



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

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

Funding Opportunity Number: PASAPSFY21

CFDA Number: 19.040 – Public Diplomacy Programs

Date Opened: April 8, 2021

Deadline for Applications: July 30, 2021

Maximum for Each Award: \$100,000

Federal Agency Email: PASAddisGrants@state.gov

A. PROGRAM DESCRIPTION

The U.S. Embassy Addis Ababa Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy small grants program. This Annual Program Statement outlines our funding priorities, strategic themes, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

Purpose of Small Grants: PAS Addis invites proposals for programs that strengthen cultural ties between the U.S. and Ethiopia through cultural, media and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include an American cultural element, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policies, values, and perspectives.

Examples of PAS small grants programs include, but are not limited to:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Cultural heritage conservation and preservation programs;
- Programs developed by an alumnus/a of a U.S. sponsored or supported educational or professional exchange program;
- Programs that strengthen U.S. college and university relationships with local higher education institutions, businesses, and/or regional organizations;
- Media trainings.

The APS is intended to inform individuals, non-governmental organizations, think tanks, and academic institutions about opportunities from the Public Affairs Section to support projects in at least one of the following thematic areas:

- Efforts to support Ethiopia's economic and political reforms, including support for elections, civil society, democracy and governance, and/or entrepreneurship;



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

- Strengthening independent and state media through media literacy, training and other engagement;
- Science, Technology, Engineering, Arts and Mathematics (STEAM);
- Engaging emerging and under-represented populations, including youth, women and persons with disabilities through education, art, sports, culture and other programs;
- Promoting tolerance and peace through dialogue;
- Promoting economic growth, especially via entrepreneurship;
- Promoting sustainable policies to protect the environment.

Priority Program Areas:

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

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

Participants and Audiences:

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

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

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

The following types of programs are not eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;



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

- 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 U.S. government programs.

Authorizing legislation, type and year of funding:

Funding authority for this small grants program is the Smith-Mundt. This Public Diplomacy Statutory Authority helps promote a better understanding of the United States in other countries. The source of funding for the program is FY2021 Public Diplomacy Funding.

B. FEDERAL AWARD INFORMATION

Length of performance period: 6 to 12 months

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

Award amounts: Awards may range from a minimum of \$25,000 to a maximum of \$100,000

Type of Funding: Fiscal Year 2021 Public Diplomacy Funding

Anticipated program start date: September 2021

This notice is subject to availability of funding.

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

Cooperative Agreements are different from grants in that PAS staff are more actively involved in the grant implementation.

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

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

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



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

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Individuals
- Non-profit or governmental educational institutions

For-profit or commercial entities, including for-profit media organizations, are not eligible to apply.

2. Cost Sharing or Matching

Cost sharing is not required.

3. Other Eligibility Requirements

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

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, as well as a valid registration on www.SAM.gov. Please see Section D.3 for information on how to obtain these registrations. Organizations do not have to register for a DUNS number during the competition process. Individuals are not required to have a DUNS number or be registered in SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

Application forms required below are available at <https://et.usembassy.gov/>.

2. Content and Form of Application Submission

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

Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English



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

- 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 Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- SF-424 (*Application for Federal Assistance – organizations*) or SF-424-I (*Application for Federal Assistance --individuals*)
- SF424A (*Budget Information for Non-Construction programs*)
- SF424B (*Assurances for Non-Construction programs*)

2. Summary Coversheet: 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 (25 pages maximum): The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and XXX will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.



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

- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the 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?
- **Future Funding or Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Branding Plan:** Applicant's plan for branding and promotional materials.

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

- 5. Attachments** 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
 - Official permission letters, if required for program activities
3. Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique Identifier Number from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, if your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform/displayHomePage.do;jsessionid=81407B1F03F2BDB123DD47D19158B75F>. <http://fedgov.dnb.com/webform>



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

NCAGE application: Application page here

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

Instructions for the NCAGE application process:

[https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCA
GE.pdf](https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCA
GE.pdf)

For help from within the U.S., call 1-888-227-2423

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

Email NCAGE@dliis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM by logging onto:
<https://www.sam.gov>. SAM registration must be renewed annually.

4. Submission and Review Dates

The Public Affairs Section will accept proposals twice in the FY2021 and will review proposals according to the following schedule:

- Proposals received between ***April 8 and May 8*** will be reviewed in ***May, with responses going out by early June.***
- Proposals received between ***May 8 and July 30*** will be reviewed in ***August, with responses going out by early September.***

Proposals should be submitted via email to Betesaida Teklemariam in the Public Affairs Section at TeklemariamBA@state.gov. Please copy PASAddisGrants@state.gov on all submissions.

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of an application.



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

Application Evaluation Criteria:

- Goals and Objectives – The project is likely to provide maximum impact in achieving the proposed results. The project addresses one or more of the U.S. Embassy Public Affairs Section priorities outlined above.
- Strengths and Innovation – Applicant clearly describes how its proposal will address the problem within the proposed time frame and articulates an innovative strategy or plan. The project builds civil society leadership and capacity and demonstrates sustainable capacity building.
- Embassy priorities and U.S. Content: Applicant has clearly described how stated goals are related to and support U.S. Embassy Addis Ababa’s priority areas or target audiences. It is clear how U.S. content will be incorporated into the program.
- Organizational Capacity – The organization has expertise in its stated field and PAS is confident of its ability to undertake the program. This includes a financial management system and a bank account.
- Sustainability – The organization demonstrates a clear plan for sustainable activity or impact of the activity after the grant period of performance.
- Budget and Budget Justification – The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

3. FAPIIS

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

- i. That 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 designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that



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

a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;

iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

4. Anticipated Announcement and Federal Award Dates

We expect final funding decisions to be made no later than mid-July 2021. Organizations whose applications will not be funded will be notified via email.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

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

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

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

Payment Method: Payments will be made in at least two installments, as needed to carry out the program activities.

Organizations whose applications will not be funded will also be notified *via email*.

2. Administrative and National Policy Requirements



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

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

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

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

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at TeklemariamBA@state.gov.

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

H. OTHER INFORMATION

Guidelines for Budget Justification

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

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

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.



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

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

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

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

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

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

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