that may provide the applicant with an unfair competitive advantage in competing for this financial assistance award. Examples of an unfair competitive advantage include but are not limited to situations in which an applicant or the applicant's employee gained access to non-public information regarding a federal assistance funding opportunity, or an applicant or applicant's employee was substantially involved in the preparation of a federal assistance funding opportunity. USAID will promptly take appropriate action upon receiving any such notification from the applicant.

The following pre-awards terms found in [ADS 303mba](#) are incorporated into this NOFO by reference:

- 1) Branding Strategy – Assistance
- 2) Marking Plan – Assistance
- 3) Conflict of Interest Pre-Award Term

[END OF SECTION D]

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SECTION E: APPLICATION REVIEW INFORMATION

1. Criteria

The merit review criteria prescribed here are tailored to the requirements of this particular NOFO. Applicants should note that these criteria serve to (a) identify the significant matters which the applicants should address in their applications and (b) set the standard against which all applications will be evaluated.

Technical and other factors will be evaluated relative to each other, as described here and prescribed by the Technical Application Format. The Technical Application will be scored by a Merit Review Committee (MRC) using the criteria described in this section.

Applications submitted under this NOFO should propose an approach that satisfies these criteria and exhibits the characteristics set forth below.

2. Review and Selection Process

a) Merit Review

USAID will form a Merit Review Committee (MRC) to review all applications received that comply with the instructions in this NOFO. The MRC will be composed of USAID personnel, and may include consultants. The AO will make the final selection of the Apparently Successful Applicant based on the recommendation of the MRC. Applications will be reviewed and evaluated in accordance with the following criteria:

FACTOR	FACTOR DESCRIPTION	IMPORTANCE
Criterion 1	Technical Approach	Most important
Criterion 2	Management Approach / Organizational Capacity.	Less important

Criterion #1: Technical Approach

The extent to which the proposed technical approach convincingly demonstrates a strategic, sound, innovative and realistic approach to achieve the specified objectives of the USAID Gambia Malaria Elimination Activity and reflects a thorough understanding of the overall program description, its purpose, objectives and expected results. Review of the technical approach includes:

- a. **Gambia context**: demonstrated understanding of the Gambia's national and local health and malaria landscape, understanding of the Gambia's malaria services delivery system and its limitations, and knowledge of current national/regional strategies, programs, structures, and opportunities. The Applicant's technical approach must be aligned with the National Malaria Strategic Plan and National

Malaria Program plans and guidelines, as well as PMI guidelines and policies, and incorporate interventions to: 1) meet each of the specific objectives and 2) achieve the stated overarching goal.

- b. Malaria elimination: extent to which a feasible, effective and scalable high quality technical approach for malaria elimination contributes to the reduction of malaria cases aligned with NMCP and PMI strategies and approaches.
- c. Geography: the Technical Approach must cover malaria elimination regions in which the activity will commence (North Bank East and North Bank West).
- d. Capacity Strengthening: extent to which a feasible, effective approach for strengthening capacity of NMCP, MOH, regions, districts, community structures in implementing, managing, intensifying and sustaining malaria elimination efforts and optimizing delivery of malaria services to address remaining gaps.
- e. Cross-Border Coordination: extent to which an effective approach for cross border coordination between Senegal and the Gambia is planned with realistic opportunities for data analysis and data sharing for improved understanding, notification and response.
- f. Monitoring, Evaluation and Learning (MEL): The extent to which the proposed MEL plan is appropriate and feasible, allowing for assessment of program performance and program monitoring and learning against the selected indicators and objectives.
- g. Key Cross-cutting Issues: the extent to which effective, adaptable, and quality approaches are planned to address key cross-cutting issues including gender, youth, resilience, climate, and localization, including:
 - i. The extent to which the program design reflects an understanding of the role of gender and its influence upon susceptibility to malaria and on care seeking behaviors in the Gambian context, and of the aspects of programmatic intervention designed to address or mitigate any related obstacles to the program objective.
 - ii. The extent to which the approach plans for relevant direct and continued involvement with local entities to catalyze improved equity, access, and quality of malaria elimination services in The Gambia.
 - iii. The extent to which the approach demonstrates an understanding of the effects of climate change on the prevalence.

Criterion #2: Management Approach / Organizational Capacity.

The extent to which the proposed Management Approach and Organizational Capacity convincingly demonstrates the Applicant's ability to successfully implement the Activity including:

- a. Management Plan: the extent to which the management approach including any partners will support effective and efficient implementation of the proposed program in The Gambia which lead to an effective implementation of the technical

approach and relevance of any proposed partnership arrangements. Consideration to the following areas will also be important:

- i. Collaboration and Coordination - Extent to which the proposed plan provides a sound approach to leveraging and forming partnerships with MOH/NMCP, other donors and relevant local actors providing malaria programming assistance to the same intervention areas.
- ii. Adaptability - Extent to which the proposed plan provides for flexible and adaptable programming to ensure timely programmatic adjustments due to changes in the operating environment and malaria burden.
- b. Staffing including Key Personnel: The extent to which the proposed Key Personnel (Chief of Party; Technical Director and, Financial and Operations Director) have the technical, analytical, and interpersonal skills and experience to convincingly demonstrate the applicant's ability to successfully achieve the Activity's objectives. In addition, the extent to which the other positions in the staffing plan proposed comprise an effective and efficient way for the Activity to reach its objectives.
- c. Organizational Capacity: Extent to which the Applicant demonstrates prior experience implementing malaria programming and/or malaria elimination programs in The Gambia or a similar context.

The Agency will evaluate the cost application of the applicants under consideration for an award as a result of the merit criteria review to determine whether the costs are allowable in accordance with the cost principles found in 2 CFR 200 Subpart E.

The Agency will also consider (1) the extent of the applicant's understanding of the financial aspects of the program and the applicant's ability to perform the activities within the amount requested; (2) whether the applicant's plans will achieve the program objectives with reasonable economy and efficiency; and (3) whether any special conditions relating to costs should be included in the award.

Proposed cost share, if provided, will be reviewed for compliance with the standards set forth in 2 CFR 200.306, 2 CFR 700.10, and the Standard Provision "Cost Sharing (Matching)" for U.S. entities, or the Standard Provision "Cost Share" for non-U.S. entities.

The AO will perform a risk assessment pursuant to 2 CFR 200.206. The AO may determine that a pre-award survey is required to inform the risk assessment in determining whether the prospective recipient has the necessary organizational, experience, accounting and operational controls, financial resources, and technical skills – or ability to obtain them – in order to achieve the objectives of the program and comply with the terms and conditions of the award. Depending on the result of the risk assessment, the AO will decide to execute the award, not execute the award, or award with "specific conditions" pursuant to 2 CFR 200.208.

[END OF SECTION E]

SECTION F: FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

Award(s) of the agreement contemplated by this NOFO cannot be made until funds have been appropriated, allocated, and committed through internal USAID procedures. While USAID anticipates that these procedures will be successfully completed, applicants are hereby notified of these requirements and conditions for the award.

2. Administrative & National Policy Requirements

These documents may be accessed through the internet as follows:

- [2 CFR 200 Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards](#)
- [2 CFR 700 Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards](#)
- [ADS 303 Grants and Cooperative Agreements to Non-Governmental Organizations](#)
- [ADS 303mab Standard Provisions for non-U.S. Nongovernmental Recipients](#)

See also Section H, Attachment C, for a list of the Standard Provisions that will be applicable to the award resulting from this NOFO.

3. Reporting Requirements

- **Financial Reporting:**

The recipient shall account for expenditures for activities carried out to ensure funds are used for their intended purposes. Financial reports shall be in accordance with 2 CFR 200.327.

(a) Quarterly Report: The recipient will submit a SF 425, the Federal Financial Report, via electronic format to the U.S. Department of Health and Human Services (<https://pms.psc.gov/>) within 30 calendar days following the end of each quarter of the United States Government fiscal year. A copy of this form shall be simultaneously submitted to the Agreement Officer's Representative (AOR) and the USAID/Senegal Office of Financial Management.

(b) Final Report: The recipient will submit within 90 calendar days following the estimated completion date of this award the original and three (3) copies of the final Federal Financial Reports (SF-425) to: (a) USAID/Washington, M/CFO/CMP-LOC Unit; (b) the Agreement Officer, (c)

Agreement Officer's Representative (AOR). The electronic version of the final SF 425 will be submitted to the U.S. Department of Health and Human Services (<https://pms.psc.gov/>) in accordance with paragraph (a) above.

Links to the PDF version of SF-425 and to Instructions can be found at:
<https://www.grants.gov/forms/forms-repository/post-award-reporting-forms>

- **Performance Reporting**

The recipient will be required to submit by email performance reports. The performance reporting requirements will comply with 2 CFR 200.328 – Monitoring and Reporting Program Performance.

The recipient is encouraged to choose Standard Foreign Assistance Indicators and develop custom indicators that help them to manage and learn from their work; such indicators should include both output and outcome indicators.

A. Quarterly Reports

The recipient will submit quarterly reports, covering each calendar quarter, limited to ten pages, not including annexes. The report should include the following components:

- Bulleted list of achievements in the quarter (one page)
- Background and details of some of the key achievements, including potential impacts on target populations. Any identified best practices and or lessons learned should be included here (four-five pages)
- Description of collaborative activities with other USAID implementing partners and/or stakeholders (one-two pages)
- Description of challenges encountered, how they were or will be resolved, and as needed, recommended USAID interventions to facilitate their timely resolution (one-two pages)
- Bulleted list of planned activities for the next quarter to include dates and locations of events and meetings (one-two pages)
- Quantitative and qualitative analysis of progress against objectives, results, and targets;
- Summary of activities for the following quarter
- Discussion of lessons learned, good practices, and success stories
- Challenges outside the scope of program, which affect implementation.

Further, the recipient must timely notify USAID of problems, delays, or adverse conditions that impair the ability to meet the objectives of the award. These notifications must include a statement of the action taken or contemplated and any assistance needed to resolve the situation.

Following receipt of the report, the AOR and other relevant Mission staff will hold quarterly review meetings with the recipient to discuss results, challenges, and the way forward.

The following are required Annexes for the quarterly reports:

- Annex 1: Table of indicators, targets, and results to date showing progress made during the quarter, cumulative for the fiscal year, and cumulative for the life of the Activity toward set targets. Use a color scheme for the table highlighting indicators in red if target is not met or not likely to be met and green for indicators met. Provide explanations for targets exceeded and targets unmet.
- Annex 2: Financial table containing expenses of the reported period, year to date amount, and remaining budget line-item amount.
- Annex 3: One or two success stories with relevant high-resolution photos. Stories should highlight the high-level impact and/or scalability of the activity's successes. If a story could not be done during the reporting period, explain why (one page per story).

B. Annual Reports

The annual reports will consist of both a narrative and a quantitative section and report against all indicators. The narrative section is limited to forty pages, not including annexes, and should cover achievements and high-level impacts, synergistic results, scalability of results, collaborative activities, best practices, lessons learned, challenges encountered, and priorities for the following year.

The following are required Annexes for the annual reports:

- Annex 1: A comprehensive property inventory list.
- Annex 2: Reporting against all indicators.
- Annex 3: Financial table.
- Annex 4: At least one success story with relevant photos.

The Annex 2 table for indicators must be submitted on or before October 15th of each year in order to be included in USAID's annual performance reporting requirements. For all results that either exceed or fall short of the annual target by 10% or more, a narrative explanation must be included. Please highlight in a different color all indicators that exceeded (green) or fell short (red) of their target. The annual report also doubles as the quarterly report for the final quarter of the reporting period.

C. Final Report

The recipient will submit a final report by email. Specific instructions for the submission of the final report will be included in the resulting award from this NOFO.

D. Other Reports and Deliverables

Security Conditions

The recipient must be aware of security conditions in the country of implementation, and by entering into the agreement, assumes full responsibility for the safety of its employees. Before commencing work, the recipient must ensure that it has adequate procedures (a security plan) in place to advise its employees of situations or changed conditions that could adversely affect their security. A security plan will not be included as a deliverable, but it is expected to be available upon request by the Agreement Officer.

In order to keep abreast of security conditions in the country of implementation, but particularly before any employee commence travels, especially in areas of security concerns, the recipient must seek information from all available sources, including USAID in the country of implementation, for all areas in which its employees work or travel. The recipient acknowledges that security conditions are subject to change at any moment, that USAID cannot guarantee the accuracy of any information that it may provide to the recipient, and that USAID assumes no responsibility for the reliability of such information. The recipient has sole responsibility for approving all travel plans for its employees. The recipient is also responsible for immediately notifying USAID and the US Embassy American Citizen Services section in the event a US citizen employee does not return from travel as expected. In the event that USAID requests the recipient to do so, the recipient's Chief of Party must assume responsibility for contacting all of its employees. The recipient must provide the Agreement Officer's Representative the name, current address, and current home and/or cellular telephone number of the Chief of Party and of an alternate designated employee.

The recipient is responsible for ensuring that the information provided to the AOR is up to date so that in an emergency, the Chief of Party or alternate representative can be reached immediately, and they can rapidly contact all other affected employees. In the event of an adverse work or Activity related security situation affecting any recipient's staff/activity, the recipient is responsible to notify the Agreement Officer's Representative or their alternate (as well as the USAID Agreement Specialist and the Agreement Officer) within 24 hours or as soon as it is practicable.

Geographic Information System (GIS) data

USAID is required to make nonproprietary geospatial data available to the public. Data must be consistent with US Federal Geographic Data Committee (FGDC) level 1 metadata standards. Implementers are to work in collaboration with these USAID hired mapping specialists and ensure that they have mapping capabilities within activity staff or procured through consultants.

All spatial and geographic information system activities financed by USG federal funds must comply with:

- a. OMB Circular A-16, Executive Order 12906;
- b. Automated Directives System (ADS) 507 (Freedom of Information Act);
- c. ADS 551 (Data Administration); and
- d. ADS 557 (Public Information).

Therefore, the Implementer must submit to USAID the following one year after the start date of the award and on October 30 of each subsequent year:

- a. Digital spatial data according to Federal Geographic Data Committee (FGDC) Level 1 metadata standards capturing GIS at the regional, administrative, commune, and village level for their zones of intervention;
- b. Digital copies of spatial data with accompanying metadata; and
- c. Make spatial data available to the public at the cost of reproduction.

Development Experience Clearinghouse (DEC) Requirements

USAID recipients are required to comply with the submission requirements for the Development Experience Clearance (<http://dec.usaid.gov>) pursuant to the Standard Provision entitled “Submissions to the Development Experience Clearinghouse and Publications (June 2012).”

In addition, the recipient must submit one electronic copy of development experience documentation to the AOR.

Annual Work Plans (AWP; Implementation Plan)

The Annual Work Plan will form the basis for activities to be initiated in each year of the award. For the purpose of the AWP, “Annual” is defined according to the U.S. government fiscal year: i.e., October 1st to September 30th. Draft AWP for subsequent years after Year One shall be submitted no later than September 1st of each year.

The AWP will be reviewed by the AOR within two weeks of submission. Following review and comment by USAID, the recipient will prepare a Final Work Plan for each year, to be submitted no later than October 30th. The AWP will provide a detailed description, schedule, and expected results for activities in support of each objective under the award. The recipient must also address:

- Any proposed actions to strategically collaborate with other USAID implementing partners in-country;
- How knowledge gaps in the theory of change, the technical implementation approach, operating environments, assumptions and risks, will be filled using activities such as, but not limited to, monitoring, research, evaluation and analytical studies; and
- How specific interventions will be adapted for insecure zones.

Modifications to the AWP may be made during the year subject to the approval of the AOR.

Activity Monitoring, Evaluation, and Learning Plan (AMELP)

The activity will contribute vital information on development results, strategies, and approaches to enhance individual, household, community, and institutional resilience in a dynamic environment. The monitoring, evaluation, and learning (MEL) system should use USAID's Collaboration, Learning, and Adapting (CLA) principles (see [ADS 201.3.5.19](#)) to effectively collaborate with other implementing partners and integrate real-time monitoring and learning back into the Activity strategy and program implementation and ensure that knowledge is shared with the broader community.

Applicants shall develop a comprehensive conflict sensitive AMELP that outlines how the activity will track progress, identify learning opportunities, and effectively adapt programming to anticipate and respond to challenges and opportunities that arise. The AMELP shall demonstrate how the activity will routinely assess the quality of data; the status of activities; whether these activities are resulting in their intended outcomes; if those outcomes are leading to the desired objectives-how, why or why not; whether critical assumptions remain valid; and whether course corrections should be made. The AMELP should clearly support the Regional Development Cooperation Strategy (2020 - 2025) of USAID/West Africa and USAID/Senegal/Sahel Regional Office (RDCS) monitoring, evaluation, and learning plan. It shall be updated regularly, prioritize gender equality and youth inclusion, and include a data management plan. The plan shall explain how indicators data will be collected, disaggregated, analyzed, submitted, published, and re-used, including any specific software necessary for analysis. This is also an opportunity for the applicant to ensure a consistent data analysis approach among multiple partners, an adaptive and dynamic learning approach.

The monitoring system must include data analysis for both performance and context monitoring. The recipient is responsible for collecting baseline data for their performance indicators. Performance monitoring refers to monitoring the quantity, quality, and timeliness of activity outputs within the control of the recipient, as well as the monitoring of activity outcomes that are expected to result from the combination of these outputs. Performance monitoring includes operational monitoring, such as checking back later to see if completed activities still function, and determining opportunities for adaptation. Performance monitoring through data analysis, outcome harvesting, and learning for adaptation shall be agile and occur continuously. For example, if a well is drilled, is it still functioning a year later, or if an individual is trained, do they apply the training properly, or if a loan is extended, is it repaid? In line with efforts of learning and adaptation, when implementation falls short, performance monitoring should determine why and what can be done differently to address failures.

In anticipation of any potential shifting environment (insecurity, climatic, or health shock, etc.) that may lead to inaccessibility of the activity zone of intervention, the applicant should also develop an alternative MEL system capable of regularly and accurately gathering and analyzing verifiable monitoring data safely, to check whether activity's interventions are being implemented as planned, with tools and methods that adapt to changing context. Depending on the contextual factors, remote monitoring methods can be developed, including phone/video partners meetings, informal partner reporting, mobile phone surveys/feedback mechanisms, virtual site visits, virtual internal DQA, GIS/remote sensing monitoring, etc.

The applicant will benefit from USAID IPs Development Information Solution (DIS) training sessions to ensure effective qualitative, quantitative, and GIS data reporting in DIS. USAID will provide the applicant with DIS access for direct data reporting into the system.

Context monitoring is the monitoring of local conditions that may directly affect implementation and performance (such as non-USAID projects operating within the same sector as USAID projects) or external factors that may indirectly affect implementation and performance (such as macro-

economic, social, political conditions, or other paradigm shifts). Context monitoring should monitor assumptions and risks identified in the activity logic model.

In order to have a sound monitoring system, applicants will propose performance and context indicators, determine ways to set baselines, realistic targets (only for performance indicators), and effective procedures for internal data quality control.

The activity shall develop a preliminary learning agenda that identifies a limited number of questions (one to three) related to the activity theory of change. Close and systematic collaboration with other USAID implementing partners, the host country government, decision-makers, institutional bodies among the target communities, and other key stakeholders will be critical to maximize the use of learning and ensure that monitoring and evaluation systems are as cost-effective as possible and do not create a parallel system. The activity will be expected to collaborate closely with USAID's M&E mechanism.

The Monitoring and Evaluation Plan should be organized according to the Program Objectives described in this Program Description. The recipient is encouraged to propose an alternative online file management system to streamline the electronic submission of reports and ensure reliable accessibility to the Agreement Officer and AOR. Existing “off-the-shelf” information technology products and/or services are preferred. Such a system would not alter the responsibility of the recipient to submit documentation to the Development Experience Clearinghouse as required (see ADS 540).

Sustainability Approach

The recipient will be expected to submit a sustainability plan incorporating key sustainable principles during activity implementation. These principles include, but are not limited to, ensuring institutional level ownership of activity interventions, building broad-based community consensus on strategic approaches and actions, enforcing mutual accountability, increasing targeted capabilities of key stakeholders, ensuring financial sustainability, and promoting autonomous and self-sustaining principles.

Gender Analysis and Gender and Social Inclusion (GESI) Action Plan

The U.S. government “Women’s Entrepreneurship and Economic Empowerment (WEEE) Act” underscores the importance of gender equality and empowering women to participate fully in the formal economy, which leads to more peaceful and prosperous societies. This activity is consistent with the [USAID Gender Equality and Female Empowerment Policy](#) that advances equality between females and males, and empowers women and girls to participate fully in and benefit from development, through the integration of gender in the entire project cycle -- from project design and implementation to monitoring and evaluation. This integrated approach focuses on achieving the following overarching outcomes:

- Reduce gender disparities in access to, control over, and benefit from resources, wealth, opportunities, and services - economic, political, and cultural;
- Reduce gender-based violence and mitigate its harmful effects on individuals;

- Increase the capability of women and girls to realize their rights, determine their life outcomes, and influence decision-making in households, communities, and societies;
- Support interventions that secure private property rights and land tenure for women in developing countries; and
- Improve the access of women and girls to education.

To operationalize these overarching outcomes, the activity is expected to adopt any one of the seven output and outcome indicators, as applicable, on gender equality, female empowerment, and gender-based violence as provided in the USAID Gender Policy, and in [ADS 205 Integrating Gender Equality and Female Empowerment in USAID's Program Cycle](#), or develop custom indicators appropriate to projects/activities. All people-level indicators must be disaggregated by age, sex, groups and included in activity reports.

Close-out Plan

No later than 180 days before the end of the award, the recipient must submit a close-out plan that details all equipment and provides a proposed disposition plan according to USAID regulations. The Close-out Plan must also specify actions that will be taken to hand over or transition activities to other partners, including local communities and governments. The Plan must specify sequencing of the closure of offices (if applicable), discuss sequencing of staff reductions, and include a communications strategy, activities, and products to highlight accomplishments.

Environmental Compliance and Climate Risk Management

Section 117 of the Foreign Assistance Act of 1961, as amended, requires that the impact of USAID's activities on the environment be considered, and that USAID include environmental sustainability as a central consideration in designing and carrying out its development programs. This mandate is codified in Federal Regulations (22 CFR 216) and in [ADS 201 Program Cycle Operational Policy](#) and [ADS 204 Environmental Procedures](#), which, in part, require that the potential environmental impacts of USAID-financed activities are identified prior to a final decision to proceed and that appropriate environmental safeguards are adopted for all activities.

In addition, the recipient must comply with host country environmental regulations unless otherwise directed in writing by USAID. In case of conflict between host country and USAID regulations, the latter shall govern.

No activity funded under this Cooperative Agreement will be implemented unless an environmental threshold determination, as defined by 22 CFR 216, has been reached for that activity, as documented in a Request for Categorical Exclusion (RCE), Initial Environmental Examination (IEE) duly signed by the Bureau Environmental Officer (BEO).

The GMEA has received [Programmatic Initial Environment Examination \(PIEE\)](#) for activities under the resulting award.

Furthermore, in accordance with [ADS 201mal Climate Risk Management for USAID Projects and Activities](#), a climate risk screening must be done at the activity level stating how climate risk will be addressed during the implementation phase.

As part of all Annual Work Plans, including the Year One Work Plan, the recipient, in collaboration with the USAID AOR and Mission Environmental Officer (MEO), Regional Environmental Advisor (REA) or Bureau Environmental Officer (BEO), as appropriate, shall review all ongoing and planned activities under this award to determine if they are within the scope of the approved Regulation 216 environmental documentation.

If the recipient plans any new activities outside the scope of the approved Regulation 216 environmental documentation, if the life of activity funding ceiling will be eclipsed, or if a time extension is required, it shall prepare an amendment to the documentation for USAID review and approval. No such new activities shall be undertaken prior to receiving written USAID approval of environmental documentation amendments.

Any ongoing activities found to be outside the scope of the approved Regulation 216 environmental documentation shall be halted until an amendment to the documentation is submitted and written approval is received from USAID.

USAID anticipates that environmental compliance and achieving optimal development outcomes for the proposed activities will require environmental management expertise. Applicants shall include as part of their application their approach to achieving environmental compliance and management, to include:

- The respondent's approach to developing and implementing an EMMP;
- The respondent's approach to providing necessary environmental management expertise, including examples of past experience of environmental management of similar activities; and
- The respondent's illustrative budget for implementing the environmental compliance activities. For the purposes of this solicitation, applicants should reflect illustrative costs for developing the EMMP and environmental compliance implementation and monitoring in their cost proposal.

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SUMMARY OF REPORTS/ DELIVERABLES		
Document	Due Dates	Notes / Submission Requirements
Year One Work Plan	Draft due with the technical application and final within 60 days after award	Annex A to the Technical Application Submit electronically to AOR
Subsequent Annual Work Plans (AWP)	Draft AWP's due no later than September 1st of each year after Year One; AOR comments due in two weeks after receipt of the draft AWP; final AWP due no later than October 30th of each year	Submit electronically to AOR
Branding Strategy and Marking Plan (BSMP)	<ul style="list-style-type: none"> - Before award: the apparently successful applicant will be asked to provide a BSMP for approval before award - Within two weeks of the award: Press release - announcement of the award - with feedback from USAID/Development Outreach and Communications (DOC) - Within 60 days of award: (1) An activity communications strategy submitted and 	Submit BSMP electronically as required by the AO, and subsequent documents to AOR

	completed with feedback from USAID/DOC and revised annually as program matures; (2) Activity Fact Sheet completed with feedback from USAID, which will be updated annually.	
Quarterly Financial Reports	Within 30 days after each calendar quarter	Submit SF-425 to the Department of Health and Human Services, with a copy to AOR and OFM
Final Financial Report	90 days after the completion date of award	Submit the original and three copies of the final SF-425 to: (a) USAID/Washington, M/CFO/CMP-LOC Unit; (b) the Agreement Officer, (c) Agreement Officer's Representative (AOR). The electronic version of the final SF-425 will be submitted to the U.S. Department of Health and Human Services
Quarterly Performance Reports	Within 30 days after each calendar quarter	Submit electronically to AOR
Annual Performance Reports	90 days after the end of the reporting period; Annex 2 for indicators due on or before October 15th of each year	Submit electronically to AOR
Final Performance Report	Instructions will be specified in the Award	
Security Plan	Recipient must make it available at USAID's request	Submit electronically to AOR
Geographic Information System (GIS) data	One year after the start date of the award and on or before October 30th of each subsequent year	Submit through DIS

	<ul style="list-style-type: none"> - Digital spatial data according to Federal Geographic Data Committee (FGDC) Level 1 metadata standards capturing GIS at the regional, administrative, commune, and village level for their zones of intervention; - Digital copies of spatial data with accompanying metadata; and - Make spatial data available to the public at the cost of reproduction. 	
Development Experience Clearinghouse (DEC) Requirements	Submission required pursuant to the Standard Provision entitled “Submissions to the Development Experience Clearinghouse and Publications (June 2012)”	
Activity Monitoring, Evaluation, and Learning Plan (AMELP)	Draft due with the technical application and final within 60 days after award	Submit draft electronically with technical application, and final to AOR
Gender Analysis and Gender and Social Inclusion Action (GESI) Plan	Within 90 days after award	Submit electronically to AOR and AO
Sustainability Plan	Within 90 days after award	Submit electronically to AOR and AO
Close-out Plan	No later than 180 days before the end of the award	Submit electronically to AOR and AO

Please note that unless otherwise noted, the submission deadlines in this table are for final documents. If the recipient wishes to receive USAID comments on draft deliverables, it must allow sufficient time for USAID review before the submission deadline of the final deliverable.

E. Other Requirements:

This solicitation and any resultant award(s) are subject to the requirements of section 889(a)(1)(B) of the John S. McCain National Defense Authorization Act (NDAA) for Fiscal Year (FY) 2019 (Pub. L. 115–232).

[END OF SECTION F]

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SECTION G: FEDERAL AWARDING AGENCY CONTACT(S)

- 1. Refer to the cover letter for names and email addresses of contacts.**
- 2. Acquisition and Assistance Ombudsman**

The A&A Ombudsman helps ensure equitable treatment of all parties who participate in USAID's acquisition and assistance process. The A&A Ombudsman serves as a resource for all organizations who are doing or wish to do business with USAID. Please visit this page for additional information: <https://www.usaid.gov/work-usaid/acquisition-assistance-ombudsman>

The A&A Ombudsman may be contacted via: Ombudsman@usaid.gov

[END OF SECTION G]

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SECTION H: OTHER INFORMATION

1. Other Information:

USAID reserves the right to fund or not to fund the application submitted. The Agreement Officer is the only individual who may legally commit the Government to the expenditure of public funds. Any award and subsequent incremental funding will be subject to the availability of funds and continued relevance to Agency programming.

2. List of Attachments:

- A - Program Description**
- B - USAID Branding and Marking Template**
- C - Standard Provisions**
- D - SAM Quick Start Guide For New Foreign Registration**
- E - SAM Quick Start Guide For New Grantee Registration**
- F - Past Performance Information**
- G - Illustrative Budget Template**

[END OF SECTION H]

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ATTACHMENT A - PROGRAM DESCRIPTION

The purpose of the USAID Gambia Malaria Elimination Activity (GMEA or Activity) is to provide support to the Gambia Ministry of Health (MoH) and National Malaria Control Program (NMCP) in accelerating progress in achieving malaria elimination in The Gambia. To this end the GMEA Activity will provide implementation support and technical assistance on malaria case-based surveillance and response for elimination, support enhanced cross-border collaboration between The Gambia and Senegal particularly focused on data sharing and coordination of interventions, and strengthen the NMCP's capacity to coordinate, manage and sustain malaria elimination and control approaches. Additionally, GMEA will optimize delivery of malaria services through community-based approaches to address remaining gaps in intervention coverage or quality for achieving elimination.

The President's Malaria Initiative (PMI) is a core component of USAID health interventions, along with HIV/AIDS, TB and maternal and child health. In June 2005, the United States Government (USG) announced PMI as a five-year, \$1.2 billion initiative to rapidly scale up malaria prevention and treatment interventions in high-burden countries in Sub-Saharan Africa. PMI's 2021–2026 strategy, [End Malaria Faster](#), envisions a world free of malaria within our generation with the goal of preventing malaria cases, reducing malaria deaths and illness, and eliminating malaria in PMI partner countries. PMI has since expanded programs in 27 sub-Saharan African nations and three programs in the Greater Mekong Subregion of Southeast Asia. In April 2023, PMI expanded its geographic portfolio to three additional countries: Burundi, The Gambia and Togo. PMI funding has grown from \$30 million in fiscal year (FY) 2006 for the initial three countries to over \$720 million in FY 2018 to over \$ million in 2023. The Gambia was added as a PMI country in 2023, with an initial annual budget of \$4 million. The approved annual plan and country profile on the PMI The Gambia program are available at www.pmi.gov.

A key objective of the PMI Strategy 2021–2026 is to accelerate towards elimination and bring 10 PMI countries toward national or subnational elimination from their 2015 status, with at least one country achieving elimination.¹ Malaria elimination builds on the foundation laid by intensive malaria control, with appropriate targeting of efficacious interventions for vector control among populations at risk, effective case management for all ages, and robust health management information system (HMIS). As countries progress towards elimination, activities must increasingly be tailored based on malaria risk stratification to address the specific needs of areas and/or populations with differing epidemiologic and socioeconomic profiles. This can only be accomplished if countries have the capacity to collect, analyze, and interpret real-time, high-

¹ The criteria for PMI considering elimination support in a given country is: 1) national (or subnational) parasite prevalence <5%, and 2) the national malaria strategy contains specific goals and objectives related to malaria elimination. Within the PMI portfolio, the countries in the Greater Mekong Subregion (Burma, Cambodia, Laos, Thailand) are pursuing national elimination efforts, whereas the following countries are working at subnational levels: Ethiopia, Kenya, Madagascar, Senegal, Tanzania/Zanzibar, Zambia, and Zimbabwe.

quality HMIS/malaria surveillance information. As countries move toward national or subnational elimination, rapidly identifying and treating all malaria patients and individuals carrying parasites is critical.

GMEA will contribute to the attainment of the U.S Department of State's Integrated Country Strategy (ICS) for The Gambia, Mission Goal 2- Promote Inclusive Country-led Development. More specifically, GMEA will align with Objective 2.1: Gambian officials, supported by U.S. assistance, improve their capacity and resources to better manage the economy to support growth, increase the wellbeing of its citizens, and combat official corruption.

The Gambia is a USAID non-presence country and supported by the USAID Sahel Regional Office (SRO).

The four objectives of the USAID GMEA support the NMCP's vision of *A Malaria Free Gambia*. The Gambia National Malaria Strategic Plan (2021–2025) aims to attain zero malaria deaths in all regions of the country, and achieve zero indigenous malaria transmission in all regions of the country. The four Activity objectives were identified by the NMCP and PMI to accelerate progress towards elimination. Achieving these objectives will require substantial collaboration and effort to increase the capacity of the MOH/NMCP and partners to successfully implement and manage malaria elimination activities at national, regional, district, facility and community levels.

GMEA Objectives:

- 1. Strengthen malaria case-based surveillance and response to accelerate elimination.**
- 2. Enhance cross-border coordination for implementation of malaria interventions and data sharing between The Gambia and Senegal.**
- 3. Strengthen MoH central-level capacity to manage, intensify and sustain malaria control and elimination efforts.**
- 4. Optimize delivery of malaria services through community-based approaches.**

USAID anticipates awarding one cooperative agreement with a five-year period of performance to support GMEA's objectives. Therefore, applicants are encouraged to consider partnerships with organizations possessing high-quality skills and experience in: subnational malaria elimination from national to community levels, including case-based surveillance and response in a low-prevalence area; and malaria surveillance, monitoring, and data analysis. In addition, partnerships should consider capacity building to support management of a bi-national, shared data platform and coordination of cross-border information exchange at multiple levels. Partners and partnerships are also encouraged to galvanize expertise in social and behavior change theoretical bases and strategy development, implementing high quality malaria prevention and control interventions, and proactive support for NMCP and partners' malaria technical working groups with regular interactions and output. Finally, applicants are encouraged to bring experience and expertise in community-based approaches to optimize delivery of malaria services.

1. Background

Country Context.

The Gambia is one of Africa's smallest countries at approximately 11,300 square kilometers and with a population of approximately 2.6 million people.² It is bordered by the Atlantic Ocean on the west and Senegal to the north, east and south. Its geography and society is defined by the Gambia River which runs through much of the country, dividing it into north and south banks and emptying into the Atlantic Ocean.

The country is predominantly a low plateau decreasing in altitude with proximity to the Atlantic Ocean. Flood plains and freshwater swamps cover a large area of the country, particularly in the Central River Region (CRR), the North Bank Region (NBR), and parts of the Lower River Region (LRR). The River Gambia is fringed by freshwater mangrove swamps in the eastern half of the country and saltwater swamps in the western half that provide perfect breeding sites for malaria-competent mosquito vectors. In the inland areas extending from central Gambia to the eastern border, the River Gambia is lined with tropical forest.³

The climate of The Gambia is tropical with distinct dry and rainy seasons. The dry season generally starts in November and ends around May each year. The wet season runs from June to October, with August being the wettest month of the year. The annual precipitation in most parts of the country ranges between 850–1200 mm, with the rainiest area being the Atlantic coast, followed by the south-east. Average temperatures range from 18–30° Celsius during the dry season and 23–33° Celsius during the wet season. The relative humidity is about 68% in the coastal region and 41% inland during the dry season and generally about 77% throughout the country during the wet season.

With 176 people per square kilometer, The Gambia is one of the most densely populated countries in Africa. Most of the population (57%) is concentrated around urban and peri-urban centers. Many Gambians struggle with poverty, a well-documented determinant of health and longevity. Life expectancy was estimated to be 62 years in 2021⁴.

The country is divided into seven health regions which do not align with other administrative boundaries. Regional Health Directorates (RHDs) are responsible for management and support of the health system in these seven RHD regions and report to the Permanent Secretary through the Directorate of Health Services. RHD teams are responsible for primary and secondary healthcare

² The Gambia Bureau of Statistics, 2013 Census (projected to 2023).

³ Field Guide to Wildlife of The Gambia; An Introduction to Common Flowers and Animals, David Penny, Siri Scientific Press, 2009.

⁴ The World Bank, DataBank Microdata Data Catalog, <https://data.worldbank.org/indicator>.

facilities and their staff in their respective regions. Primary facilities (village health posts) provide the most basic care and are clustered into circuits with services delivered by village health workers and community birth companions. They are managed by village development committees. Community health nurses supervise these circuits. Major health centers and regional hospitals providing more advanced care comprise the secondary level of health facilities. General, specialized, and teaching hospitals are at the apex of health service delivery. The government of The Gambia is the main health service provider in the country. However, there are a small number of private facilities located mainly in urban areas (approximately 39 facilities, less than 10% of total facilities).

Primary

Village Health Services, Health Posts, Community Clinics, Minor Health Centers

Secondary

Major Health Centers, Regional Hospitals

Tertiary

General, Teaching and Specialized Hospitals

The Gambia has registered a considerable decline of maternal mortality by around 58.8% over 20 years between 1990 and 2014. The Maternal Mortality Ratio declined from 1050 deaths per 100,000 live births to 433 deaths per 100,000 live births (GDHS+ 2013). Access to family planning has shown improvement whereby the demand satisfied had reached 38%. First Antenatal Care (ANC) visits increased to 98% till 2010, while fourth visits reached 72% in the same period. This was complemented by an increase in Skilled Birth Attendance (SBA) rate from 44% in 1990 to 57% in 2013 (GDHS+, 2013). Postnatal Care (PNC) coverage for mothers and newborns also reached 72%. Until it declined in 2014, the percentage of HIV-positive pregnant women taking ARV for PMTCT has escalated to 61% from less than 1% in 2005 over a six-year period. Furthermore, the national average for availability of emergency obstetric care has improved to 50% from the recommended minimum in 2012 (Countdown, 2015).

Despite such improvements in decreasing maternal mortality, The Gambia still lies far behind the MDG target of MMR; 180/100,000 live births. The lifetime risk of a mother dying with causes associated with childbirth is one in 39. The country ranks 174th out of 179 countries in the state of maternal health (Save the Children 2015). Maternal mortality accounts for an average of 35.5% of female deaths and the major causes of maternal death are hemorrhage, eclampsia, abortion, and sepsis (GDHS+ 2013), (Cham M, 2003), (WHO, et al, 2015).⁵

⁵The Ministry of Health, The Republic of Gambia, Roadmap to Revitalize and Scale-Up Primary Health Care in The Gambia 2018-2022, December, 2017.

https://docs.google.com/document/d/1Ti7aC4z_E0oN3FjEKzMtftsaBL2Ej1r/edit.

The Gambia Malaria Situation.

The entire population of 2.6 million is at risk for malaria infection in The Gambia.⁶ Malaria is mesoendemic in The Gambia with highly seasonal transmission; more than 90% of all cases historically occur in the latter part of the rainy season from October to December. The reported national malaria incidence per routine data dropped from 149 per 1,000 population in 2011 to 85 per 1,000 population in 2014, and finally to 23 per 1,000 population in 2017 (an 85% decrease over a six-year span). Since 2018, annual trends in malaria incidence have been unstable, but suggest a possible upward trend (Figure 1).

Malaria prevalence data obtained from national cross-sectional surveys corroborate the drop exhibited in reported incidence data. Successive Demographic and Health Surveys (DHS) estimated malaria prevalence among children aged 6 to 59 months at 0.4% by RDT in 2019/2020 compared to an estimate of 2% by RDT in 2013.⁷ ⁸The most recent Gambia Malaria Indicator Survey performed in 2017 also found malaria prevalence among children aged six to 59 months by RDT at 0.4%.⁹

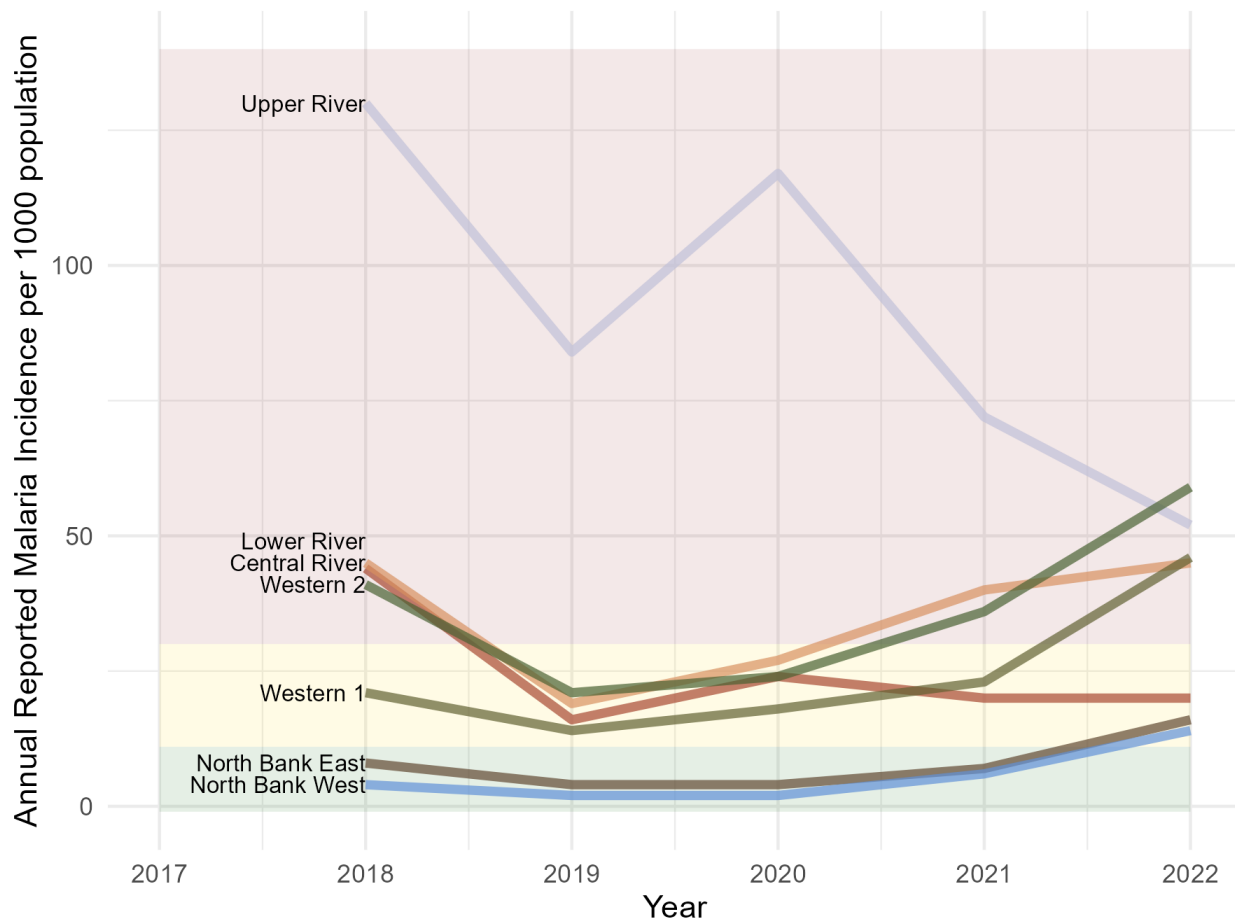
Figure 1: Reported annual malaria incidence by health region—The Gambia, 2018–2022. Annual incidence of confirmed malaria cases was calculated for each health region in The Gambia over time by dividing the number of confirmed malaria cases reported to the national HMIS in a given year by the population estimate for that health region projected from the 2013 National Census. Years from 2018 to 2022 are shown on the x-axis, estimated incidence is shown on the y-axis. Background colors represent nationally defined transmission strata. Green: Very low transmission (0–10 cases annually/1000 population); yellow: Low transmission (11–30 cases annually/1000 population); red: moderate transmission (31–156 cases annually/1000 population)

⁶ The Gambia Bureau of Statistics, 2013 Census, projected to 2023.

⁷ The Gambia Bureau of Statistics and ICF, 2021, The Gambia Demographic and Health Survey 2019-2020, Banjul, The Gambia and Rockville, Maryland.

⁸ The Gambia Bureau of Statistics and ICF, 2014, The Gambia Demographic and Health Survey 2013, Banjul, The Gambia and Rockville, Maryland.

⁹ The Gambia National Malaria Control Programme, The Gambia Bureau of Statistics and Utica International 2018. The Gambia Malaria Indicator Survey 2017. Columbia, Maryland, USA: The Gambia National Malaria Control Program, The Gambia Bureau of Statistics and Utica International.



The most recent Gambia Malaria Indicator Survey in 2017 estimated malaria prevalence in children under five as well as other individuals. Prevalence in all groups were estimated at less than 1% as measured by RDT:

- All household members: 0.7%
- Children 6–59 months: 0.4%
- Children 5–14 yrs: 0.6%
- Pregnant women: 0.0%

The last Malaria Indicator Survey with biomarker collection took place in November/December 2023. Results and analysis are expected to be finalized sometime in the second quarter of 2024.

Members of the *Anopheles (An.) gambiae* s.l. complex, namely *An. arabiensis*, *An. coluzzii*, *An. gambiae* sensu stricto (s.s.), and *An. melas*, are the main vectors of malaria in The Gambia, and are variably distributed throughout the country. *An. arabiensis* is the most abundant vector species, and while it is most prevalent in eastern regions, in recent years it has been found throughout the country, suggesting possible replacement of other sibling species due to successful control of the latter. *An. coluzzii* and *An. gambiae* s.s. are most prevalent in the western region of

the country, while *An. melas* is limited to coastal regions as this species breeds in salty water. The prevalence of each vector species varies by season, with *An. arabiensis* and *An. coluzzii* predominating throughout the rainy season, and *An. gambiae* s.s. becoming rarest early in the onset of the dry season.

The NMCP developed a subnational stratification plan in which supported combinations of interventions are dependent on the malaria burden at district level. The plan separates districts into three strata based on malaria incidence estimates reported in 2019 (Stratum 1: very low transmission, 0–10 cases/1000 individuals annually; Stratum 2: low transmission, 11–30 cases/1000 individuals annually; and Stratum 3: moderate transmission, 31–157 cases/1000 individuals annually, Figure 2). NMCP is investing in impactful burden reduction interventions in Strata 2 and 3 while advancing malaria elimination in Stratum 1. The NMCP implements malaria interventions and strategies with the aim of achieving zero local cases by 2025. Although the initial stratification classified districts into the three strata, some districts have shifted annually from one stratum to another (e.g., from very low to low and from low to moderate) based on reported annual cases including an upsurge in malaria cases in 2022.

Figure 2. The Gambia 2019 Stratification Map¹⁰

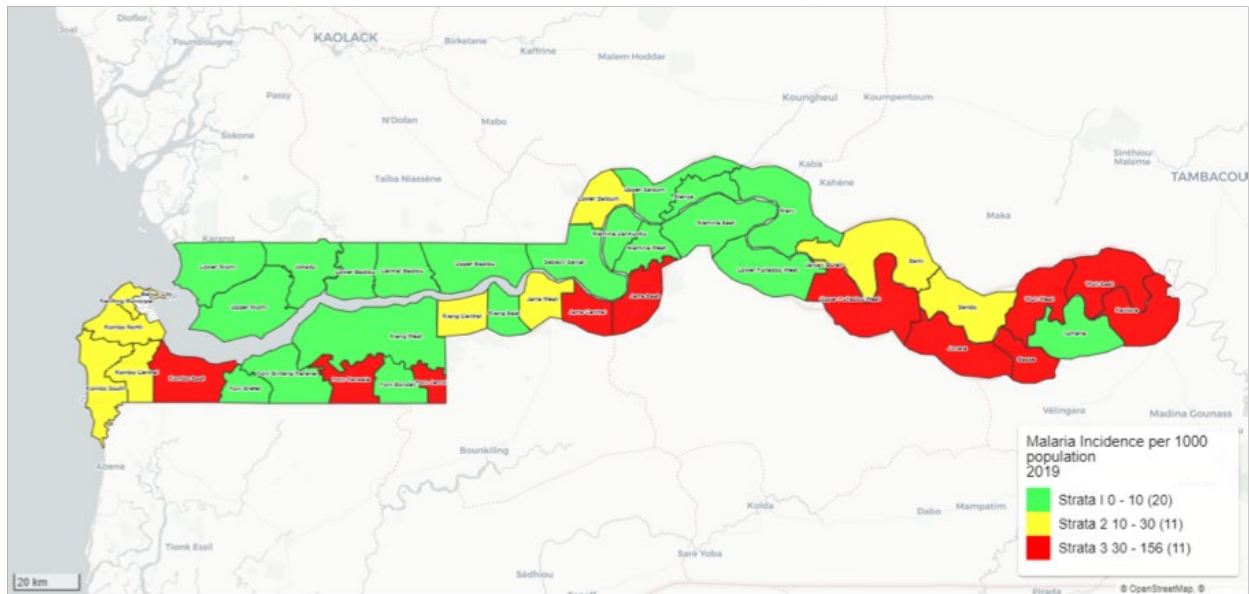


Table 1: Operational Malaria Stratification in The Gambia by Cases Per 1000 by District in 2019

¹⁰ Map produced for The Gambia National Malaria Strategic Plan 2021–2025 with data from The Gambia DHIS2 2019.

Strata		Cases per 1000	Districts	
I	Very Low	1-10	Upper Niumi, Lower Niumi, Jokadu, Upper Badibu, Sabach Sanjal, Lower Badibu, Central Badibu, Kiang West, Kiang East, Nianija, Upper Saloum, Niamina West, Niamina East, Niani, Niamina Dankunku, Lower Fulladou West, Foni Bintang Karanai, Foni Bondali, Foni Brefet	20
II	Low	11-30	Janjanbureh, Lower Saloum, Sami, Jarra West, Kiang Central, Sandu, Banjul City, Kanifing Municipality, Kombo North, Kombo Central, Kombo South	11
III	Moderate	31-156	Upper Fulladou West, West Jarra Central, Jarra East, Jimara, Kaantora, Wuli East, Wuli West, Foni Jarrol, Foni Kansala, Kombo East, Tumana	11
TOTAL Districts				42

(Source: The Gambia National Malaria Control Program with data from The Gambia DHIS2, 2019.)

NMCP has developed and refined policies, guidelines, training materials, and job aids to accommodate the new approach required for very low malaria transmission settings and districts that graduate to Stratum 1 over time. The NMCP has also developed a stepwise schedule of goals for each stratum, progressing over the life of the strategic plan (Table 2).

Table 2: The Gambia National Malaria Strategic Plan 2021–2025, Key Malaria Interventions by Strata¹¹

Stratum 1	<ul style="list-style-type: none"> • Case-based surveillance including notification of malaria cases, case and foci investigations conducted and response initiated • Universal coverage of insecticide-treated nets (ITNs) and intermittent preventive treatment for pregnant women (IPTp) • Social behavior change (SBC) focused on active community participation in elimination activities • Routine weekly and monthly reporting through the health management information system (HMIS) to complement case based surveillance approach • Cross-border coordination of activities and data with Senegal
Stratum 2	<ul style="list-style-type: none"> • Universal coverage of ITNs, IPTp, case management • Seasonal malaria chemoprevention (SMC) • Indoor residual spraying (IRS)

¹¹ The Gambia National Malaria Control Program, National Malaria Strategic Plan 2021–2025.

	<ul style="list-style-type: none"> • SBC focused on individuals and communities to ensure positive uptake of preventive interventions and early treatment seeking to receive correct and prompt malaria services • Weekly integrated disease reporting and monthly routine reporting in the HMIS
Stratum 3	<ul style="list-style-type: none"> • Universal coverage of ITNs, IPTp, case management • SMC • IRS • SBC promoting uptake of all recommended malaria interventions • Routine monthly reporting in the HMIS

The NMCP supports strengthening and building on the cross-border relationship with Senegal in order to achieve its outlined control and elimination objectives. Six out of The Gambia’s seven health regions share a border with Senegal, and as such, malaria disease burden in The Gambia can be considerably impacted by control and elimination efforts in Senegal (and vice versa). In recognition of the potential for ongoing cross-border impact, the two countries signed a memorandum of understanding in 2018 that created a legal framework for collaboration in malaria programmatic planning and information sharing called *The Senegambia Initiative in the Border Regions*. The initiative includes 11 overarching commitments pledged by both countries, including coordination of interventions, resource mobilization, identification of focal points, program planning, and data sharing.

Under the auspices of the memorandum, the countries successfully carried out two synchronized ITN distribution campaigns in border areas in 2019 and 2022, both of which included a data sharing component. In 2019, the two countries also performed a home-based case management (e.g., detect/test/treat/refer) exercise in three Gambian border districts. Collaboration on surveillance and response activities for malaria elimination between The Gambia and Senegal is ongoing and currently in the planning/development stage. The countries are currently synchronizing standard operating procedures, harmonizing data collection tools, and developing shared/compatible reporting systems.

2. Objectives, Illustrative Activities, and Illustrative Results

USAID designed GMEA to support The Gambia NMCP’s mission to accelerate the elimination of malaria from The Gambia and its vision of a malaria-free country. The GMEA objectives were identified based on findings from the Demographic and Health Survey, Malaria Indicator Survey, and lessons learned from the malaria partners, as well as consultations with the Malaria Operational Plan team, MoH/NMCP, and other donors. Objectives primarily focus on the areas of malaria elimination efforts in very low transmission settings; cross-border country coordination and data sharing; improvement of national-level coordination; and addressing any remaining gaps in the implementation of high-quality malaria prevention and control interventions.

Objective 1: Strengthen malaria case-based surveillance and response to accelerate elimination.

GMEA will assist NMCP in developing and strengthening its malaria case-based surveillance and response to accelerate country efforts towards elimination. The NMCP defines malaria case-based surveillance as *every case is reported and investigated immediately*. As part of a consultative process with key malaria stakeholders in 2022, NMCP developed surveillance guidelines, standard operating procedures and data collection tools as the framework for implementation of surveillance activities. The guidelines outline the procedures including case notification, classification, investigation, response, and reporting. The NMCP policy states that in districts with very low transmission (estimated annual incidence 0–10 cases/1000 population), every confirmed malaria case should be investigated within three days. Where a focus of transmission is identified and confirmed, response teams are to undertake response activities within seven days. In 2023, the NMCP launched the approach in eligible districts in the two North Bank Regions (North Bank East and North Bank West) with health facility staff, community-based nurse practitioners, and CHWs conducting case-based surveillance and response activities and technical support provided by the regional health directorate teams.

Stratification and mapping play key roles in planning malaria interventions in elimination settings. The GMEA team will work with NMCP to review the subnational stratification exercise conducted using 2019 routine data to identify both well-functioning elements as well as those requiring adjustment. The team will draw on elimination guidance, resources, and experiences from WHO, neighboring countries, and PMI where possible. This exercise will also entail a review of the current status of The Gambia's Stratum 1 districts over a specified timeframe using available data and considering a recommendation for a projection of probable transmission in the years ahead.

GMEA will work with NMCP, partners, and regional public health officials to refine eligibility criteria for districts to implement a full package of elimination-focused interventions, including case-based surveillance and response activities. GMEA will subsequently work with officials in eligible districts on implementation. Some districts may have very low malaria transmission based on the nationally defined thresholds but have other challenges that must be addressed prior to implementation of malaria elimination activities (e.g., clinical/public health staffing, facility readiness, physical environment). GMEA will work to identify and eliminate these barriers in districts otherwise eligible for elimination activities.

GMEA will support NMCP in reviewing the current case-based surveillance approach in selected districts. A review of the current approach will contribute to the establishment of a standardized elimination protocol tailored to The Gambia and updating current guidelines accordingly. The review will identify all necessary health personnel and community actors engaged in early identification, notification, and response activities (e.g., building on the 1-3-7 approach). The full package of elimination activities to be supported in this tailored approach will include case-based surveillance procedures; low-dose primaquine introduction; response team actions including lab services, entomological discovery and investigation; prevention measures taken to limit further malaria spread; advanced local leader and community sensitization events and exercises to

convey an understanding of their role; social behavior change and communication; and documentation.

GMEA will work with NMCP to set performance expectations, supervise, and mentor all staff and volunteers working on the case-based surveillance and response approach. GMEA staff will work to discover innovative ways to promote uptake of elimination protocols and instill a shared motivation and quality performance by all cadres and communities. GMEA will ensure collaboration with other PMI partners as appropriate to ensure comprehensive case-based surveillance and response are conducted.

Illustrative Activities

- Support the review, monitoring, evaluation, and documentation of the NMCP's case-based surveillance and response efforts in order to inform and implement an established, standardized subnational elimination approach
- Review, evaluate, refine, and when needed, develop preparatory steps, protocols and standards for subnational elimination activities in Stratum 1 areas in The Gambia
- Review national stratification plans in the context of elimination activities
- Incorporate inclusive and continuous social behavior change and communication activities into the protocols and standards of elimination activities in Stratum 1 areas
- Support training and supervision of regional health management teams, health worker cadres and volunteers working in select Stratum 1 areas to identify, notify, investigate and respond to malaria cases
- Develop quality performance standards for all malaria health worker cadres and expectations for volunteers working in Stratum 1 areas
- Identify and address barriers to achieving performance standards in case-based surveillance and response activities
- Support training, supportive supervision and mentorship of public health officials and health care workers providing malaria case-based surveillance and response services
- Support stock management input and resupply for case-based surveillance and response
- Develop a replicable, scale-up elimination model for expansion of case-based surveillance and response activities to other elimination areas.
- Assess and evaluate the quality, use and reporting of malaria case data

Illustrative Results

- Increased number and percentage of health workers trained and proficient in case-based surveillance and response
- Increased early detection, timely reporting and appropriate response including diagnosis and treatment of malaria cases
- Increased awareness and understanding of malaria elimination efforts among community members and staff cadres in Stratum 1 areas
- Increased stock availability for case-based surveillance and response activities
- Increased availability of high-quality, timely data documenting elimination activities in Stratum 1 areas

Objective 2: Enhance cross-border coordination for implementation of malaria interventions and data sharing between The Gambia and Senegal

In recent years, The Gambia and Senegal have implemented coordinated cross-border activities including ITN distribution campaigns and malaria outreach test and treat activities in border communities. Both countries recognize the geographic, social, and public health links between them. A commitment to continue these synchronized efforts is embodied in a memorandum of understanding between both ministries of health and an agreement to expand data sharing.

While The Gambia and Senegal have historically shared limited cross-border data needed to support these cross-border activities, the countries recognize the potential benefit of sharing routine malaria data continuously to assist in more specific and granular understanding of malaria transmission in these border areas. Having continuous access to one another's routine malaria data will provide an added perspective and help both countries better plan activities, both separately and jointly.

GEMP will support The Gambia NMCP and their Senegalese counterparts to identify, deploy, and use a shared data platform that is suitable and compatible with both countries' routine data systems. GMEA will work with malaria monitoring and surveillance experts and partners from both countries to determine the data to be included in the platform and which visual outputs would be most useful to program officers and malaria decision makers. GMEA will work with The Gambia NMCP to promote regular use of all available data platforms and data visualization tools by NMCP, regional health directorate teams, and health facilities where possible.

One activity targeted for improvement through the cross-border collaboration and routine data sharing is subnational stratification of malaria burden and risk. The Gambia and Senegal have both conducted national stratification exercises in the recent past, but criteria and definitions used by each country are distinct, making the outcomes not directly comparable. GMEA will support data sharing on stratification plans across the two countries to enable consistency of programming and implementation in neighboring border areas.

Illustrative Activities

- Work with NMCP and partners to facilitate The Gambia and Senegal routine malaria data sharing and intervention implementation data sharing through regular in-person and virtual meetings at national and regional levels
- Work with NMCP and partners to support establishment and use of a shared routine data platform housing data from The Gambia and Senegal that meets the countries' criteria for technical standards, visualization, security, and sustainability
- Work with NMCP and partners to document the shared platform's structure and systems including redundancy, security, and ongoing maintenance
- Develop necessary capacity for NMCP and regional staff to use and maintain the shared data platform

- Monitor the shared data platform use and performance over time to identify and address any issues that inhibit or limit its intended use

Illustrative Results

- Increased frequency of regularly scheduled in-person and virtual meetings between The Gambia and Senegal for malaria data sharing
- Updated data sharing mechanism between The Gambia and Senegal to include routine malaria data sharing via a shared platform
- Increased use of malaria data from The Gambia and Senegal for improved understanding and activity planning
- Increased feedback and use of malaria data at Regional Health Directorates
- Increased collaborative malaria program meetings and discussions between The Gambia and Senegal

Objective 3: Strengthen MoH/NMCP central-level capacity to sustain, manage, and intensify malaria control and elimination efforts

The Gambia NMCP is the nerve center for malaria program coordination and technical excellence in the country. In addition to coordinating routine and ad hoc malaria control and elimination activities, NMCP must update program strategies and guidelines, coordinate and monitor interventions, conduct commodity procurement, ensure data management, and provide fora for communication among partner technical experts. The NMCP would benefit from support in program coordination at the national and regional levels in specific areas with identified gaps including technical coordination; strategy revision particularly for the social behavior change strategy; commodity procurement for elimination areas and supply chain monitoring of PMI commodities; and program/operational research.

GMEA will assist the NMCP to re-establish its routine national technical working groups on malaria case management, malaria in pregnancy, surveillance/monitoring/evaluation, vector control, and social behavior change. These meetings are critical venues for learning, policy development, and technical and programming updates. Attendees of national technical working group meetings typically include key stakeholders and regional experts, representatives of other relevant MoH departments, and partner staff.

The NMCP may need assistance in updating strategies and guidelines, as necessary. The NMCP has expressed a specific need to review and update its social behavior change strategy to include a theoretical basis and to take into account behavior change approaches most appropriate in each of its malaria transmission strata. In addition, the country may identify better ways to reach key at-risk populations for malaria and include such guidance in the updated strategy. GMEA will work with NMCP and MoH on the process and development of an updated national social behavior change strategy.

PMI will work with already established, globally-based, PMI partners to procure malaria commodities (e.g., ITNs, single low-dose primaquine, ACTs, RDTs) to support the NMCP strategy

in subnational elimination activities. PMI also plans to procure limited quantities of laboratory supplies (e.g., slides, reagents) to contribute to the National Public Health Laboratory Services and ensure quality and accurate diagnosis of malaria cases through microscopy. PMI anticipates that The Gambia will require some assistance monitoring and managing PMI-procured commodities as they move through the national supply chain system, complementing ongoing efforts to improve the The Gambia MoH supply chain system. GMEA will monitor the consignments of PMI commodities arriving in the country for processing and testing, support monitoring and follow up of PMI commodities transferred to the central warehouse or distributed to the regions and facilities. GMEA will also ensure that any laboratory supplies for the national laboratory are appropriately provided to the lab for optimal use. GMEA will work with national and regional levels to put in place routine, periodic checks for PMI commodities to ensure transparency and accountability for PMI and MoH/NMCP.

Finally, The Gambia has a long history of supporting evaluation and research to benefit the MoH and NMCP. NMCP may need support in carrying out new program evaluation and/or operational research in order to update malaria guidance and accelerate elimination. Should the need for support arise, GMEA is requested to play a role in supporting NMCP and partners in planning, monitoring and documenting program evaluation and/or operational research.

Illustrative Activities

- Support NMCP to re-establish the malaria technical working group meetings
- Support NMCP by reviewing and updating malaria control and elimination guidelines, SOPs and checklist to guide service delivery
- Support NMCP to review and update the malaria social behavior change strategy
- Assist NMCP in monitoring PMI-purchased malaria commodities
- Support improvement of the supply chain system by monitoring PMI-procured commodities
- Conduct program evaluation and/or operational research to inform guidance and accelerate elimination

Illustrative Results

- Increased number of quarterly malaria technical working group meetings
- Updated malaria control and elimination guidelines
- Updated social behavior change strategy relevant for the current National Malaria Strategic Plan
- Improved malaria commodity surveillance regarding PMI-purchased malaria commodities
- Improved program evaluation and/or operational research

Objective 4: Optimize delivery of malaria services through community-based approaches

In order to achieve its elimination goal, the NMCP will need to address remaining challenges and bottlenecks that adversely impact delivery and implementation of community-based malaria prevention and control interventions. As such, GMEA will support the NMCP in identifying and

addressing the existing challenges and service gaps. GMEA may also provide support to strengthen community and facility linkages in an effort to improve access and coverage of malaria interventions.

Community-level healthcare services in The Gambia are provided by Village Health Workers and Traditional Birth Companions, both supervised by Community Health Nurses. Access to facility-based malaria case management is still limited in some rural parts of the country. In response, the MoH developed and re-launched the The Gambia Integrated Community Case Management Strategy, 2020–2024¹² (iCCM) to increase access to early reliable diagnosis with prompt and effective treatment of malaria and childhood illness, such as, pneumonia, malnutrition, and diarrhoeal diseases to reduce the burden of childhood diseases within the community. The iCCM implementation was a phased approach with the regions with the highest prevalence of common childhood illness given priority due to limited funding. UNICEF is the only donor supporting the iCCM. These initial regions included URR and CRR with LRR added in 2024. There are plans to scale-up the iCCM in other regions if/when additional funding becomes available. The iCCM implementation framework was developed with technical and financial support from partners. Village Health Workers receive support (training, supplies, and required logistics) to appropriately diagnose and treat individuals with uncomplicated malaria and other childhood illnesses. The community referral system will also be strengthened to facilitate early patient referral to the next level of care when required.

Regarding malaria, Village Health Workers are integral to ITN mass distribution campaigns as well as SMC campaigns. In addition to case management and malaria prevention services (e.g., community IPTp, work on ITN distribution and SMC campaigns), Village Health Workers play an important societal role in the communities they serve. Engagement of Village Health Workers and their broader communities is critical in order to achieve malaria elimination as provider and individual behaviors influence malaria transmission and potential reintroduction in areas with no local disease. GMEA may be asked to support the Village Health Workers that implement the iCCM approach if relevant and appropriate for addressing remaining access and coverage gaps with malaria interventions.

In addressing remaining gaps, applicants for GMEA may support the development, introduction, and expansion of novel, innovative approaches applicable to improve coverage and uptake of interventions to accelerate elimination efforts. Specifically, GMEA may support NMCP and partners in introducing a community-based pilot to improve coverage of IPTp to address the low rates of IPTp during pregnancy in moderate to high transmission areas. The pilot should take into account factors influencing preventive care seeking activities among pregnant women both in the

¹² The Gambia Integrated Community Case Management Strategy, 2020-2024 Republic of The Gambia Ministry of Health, UNICEF, and WHO.

https://docs.google.com/document/d/1fgTGKjjc04Zr_v0nudUxJWvRFOa3Et_Q/edit?usp=drive_link&oid=113450334158223282179&rtfpof=true&sd=true.

community and at antenatal clinics. The community IPTp pilot should include monitoring, documentation, and review to assess uptake of IPTp.

Illustrative Activities

- Support for identification of remaining gaps in coverage and quality of malaria interventions implemented at the community level
- Initiation and documentation of malaria interventions with innovative approaches at the community level
- Increased data on the feasibility of conducting community IPTp in The Gambia
- Support NMCP The Gambia in conducting, monitoring, and documenting a community IPTp pilot activity

Illustrative Results

- Increased coverage and quality gaps in community level implementation identified
- Increased deployment of innovative malaria implementation at the community level
- Increased coverage and uptake of IPTp3 and ANC4

3. Activity Purpose and Guiding Principles

The purpose of GMEA is to support accelerating progress in achieving malaria elimination in The Gambia through a collaborative partnership with The Gambia MoH and NMCP and to support the NMCP's established strategy and goals as outlined for 2021-2025.

- GMEA will provide a **cohesive approach to support strategic components of malaria control and elimination in The Gambia while adhering to internationally acceptable scientific standards**. The Gambia NMCP has an established malaria control program and strategic plan largely funded by other donor partners. GMEA is designed to skillfully fill strategic gaps that need support to fully round out the national malaria program, to catalyze and add more assurance to its overall success.
- All GMEA's **activities should be carried out in a coordinated manner that depicts one strong program in collaboration with NMCP and its implementing partners**. GMEA staff is expected to communicate and consult with NMCP, relevant departments at the MoH, and key technical experts in the country that work for implementing partners, universities, and research institutions. GMEA should be an active participant in NMCP fora and expand upon them, as needed. GMEA is expected to also regularly coordinate and communicate with other PMI partners and staff working in The Gambia and Senegal.
- **GMEA staff should contribute to a living, expanding repository of information for NMCP and partners**, seizing relevant opportunities for documentation, continuous learning and participating in local and international fora, as opportunities arise.

- The Gambia has illustrated its priority for data-driven programming through its malaria program activities within the country and also in synchronized border malaria activities with its neighbor, Senegal. GMEA is expected to **continue to cultivate a consistent practice of data collection, analysis, dissemination, and use of high quality data** throughout its work to support The Gambia NMCP and implementing partners.
- GMEA is requested to **function in a transparent, accountable manner** in its internal management and administrative functions as well as regarding external support for NMCP and partners. Adhering clearly to USAID policies and procedures as outlined and referenced within this document is expected as well as observation of organizational policies of implementing partners. GMEA has the opportunity to be a leading health partner and a transparent actor as stated in the Regional Development Objectives 1 and 3 of the [Regional Development Cooperation Strategy of USAID/West Africa and USAID/Senegal/Sahel Regional Office \(2020-2025\)](#).

4. Coordination and Complementary Programming

President's Malaria Initiative

The U.S. President's Malaria Initiative (PMI) is led by the U.S. Agency for International Development (USAID) and implemented together with the U.S. Centers for Disease Control and Prevention (CDC). Launched in 2005, PMI supports implementation of malaria prevention and treatment measures — insecticide-treated nets (ITNs), indoor residual spraying (IRS), accurate diagnosis and prompt treatment with artemisinin-based combination therapies (ACTs), intermittent preventive treatment of pregnant women (IPTp), and drug-based prevention – as well as cross-cutting interventions such as surveillance, monitoring and evaluation; social and behavior change; and capacity strengthening. PMI's 2021–2026 strategy, [End Malaria Faster](#), envisions a world free of malaria within our generation with the goal of preventing malaria cases, reducing malaria deaths and illness, and eliminating malaria in PMI partner countries. PMI currently supports 27 countries in Sub-Saharan Africa and three programs in the Greater Mekong Subregion in Southeast Asia to control and eliminate malaria. In FY 2023, PMI announced the addition of three new partner countries including Burundi, Togo, and The Gambia. Over the next five years, PMI aims to save lives, reduce health inequities, and improve disease surveillance and global health security.

Under the strategy, and building upon the progress to date in PMI-supported countries, PMI will work with National Malaria Programs and partners to accomplish the following objectives by 2026:

1. Reduce malaria mortality by 33 percent from 2015 levels in high-burden PMI partner countries, achieving a greater than 80 percent reduction from 2000.
2. Reduce malaria morbidity by 40 percent from 2015 levels in PMI partner countries with high and moderate malaria burden.

3. Bring at least 10 PMI partner countries toward national or subnational elimination and assist at least one country in the Greater Mekong Subregion to eliminate malaria.

These objectives will be accomplished by emphasizing five core areas of strategic focus:

1. **Reach the unreached:** Achieve, sustain, and tailor deployment and uptake of high-quality, proven interventions with a focus on hard-to-reach populations.
2. **Strengthen community health systems:** Transform and extend community and frontline health systems to end malaria.
3. **Keep malaria services resilient:** Adapt malaria services to increase resilience against shocks, including COVID-19 and emerging biological threats, conflict, and climate change.
4. **Invest locally:** Partner with countries and communities to lead, implement, and fund malaria programs.
5. **Innovate and lead:** Leverage new tools, optimize existing tools, and shape global priorities to end malaria faster.

The Gambia National Malaria Control Strategic Plan 2021-2025

The Gambia National Malaria Strategic Plan covers the period 2021-2025 with two goals:

- Attain zero malaria deaths in all regions of the country.
- Achieve zero indigenous malaria transmission in all regions of the country.

These goals will be accomplished through six objectives organized by major malaria intervention area:

Objective 1 - By 2025, all malaria cases at all levels receive prompt diagnosis and effective treatment according to the national guidelines.

Objective 2 - To achieve at least 90 percent coverage of appropriate preventive interventions for all populations at risk of malaria in all transmission strata by 2025.

Objective 3 - At least 90 percent of the population at risk are protected with effective malaria preventive therapies.

Objective 4 - By 2025, at least 90 percent of the population have appropriate knowledge, practice, and use of malaria prevention and management services.

Objective 5 - By 2025, strengthen malaria surveillance, monitoring and evaluation and operational research systems at all levels to improve decision making for program performance.

Objective 6 - By 2025, strengthen malaria program management and partnership capacities at all levels for the optimal implementation of interventions to achieve elimination.

Vision: *A Malaria Free Gambia*

Mission: Ensure universal and equitable access for the population at risk to malaria prevention and treatment interventions in line with the national health policy.

The overall coordinator of the program, the NMCP, sits directly under the Directorate of Health Services and is supported by that directorate and other directorates with mandates related to malaria control, such as Nursing Services, Public Health, Lab Services, Health Promotion, etc. The

Regional Health Directorates support malaria control implementation within the seven health regions.

5. USAID Cross-Cutting Issues

Gender Equality – Many societies in West Africa remain male-dominated. Long ingrained societal-based gender bias and gender-based violence continues to be a problem. In addition, the practices of female genital mutilation/cutting and child marriage is still prevalent in the region. This activity will support gender balanced access to all malaria control and elimination activities, such as national and regional level malaria coordination; cross-border data sharing and coordination; community support for IPTp; and malaria case-based surveillance and response in Stratum 1 areas.

Youth – This activity will include a focus on providing strategic support for malaria services to Gambians of all ages at risk, including youth who live or travel within malarious areas. As GMEA assists NMCP to reach universal coverage of all malaria prevention and treatment services for all Gambians at risk, this activity will recognize the social vulnerability of youth in The Gambia and the potential positive force of their empowerment. This activity will be mindful of the importance of youth friendly services (for example, young pregnant girls need special protection from malaria through prevention medication and mosquito nets at antenatal care visits) as well as youth inclusion in community-based activities (for example, assisting with malaria case-based surveillance and response, mosquito net distribution as volunteers and raising malaria awareness in youth groups).

Resilience – The dual platforms of USAID/West Africa and USAID/Senegal/Sahel Regional Office (SRO) place critical importance in working toward resilience for individuals, families, communities, and higher-level societal bodies including governments of the nations they support in all sectors, including health. Resilience is a critical need in the countries supported by the dual platforms that have experienced repeated shocks, such as election-based violence; herder-pastoralist conflicts; gender bias and conflict; inequality; climate stresses; pandemic devastation; youth discontent; and violent insurgencies.

Climate – The Sahel region is considered as one of the world’s most vulnerable regions to climate change, as temperature increases are projected to be 1.5 times higher than in the rest of the world. Climate vulnerability is compounded by the region’s high dependence on rainfed agriculture and its natural resources to support food security and livelihoods. Rapid population growth coupled by chronic humanitarian crises due to recurrent drought, flooding, food insecurity, epidemics, and violent conflict puts strain on the region. Climate change associated with more frequent intense rainfall will modify geographic and seasonal occurrence of malaria transmission in the Sahel region.¹³ Mindful of the impact of heavy flooding events on suburbs in

¹³ “Malaria Transmission in Sahelian African Regions, a Witness of Climate Changes.” [Int J Environ Res Public Health](#). 2022 Aug; 19(16): 10105. Published online 2022 Aug 16. doi: [10.3390/ijerph191610105](#)

urban settlements and rural areas, variable rainfall, and increasing temperatures in The Gambia, this activity will factor the impact of climate shocks on malaria transmission into its interventions.

Localization – SRO aligns with USAID’s localization vision which envisions expanding the share of its programs that are locally led, in which a diverse group of local actors define priorities, design projects, drive implementation, measure and evaluate results, and more fully own and sustain efforts to save lives, reduce poverty, strengthen democratic governance, reduce corruption, address climate change, work to prevent conflicts, respond to global pandemics, and emerge from humanitarian crises. The Sahel is a challenging environment, given low levels of government and non-government capacity as well as significant political instability and violent extremism. In order to advance the USAID Administrator’s localization agenda, the Sahel Regional Technical Office is working on a landscape analysis exercise to map out local actors that are both interested in working with USAID and have sufficient capacity or specific technical capabilities to meet USAID’s requirements and advance our objectives. PMI’s current strategy supports localization under its Focus Area 4 “Invest Locally: Partner with countries and communities to lead, implement, and fund malaria programs.” This includes supporting partner country governments to execute malaria programs successfully, investing in people and partners closest to those we serve; and encouraging country commitment to end malaria.

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ATTACHMENT B - USAID BRANDING AND MARKING TEMPLATE

Marking Plan & Branding Implementation Plan/Strategy *(for grants and cooperative agreements)*

Instructions

All text in blue color and in italics is for your guidance only; please delete it from your final version. The text aims to give you guidance about designing your Marking Plan and the Branding Implementation Plan/Strategy.

Please consult with USAID ADS Chapter 320, USAID's [Graphic Standards Manual](#), and other resources available via USAID's [Branding Page](#). It is recommended that you consult these resources regularly as you plan for and implement public outreach components of your activity. The ADS Chapter 320 applies to all programs, projects, activities, public communications, and commodities funded by USAID, including through subcontracts.

The overall purpose of the Branding Implementation Plan and Marking Plan is to lay out how existing or prospective contractors and implementing partners will promote the activity to beneficiaries, stakeholders, and various other audiences - and how you will connect these back to the American government and people.

This document should address the following:

- How will you incorporate the message "This assistance is from the American people" in communication and materials directed to target audiences?*
- What is the overall approach and strategy that will guide the project's outreach and communication effort?*
- What types of communication products will be developed, and how will these be distributed among which audiences?*
- How will you create and acquire professional and high-quality content for your communication products?*
- What kind of events and outreach activities, if any, will be implemented to achieve your communication and outreach goals?*
- How will you monitor and evaluate the success of your outreach and communication activities?*
- What will be the key project milestones or opportunities anticipated to generate awareness that the activity is being made possible thanks to the generosity of the American people?*

It is not our aim to receive from you formulaic responses; rather, we're interested in hearing how you will concretely give visibility to your work, results, and successes among target audiences.

You may use co-branding and co-marking in accordance with ADS 320.3.3.1 for visual, textual and verbal materials and communications, which may be translated into host-country languages as appropriate.

Feel free to add additional text or sections to accommodate your ideas or needs. Also, feel free to change our standard text (i.e. text in black and not in italics) within reason as necessary.

Presumptive exceptions will be outlined in the Marking Plan (below) and if/when a situation arises that is not considered in the Marking Plan, it will be evaluated on a case-by-case basis by the Agreement Officer's Representative (AOR) and Agreement Officer (AO).

Award Title: *(Name of the activity as it appears in the award/agreement.)*

Agreement Number:

Period of Duration Activity: *(Month/Year to Month/Year)*

Award Budget Amount:

Implementing Organization Name:

Activity Title in English and Local Languages

This is the official name of the project. This is the name that will be used to designate the project among all audiences, including government counterparts, the general public, and the media.

The standard naming structure is the “USAID insert name Project/Activity/Initiative/Program/etc.” Please make sure that the name selected is short, understandable, and translates well into local languages. It is recommended that the project name is translated into local languages.

The name of the activity should not be a project description. It does not need to explain what it is doing, why, or how. The name can be evocative of what the project is about or to what topic/sector it relates to.

Other organizations to be acknowledged

You may propose to acknowledge other organizations during project activities such as host country government counterparts. The proposed Marking Plan may also outline these situations as well. Situations that arise that are not considered in the Marking Plan, will be evaluated on a case-by-case basis by the Agreement Officer’s Representative (AOR) and Agreement Officer (AO).

Desired level of visibility

Select high, medium or low visibility determined by considerations for each project and its communication strategy.

Audiences

Explain who your audiences are and what it is that you want them to know. In the communication material section below, you may explain how you will reach these audiences. You may break down your audiences into primary, secondary, and tertiary groups. Typically, for a USAID project, it should be something like this:

- **Direct beneficiaries or aid recipients**, so they know where the assistance is coming from, and that it is being made possible by the generosity of the American people. This could include recipients of technical assistance, training, conference participants, etc.
- **Indirect beneficiaries or stakeholders**, such as local government officials who may not be directly involved, but will be required to allocate access to facilities, equipment, people, etc. for the smooth implementation of the project. It could include the media, local NGOs, specific private entities/businesses, etc.
- **The general public** in the host country so it understands what is the activity and why it is being implemented in the country. This should be done in partnership with USAID’s who share this audience with a view to informing the public about what is the nature of the agency, why it is in the country, what kind of work it is doing, and nurture a favorable opinion of it.
- **Host Government**, for which there are plenty of reasons to inform about your activity
- **Other Donors**, to help USAID publicize its technical leadership, etc.
- **Washington Stakeholders**, such as USAID HQ, the U.S. State Department, the National Security Council, Congressional Committees - so they are aware of the great work done by USAID, support financing its activities in the sector where your activities are involved, elevate the profile of your team/organization, etc.
- **Local Media** can relay project information to the public using mass media platforms and reach large segments of the population.
- **Other audiences may include** religious leaders, artists/famous people, academics, influencers, opinion leaders, businesses, entrepreneurs, youth clubs, professional associations, and many others. It is better to have fewer audiences than more because reaching them can require a lot of resources.

Main Activity Message

Describe the intended message(s) of the activity – if you had to sum up the purpose of your activity in one brief statement, addressed to its key audiences, what would it be?

Messaging should answer questions. For example: what is the problem that the project will work on? What is the solution? How will it work? What are the main targets/objectives? Please refer to the [USAID Message Manual](#) to create messages that answer What, Why, and How questions relating to your activity.

Consider breaking down messaging by audiences. For example, for direct beneficiaries, the key is that they understand that the assistance is coming from USAID and made possible with the generosity of the American people. For secondary audiences whose support is important for the successful implementation of the project, then you might want to have messages that answer questions pertaining, as explained above, to the what/why/how of the project. For USAID and US-Based audiences, messaging might be designed in a way that explains how the project fits into a broader narrative or how it helps achieve large/regional development or security or policy objectives.

It is expected that USAID's logo will be adequately visible and that USAID will be mentioned, acknowledged, and credited across all outreach and communication efforts. However, in a context where there can be hundreds of donors, projects, NGOs, agencies, platforms, etc. how will we know if that will be enough to ensure that audiences know what is USAID? What we mean is that it is very possible that if we ask a random beneficiary "what is USAID" they might respond "it is an American charity", or "It is a European NGO", etc. For this reason, aspects of messaging might be designed with a view to explain to beneficiaries that USAID is a US Government Agency, funded by US taxpayers, with an investment portfolio with X dollars in the country, in sectors ABC, etc.

Communications Materials

Guidelines: This section covers what materials, communications products or tools will be used to explain or market the activity to beneficiaries, such as training materials, posters, pamphlets, public service announcements, billboards, websites (note: websites to be created by an activity require prior USAID approval), e-invitations, or other emails sent to group lists, or any other communications channels you have in mind.

The modern media and communication landscape is increasingly digital, diverse, and competitive. As a result, audiences tend to limit their attention to highly attractive, engaging, and professional-looking content. For this reason, it is important to create or acquire high-quality, original, and compelling content and distribute it on modern platforms. In addition to this, most donors/NGOs/agencies/projects tend to use the same type of content (photos, videos, text) that all look and feel the same, which makes it hard for audiences to tell USAID apart from other organizations.

To ensure that communication tools meet USAID's standards and expectations, please consider the text below for this activity. Feel free to adapt, remove, or add items as needed.

Between 100 and 200 photographs per year that illustrate, document, or are evocative of the project's work, objectives, and results.

- *These photos should be created by professional photographers selected in coordination with USAID. Ideally, the photographers should be trained and/or experienced documentary photographers or photojournalists with publishing experience with international news outlets or are associated with reputable photography agencies.*
- *The photos will be acquired through 4 to 6 different field-based assignments to avoid that they are all depicting the same thing.*

- *Photography will be created along outreach and communication principles promoted by USAID. As such they will focus on how people are concretely benefitting from the project. The location of photography should be the everyday places where people live, work, study, etc. Therefore, photo submissions will avoid images of workshops, training, conferences, roundtables, official events, meetings, speeches, etc.*
- *The photography will follow the guidance presented in the USAID Video and Photography Shooting Guide*
- *A USAID Standard Release Form will be filled and signed by every person appearing in the photos delivered to USAID.*

Between 1 and 4 short videos per year.

- *Each video will have two versions. The first one will be between 30-60 seconds and the other one, about 3 minutes.*
- *Videos will be produced by a professional media or PR company with a portfolio that includes content created with international organizations and donor agencies. The videos will be created to explain to a wide public what the project is doing and highlight its work and achievements.*
- *The videos will focus on documenting how people are concretely benefitting from the activity. The location of video production will be the everyday places where people live, work, study, etc. Therefore, video submissions will not include workshops, official events, training, conferences, roundtables, meetings, speeches, etc.*

Photo-Stories

- *At least 2 digital publication packages per year for USAID’s publication platforms (Medium, Exposure, or Storytelling Hub). Each package will include one gallery of professional photographs acquired as per the guidelines detailed under the “photography” section. These photographs can be counted against the annual 100 to 200 photos per year requirement as detailed above. The package will also include text with a target length of 600-800 words.*

Opportunities and challenges

Describe the communication opportunities that you will use for your communication and outreach efforts. Please be specific with regards to the area where the project will be implemented. This can include, for example, deep social media penetration, excellent press relations, a safe environment with good infrastructure, a legacy or history of project recognition that helps beneficiaries associate the USAID logo with positive development outcomes, good relations with local government, etc.

Do the same with constraints/challenges and explain how you will address them.. For example, in a context where there is insecurity or an acute COVID-19 outbreak, how will you access the field to document your activities with photos or video? If most of your training is online through Zoom, Webex, Google Meet, etc. then how will you ensure adequate marking and branding?

Promotion of the activity among host country citizens

Guidelines: Please include a brief description of your overall approach to outreach efforts: what will the focus be, what media (online, regional or national, print or TV, or radio) you will primarily engage, etc. – and only then discuss specifics as suggested below. Please note the creation of activity logos is not permitted.

Please specifically describe the following:

- *What key anticipated milestones or opportunities the activity will use to generate awareness about the activity (or a specific intervention). Such milestones may be linked to specific points in time, such as the beginning or the end of an initiative, or an opportunity to showcase various publications. These may include launching the activity, announcing research findings, publishing reports or studies, highlighting success*

stories, featuring beneficiaries as spokespeople, showcasing before-and-after photographs, marketing agricultural products or locally produced crafts or goods, securing endorsements from ministries or local organizations, promoting final or interim reports, communicating activity impact/overall results, etc.

You may consider conveying this information via a table such as the one that follows. If you wish, you may include a marking column and move it to the Marking section below.

Communication Product or Tool, Event or Milestone	Start/End Date	Frequency	Audience	Dissemination mechanisms
<i>Activity Launch and Close-Out Events</i>	<i>November 1, 2014 -September 2017</i>	<i>Twice</i>	<i>NGO Community, local government, USAID target audiences in the host country</i>	<i>Local media</i>
<i>Activity Fact Sheet and Brochure</i>	<i>December 1, 2014</i>	<i>Revised twice a year</i>	<i>Government, USAID, USAID target host country audiences</i>	<i>Given to beneficiaries, other groups at meetings and events, included in material packages for all events</i>
<i>Community Launch Ceremonies</i>	<i>March 1, 2015</i>	<i>80 grants across the region</i>	<i>Local community, local government, media, community members</i>	<i>Local press invited to each, press release prepared and disseminated</i>
<i>Success Stories</i>	<i>December 1, 2015</i>	<i>At least 2 per year</i>	<i>NGO community, government counterparts</i>	<i>Translated into local languages and sent to local media, included in information packages for relevant training and other events</i>
<i>T-shirts to promote the activity (500)</i>	<i>January 1, 2015</i>	<i>Annually</i>	<i>USAID target audiences in the host country</i>	<i>Disseminated at all public events</i>
<i>PSAs on programmatic issues (5)</i>	<i>October 2014</i>	<i>One for each country</i>	<i>Mothers with children under 5</i>	<i>Disseminated through TV channels in each country</i>
<i>Leaflets on health issues (50,000)</i>	<i>June 2015</i>	<i>Annually</i>	<i>Mothers with children under 5</i>	<i>Disseminated at activity events</i>
<i>Banners, Folders, Pins, and Other Products</i>	<i>January 1, 2015</i>	<i>Ordered as necessary</i>	<i>USAID target audiences in the host country</i>	<i>Disseminated at all public events</i>

Conveying the Message “From the American people” through Public Communications

Guidelines: Please indicate how the activity will incorporate the message, “This assistance is from the American people” in communications and materials directed to beneficiaries as well as to other host country audiences, or provide an explanation if this message is not appropriate or possible.

At each public event, including *(please include appropriate examples such as conferences, seminars, training events, and other events)*, USAID branding will be appropriately displayed and the support from the American people will be verbally acknowledged in language laid out in the accompanying Marking Plan. In addition, *(implementing partners)* will ensure that all staff can speak about the activity and explain USAID and the American peoples’ role in the process.

Please be sure to add your additional ideas about effective communications. Will you develop videos? Host roadshows? Pursue a weekly radio show? There is not a predetermined right answer here, just be sure to think through what will make your activity’s communications most effective.

The activity will use the USAID Identity in all public communications. Additionally, all publications will include the following note in the relevant language:

All public printed, video and audio materials will also include a disclaimer (text included in the accompanying Marking Plan) to identify parties responsible for publication contents. USAID reserves the right to request a pre-production review of USAID-funded public communications materials.

Design of Publicity Materials and the Use of the USAID Identity:

For all printed matter, including publications, official and/or public activity communications, banners and other signs, and promotional products developed to increase the visibility of the activity among its target audiences, the activity will use guidance laid out in the USAID [Graphic Standards Manual](#). This includes the use of the USAID Identity, color scheme, design, and typeface for any outreach materials.

The activity will submit all public communications materials to the AOR for preproduction review for branding and content before costs are incurred or designs are finalized. All costs associated with branding and marking are included in the overall activity budget.

Please note that newspaper or other media ads recruiting staff or administrative announcements for grants/tenders should not include the USAID logo. Rather, they can reference the USAID-funded activity. Also, activity personnel business cards should not include the USAID logo.

Acknowledgment of Other Organizations

Guidance: Please explain how you will acknowledge governmental partners and other cooperating organizations or partners, including those (if any) listed in the Marking Plan. It is perfectly acceptable and often encouraged to “co-brand” interventions with host country ministries or other organizations.

Will there be any direct involvement from a host-country government ministry or other organization? If yes, please indicate which one/ones. Are there any other partners whose logo or identity the recipient will use on program materials and related communications? Please specify how these organizations will be acknowledged.

Other program partners *(please identify who they are/might be)* will be mentioned in written documents that are related directly to them, and their logos will be displayed during events in which they are participating *(please adjust this sentence as appropriate)*. USAID policy is that all programs, projects, activities, public communications, and commodities, partially or fully funded by a USAID grant or cooperative agreement or other assistance award or sub-award must be marked appropriately overseas with the USAID Identity, of a size and prominence equivalent to or greater than the recipient’s, other donor’s or any other third party’s identity or logo. USAID reserves the right to require the USAID Identity to be larger and more prominent if it is the majority donor, or to require that

cooperating country government's identity be larger and more prominent if circumstances warrant; any such requirement will be on a case-by-case basis depending on the audience, program goals, and materials produced.

Coordination with USAID on Outreach and Communications

The activity will clear any press releases, media events, and media interviews with USAID (COR and DOC in the relevant country office). *Note, Mission communications guidance requests notification on and materials related to events that will include press and/or USAID senior participation up to 4 weeks before any public event.*

In the event of changed circumstances for implementation of this Branding Implementation Plan, (*implementing organization*) will submit to USAID via the COR a request to modify this plan and/or other related documents, such as the Marking Plan.

Marking Plan

With reference to ADS 320.3.3 and 2 CFR 700, below is the required Marking Plan.

The table below outlines the types of materials and activities that may be produced under the USAID [*Name*] Project. Any materials and activities that are not anticipated below, but are produced under the initiative, will also be subject to branding guidelines and AOR approval, as appropriate.

All materials, activities, and deliverables marked with the USAID logo for the [*Name*] Project will follow design guidance for color, type, and layout in the USAID Graphic Standards Manual and Partner Co-Branding Guide as related to equipment, reports, studies, events, and public communication (including printed products, audio, visual, and electronic materials), etc. The USAID logo will be used for programmatic correspondence. The recipient's letterhead will be used for administrative correspondence and will not have the USAID logo. Business cards will not show the USAID logo but may use text: USAID Recipient.

Please provide graphic examples of visual marking of materials, activities, and deliverables using the USAID logo and project name in situations of co-branding and no-branding, in both English and French.

There are two criteria used to determine when the disclaimer provision must be used:

- *As per 2 FR 700.16(c) (1) Studies, reports, publications, Web sites, and all informational and promotional products not authored, reviewed, or edited by USAID;*
- *As per the discretion of the AOR and Recipient's consideration of a specific situation.*

The provision is as follows in English and French:

This study/report/Website (specify) is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this (specify) are the sole responsibility of (name of organization) and do not necessarily reflect the views of USAID or the United States Government.

Cette étude / Ce rapport / Ce site Web (préciser) est possible grâce au soutien du peuple américain par l'intermédiaire de l'Agence des États-Unis pour le Développement International (USAID). Le contenu de ce (préciser) est la responsabilité exclusive (nom de l'organisation) et ne reflète pas nécessairement les points de vue de l'USAID ou du gouvernement des États-Unis.

Please note the creation of activity logos is not permitted.

Category/Material	Type of Marking	Visual, Verbal, Textual	Disclaimer
Administrative			
<i>Program-related stationery products</i>	<i>The USAID logo will be used.</i>	<i>Visual Textual</i>	<i>NA</i>
<i>Contract Deliverables: documents, publications, studies, reports, papers, technical assistance consultant reports</i>	<i>Follow guidelines for exclusive marking. Use specific language for deliverables when submitted to USAID for review.</i>	<i>Visual Textual</i>	<i>NA</i>
Program Communication			
<i>Technical reports, publications, documents, studies</i>	<i>The USAID logo will appear on the cover; the design follows guidelines for exclusive branding unless co-branding is acceptable or an exemption is provided for no branding.</i>	<i>Visual Textual</i>	<i>Consider Disclaimer</i>
<i>Training materials, manuals, and sessions</i>	<i>The USAID logo will appear on the cover of documents and verbal branding will be used at training sessions; design follows guidelines for exclusive branding unless co-branding or an exception for no marking is indicated.</i>	<i>Visual, Textual, Verbal</i>	<i>Consider Disclaimer for Visual & Textual</i>
<i>Audiovisual: Video, CDs-ROM, Animated Infographics</i>	<i>The USAID logo will be printed on CD labels, splash screen/menus, and packaging; design follows guidelines for exclusive branding unless co-branding or an exemption is indicated for no marking.</i>	<i>Visual</i>	
<i>PowerPoint presentations</i>	<i>The USAID logo is required as per the USAID presentation template; design follows guidelines for the exclusive branding unless co-branding is acceptable or an exemption for no branding is indicated. Templates available at usaid.gov/branding/resources</i>	<i>Visual</i>	
<i>Posters, banners,</i>	<i>The USAID logo will appear on the</i>	<i>Visual</i>	

<i>exhibition booth signs, event signage</i>	<i>material; design follows guidelines for exclusive branding unless co-branding or an exemption for no branding is indicated.</i>		
<i>Program public awareness, advocacy, and behavior change materials and activities</i>	<i>The USAID logo will appear on each material based on the purpose and type of material, target audience, and how to be used. Design follows guidelines for exclusive branding unless co-branding or an exemption for no branding is indicated.</i>	<i>Visual, Textual or Verbal</i>	
<i>Web portal and social media platforms (Facebook, Twitter, Flickr, blogs, others)</i>	<i>Follow guidelines in ADS 558 for appropriate branding and marking.</i>	<i>Visual Textual</i>	
Program Communication			
<i>Photographs, Infographics, Illustrations</i>	<i>The USAID logo or “USAID” in-text will appear on the material; design follows guidelines for exclusive branding unless co-branding or an exemption for no branding is indicated.</i>	<i>Visual Textual</i>	<i>Consider Disclaimer on Infographics</i>
<i>Collateral, print information material (i.e., success stories, fact sheets, articles, feature stories, others)</i>	<i>The USAID logo will appear on printed materials; the design follows guidelines for exclusive branding</i>	<i>Visual Textual</i>	<i>Consider Disclaimer</i>
Commodities and Equipment			
<i>Items</i>	<i>The USAID logo will appear on items; exclusive branding unless co-branding is acceptable or an exemption for no branding is indicated.</i>	<i>Visual</i>	

Exceptions to Marking Requirements

Presumptive exceptions should be outlined in this marking plan - please fill the table below. Exceptions should also be requested if/when a situation arises and evaluated on a case-by-case basis by the Agreement Officer’s Representative (AOR) and Agreement Officer (AO).

The following exceptions summarize USAID’s usual, non-emergency practices in not marking certain communication materials. The AO, in consultation with the Activity Manager/AOR, has the authority to determine that marking in accordance with the ADS Chapter 320 is not appropriate:

- *Compromise the intrinsic independence or neutrality of a program or materials where independence or neutrality is inherent.*

- *Diminish the credibility of audits, reports, analyses, studies, or policy recommendations.*
- *Undercut host-country government ownership.*
- *Impair the functionality of an item, such as sterilized equipment or spare parts.*
- *Incur substantial costs or be impractical*
- *Offend local cultural or social norms*
- *Conflict with international law*
- *Deter achievement of program goals*

Category/Material for Exception	Explanation/ADS 320 Reference	Text, Visual, Audio, etc.
Administrative		
Program Communication		
Institutional Communication		
Commodities/Equipment		
Other		

ATTACHMENT C - STANDARD PROVISIONS

(Note: the full text of these provisions may be found at [ADS 303maa Standard Provisions for U.S. Nongovernmental Organizations](#) and [ADS 303 mab Standard Provisions for Non-U.S. Nongovernmental Organizations](#). The actual Standard Provisions included in the award will be dependent on the organization that is selected. The award will include the latest Mandatory Provisions for either U.S. or non-U.S. Nongovernmental organizations. The award will also contain the following “required as applicable” Standard Provisions:

Please note that the resulting award will include all standard provisions (both mandatory and required as applicable) in full text.

MANDATORY STANDARD PROVISIONS FOR NON-U.S. NONGOVERNMENTAL ORGANIZATIONS

- M1. ALLOWABLE COSTS (NOVEMBER 2020)
- M2. ACCOUNTING, AUDIT, AND RECORDS (MARCH 2021)
- M3. AMENDMENT OF AWARD AND REVISION OF BUDGET (AUGUST 2013)
- M4. NOTICES (JUNE 2012)
- M5. PROCUREMENT POLICIES (JUNE 2012)
- M6. USAID ELIGIBILITY RULES FOR PROCUREMENT OF COMMODITIES AND SERVICES (MAY 2020)
- M7. TITLE TO AND USE OF PROPERTY (DECEMBER 2014)
- M8. SUBMISSIONS TO THE DEVELOPMENT EXPERIENCE CLEARINGHOUSE AND DATA RIGHTS (JUNE 2012)
- M9. MARKING AND PUBLIC COMMUNICATIONS UNDER USAID-FUNDED ASSISTANCE (DECEMBER 2014)
- M10. AWARD TERMINATION AND SUSPENSION (DECEMBER 2014)
- M11. RECIPIENT AND EMPLOYEE CONDUCT (OCTOBER 2023)
- M12. DEBARMENT AND SUSPENSION (JUNE 2012)
- M13. DISPUTES AND APPEALS (DECEMBER 2022)
- M14. PREVENTING TRANSACTIONS WITH, OR THE PROVISION OF RESOURCES OR SUPPORT TO, SANCTIONED GROUPS AND INDIVIDUALS (MAY 2020)
- M15. TRAFFICKING IN PERSONS (APRIL 2016)
- M16. VOLUNTARY POPULATION PLANNING ACTIVITIES – MANDATORY REQUIREMENTS (MAY 2006)
- M17. EQUAL PARTICIPATION BY FAITH-BASED ORGANIZATIONS (JUNE 2016)
- M18. NONDISCRIMINATION (JUNE 2012)
- M19. USAID DISABILITY POLICY - ASSISTANCE (JUNE 2012)

- M20. LIMITING CONSTRUCTION ACTIVITIES (AUGUST 2023)
- M21. USAID IMPLEMENTING PARTNER NOTICES (IPN) PORTAL FOR ASSISTANCE (JULY 2014)
- M22. ENHANCEMENT OF GRANTEE EMPLOYEE WHISTLEBLOWER PROTECTIONS (DECEMBER 2022)
- M23. SUBMISSION OF DATASETS TO THE DEVELOPMENT DATA LIBRARY (OCTOBER 2014)
- M24. PROHIBITION ON REQUIRING CERTAIN INTERNAL CONFIDENTIALITY AGREEMENTS OR STATEMENTS (MAY 2017)
- M25. SAFEGUARDING AGAINST EXPLOITATION, SEXUAL ABUSE, CHILD ABUSE, AND CHILD NEGLECT (OCTOBER 2023)
- M26. MANDATORY DISCLOSURES (JUNE 2023)
- M27. NONDISCRIMINATION AGAINST BENEFICIARIES (NOVEMBER 2016)
- M28. CONFLICT OF INTEREST (AUGUST 2018)
- M29. PROHIBITION ON CERTAIN TELECOMMUNICATION AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT (JULY 2022)
- M30. EXCHANGE VISITORS VISA REQUIREMENTS (DECEMBER 2022)
- M31. CONTRACT AWARD TERM AND CONDITION FOR RECIPIENT INTEGRITY AND PERFORMANCE MATTERS (DECEMBER 2022)
- M32. OMB APPROVAL UNDER THE PAPERWORK REDUCTION ACT (OCTOBER 2023)

MANDATORY STANDARD PROVISIONS FOR U.S. NONGOVERNMENTAL ORGANIZATIONS

- M1. APPLICABILITY OF 2 CFR 200 and 2 CFR 700 (NOVEMBER 2020)
- M2. INELIGIBLE COUNTRIES (MAY 1986)
- M3. NONDISCRIMINATION (JUNE 2012)
- M4. AMENDMENT OF AWARD (JUNE 2012)
- M5. NOTICES (JUNE 2012)
- M6. SUBAWARDS AND CONTRACTS (DECEMBER 2022)
- M7. OMB APPROVAL UNDER THE PAPERWORK REDUCTION ACT (OCTOBER 2023)
- M8. USAID ELIGIBILITY RULES FOR GOODS AND SERVICES (MAY 2020)
- M9. DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS (JUNE 2012)
- M10. DRUG-FREE WORKPLACE (JUNE 2012)
- M11. EQUAL PARTICIPATION BY FAITH-BASED ORGANIZATIONS (JUNE 2016)
- M12. PREVENTING TRANSACTIONS WITH, OR THE PROVISION OF RESOURCES OR SUPPORT TO, SANCTIONED GROUPS AND INDIVIDUALS (MAY 2020)
- M13. MARKING AND PUBLIC COMMUNICATIONS UNDER USAID-FUNDED ASSISTANCE (DECEMBER 2014)
- M14. REGULATIONS GOVERNING EMPLOYEES (OCTOBER 2023)
- M15. CONVERSION OF UNITED STATES DOLLARS TO LOCAL CURRENCY (NOVEMBER 1985)
- M16. USE OF POUCH FACILITIES (AUGUST 1992)
- M17. TRAVEL AND INTERNATIONAL AIR TRANSPORTATION (DECEMBER 2014)
- M18. OCEAN SHIPMENT OF GOODS (JUNE 2012)
- M19. VOLUNTARY POPULATION PLANNING ACTIVITIES – MANDATORY REQUIREMENTS (MAY 2006)

- M20. TRAFFICKING IN PERSONS (April 2016)
- M21. SUBMISSIONS TO THE DEVELOPMENT EXPERIENCE CLEARINGHOUSE AND PUBLICATIONS (JUNE 2012)
- M22. LIMITING CONSTRUCTION ACTIVITIES (AUGUST 2023)
- M23. USAID IMPLEMENTING PARTNER NOTICES (IPN) PORTAL FOR ASSISTANCE (JULY 2014)
- M24. ENHANCEMENT OF RECIPIENT EMPLOYEE WHISTLEBLOWER PROTECTIONS (DECEMBER 2022)
- M25. SUBMISSION OF DATASETS TO THE DEVELOPMENT DATA LIBRARY (OCTOBER 2014)
- M26. PROHIBITION ON REQUIRING CERTAIN INTERNAL CONFIDENTIALITY AGREEMENTS OR STATEMENTS (MAY 2017)
- M27. SAFEGUARDING AGAINST EXPLOITATION, SEXUAL ABUSE, CHILD ABUSE, AND CHILD NEGLECT (OCTOBER 2023)
- M28. MANDATORY DISCLOSURES (JUNE 2023)
- M29. NONDISCRIMINATION AGAINST BENEFICIARIES (November 2016)
- M30. CONFLICT OF INTEREST (August 2018)
- M31. PROHIBITION ON CERTAIN TELECOMMUNICATION AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT (DECEMBER 2022)
- M32. USAID DISABILITY POLICY - ASSISTANCE (DECEMBER 2022)
- M33. AWARD TERM AND CONDITION FOR RECIPIENT INTEGRITY AND PERFORMANCE MATTERS (DECEMBER 2022)
- M34. EXCHANGE VISITORS VISA REQUIREMENTS (DECEMBER 2022)

Below are certain Mandatory Provisions from [ADS 303maa Standard Provisions for U.S. Nongovernmental Organizations](#) in full text to emphasize their importance:

M12. PREVENTING TRANSACTIONS WITH, OR THE PROVISION OF RESOURCES OR SUPPORT TO, SANCTIONED GROUPS AND INDIVIDUALS (MAY 2020)

a. In carrying out activities under this award, except as authorized by a license issued by the Office of Foreign Assets Control (OFAC) of the U.S. Department of Treasury, the recipient will not engage in transactions with, or provide resources or support to, any individual or entity that is subject to sanctions administered by OFAC or the United Nations (UN), including any individual or entity that is included on the Specially Designated Nationals and Blocked Persons List maintained by OFAC

(<https://www.treasury.gov/resource-center/sanctions/SDN-List/Pages/default.aspx>)

or on the UN Security Council consolidated list

(<https://www.un.org/securitycouncil/content/un-sc-consolidated-list>).

b. Any violation of the above will be grounds for unilateral termination of the agreement by USAID

c. The Recipient must include this provision in all subawards and contracts issued under this award.

[END OF PROVISION]

M20. TRAFFICKING IN PERSONS (April 2016)

1. The recipient, subawardee, or contractor, at any tier, or their employees, labor recruiters, brokers or other agents, must not engage in:
2.
 - (1) Trafficking in persons (as defined in the Protocol to Prevent, Suppress, and Punish Trafficking in Persons, especially Women and Children, supplementing the UN Convention against Transnational Organized Crime) during the period of this award
 - (2) Procurement of a commercial sex act during the period of this award;
 - (3) Use of forced labor in the performance of this award;
 - (4) Acts that directly support or advance trafficking in persons, including the following acts:
 - i. Destroying, concealing, confiscating, or otherwise denying an employee access to that employee's identity or immigration documents;
 - ii. Failing to provide return transportation or pay for return transportation costs to an employee from a country outside the United States to the country from which the employee was recruited upon the end of employment if requested by the employee, unless:
 - a) exempted from the requirement to provide or pay for such return transportation by USAID under this award; or
 - b) the employee is a victim of human trafficking seeking victim services or legal redress in the country of employment or a witness in a human trafficking enforcement action;
 - iii. Soliciting a person for the purpose of employment, or offering employment, by means of materially false or fraudulent pretenses, representations, or promises regarding that employment;
 - iv. Charging employees recruitment fees; or

v. Providing or arranging housing that fails to meet the host country housing and safety standards

2. In the event of a violation of section (a) of this provision, USAID is authorized to terminate this award, without penalty, and is also authorized to pursue any other remedial actions authorized as stated in section 1704(c) of the National Defense Authorization Act for Fiscal Year 2013 (Pub. L. 112-239, enacted January 2, 2013)
3. If the estimated value of services required to be performed under the award outside the United States exceeds \$500,000, the recipient must (1) submit to the Agreement Officer (AO), the annual "Certification regarding Trafficking in Persons, Implementing Title XVII of the National Defense Authorization Act for Fiscal Year 2013" as required prior to this award, and (2) implement a compliance plan to prevent the activities described above in section (a) of this provision. The recipient must provide a copy of the compliance plan to the AO upon request and must post the useful and relevant contents of the plan or related materials on its website (if one is maintained) and at the workplace.
4. The recipient's compliance plan must be appropriate to the size and complexity of the award and to the nature and scope of the activities, including the number of non-United States citizens expected to be employed. The plan must include, at a minimum, the following:
 - (1) An awareness program to inform employees about the trafficking related prohibitions included in this provision, the activities prohibited and the action that will be taken against the employee for violations.
 - (2) A reporting process for employees to report, without fear of retaliation, activity inconsistent with the policy prohibiting trafficking, including a means to make available to all employees the Global Human Trafficking Hotline at 1-844-888-FREE and its e-mail address at help@befree.org.
 - (3) A recruitment and wage plan that only permits the use of recruitment companies with trained employees, prohibits charging of recruitment fees to the employee, and ensures that wages meet applicable host-country legal requirements or explains any variance.
 - (4) A housing plan, if the recipient or any subawardee intends to provide or arrange housing. The housing plan is required to meet any host-country housing and safety standards.
 - (5) Procedures for the recipient to prevent any agents or subawardee at any tier and at any dollar value from engaging in trafficking in persons activities described in section a of this provision. The recipient must also have procedures to monitor,

detect, and terminate any agents or subawardee or subawardee employees that have engaged in such activities.

5. If the Recipient receives any credible information regarding a violation listed in section a(1)-(4) of this provision, the recipient must immediately notify the cognizant AO and the USAID Office of the Inspector General; and must fully cooperate with any Federal agencies responsible for audits, investigations, or corrective actions relating to trafficking in persons
6. The AO may direct the Recipient to take specific steps to abate an alleged violation or enforce the requirements of a compliance plan.
7. For purposes of this provision, “employee” means an individual who is engaged in the performance of this award as a direct employee, consultant, or volunteer of the recipient or any subrecipient.
8. The recipient must include in all subawards and contracts a provision prohibiting the conduct described in section a(1)-(4) by the subrecipient, contractor, or any of their employees, or any agents. The recipient must also include a provision authorizing the recipient to terminate the award as described in section b of this provision.

[END OF PROVISION]

M27. SAFEGUARDING AGAINST EXPLOITATION, SEXUAL ABUSE, CHILD ABUSE, AND CHILD NEGLECT (OCTOBER 2023)

(a) Definitions for the purposes of this provision.

“Agent” means any individual, including a director, an officer, or an independent contractor, authorized to act on behalf of an organization.

“Child” means a person younger than 18 years of age.

“Child abuse” means emotional, physical, sexual, or any other ill-treatment carried out against a child by an adult.

“Child neglect” means a failure to provide for a child's basic needs in the absence of the child's parent or guardian when the care of the child is associated with the award activities.

“Emotional child abuse or ill-treatment” means injury to the psychological capacity or emotional stability of the child caused by acts, threats of acts, or coercive tactics.

“Employee” means an individual who is engaged in the performance of this award as a direct employee, consultant, or volunteer of the recipient or any subrecipient.

“Exploitation” constitutes any actual or attempted abuse of a position of vulnerability, differential power, or trust, including for the purposes of profiting monetarily, socially, or politically. When carried out for a sexual purpose this constitutes sexual exploitation.

“Physical child abuse” means acts or failures to act resulting in injury (not necessarily visible) or unnecessary or unjustified pain or suffering without causing injury, harm, or risk of harm to a child’s health or welfare, or death.

“Sexual abuse” constitutes any actual or threatened physical intrusion of a sexual nature toward another person whether by force or under unequal or coercive conditions. When carried out against a child by an adult, such conduct is considered sexual abuse even in the absence of force or unequal or coercive conditions.

(b) Requirements. In the performance of this award, the recipient must have and implement a set of publicly available standards, policies, or procedures to prevent, detect, address, and respond to allegations of exploitation, sexual abuse, child abuse, and child neglect that:

(1) Prohibit employees, agents, interns, or any other person provided access or contact with beneficiaries, from engaging in any exploitation, sexual abuse, child abuse, and child neglect of any person during the period of performance, supporting or advancing these actions, or intentionally ignoring or failing to act upon allegations of these actions;

(2) Are consistent with the Inter-Agency Standing Committee’s Six Core Principles Relating to Sexual Exploitation and Abuse, as amended, available at <https://psea.interagencystandingcommittee.org/update/iasc-six-core-principles> and the Keeping Children Safe Standards, available at <https://www.keepingchildrensafe.global/accountability/>;

(3) Require reporting of suspicions or concerns related to violations of the prohibitions in paragraph (1) to the recipient;

(4) Require a “survivor-centered approach” for responding to alleged violations of the prohibitions. Such an approach must ensure the survivor’s dignity, experiences, considerations, needs, and resiliencies are placed at the center of the process;

(5) When a child is involved, require a “best interest of the child determination” for responding to alleged violations of the prohibitions. This determination considers the best possible outcome for a vulnerable child who has been exposed to violence, abuse, exploitation, or neglect;

(6) Include remedies for violations;

(7) Monitor subrecipients, employees, agents, interns, or any other person provided access or contact with beneficiaries;

(8) Details the actions that may be taken against subrecipients, employees, agents, interns, or any other person provided access or contact under the award who commit exploitation, sexual abuse, child abuse, and child neglect of any person or who fail to take reasonable steps to prevent it; and

(9) Provide transparency on hiring, screening, and employment practices, including on rehiring or transfer and referencing for subsequent employers.

(c) Compliance Plan. For awards exceeding \$500,000, the recipient must develop, implement, and maintain a compliance plan, either in conjunction with or separate from the Trafficking in Persons Compliance Plan, that details risk analysis and mitigation measures that will be implemented during the period of performance of the award to prevent and address exploitation, sexual abuse, child abuse, and child neglect of any person, consistent with the requirements in paragraph (b) of this provision.

(1) The recipient's compliance plan must be appropriate to the size and complexity of the award and to the nature and scope of the activities, including the particular risks presented by the operating context. The plan must include, at a minimum, the following:

(i) Reasonable measures to reduce the risk of exploitation, sexual abuse, child abuse, and child neglect. Where implementation of projects under this award may involve children, this includes limiting unsupervised interactions with children and complying with applicable laws, regulations, or customs regarding harmful image-generating activities of children;

(ii) An awareness program to inform employees, agents, interns, or any other person provided access or contact with beneficiaries about the requirements of this provision, including the activities prohibited, the action that will be taken in response to violations, and the mechanism(s) for reporting allegations;

(iii) A description of how beneficiaries and local community members:

A. Are made aware of the prohibited activities,

B. How they may report allegations, and

C. How (A) and (B) are carried out in a manner that is inclusive, culturally appropriate, and sensitive to the context;

(iv) Safe, accessible, and publicly available reporting mechanism(s) that may be integrated with any existing or similar such mechanisms, for anyone to confidentially report exploitation, sexual abuse, child abuse, and child neglect, with appropriate safeguards to protect whistle-blowers and survivors, including express protection against retaliation for reporting, and documented procedures for protecting personally identifiable information (PII) from unauthorized access and disclosure; and

(v) Appropriate measures to protect survivors of or witnesses to activities prohibited in paragraph (b)(1) of this provision and not prevent or hinder cooperating fully with U.S. Government authorities.

(2) The recipient must provide a copy of the compliance plan to the Agreement Officer upon request

(d) Notification.

(1) The recipient must immediately inform, in writing, the Bureau for Management, Office of Management Policy, Budget, and Performance, Responsibility, Safeguarding, and Compliance Division (M/MPBP/RSC) at disclosures@usaid.gov, with a copy to the Agreement Officer, and the USAID Office of Inspector General (OIG) whenever the recipient receives credible information from any source that alleges the recipient, subrecipient, employee, agent, intern, or any other person provided access or contact with beneficiaries under the award has engaged in activities prohibited in paragraph (b)(1) of this provision; and

(2) As soon as practicable, the recipient must provide in writing, as specified above: (i) additional information on any actions planned or taken in response to the allegation; and (ii) any actions planned or taken to assess, address, or mitigate factors that contributed to the incident.

(3) The Agreement Officer authorizes M/MPBP/RSC to correspond with the recipient for further information relating to the notification.

(4) In providing any notifications under this subsection, the recipient should not share PII, unless specifically requested by the Agency or USAID OIG.

(e) Remedies. In addition to other remedies available to the U.S. Government, the recipient's failure to comply with the requirements of paragraphs (b), (c), and (d) of this provision may also result in the Agency initiating suspension or debarment proceedings.

(f) Subrecipients. The recipient must insert the terms of this provision, including this paragraph (f), in all subawards except to require subrecipients to notify the recipient. The recipient must forward such notifications as required in paragraph (d).

[END OF PROVISION]

M31. PROHIBITION ON CERTAIN TELECOMMUNICATION AND VIDEO SURVEILLANCE SERVICES OR EQUIPMENT (DECEMBER 2022)

1. In accordance with the cost principles in 2 CFR § 200.471, obligating or expending costs for covered telecommunications and video surveillance services or equipment or services as described in 2 CFR § 200.216 are unallowable. Recipients and subrecipients are prohibited from using award funds, including direct and indirect costs, cost share and program income, for such covered telecommunications and video surveillance services or equipment. This provision implements temporary waivers granted to USAID under Section 889(d)(2) that allow the recipient to use award funds for costs for covered telecommunications and video surveillance services or equipment incurred on or after October 1, 2022, through September 30, 2028, only if the recipient has determined that there is no available alternate eligible source for the covered telecommunications and video surveillance services or equipment.
2. After September 30, 2028, in accordance with 2 CFR § 200.471 costs of all covered telecommunications and video surveillance services or equipment as specified in 2 CFR § 200.216 will be unallowable.
3. The Recipient must include this provision in all subawards and contracts issued under this award.

[END OF PROVISION]

REQUIRED AS APPLICABLE STANDARD PROVISIONS FOR U.S. NONGOVERNMENTAL ORGANIZATIONS

Required	Not Required	Standard Provision
TBD		RAA1. NEGOTIATED INDIRECT COST RATES - PREDETERMINED (NOVEMBER 2020)
		RAA2. NEGOTIATED INDIRECT COST RATES - PROVISIONAL (Nonprofit) (NOVEMBER 2020)
		RAA3. NEGOTIATED INDIRECT COST RATE - PROVISIONAL (Profit) (DECEMBER 2014)
		RAA4. INDIRECT COSTS – DE MINIMIS RATE (NOVEMBER 2020)
		RAA5. EXCHANGE VISITORS AND PARTICIPANT TRAINING (JUNE 2012)
		RAA6. VOLUNTARY POPULATION PLANNING ACTIVITIES – SUPPLEMENTAL REQUIREMENTS (JANUARY 2009)
		RAA7. PROTECTION OF THE INDIVIDUAL AS A RESEARCH SUBJECT (APRIL 1998)
		RAA8. CARE OF LABORATORY ANIMALS (MARCH 2004)
		RAA9. TITLE TO AND CARE OF PROPERTY (COOPERATING COUNTRY TITLE) (NOVEMBER 1985)
		RAA10. COST SHARING (MATCHING) (FEBRUARY 2012)
		RAA11. PROHIBITION OF ASSISTANCE TO DRUG TRAFFICKERS (JUNE 1999)
		RAA12. INVESTMENT PROMOTION (NOVEMBER 2003)
		RAA13. REPORTING HOST GOVERNMENT TAXES (DECEMBER 2014)
		RAA14. FOREIGN GOVERNMENT DELEGATIONS TO INTERNATIONAL CONFERENCES (JUNE 2012)
		RAA15. CONSCIENCE CLAUSE IMPLEMENTATION (ASSISTANCE) (FEBRUARY 2012)

		RAA16. CONDOMS (ASSISTANCE) (SEPTEMBER 2014)
		RAA17. PROHIBITION ON THE PROMOTION OR ADVOCACY OF THE LEGALIZATION OR PRACTICE OF PROSTITUTION OR SEX TRAFFICKING (ASSISTANCE) (SEPTEMBER 2014)
		RAA18. USAID DISABILITY POLICY - ASSISTANCE (DECEMBER 2004)
		RAA19. STANDARDS FOR ACCESSIBILITY FOR THE DISABLED IN USAID ASSISTANCE AWARDS INVOLVING CONSTRUCTION (SEPTEMBER 2004)
		RAA20. STATEMENT FOR IMPLEMENTERS OF ANTI-TRAFFICKING ACTIVITIES ON LACK OF SUPPORT FOR PROSTITUTION (JUNE 2012)
		RAA21. ELIGIBILITY OF SUBRECIPIENTS OF ANTI-TRAFFICKING FUNDS (JUNE 2012)
		RAA22. PROHIBITION ON THE USE OF ANTI-TRAFFICKING FUNDS TO PROMOTE, SUPPORT, OR ADVOCATE FOR THE LEGALIZATION OR PRACTICE OF PROSTITUTION (JUNE 2012)
		RAA23. UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT (NOVEMBER 2020)
		RAA24. REPORTING SUBAWARDS AND EXECUTIVE COMPENSATION (NOVEMBER 2020)
		RAA25. PATENT REPORTING PROCEDURES (NOVEMBER 2020)
		RAA26. ACCESS TO USAID FACILITIES AND USAID'S INFORMATION SYSTEMS (AUGUST 2013)
		RAA27. CONTRACT PROVISION FOR DBA INSURANCE UNDER RECIPIENT PROCUREMENTS (DECEMBER 2014)
		RAA28. AWARD TERM AND CONDITION FOR RECIPIENT INTEGRITY AND PERFORMANCE MATTERS (April 2016)
		RAA29. RESERVED
		RAA30. PROGRAM INCOME (AUGUST 2020)
		RAA31. NEVER CONTRACT WITH THE ENEMY (NOVEMBER 2020)

REQUIRED AS APPLICABLE STANDARD PROVISIONS FOR NON-U.S. NONGOVERNMENTAL ORGANIZATIONS

Required	Not Required	Standard Provision
TBD		RAA1. ADVANCE PAYMENT AND REFUNDS (NOVEMBER 2020)
		RAA2. REIMBURSEMENT PAYMENT AND REFUNDS (DECEMBER 2014)
TBD		RAA3. INDIRECT COSTS – NEGOTIATED INDIRECT COST RATE AGREEMENT (NICRA) (NOVEMBER 2020)
		RAA4. INDIRECT COSTS – CHARGED AS A FIXED AMOUNT (NONPROFIT) (JUNE 2012)
		RAA5. INDIRECT COSTS – DE MINIMIS RATE (NOVEMBER 2020)
		RAA6. UNIVERSAL IDENTIFIER AND SYSTEM OF AWARD MANAGEMENT (NOVEMBER 2020)
		RAA7. REPORTING SUBAWARDS AND EXECUTIVE COMPENSATION (NOVEMBER 2020)
		RAA8. SUBAWARDS (DECEMBER 2014)
		RAA9. TRAVEL AND INTERNATIONAL AIR TRANSPORTATION (DECEMBER 2014)
		RAA10. OCEAN SHIPMENT OF GOODS (JUNE 2012)
		RAA11. REPORTING HOST GOVERNMENT TAXES (JUNE 2012)
		RAA12. PATENT RIGHTS (JUNE 2012)
		RAA13. EXCHANGE VISITORS AND PARTICIPANT TRAINING (JUNE 2012)
		RAA14. INVESTMENT PROMOTION (NOVEMBER 2003)
		RAA 15. COST SHARE (JUNE 2012)
		RAA16. PROGRAM INCOME (AUGUST 2020)
		RAA17. FOREIGN GOVERNMENT DELEGATIONS TO INTERNATIONAL CONFERENCES (JUNE 2012)
		RAA18. STANDARDS FOR ACCESSIBILITY FOR THE DISABLED IN USAID ASSISTANCE AWARDS INVOLVING CONSTRUCTION (SEPTEMBER 2004)
		RAA19. PROTECTION OF HUMAN RESEARCH SUBJECTS (JUNE 2012)

		RAA20. STATEMENT FOR IMPLEMENTERS OF ANTI-TRAFFICKING ACTIVITIES ON LACK OF SUPPORT FOR PROSTITUTION (JUNE 2012)
		RAA21. ELIGIBILITY OF SUBRECIPIENTS OF ANTI-TRAFFICKING FUNDS (JUNE 2012)
		RAA22. PROHIBITION ON THE USE OF ANTI-TRAFFICKING FUNDS TO PROMOTE, SUPPORT, OR ADVOCATE FOR THE LEGALIZATION OR PRACTICE OF PROSTITUTION (JUNE 2012)
		RAA23. VOLUNTARY POPULATION PLANNING ACTIVITIES – SUPPLEMENTAL REQUIREMENTS (JANUARY 2009)
		RAA24. CONSCIENCE CLAUSE IMPLEMENTATION (ASSISTANCE) (FEBRUARY 2012)
		RAA25. CONDOMS (ASSISTANCE) (SEPTEMBER 2014)
		RAA26. PROHIBITION ON THE PROMOTION OR ADVOCACY OF THE LEGALIZATION OR PRACTICE OF PROSTITUTION OR SEX TRAFFICKING(ASSISTANCE) (SEPTEMBER 2014)
		RAA27. LIMITATION ON SUBAWARDS TO NON-LOCAL ENTITIES (JULY 2014)
		RAA28. CONTRACT PROVISION FOR DBA INSURANCE UNDER RECIPIENT PROCUREMENTS (DECEMBER 2014)
		RAA29. CONTRACT AWARD TERM AND CONDITION FOR RECIPIENT INTEGRITY AND PERFORMANCE MATTERS (April 2016)
		RAA30. RESERVED
		RAA31. NEVER CONTRACT WITH THE ENEMY (NOVEMBER 2020)

ATTACHMENT D - SAM QUICK START GUIDE FOR NEW FOREIGN REGISTRATION



Quick Start Guide For New Foreign Registrations

Helpful Information

SAM is the official **free, government-operated website** – there is **NO** charge to register or maintain your entity registration record in SAM.

What is an Entity?

In SAM, your company / business / organization is referred to as an "Entity." You register your entity to do business with the U.S. Federal government by completing the registration process in SAM.

What do I need to get started?

1. **DUNS Number:** You need a Data Universal Numbering System (DUNS) number to register your entity in SAM. DUNS numbers are unique for each physical location you want to register.
2. **NATO Commercial and Government Entity (NCAGE) Code:** Foreign entities must obtain a NCAGE code for each DUNS number they plan to register in SAM **before** you start the registration process.

How do I get a DUNS number?

If you do not have one, you can request a DUNS number for **free** to do business with the U.S. Federal government by visiting Dun & Bradstreet (D&B) at <http://fedgov.dnb.com/webform>. It takes up to 5 business days to obtain an international DUNS number.

How do I get an NCAGE code?

For instructions on obtaining a NCAGE, visit: http://www.djis.dia.mil/Forms/Form_AC135.asp. Make sure the name and address information you provide to get your NCAGE code is the same as what you used to get your DUNS number. It takes up to 3 business days to obtain a NCAGE code.

What about a Taxpayer Identification Number (TIN)?

You only need a TIN if your entity pays U.S. taxes. If you are a foreign entity that does not pay taxes in the U.S., do **not** enter a number in the TIN field during registration.

Steps for Registering

1. Type www.sam.gov in your Internet browser address bar.
2. Create a SAM Individual User Account (be sure to validate your e-mail address to activate the user account), then Login.
3. Select "Register New Entity" under "Register/Update Entity" on your "My SAM" page.
4. Select your type of Entity, most likely "Business or Organization." Definitions are in the Content Glossary on the right side of the page.
5. Tell the system **why** you are registering in SAM. This determines what information you have to provide.
 - Are you interested in bidding on Federal contracts? If you say "Yes," you will complete all four sections in SAM.
 - Are you just interested in becoming eligible to apply for grants or other Federal financial assistance? If you say "No" to the contracts question and "Yes" to the grants question, you will only have to complete the grant-related information.
6. Complete your registration. On each page, required information that you must provide has a red asterisk (*) next to the name of the field. Here are a few helpful hints:
 - On the Business Information page, you will create a Marketing Partner Identification Number (MPIN). Write your MPIN down. It is used as a password in other government systems.
 - If you do not pay U.S. taxes, do not enter a TIN or select a TIN type. Leave those fields blank.
 - Only use the NCAGE code you got for your DUNS number. Remember, the name and address information **must** match on the DUNS and NCAGE records.
 - Make sure to select "Foreign Owned and Located" on the General Information page.
 - As a foreign entity, you do not need to provide Electronic Funds Transfer (EFT) banking information on the Financial Information page. If you do choose to provide this electronic banking information, it **must** be for a U.S. bank: SAM cannot accept foreign banking information. The remittance name and address are the only mandatory information for you on this page.
 - In the "Points of Contact" section, list the names of people **in your organization** who know about this registration in SAM and why you want to do business with the U.S. Federal government. These are called "Points of Contact" or POCs.
7. Make sure to hit [Submit] after your final review. You will get a Congratulations message on the screen. If you do not see this message, you did not submit your registration. What happens next?
 - Once approved by the IRS (if you entered a TIN) and the Commercial and Government Entity (CAGE) system, you will get an email from SAM.gov when your entity registration is active.

Please give yourself plenty of time before your contract or grant application deadline. Allow up to 10 business days after you submit before your registration is active in SAM, then an additional 24 hours for other systems such as Grants.gov to recognize your information.

For help registering in SAM, contact the supporting Federal Service Desk (FSD) at <https://www.fsd.gov/>.



ATTACHMENT E - SAM QUICK START GUIDE FOR NEW GRANTEE REGISTRATION



Quick Start Guide For New Grantee Registration

Helpful Information

What is an Entity?

In SAM, your company / business / organization is referred to as an "Entity." You register your entity to do business with the U.S. Federal government by completing the registration process in SAM.

SAM is the official **free, government-operated website** – there is **NO** charge to register or maintain your entity registration record in SAM.

What do I need to get started?

DUNS Number

You need a Data Universal Numbering System (DUNS) number to register your entity in SAM. DUNS numbers are unique for each physical location you are registering.

If you do not have one, you can request a DUNS number for **free** to do business with the U.S. Federal government by visiting Dun & Bradstreet (D&B) at <http://fedgov.dnb.com/webform>

It takes no more than 1-2 business days to obtain a DUNS number.

Taxpayer Identification Number

You need your entity's Taxpayer ID Number (TIN) and taxpayer name (as it appears on your most recent tax return). Foreign entities that do not pay employees within the U.S. do not need to provide a TIN. Your TIN is usually your Employer Identification Number (EIN) assigned by the Internal Revenue Service (IRS).

Sole proprietors may use their Social Security Number (SSN) assigned by the Social Security Administration (SSA) as their TIN, but are strongly encouraged to obtain a free EIN from the IRS by visiting: <http://www.irs.gov/Businesses/Small-Businesses-&-Self-Employed/How-to-Apply-for-an-EIN>. Allow approximately two weeks before your new EIN is ready for use when registering in SAM.

Steps for Registering

1. Type www.sam.gov in your Internet browser address bar.
2. Create a SAM Individual User Account (be sure to validate your e-mail address), then Login.
3. Select "Register New Entity" under "Register/Update Entity" on your "My SAM" page.
4. Select your type of Entity. Definitions are in the Glossary to the right.
5. If you are registering in SAM.gov so you can apply for a Federal financial assistance opportunity on Grants.gov, and are **not** interested in pursuing Federal contracts, you will have a much shorter registration path. To chose this "grants only" path:
 - Select "No" to "Do you wish to bid on contracts?"
 - Select "Yes" to "Do you want to be eligible for grants and other federal assistance?"
6. Complete the "Core Data" pages:
 - Validate your DUNS information.
 - Enter Business Information (TIN, etc.) This page is also where you create your Marketing Partner Identification Number (MPIN). Write the MPIN down as it will serve as a password for you in other government systems. You will need it for your Grants.gov registration.
 - Enter your CAGE code if you have one, but remember, CAGE codes are tied to DUNS numbers and cannot be reused. Don't worry if you don't have a CAGE code for the DUNS number you are registering: one will be assigned to you after your registration is submitted. Foreign registrants must enter their NCAGE code before proceeding.
 - Enter General Information (business types, organization structure, etc.) about your entity.
 - Provide your entity's Financial Information, i.e. U.S. bank Electronic Funds Transfer (EFT) information for Federal government payment purposes. Foreign entities do not need to provide EFT information.
 - Answer the Executive Compensation questions.
 - Answer the Proceedings Details questions.
7. Complete the "Points of Contact" pages:
 - Your Electronic Business POC is integral to your Grants.gov registration and application process. Your Government POC will be used by other government systems, such as CAGE, when they contact you. List someone with direct knowledge of this registration for both of those POCs.
8. Make sure to hit [Submit] after your final review. You will get a Congratulations message on the screen. If you do not see this message, you have not submitted your registration.
 - There are two external validation steps, one with the IRS and another with CAGE, after you submit. You will receive an email from SAM.gov when your registration is active.

Please give yourself plenty of time before your grant application submission deadline. Allow up to 7-10 business days after you submit before your registration is active in SAM, then an additional 24 hours for Grants.gov to recognize your information.

For help registering in SAM, contact the supporting Federal Service Desk (FSD) at <https://www.fsd.gov/>



ATTACHMENT F - PAST PERFORMANCE INFORMATION

1. Award Number:
2. Contractor/Recipient (Name and Address):
3. Type of Award:
4. Complexity of Work: Difficult _____ Routine _____
5. Description, location, and relevancy of work:
6. Dollar Value of Work : _____ Status: Active _____ Completed _____
7. Date of Award: _____ Award Completion Date (including extensions): _____
8. Type and Extent of Subawards:
9. Name, Address, Telephone Number, and E-mail Address of the Awarding Contracting/Agreement Officer and/or the Contracting/Agreement Officer 's Representative (and other references as applicable):

ATTACHMENT G - ILLUSTRATIVE BUDGET TEMPLATE

Below is an illustrative budget format:

Cost Elements	Summary Budget					
	Year 1	Year 2	Year 3	Year 4	Year 5	Total
1. Salaries and Wages						
2. Fringe Benefits						
3. Travel, Transportation, and Per Diem						
4. Equipment						
5. Supplies						
6. subawardees /or subcontractor						
7. Other Direct Costs						
8. Total Direct Costs (sum line 1 to Line 7)						
9. Indirect Costs						
TOTAL ACTIVITY BUDGET						

[END OF NOFO: 2068524RFA00016]