



EMBASSY AND CONSULATES
OF THE UNITED STATES OF AMERICA
IN CANADA
PUBLIC DIPLOMACY SECTION

Annual Program Statement (APS)

Department of State
U.S. Embassy Ottawa

Opportunity number: [PD-FY25-CANADA-APS](#)

Application deadline: 20th August 2025



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**U.S Department of State
U.S. Mission Canada
Annual Program Statement**

A. Basic Information

1. Overview

Funding Opportunity Title	Annual Program Statement 2025
Funding Opportunity Number	PD-FY25-CANADA-APS
Announcement Type	Initial announcement
Deadline for Applications	20 August 2025, at 16:00 EST
Assistance Listing Number	19.040
Length of performance period	Up to 18 months
Number of awards anticipated	5-10 (dependent of amounts)
Award amounts	\$15,000-\$100,000
Total available funding	Subject of funds availability
Type of Funding	FY25 Smith Mundt Public Diplomacy Funds
Anticipated program start date	No earlier than October 2025

This is an Annual Program Statement, outlining funding priorities, strategic themes, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

Funding Instrument Type: Grant, fixed amount award (FAA), or cooperative agreement. Cooperative agreements and some FAAs are different from grants in that bureau/embassy staff are more actively involved in the grant implementation (“Substantial Involvement”).

Program Performance Period: Proposed projects should be completed in 18 months or less. The Department of State will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

This notice is subject to availability of funding.

2. Executive Summary

Region: Canada

Executive Summary

The U.S. Mission to Canada is pleased to announce the opportunity to apply for funding through its Public Diplomacy Grants Program. This Annual Program Statement outlines funding priorities, strategic themes, and procedures for submitting proposals. The program seeks to strengthen ties between the United States and Canada through initiatives that foster bilateral cooperation and mutual understanding. All proposals must include an

American element, such as engagement with American experts, organizations, or institutions, to promote Canadian audiences' increased understanding of U.S. policy and perspectives.

We invite proposals that align with the U.S. Mission to Canada goals and objectives outlined in the program areas below from eligible academic, cultural, educational, and other non-profit organizations and/or individuals.

We will evaluate those proposals that focus exclusively on the development of one or more of the following program areas, under the principles of making America and the American people safer, stronger, and more prosperous and/or celebrating American excellence.

B. Eligibility

1. Eligible Applicants

The following organizations based either in the United States or in Canada are eligible to apply:

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

2. Cost Sharing or Matching

Cost Sharing is not required.

3. Other Eligibility Requirements

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

C. Program Description

1. Goals and Objectives

We seek innovative public diplomacy initiatives that showcase American expertise and U.S.-Canada cooperation across past, present, and future contexts. Programs should emphasize shared U.S.-Canada interests, achievements, and opportunities while addressing strategic priorities such as innovation, defense and security, border security, and the commemoration of America250.

Programs must align with U.S. administration priorities by contributing to efforts that make America safer, stronger, and more prosperous.

Programs should enhance U.S. Mission to Canada's relationships with opinion leaders, policymakers, and other stakeholders to deepen bilateral cooperation and increase Canadian understanding of and support for U.S. policy, culture, and/or history. They also should foster cross-border connections, facilitate knowledge-sharing, and/or empower the next generation of leaders to build safer, stronger, and more prosperous communities.

Examples of grants program projects include, but are not limited to:

- Academic and professional lectures, seminars, and speaker programs.
- Artistic and cultural workshops, joint performances, and exhibitions.
- Professional and academic exchanges and projects.
- Professional development workshops.

Priority Program Areas:

- **Innovation and Emerging Technologies;** Activities that strengthen U.S.-Canada collaboration in critical emerging technology fields, such as artificial intelligence, energy, cybersecurity, STEM programs, and space exploration, including initiatives like Artemis II. Examples of potential programs include educational workshops, hackathons, public awareness campaigns, or technology showcases that advance shared goals and inspire future innovators.
- **Security and Defense;** Activities that build public support for U.S.-Canada collaboration related to shared national security challenges, including but not limited to NATO commitments, NORAD modernization, countering adversarial actors, and cybersecurity, including in Canada's Arctic. Examples of potential programs could include public forums on the importance of NATO and NORAD, educational campaigns on Arctic security and resource issues, cybersecurity workshops, or activities that demonstrate the strength of U.S.-Canada defense cooperation. These examples are illustrative and not exhaustive, allowing for creative approaches that align with the program's objectives.
- **Secure the Northern Border;** Activities that support U.S.-Canada collaboration in countering the flow of fentanyl and eliminating trafficking. Examples of potential programs could include public awareness campaigns to educate communities on the realities of fentanyl and human trafficking, outreach initiatives that promote cross-border cooperation and understanding, speaker series featuring experts on trafficking issues, or cultural programs that foster dialogue and collaboration on shared border challenges.
- **Commemorate America250;** Activities that celebrate the enduring U.S.-Canada partnership in the context of America's 250th anniversary. Programs should honor

the past while fostering dialogue on democracy, innovation, and shared values. Proposals must align with the national America250 commemoration and highlight the unique bilateral relationship. Examples may include exhibitions, cultural performances, or academic conferences exploring shared history and achievements.

- **Reinforcing Networks;** Activities that enhance U.S.-Canada collaboration on U.S. policy goals by building and sustaining educational, cultural, and professional networks. Programs could include initiatives that leverage major international events, such as the FIFA World Cup 2026, to showcase U.S.-Canada collaboration, foster cross-border partnerships, and highlight joint achievements in areas such as sports, culture, and innovation. Programs should foster meaningful connections between Americans and Canadians and include as participants and/or audiences future leaders through collaborative research, exchanges, and professional development opportunities.

Participants and Audiences:

Proposed programs must:

- Target Canadian audiences, with preference given to programs that have a countrywide reach.
- Strengthen bilateral ties between the United States and Canada by fostering cooperation to address shared challenges.
- Build cross-border networks, share expertise, and create opportunities for U.S.-Canada collaboration.
- Promote greater understanding of the United States among the Canadian public.
- Include a clear U.S. element or connection, such as collaboration with American experts, organizations, or institutions, which must be highlighted in the proposal.
- Feature a public-facing component to ensure broad engagement and visibility. (e.g. events, publications, media campaigns).

The following types of programs are not eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs;
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs.

2. Substantial Involvement

For those approved applications where a Cooperative Agreement is best suited, substantive involvement may include, but is not limited to, the following:

- Co-development of programs
- Final approval on guest lists
- Collaboration on social and traditional media plans
- Inclusion on selection panels and final authority on choice of selectees for programs

D. Application Contents and Format

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

Content of Application

Please ensure:

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

The following documents are **required**:

1. Mandatory application forms

- [SF-424 \(Application for Federal Assistance – organizations\)](#)
- [SF-424A \(Budget Information for Non-Construction programs\)](#)
- [SF-424B \(Assurances for Non-Construction programs\)](#)

2. Summary Page (optional)

Cover sheet stating the applicant 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.

- ii. **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Mission and/or U.S. government agencies.
- iii. **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- iv. **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- v. **Project Activities:** Describe the program activities and how they will help achieve the objectives.
- vi. **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.
- vii. **Proposed Project Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- viii. **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?
- ix. **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- x. **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?
- xi. **Future Funding or Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

4. Budget Justification Narrative

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

5. Attachments

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

E. Submission Requirements and Deadlines

1. Address to Request Application Package

Application forms required above are available at grants.gov

2. Department of State Contacts

If you have any questions about the grant application process, please contact: ottawa-pa@state.gov

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

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

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

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

- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS) and a UEI prior to registering in SAM.gov.
- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS but do need a UEI prior to registering in SAM.gov.
- **Organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO Commercial and Government Entity (NCAGE) code to apply for non-DoD foreign assistance funding opportunities.** If an applicant organization is mid-registration and wishes to remove an NCAGE code from their SAM.gov registration, the applicant should submit a help desk ticket (“incident”) with the Federal Service Desk (FSD) online at www.fsd.gov 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 may be submitted for consideration at any time before the closing date of **20 August 2025**. No applications will be accepted after that date.

5. Funding Restrictions

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

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

ii. Prohibition on Funding Activities that Encourage Mass-Migration Caravans towards the United States Southwest Border

None of the funds awarded under this grant may be made available to encourage, mobilize, publicize, or manage mass-migration caravans towards the United States southwest border. Funds may not be made available for legal counseling on the United States asylum process; and/or for referrals to legal representation in the United States.

Funds may only be used for cash cards for use in the country in which they are provided or to facilitate assisted voluntary returns and other purposes that do not encourage, mobilize, publicize, or manage mass migration caravans towards the United States southwest border. The provision of humanitarian assistance is permitted.

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

- 1) If the place of performance or delivery of any award made under this Annual Program Statement will be within the United States, applicants are advised that they will be required to certify the following at the time of award:
- 2) 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;
- 3) 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.

6. Other Submission Requirements

All application materials must be submitted by email to ottawa-pa@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.

3. Risk Review

i. Risk factors

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

- a. Financial stability
- b. Management systems and standards
- c. History of performance
- d. Audit reports and findings
- e. Ability to effectively implement requirements

ii. Responsibility/Qualification Information in SAM.gov

G. Award Notices

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

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

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

Unsuccessful applicants: Unsuccessful applicants will be notified by October 30th, 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.

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.