Funding Opportunity Title: U.S. Embassy Moscow Public Affairs Section FY 2018 Annual Program Statement (APS)

Funding Opportunity Number: DOSRUS-18-GR-001

Deadline for Applications: June 30, 2018

CFDA Number: 19.040 – Public Diplomacy Programs

Total Amount Available: Amount pending funds availability

Maximum for Each Award: $50,000

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 (June 30, 2018). This deadline is necessary to provide sufficient time to process and award programs before the end of our fiscal year on September 30, 2018. 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 by highlighting shared values and promoting bilateral cooperation. All grant proposals must convey an American cultural element, support a priority program area (see below) or include a connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of the United States.

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

- Academic and professional lectures, seminars, and speaker programs;
- Artistic and cultural workshops, joint performances, and exhibitions;
- Youth-focused programs, especially those that highlight diversity;
- Professional and academic exchanges and projects;
- Media training (including digital media training) and press outreach;
- Entrepreneurship and innovation in technological or other fields; and
- Sports-related programming.

Priority Program Areas:

- Programs that support a long-term investment in U.S.-Russian ties through educational, cultural, professional, and other exchanges and interactions between our two countries.
- Programs that demonstrate active engagement by the United States and Russia to address new and evolving security challenges; and
- Programs that strengthen the economic ties between Russians and Americans.

Participants and Audiences:

- Community leaders;
• Academic institutions;
• Cultural institutions;
• Business leaders and entrepreneurs;
• Youth;
• Women and youth from underserved communities;
• U.S. and Russian thought leaders; and
• 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;
• Scientific research; or
• Projects that duplicate existing projects.

Authorizing legislation, type and year of funding:
Funding authority rests primarily in Smith-Mundt FY2018 Public Diplomacy funding.

B. FEDERAL AWARD INFORMATION

Length of performance period: Three to twelve months
Number of awards anticipated: Dependent on funds availability
Award amounts: Awards may range from a minimum of $2,500 to a maximum of $50,000
Total available funding: To be determined
Type of Funding: Fiscal Year 2018 Public Diplomacy Funding
Anticipated project start date: No later than October 1, 2018

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 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.

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. ELIGILIBILITY INFORMATION
1. Eligible Applicants

The Public Affairs Section encourages applications from the United States and Russia:
- Registered not-for-profit organizations, including think tanks and civil society/non-
governmental organizations with programming experience;
- Individuals;
- Non-profit or governmental 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 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 and CAGE/NCAGE number, as
well as a valid registration on 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 www.SAM.gov/

D. APPLICATION AND SUBMISSION INFORMATION

I. Address to Request Application Package

Application forms required below are available at www.grants.gov. The PDF application
package will be retired as of December 31, 2017. From January 1, 2018 onward, applicants must
apply using Workspace. Information is also 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 8½ 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**
   - SF424A (Budget Information for Non-Construction programs) at [www.grants.gov](http://www.grants.gov).

2. **Summary Coversheet**: 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.

3. **Proposal (three pages maximum)**: The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below
   - **Proposal Summary**: Short narrative that outlines the proposed project, including project objectives and anticipated impact.
   - **Introduction to the Organization or Individual applying**: A description of past and present operations, showing ability to carry out the project, 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 project is needed.
   - **Project Goals and Objectives**: The “goals” 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.
   - **Program Methods and Design**: A description of how the project is expected to work to solve the stated problem and achieve the goal.
   - **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.
   - **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?

- **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 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 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. All are free of charge:

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

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=81407B1F03F2BDB123D47D19158B75F](http://fedgov.dnb.com/webform/displayHomePage.do;jsessionid=81407B1F03F2BDB123D47D19158B75F)
- [http://fedgov.dnb.com/webform](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](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](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@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. 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 **June 30, 2018**. 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. The criteria listed are closely related and are considered as a whole 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 project. 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 project activities will be carried out. The proposal includes a reasonable implementation timeline.

Goals and objectives: Goals and objectives are clearly stated and project 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 Moscow’s priority areas or target audiences.

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.

Monitoring and evaluation plan: The 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 project includes output and outcome indicators, and shows how and when those will be measured.

Sustainability: Project activities will continue to have positive impact after the end of the project.

2. Review and Selection Process

A Grants Review Committee consisting of U.S. Embassy Moscow personnel 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 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

Announcement and federal award dates will be announced on a rolling basis throughout the year
and no later than September 30, 2018.

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:
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](mailto: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 $25,000 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 $25,000.

**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)