

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

**Funding Opportunity Title:** U.S. Embassy Lusaka PAS Annual Program Statement  
**Funding Opportunity Number:** PD-LUS-FY21  
**Deadline for Applications:** Applications accepted through June 30, 2021  
**CFDA Number:** 19.040 – Public Diplomacy Programs  
**Maximum for Each Award:** \$23,000

**A. PROGRAM DESCRIPTION**

The U.S. Embassy to Zambia 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 (APS), outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding. Applications for programs are accepted on a rolling basis until the deadlines December 31, 2020, March 31, 2021, and June 30, 2021. This deadline is necessary to provide sufficient time to process and award programs before the end of our fiscal year on September 30, 2021. **Please carefully follow all instructions below.**

**Purpose of Small Grants:** PAS invites proposals from Zambian non-profit and non-governmental organizations for projects that support the U.S. goals in the Republic of Zambia, including those **promoting a better understanding of the United States, democracy and governance, inclusive economic prosperity, and peace and security.**

Successful proposals will include a component that relates to the United States. This could be a component that promotes participation in U.S. exchange programs and sharing of experiences during U.S. exchange programs, sharing of models and ideas learned during U.S. exchange programs, promotion of U.S. culture and values, or components that promote a better understanding of the United States. Successful proposals will clearly describe the U.S. component of the program.

Successful proposals will clearly define the anticipated results of the program, when results will be expected, and how the U.S. Embassy can measure the anticipated results. Successful grantees will proactively show progress towards results through regular reporting to the U.S. Embassy. U.S. Embassy officials will visit the project to monitor progress, as well.

This grants program generally does not favorably review proposals to hold conferences. Individuals, companies, and for-profit organizations are not eligible for grants.

**What projects do we fund?**

The Program is most interested in projects relating to:

- Promoting inclusion of people with disabilities including through sports, civic

engagement, economic activity, and other aspects of society.

- Promoting political awareness and participation among the public and/or among youth;
- Promoting civic education and youth participation in civics, democratic processes, volunteerism, and community service;
- Promoting democracy and accountability through film or the arts;
- Fostering press freedom, independent media, professionalism in the media, including through journalism training programs;
- Combatting corruption;
- Empowerment of women and youth;
- Promoting entrepreneurship and business development;
- Human rights;
- Promoting sports diplomacy or a shared interest in sports; and
- Increasing Zambians' pursuit of higher education in the United States.

**Participants and Audiences:**

- Youth aged 18-35;
- Young professionals;
- Above categories with focus on women.

**The Public Affairs Section cannot fund:**

- Individuals;
- For-profit organizations or companies;
- Commercial or trade activities;
- Projects relating to partisan political activity;
- Humanitarian/social aid and charities or charitable activities;
- Construction projects;
- Projects that support specific religious activities;
- Fundraising campaigns;
- Lobbying for specific legislation or projects
- Scientific research;
- School fees;
- Projects intended primarily for the growth or institutional development of the organization;
- Professional development for individuals, including conferences and trips abroad;
- Projects that duplicate existing projects;
- Individuals or organizations from outside of Zambia; or
- Conferences.

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

Funding authority rests in the U.S. Information and Educational Exchange Act of 1948 or Smith-Mundt Act.

**B. FEDERAL AWARD INFORMATION**

Length of performance period: Three to 12 months

Number of awards anticipated: Up to 10 awards (dependent on funding availability)

Award amounts: awards may range from a minimum of \$2,000 to a maximum of \$20,000  
Anticipated project start date: To be determined

**This notice is subject to availability of funding.**

**Funding Instrument Type:** Grant or Cooperative Agreement.

**Project Performance Period:** Proposed projects should be completed in 12 months or less.

## **C. ELIGIBILITY INFORMATION**

### 1. Eligible Applicants

The Public Affairs Section encourages applications from Zambian:

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

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.

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

### 1. Address to Request Application Package

Application forms required below are available at:

<https://zm.usembassy.gov/our-relationship/small-grants-programs/>

### 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

- 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:**

- U.S. form SF-424 “Application for Federal Assistance” found on the U.S. Embassy website at: <https://zm.usembassy.gov/wp-content/uploads/sites/20/2020/07/SF424.pdf> (To be completed by applicant).
- U.S. form SF-424A “Budget Information” found on the U.S. Embassy website at: <https://zm.usembassy.gov/wp-content/uploads/sites/20/2020/07/SF424A-budget-form.pdf>
- U.S. form SF-424B “Assurances” found on the U.S. Embassy website at: <https://zm.usembassy.gov/wp-content/uploads/sites/20/2017/07/SF424B-assurances-form.pdf>

**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:** 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 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.
- **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.

- **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. 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

**6. Unique Entity Identifier, NCAGE, 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>

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 U.S., call 1-888-227-2423

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

Email [NCAGE@dliis.dla.mil](mailto: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.

### 3. Submission Dates and Times

Applications may be submitted for consideration at any time before the closing date of May 14, 2018. No applications will be accepted after that date.

### 4. Funding Restrictions

Award funds cannot be used for:

- Construction
- Vehicle Purchases
- Conferences

### 5. Other Submission Requirements

All application materials must be submitted by email to:

[LusakaPASGrants@state.gov](mailto:LusakaPASGrants@state.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.

**U.S. Component:** 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. policy and perspectives.

**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 Lusaka's priority areas or 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 it is able to measure program success against key indicators and provide 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 a positive impact after the end of the project.

**Media outreach plan:** Applicant describes a clear plan for how the program will be shared with secondary audiences through traditional and/or social media. Applicant describes clearly how the partnership with the U.S. government will be made visible to the participants and to secondary audiences. Applicant describes the outreach tools to be used and demonstrates capacity to implement visibility through traditional and/or social media, taking into consideration, however, any cultural and political sensitivities that may affect or compromise the program or the participants. Branding waivers will only be granted on a rare basis and with a strong justification of why one is needed in order for the project to be successful.

## 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 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.

## **F. FEDERAL AWARD ADMINISTRATION INFORMATION**

### a. 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 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 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 project activities.

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

### b. Administrative and National Policy Requirements

**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/documents/organization/271865.pdf>

Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

### c. 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:  
[LusakaPASGrants@state.gov](mailto:LusakaPASGrants@state.gov)



## 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.

**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. 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.