

U.S. DEPARTMENT OF STATE U.S. EMBASSY MOSCOW, PUBLIC AFFAIRS SECTION (PAS)

Notice of Funding Opportunity

Funding Opportunity Title: U.S. Embassy Moscow Public Affairs Section FY 2019 Annual Program Statement (APS)

Funding Opportunity Number: DOSRUS19GR001

Deadline for Applications: Rolling until July 15, 2019

CFDA Number: 19.040 – Public Diplomacy Programs

Total Amount Available: Amount pending funds availability

Maximum for Each Award: \$24,000

A. PROGRAM DESCRIPTION The U.S. Embassy Moscow Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce funding is available through its Public Diplomacy Grants Program. This Annual Program Statement outlines our funding priorities, strategic themes, and the procedure for submitting requests for funding. Applications for programs are accepted on a rolling basis until the deadline (July 15, 2019). This deadline is necessary to provide sufficient time to process and award programs before the end of our fiscal year on September 30, 2019. Please carefully follow all instructions below.

Purpose of Small Grants: PAS Moscow invites proposals for projects that **strengthen ties between the United States and Russia** through concrete demonstrations of cooperation between our two peoples. All grant proposals must convey an element of American history, culture, or shared values. Competitive programs should support a priority program area (see below). Competitive proposals include a connection with American expert/s, organization/s, or institution/s that will promote increased cooperation between the people of the United States and Russia even after the program has finished.

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

- Artistic and cultural joint performances and collaborative exhibitions;
- Hackathons, Labs, or other intensive exercises where the outcome benefits Russian society;
- Reportage and storytelling hands-on workshops for journalists, media professionals, and the public;
- Professional and academic exchanges, lectures, workshops, and consultations;
- Entrepreneurship, business development, and tech/innovation trainings; and
- Sports-related programming.

Priority Program Areas:

- Concrete demonstrations of cooperation between American and Russian people through collaborative artistic, cultural, civil, or educational activities;
- Women's empowerment and minority rights;
- Science and technology (STEM, STEAM, sea and space exploration);
- Support for journalistic integrity, grassroots expression, creativity, and storytelling; and
- Enhancement of income generation among small businesses and increased tools for broadening entrepreneurship in Russia.

Possible partners and Audiences:

- Cultural institutions;

- Business leaders and entrepreneurs;
- Women and underserved communities;
- Academic institutions;
- Community leaders and NGO staff;
- Journalists, social and new media users.

The following types of projects are not eligible for funding:

- Projects relating to partisan political activity;
- Charitable or development activities;
- Construction projects;
- Projects that support specific religious activities;
- Fundraising campaigns;
- Lobbying for specific legislation or projects;
- Competitions where the prize is the only outcome of the program;
- Scientific research; or
- Projects that duplicate existing projects.

Authorizing legislation, type and year of funding:

Funding authority rests primarily in Fulbright-Hayes or Smith-Mundt FY2019 Public Diplomacy funding.

B. FEDERAL AWARD INFORMATION

Length of performance period: Up to twelve months

Number of awards anticipated: Dependent on funds availability

Award amounts: Awards may range from a minimum of \$500 to a maximum of \$24,000

Total available funding: To be determined

Type of Funding: Fiscal Year 2019 Public Diplomacy Funding

Anticipated project start date: No later than October 1, 2019

This notice is subject to availability of funding.

Funding Instrument Type: Fixed Amount Award for an Individual, Grant, Fixed Amount Award, or Cooperative Agreement. Cooperative Agreements are different from grants in that Public Affairs Section staff are more actively involved in the grant implementation. Examples of the substantial involvement by PAS staff include the development of the grant program, final approval of grant activities, and participation in selection panels for program participants.

An award to an individual is defined as a Federal award to a specific person to carry out activities as outlined in a Federal award. The recipient of an award to an individual is a single person, not an organization or a group of individuals. Note: All allowable costs for awards to individuals must be direct costs only.

Project Performance Period: Proposed projects should ideally be planned for a period of no more than 12 months. In rare cases, depending on the nature of the program, the project of more than 12 months may be considered. 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 United States and Russia:

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

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

2. Cost Sharing or Matching

Cost sharing (providing funding or goods/services in-kind) is encouraged but not required.

3. Other Eligibility Requirements

Applicants are only allowed to submit one proposal per organization. In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet and CAGE/NCAGE number, as well as a valid registration on www.SAM.gov. Please see Section **D. III** for information on how to obtain these registrations. Individuals are not required to have a DUNS number or be registered in www.SAM.gov/

D. APPLICATION AND SUBMISSION INFORMATION

I. Address to Request Application Package

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

You may also request an application package by emailing GrantsRussia@state.gov. Please note the funding opportunity title and number in the subject line.

II. 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;
- 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 4 documents are **required**:

1. Summary Coversheet (please use the provided template): A one-page cover sheet stating the applicant name and organization, proposal date, project title, project period proposed start and end date, and brief purpose of the project.

2. Proposal (three pages maximum, please use the proposal template): 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 project, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- Problem Statement and Project Goals and Objectives:** A clear concise statement of the problem you are trying to solve in Russia. Then, describe what the project is intended to achieve. What aspect of the relationship between the United States and Russia will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- Project Activities:** Describe the project activities and how they will help achieve the objectives.
- Project beneficiaries:** A description of who will be targeted and benefit from this program.
- Proposed Project Schedule:** The proposed timeline for the project 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 project. What proportion of their time will be used in support of this project?
- Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees, as applicable.
- Expected Results:** What is the expected outcome of this project? How will that be measured? 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.
- Public Engagement Plan:** Applicant’s strategy for creating content for social media, the web, or printed materials that promote the project activity or joint U.S.-Russian cooperation during the program timeline.

3. Detailed Budget (on a spreadsheet, please use the provided template)

4. Budget Justification Narrative: use a separate sheet of paper to describe each of the budget expenses in detail.

Please note: One of the criteria for evaluating proposals is cost-effectiveness. The budget should demonstrate efficient use of funds appropriate to achieve project goals. Overhead and administrative components of the budget, including salaries and honoraria, should be kept as low as possible. All estimated expenses should be consistent with project plans and activities.

See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

5. Attachments:

- One-page CV or resume of key personnel who are proposed for the project.
- Letters of support from project partners, if any, describing the roles and responsibilities of each partner.
- Official permission letters, if required for project activities with program partners, for instance.

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

Required Registrations:

All organizations applying for grants (except individuals) must obtain these **registrations before funds can be dispersed**. All are free of charge:

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

If you would like to register in advance, you may follow the steps below:

Step 1: Apply for a DUNS number and a NCAGE number (these can be completed simultaneously, but your information must match exactly or else you will encounter errors registering at www.SAM.gov.)

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>

Russian applicants may call +7-495-646-2114. Please ensure that your UEI (DUNS) number is included in the appropriate box of the SF-424 which is part of the formal application package.

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%20NCAGE.pdf>

For help from within the United States, call 1-888-227-2423

For help from outside the United States, 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>. **PLEASE NOTE: SAM registration must be renewed annually.**

IV. Submission Dates and Times

Applications may be submitted for consideration at any time on or before **July 15, 2019**. No applications will be accepted after that date. It is strongly recommended that applicants submit proposals and supporting documentation to GrantsRussia@state.gov well before this date to ensure receipt prior to the deadline.

V. Funding Restrictions

Award funds cannot be used for construction projects, vehicle purchases, real estate purchases, or other similar purposes.

VI. Other Submission Requirements

All application materials must be submitted by email to GrantsRussia@state.gov. Please do not submit proposals via www.grants.gov.

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below on a scale of 1 - 100. Applications will be judged by a panel of American Officers using the scale below:

10% 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 project. This includes a financial management system and a bank account.

10% Quality and feasibility of the program idea: The program idea is well developed, with detail about how project activities will be carried out. The proposal includes a reasonable implementation timeline.

10% Goals and objectives: Goals and objectives are clearly stated and project approach is likely to provide maximum impact in achieving the proposed results.

30% Embassy priorities: Applicant has clearly described how stated goals are related to and support U.S. Embassy Moscow's priority areas or target audiences.

10% Budget: The budget justification is detailed, and costs are allowable. 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.

10% Project Impact and Monitoring and Evaluation plan: The applicant has expected results and measurable outcomes and demonstrates the ability to measure program success against key indicators. The applicant provides milestones to indicate progress toward goals outlined in the proposal. The project includes output and outcome indicators, and shows how and when those will be measured.

10% Sustainability Project activities will continue to have positive impact after the end of the project

5% Cost Share: The program implementer or another partner organization has provided measurable and trackable inputs that forward the program goals

5% Public Outreach: The program includes live or real-time social media products in Russian, or otherwise promotes the collaborative nature of the project to the Russian public.

2. Review and Selection Process

A Grants Review Committee consisting of at least three U.S. Embassy Moscow personnel from the Public Affairs Section (and other relevant sections if applicable) will evaluate all eligible applications on a bi-weekly basis.

3. Anticipated Announcement and Federal Award Dates

Announcement and federal award dates will be announced on a rolling basis no later than 4 weeks after receipt of a complete proposal package throughout the year and no later than September 30, 2019.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the U.S. Embassy Moscow 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 project 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 U.S. 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 U.S. 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 project activities.

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

2. Administrative and National Policy Requirements

Terms and Conditions for the Administration of grant agreements include the following:

Office of Management and Budget's Circular 2 CFR Parts 200 and 600, entitled the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Effective December 26, 2014, replacing the previous circulars).

For a copy of the OMB circular cited, please contact the U.S. Government Publishing Office or download from the www.ecfr.gov website.

Please reference the following websites for additional information:

<https://www.statebuy.state.gov/fa/pages/home.aspx>

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 or the proposal requirements, please email GrantsRussia@state.gov. Note: U.S. Embassy Moscow does 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 project, and the percentage of their time that will be spent on the project.

Travel: Estimate the costs of travel and per diem for this project. If the project 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 project, which has a useful life of more than one year (or a life longer than the duration of the project), 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 project. 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 project activities.

Other Direct Costs: Describe other costs directly associated with the project, 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 project 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.

If your organization does not have a NICRA, the applicant may elect to charge a de minimis rate of 10% of the Modified Total Direct Costs (MTDC).

Modified Total Direct Cost (MTDC) means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$24,000 of each sub-award (regardless of the period of performance of the sub-awards under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each sub-award in excess of \$24,000.

Cost Share: While not required, if the budget includes cost-sharing, please provide explanatory notes. Cost share refers to contributions from the organization or other entities other than the U.S. Embassy. It may also include in-kind contributions such as volunteers’ time and donated venues. Cost sharing does not apply to Fixed Amount Awards, and is not required for approval of an award.

Budget restrictions include:

- Alcoholic beverages
- Costs of entertainment, including amusement, diversion, and social activities and any associated costs are unallowable, except where specific costs that might otherwise be considered entertainment have a programmatic purpose and are authorized either in the approved budget for the Federal award or with prior written approval.
- Expenses incurred before or after the specified dates of the award period of performance (unless prior written approval is received)