

Notice of Funding Opportunity (NOFO)

Celebrate 250: The Spirit of America

U.S. Embassy Amman, Department of State

Opportunity number: PAS-JOR-FY25-004

Application deadline: August 18, 2025

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**U.S Department of State
U.S. Embassy Amman
Notice of Funding Opportunity**

A. Basic Information

1. Overview

Funding Opportunity Title	Celebrate 250: The Spirit of America
Funding Opportunity Number	PAS-JOR-FY25-004
Announcement Type	Initial (Synopsis 1)
Deadline for Applications	August 18, 2025 at 11:59 p.m. (GMT+3)
Assistance Listing Number	19.040 – Public Diplomacy Programs
Length of performance period	Performance periods are based on the needs of the project, although proposed programs should generally be completed in under 12 months.
Number of awards anticipated	1-2 awards (dependent on amounts)
Award amounts	Awards may range from a minimum of \$50,000 and maximum of \$100,000
Total available funding	\$250,000, pending availability of funds
Type of Funding	Fiscal Year 2025 Smith-Mundt Public Diplomacy Funding
Anticipated project start date	September 30, 2025

Funding Instrument Type: Grant or Fixed amount award.

Project Performance Period: Proposed projects should be completed by July 31, 2026.

This notice is subject to availability of funding.

2. Executive Summary

Priority Region: Jordan

Executive Summary

On July 4, 2026, the United States of America will celebrate the 250th anniversary of the signing of the Declaration of Independence. The U.S. Embassy in Amman will commemorate this historic milestone through a nine-month campaign highlighting the impact of American history and culture, America’s innovation and achievements, and the historical and future connections between the United States and Jordan.

The Embassy’s Public Diplomacy Section is pleased to announce this funding opportunity as part of this yearlong celebration of “America250.” This Notice of Funding Opportunity invites proposals for creative public programs – culminating in July 2026 – that increase

awareness of American history and achievements, highlight America’s founding principles, emphasize key documents such as the Declaration of Independence and Constitution, showcase U.S. leadership in science and technology, celebrate uniquely American cultural exports (e.g. music, literature, education, sports, etc.) that inspire Jordanian audiences, and ignite a spirit of innovation and cooperation between Americans and Jordanians. This initiative aligns with the broader [America250](#) vision.

B. Eligibility

1. Eligible Applicants

The following U.S. and Jordanian organizations are eligible to apply:

- *Not-for-profit organizations, including think tanks and civil society/non-governmental organizations*
- *Public and private educational institutions*

2. Cost Sharing or Matching

Cost sharing is not mandatory and therefore will not be included in the criteria for evaluation. However, if a project includes cost sharing, please detail whether the cost-share is through in-cash or in-kind contribution and approximate dollar amount. When cost sharing is offered, it is understood and agreed that the applicant must provide the amount of cost sharing as stipulated in its proposal.

3. Other Eligibility Requirements

All organizations must have a Unique Entity Identifier (UEI) issued via SAM.gov as well as a valid registration in SAM.gov. Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

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

Jordanian organizations are expected to comply with the Government of Jordan’s foreign funding approval process.

C. Program Description

1. Goals and Objectives

The Public Diplomacy Section at the U.S. Embassy in Amman seeks proposals that leverage America's greatest strengths—its historical milestones, innovation and leadership, cultural excellence, and tradition of volunteerism and civic participation—to cultivate deeper understanding among Jordanians of the United States' contributions and legacy. Proposals should also highlight the past, present, and future of U.S.-Jordanian cooperation.

Applicants are encouraged to employ broad public diplomacy outreach methods, immersive programming, and experiential learning activities as part of a nine-month campaign to “tell the story of America.” Proposals must demonstrate a clear U.S. component—such as American experts, institutions, or emblematic cultural performances—that reflect U.S. leadership, history, and ingenuity. Successful proposals will focus on Jordanian youth and emerging leaders who may lack familiarity with the United States and will present a clear plan for measurable campaign and post-program impact.

Priority Themes:

American Innovation: Promoting U.S. Creative Leadership and Global Impact

- Position the United States as a global leader in science, technology, culture, sports, and arts.
- Showcase U.S. achievements across sectors – including in areas such as artificial intelligence, medical research and biomedical sciences, cybersecurity, space exploration, and frontier technologies – and incorporate high-profile American voices and heroes.
- Highlight American contributions to the creative economy, such as film, music, fashion, literature, sports, and gaming, and their role in building global connections..

American History: Reflecting on the Past, Shaping the Future

- Engage Jordanian audiences with compelling narratives of American history, highlighting important U.S. founding documents and underscoring the enduring question for a more perfect union.
- Illuminate the evolution of U.S.-Jordan diplomatic, economic, and cultural relations, and emphasize ways in which the two countries have cooperated to create solutions to shared challenges.

American Civic Life: Building Community and Encouraging Partnership

- Inspired by America250's "America Gives" program, activate Jordanian local communities in service and volunteerism initiatives.
- Highlight how American values, open markets, and commitment to liberty have deepened the United States' bilateral and global partnerships, and amplify stories that celebrate the strength of U.S. partnerships around the world.

Program activities may include, but not be limited to, speaker tours and lecture series, cultural exchanges, performances and exhibits, challenge labs that incorporate emerging technologies, volunteer initiatives, public-private collaborations, higher education cooperation, and other innovative ideas that address U.S. foreign policy priorities.

Successful proposals will expand appreciation for the United States among Jordanian audiences and encourage them to consider the United States as a preferred destination for education, business, and tourism. Proposals should establish clear performance indicators, build evaluation into program design, and measure increased awareness among Jordanian audiences of America's history, global leadership, and innovation, and of the U.S.-Jordan partnership.

D. Application Contents and Format

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to fit 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Calibri font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- SF-424 (Application for Federal Assistance – organizations) at <https://www.grants.gov/forms/forms-repository/sf-424-mandatory-family>
- SF-424A (Budget Information for Non-Construction programs) at <https://www.grants.gov/forms/forms-repository/sf-424-mandatory-family>
- SF-424B (Assurances for Non-Construction programs) at <https://www.grants.gov/forms/forms-repository/sf-424-mandatory-family> (Note: the SF-

424B is only required for individuals, organizations exempt from registration, and for organizations not required to fully register in SAM.gov)

2. Summary Page (optional)

Cover sheet stating the applicant's name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

3. Proposal (10 pages maximum)

The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed project, including project objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the State Department and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Project Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be “SMART” goals that are achievable and measurable.
 - Specific - What are the specific objectives of the program activities and how will those objectives achieve the intended program impact?
 - Measurable - What are the quantifiable results that determine the achievement of each objective?
 - Achievable - Can the program meet the objectives within time and/or resource constraints? How will success of the objectives contribute to the program's overarching goal?
 - Relevant – How does this program connect to the overall objectives? Can the program activities be realistically implemented to ensure the objective is reached?
 - Time-Bound - Is it clear how long the program must achieve the objectives and the point at which success will be measured?
- **Project Activities:** Describe the program activities and how they will help achieve the objectives.
- **Project Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Project Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?

- **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Media Outreach Plan:** Provide a clear plan for how the program activities will be shared with secondary audiences via social media and how partnership with the U.S. government will be made visible.
- **Project Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Reporting/Outreach Plan:** Provide information on a plan to quantify and amplify the results of the program, such as by compiling and packing survey results or data collection and sharing participant testimonials or other products that can serve as a public awareness and prevention tools.
- **Future Funding or Sustainability:** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Risk Analysis:** All programs inherently contain both internal and external risks. However, with proper identification and management, risks can be prepared for, minimized or mitigated. The purpose of a risk analysis is to identify the internal and external risks associated with the proposed program in the application, rate the likelihood of the risks, rate the potential impact of the risks on the program, and identify actions that could help mitigate the risks. As part of the risk analysis, applicants should present a logic model with a theory of change that describes the connections between the program's activities, key intermediate outcomes, and the long-term goal(s).

4. Budget Justification Narrative

After filling out the SF-424A Budget (above), use a separate file to describe each of the budget expenses in detail. See section *I. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments

- 1-page Curriculum Vitae (CV) or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a Negotiated Indirect Cost Rate Agreement (NICRA) and includes NICRA charges in the budget, include your latest NICRA as a PDF file.
- Official permission letters, if required for program activities.

E. Submission Requirements and Deadlines

1. Address to Request Application Package

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

2. Department of State Contacts

If you have any questions about the grant application process, please contact:

AmmanGrants@state.gov.

3. Unique entity identifier and System for Award Management (SAM.gov)

Required Registrations

All organizations, whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration in SAM.gov. A UEI is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards. An applicant must maintain an active registration while it has a proposal under review by the Department and must continue to keep the registration active for the entire duration of the period of performance of any Federal award that results from this NOFO.

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

Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.

- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS) and a UEI prior to registering in SAM.gov.
- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS but do need a UEI prior to registering in SAM.gov.
- **Organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO Commercial and Government Entity (NCAGE) code to apply for non-DoD foreign assistance funding opportunities.** If an applicant organization is mid-registration and wishes to remove an NCAGE code from their SAM.gov registration, the applicant should submit a help desk ticket ("incident") with the Federal Service Desk (FSD) online at www.fsd.gov using the following language: "I do not intend to seek financial assistance from the Department of Defense. I do not wish to obtain an NCAGE code. I understand that I will need to submit my registration after this incident is resolved in order to have my registration activated."

Organizations based outside of the United States and that DO NOT plan to do business with the DoD should follow the below instructions:

Step 1: Proceed to SAM.gov to obtain a UEI and complete the SAM.gov registration process. SAM.gov registration must be renewed annually.

Organizations based outside of the United States and that DO plan to do business with the DoD in addition to Department of State should follow the below instructions:

Step 1: Apply for an NCAGE code by following the instructions on the NSPA NATO website linked below:

NCAGE Homepage:

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

NCAGE Code Request Tool (NCRT):

[NCAGE Code Request Tool \(nato.int\)](#)

Exemptions

An exemption from the UEI and sam.gov registration requirements may be permitted on a case-by-case basis. See [2 CFR 25.110](#) for a full list of exemptions.

Organizations requesting exemption from UEI or SAM.gov requirements must email the point of contact listed in the NOFO at least two weeks prior to the deadline in the NOFO providing a justification of their request. Approval for a SAM.gov exemption must come from the warranted Grants Officer before the application can be deemed eligible for review.

4. Submission Dates and Times

Applications are due no later than August 18, 2025 at 11:59 p.m. (GMT+3).

5. Funding Restrictions

- i. Funding Restrictions for the United Nations Relief and Works Agency (UNRWA)

None of the funds awarded resulting from this Notice of Funding Opportunity may be made available for subawards, direct financial support, or otherwise used to provide any payment or transfer to United Nations Relief and Works Agency (UNRWA).

- ii. Certification Regarding Compliance with applicable Federal anti-discrimination laws

None of the funds awarded under this agreement may be used for any initiatives or programs, or any activities that do not comply with Executive Order 14173 titled Ending Illegal Discrimination and Restoring Merit-Based Opportunity.

If the place of performance or delivery of any award made under this NOFO will be **within the United States**, applicants are advised that they will be required to certify the following at the time of award:

- 1) Its compliance in all respects with all applicable Federal anti-discrimination laws is material to the government's payment decisions for purposes of section 3729(b)(4) of title 31, United States Code and;
- 2) It does not operate any programs promoting Diversity, Equity, and Inclusion that violate any applicable Federal anti-discrimination laws. A program promoting Diversity, Equity, and Inclusion means a program whose purpose is to promote preferences based on race, color religion, sex, or national origins, such as in training or hiring.

By signing the SF-424 or SF-424I Application for Federal Assistance, the Applicant certifies the following:

- 1) Its compliance in all respects with all applicable Federal anti-discrimination laws is material to the government's payment decisions for purposes of section 3729(b)(4) of title 31, United States Code and;

6. Other Submission Requirements

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

F. Application Review Information

1. Review Criteria

Each application will be evaluated and rated based on the evaluation criteria outlined below.

Quality and Feasibility of the Program Idea – 30 points: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Organizational Capacity and Record on Previous Grants – 20 points: The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives – 15 points: Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

Budget – 10 points: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and evaluation plan – 15 points: Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.

Sustainability – 10 points: Program activities will continue to have positive impact after the end of the program.

2. Review and Selection Process

A review committee will evaluate all eligible applications no later than September 30, 2025.

3. Risk Review

i. Risk factors

Under the merit review as required by 2 CFR 200.206, prior to making a Federal Award the Department will review and consider the following risk factors:

- a. Financial stability
- b. Management systems and standards
- c. History of performance
- d. Audit reports and findings
- e. Ability to effectively implement requirements
- f. Ability to coordinate efforts among multiple local stakeholders and partners

ii. Responsibility/Qualification Information in SAM.gov

The Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the U.S. government designated integrity and performance system accessible through SAM.gov (see 41 U.S.C. 2313)

An applicant can review and comment on any information in the responsibility/qualification records available in SAM.gov.

Before making decisions in the risk review required by 2 CFR 200.206, the Department will consider any comments by the applicant, along with information available in the responsibility/qualification records in SAM.gov.

G. Award Notices

The award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The award agreement is the authorizing document, and it will be provided to the recipient for review and counter-signature. The recipient may only start incurring project expenses beginning on the start date shown on the award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

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

Unsuccessful applicants: Unsuccessful applicants will be notified by September 30, 2025 via email.

Payment Method: Recipients will be required to request payments by completing form SF-270—Request for Advance or Reimbursement and submitting the form to the Grants Officer.

H. Post-Award Requirements and Administration

1. Administrative and National Policy Requirements

Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply.

These include:

In accordance with the Office of Management and Budget's guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department

of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- [Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations](#) (2 CFR), as updated in the Federal Register's 89 FR 30046 on April 22, 2024, particularly on:
 - Selecting recipients most likely to be successful in delivering results based on the program objectives through an impartial process of evaluating Federal award applications (2 CFR part 200.205),
 - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
 - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
 - Terminating agreements pursuant to the U.S. Department of State Standard Terms and Conditions, including, to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).
- [2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT](#)
- [2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION](#)
- [2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS](#)
- [2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE \(FINANCIAL ASSISTANCE\)](#)
- [2 CFR 183 - NEVER CONTRACT WITH THE ENEMY](#)
- [2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS](#)
- [U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS](#)

2. Reporting

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

Recipients will be required to submit Quarterly Performance Reports (QPR) and a Quarterly Financial Report (QFR). The QPRs will compare actual to planned performance and indicate the progress made in accomplishing each assistance award tasks/goals noted in the grant agreement and will contain analysis and summary of findings, both quantitative and qualitative, for key indicators. The QFRs provide a means of monitoring expenditures and comparing costs incurred with progress. Recipients are required to report program and beneficiary achievements (or provide written confirmation that there is no related news for the given quarter) beginning with second quarter's program report.

Recipients must report **immediately** when a program faces unplanned delays in implementation, fails to meet program targets or milestones, or costs increase. Any changes or revisions to the approved budget require prior approval from the Grants Officer.

Foreign Assistance Data Review: As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through obligation and disbursement. Successful applicants will be required to report and draw down federal funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

I. Other Information

Guidelines for Budget Justification

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

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$10,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$10,000 per unit, then put it in the budget under Equipment.

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

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

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 15% of Modified Total Direct Costs as defined in 2 CFR 200.1.

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

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