

**U.S. DEPARTMENT OF STATE**  
**U.S. EMBASSY KINSHASA, PUBLIC AFFAIRS SECTION**  
**Notice of Funding Opportunity**

<b>Funding Opportunity Title:</b>	U.S. Mission in Kinshasa PAS Annual Program Statement 2020
<b>Funding Opportunity Number:</b>	AF-DRC-FY20-01
<b>Deadline for Applications:</b>	Rolling submission through September 4, 2020
<b>CFDA Number:</b>	19.040 – Public Diplomacy Programs
<b>Minimum/Maximum for Each Award:</b>	\$2,000 - \$25,000

**A. PROGRAM DESCRIPTION**

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

**Purpose of Small Grants:** PAS Kinshasa invites proposals for programs that strengthen ties between the U.S. and the Democratic Republic of the Congo through programming that reflects the U.S.-DRC Privileged Partnership for Peace and Prosperity, which focuses on improving governance, promoting peace and security, combating corruption, advancing human rights, and creating conditions for greater U.S. investment and economic growth. Programs should create opportunities for bilateral cooperation in areas of mutual interest and highlight shared values. All programs must include a U.S. element, such as an American expert, organization, cultural element, or institution, that will promote increased understanding of U.S. policy and perspectives.

**Priority Program Areas:** PAS seeks to engage the public, decision-makers, civil society leaders, and opinion-shapers at all levels of Congolese society on information, security, economic, cultural, and educational issues through public diplomacy resources and expertise, with the goal of broadening support for, and understanding of U.S. policies, culture, history, society, and values. Priority programmatic themes for the U.S. Mission in Kinshasa include:

- **Health:** Activities that promote health and hygiene practices and/or respond to the significant health challenges resulting from the Ebola epidemic and COVID pandemic.
- **Prosperity, Trade, and Investment:** Activities that support the expansion of U.S. exports and investments, improve the connections between U.S. and Congolese businesses, and/or expand economic opportunities, entrepreneurship, and financial independence among women, youth, and underserved populations.
- **Shared Democratic Values:** Non-partisan activities that promote an understanding of U.S. democracy (such as around the 2020 U.S. elections) and how the United States and the

Democratic Republic of the Congo share democratic values, especially among audiences with little first-hand knowledge of the United States.

- **Technology and Innovation:** Activities that support cooperation in such areas as agricultural technology, cybersecurity, and entrepreneurship.
- **Shared Values and Interests:** Activities that promote the U.S.-DRC relationship and build people-to-people ties, including but not limited to commemorations of key historic events and commemorative programs.
- **University Partnerships:** Activities that create sustainable partnerships between Congolese educational institutions and U.S. partners and increase opportunities for educational and professional exchanges.
- **Cultural Diplomacy:** Activities promoting U.S. culture, building on shared U.S.-DRC appreciation for cultural excellence through art, film, sports, fashion, literature, and other cultural forms.

Examples of PAS Small Grants Program projects include, but are not limited to:

- Academic and professional lectures, seminars, or speaker programs;
- Workshops to counter violent extremism, anti-Semitism, and disinformation;
- Interactive programs that stimulate economic growth, promote entrepreneurship, and provide economic opportunities;
- Professional and academic exchanges and programs.

**Participants and Audiences:** All applicants for awards must stipulate who their target audience is (age/gender/geographic breakdown) and estimate the expected audience reach through direct contact and, if possible, through indirect contact (via social media or traditional media).

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;
- Programs that duplicate existing programs.

**Authorizing legislation, type and year of funding:**

Funding authority rests in the Smith-Mundt Act. The source of funding is FY2020 Public Diplomacy Funding.

## **B. FEDERAL AWARD INFORMATION**

Length of performance period:	One to 12 months
Number of awards anticipated:	Two to 10 awards (contingent on amounts)
Award amounts:	Minimum of \$2,000 to a maximum of \$25,000
Type of Funding:	Fiscal Year 2020 Public Diplomacy Funding
Anticipated program start date:	Program activities or planning should begin in 2020

**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 the U.S. Embassy Public Affairs Section is more actively involved in the grant implementation, such as approving speakers or selecting participants.

**Program Performance Period:** Proposed programs should be completed in 12 months or less. PAS will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

## **C. ELIGIBILITY INFORMATION**

### **1. Eligible Applicants**

The Public Affairs Section encourages applications from the U.S. and the Democratic Republic of the Congo:

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

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

### **2. Cost Sharing or Matching**

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. PAS encourages, but does not mandate, that applicants include cost-sharing elements from additional sources in support of their proposals. Projects with a plan for ensuring a sustainable impact or follow-on not requiring additional U.S. government funding will also be considered favorably.

### **3. Other Eligibility Requirements**

Applicants are only allowed to submit one proposal per organization per deadline. 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](http://www.SAM.gov). Please see Section D.3 for information on how to obtain these registrations. Individuals are not required to have a DUNS number or be registered in [SAM.gov](http://www.SAM.gov).

## **D. APPLICATION AND SUBMISSION INFORMATION**

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.

Applications must include all of the information listed in the U.S. Embassy grant proposal template (DOC 85 KB).

### **1. Content of Application**

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity and how they relate to the Embassy strategic goals stated in this APS.
- All documents are in English.
- All budgets are in U.S. Dollars.
- All pages are numbered.
- All documents are formatted to A4 or 8 ½ x 11-inch paper.
- 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:

a) Mandatory application forms:

(Application forms required below are available on the U.S. Embassy Kinshasa website here, or at <https://www.grants.gov/web/grants/forms/forms-repository.html>).

- 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)

b) **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.

- c) **Proposal (three-page 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, anticipated impact, and target audience.
  - **Introduction to the Organization or Individual applying:** A succinct description of past and present operations, demonstrating 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 the Democratic Republic of the Congo will be supported? 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.
  - **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
  - **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
  - **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
  - **Future Funding or Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- d) **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.
- e) **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
- Documentation of non-profit or non-commercial status

## **2. Required Registrations:**

Unique Entity Identifier and System for Award Management (SAM.gov)

All organizations applying for grants (except individuals) must obtain the following 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>  
Instructions for the DUNS application process here: (link to Christine's instructions)

NCAGE application: Application page here:

<https://eportal.nspa.nato.int/AC135Public/CageTool/home>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.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@dlis.dla.mil](mailto:NCAGE@dlis.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.

Proposals that do not meet the requirements above will not be considered.

## **3. Submission Dates and Times**

The Public Affairs Section will accept proposals throughout the year and will review proposals on a monthly basis.

#### 4. Funding Restrictions

Please see types of programs not eligible for funding under A. PROGRAM DESCRIPTION.

#### 5. Other Submission Requirements

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

### E. APPLICATION REVIEW INFORMATION

#### 1. Criteria

Each application will be evaluated and rated based on the criteria outlined below. The criteria listed are closely related and are considered in judging the overall quality of an application:

- **Organizational capacity and record on previous grants:** 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.
- **Quality and Feasibility of the Program Idea:** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.
- **Goals and objectives:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.
- **Embassy priorities:** Applicant has clearly described how stated goals are related to and support U.S. Embassy Kinshasa's priority themes with target audiences.
- **Budget:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.
- **Monitoring and evaluation plan:** Applicant demonstrates an ability to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.
- **Sustainability:** Program activities will continue to have positive impact after the end of the program.

#### 2. Review and Selection Process

An Embassy Grants Review Committee will evaluate all eligible applications. Successful applicants will be notified in writing.

#### 3. Federal Awardee Performance & Integrity Information System (FAPIS)

The U.S. Embassy in Kinshasa 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).

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 a U.S. government awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM.

The U.S. Embassy in Kinshasa 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**

Proposals will be reviewed monthly and successful applicants will be informed within 4 weeks of submission.

### **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 Notice of Funding Opportunity 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. The U.S. Embassy in Kinshasa reserves the right to amend the final amount to be reimbursed after reviewing the final progress and financial reports.

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

## 2. Administrative and National Policy Requirements

**Terms and Conditions:** Before submitting a proposal, 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-procurementexecutive/>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

## 3. 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: [KinshasaGrants@state.gov](mailto:KinshasaGrants@state.gov).

Note: We do not provide pre-consultation for application-related questions that are addressed in the Notice of Funding Opportunity/Annual Program Statement. Once an application has been submitted, U.S. Embassy Kinshasa staff may not discuss this competition with applicants until the entire proposal review process is completed.

## H. OTHER INFORMATION

Guidelines for Budget Justification

- **Personnel:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.
- **Travel:** Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel. **Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.
- **Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.
- **Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

- **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 Share:** “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:** Award funds cannot be used for alcoholic beverages.