

U.S. DEPARTMENT OF STATE
U.S. MISSION TO SOUTH AFRICA, PUBLIC AFFAIRS SECTION (PAS)
Notice of Funding Opportunity (NOFO)

Funding Opportunity Title: U.S. Mission to South Africa Public Affairs Section
Annual Program Statement 2022
Funding Opportunity Number: PAS-ZAF-FY22-01 APS
Deadline for Applications: January 31, 2022; April 30, 2022 (two deadlines)
CFDA Number: 19.040 – Public Diplomacy Programs
Total Amount Available: \$300,000
Maximum for Each Award: \$25,000

If you have any questions about the application process, please contact the Grants Administrator at [PretoriaGrants@state.gov](mailto: PretoriaGrants@state.gov). We do not provide any pre-consultation for questions about the content of this NOFO.

A. PROGRAM DESCRIPTION

The U.S. Mission to South Africa, 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 upon which we focus, and the procedures for submitting proposals for funding. Please carefully read and follow the instructions below.

Two-round process: In Round 1, applicants submit a concise Statement of Interest (SOI) of no more than 1,500 words that describes the project idea and its objectives. PAS will review SOIs and invite a limited group of applicants to continue in Round 2. In Round 2, applicants expand their ideas into full funding proposals for formal consideration.

Purpose of Small Grants: PAS Mission South Africa invites proposals for programs that **strengthen cultural ties between the U.S. and South Africa** through cultural 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. policy and perspectives.

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

- Academic or professional speaker projects involving an American speaker, either in person or virtual or a combination (hybrid);
- Artistic and cultural projects, joint performances or exhibitions involving the work of American artists or American subject matter;
- Educational exchanges involving travel by South Africans in the United States or Americans in South Africa;
- Projects that expand PAS American Corners and American Spaces activities;

- Projects that strengthen the relationship between American and South African organizations or institutions and their respective target audiences;
- Projects developed by an alumnus/a of a U.S.-government sponsored educational or professional exchange program.

PAS is soliciting proposals for small grants from South African non-profit institutions, non-governmental organizations, or non-profit private or public academic institutions. These proposals must focus on one or more of the priority areas specified below.

Priority Program Areas:

- Projects that promote higher education linkages between the United States and South Africa, particularly connections in the South African technical, vocational, and training sectors;
- Projects that address women’s and youth economic empowerment, including but not limited to projects that reduce barriers to participation in the economy for disadvantaged groups as well as combat or prevent gender-based violence;
- Projects that advance pluralism & social inclusion & shared history, including projects that examine shared histories between the United States and South Africa;
- Projects that support U.S. principles and methodologies for promoting free and fair media, including combatting misinformation, among media organizations that operate at the community level in South Africa.
- Projects that support efforts to counter climate change or promote green technology.

Participants and Audiences:

Proposals must identify a clearly defined target audience that the project seeks to influence. Well-defined audiences are countable and accessible through the project’s activities. Proposals should specify the changes in knowledge, understanding, attitudes, or behavior change in attitudes or behavioral action that they seek with the project – and how they plan to measure these outcomes. PAS is particularly interested in projects based in rural areas and small cities.

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;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs;
- Academic or scientific research;
- Projects intended primarily for the institutional development of organizations;
- Projects that duplicate existing projects;
- Travel to the United States for purposes of amplifying South African cultural initiatives;
- Scholarships or tuition assistance; or
- Prizes and competition awards without a programmatic linkage.

B. FEDERAL AWARD INFORMATION

Length of performance period: 12 to 18 months

Number of awards anticipated: 12 awards (dependent on amounts)

Award amounts: awards may range from a minimum of \$15,000 to a maximum of \$25,000

Total available funding: \$300,000

Type of Funding: Fiscal Year 2022 Fulbright-Hays Public Diplomacy Funding

Anticipated project start date: On or before September 30, 2022

This notice is subject to availability of funding.

PAS reserves the right to award less or more than the funds described in the absence of worthy applications or under such other circumstances as it may deem to be in the best interest of the U.S. Government.

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

Cooperative agreements are different from grants in that PAS staff are actively involved in grant implementation.

Competition Format and Timeline: This announcement requests Statements of Interest (SOI) from qualified organizations. After a technical & merit review, SOIs that are determined to have met the criteria explained in this notice will be invited to submit full proposals. This APS describes both steps of the two-step process.

- **January 31, 2022 - 1st deadline**
 - February 15, 2022 – selected applicants asked to submit full proposals
 - March 15, 2022 - full proposals due from selected applicants
 - April 15, 2022 - notification of selected proposals
- **April 30, 2022 - 2nd deadline**
 - May 15, 2022 – selected applicants asked to submit full proposals
 - June 15, 2022 - full proposals due from selected applicants
 - July 15, 2022 - notification of selected proposals

Project Performance Period: Proposed projects should be completed in 18 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 project, 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 South Africa:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Non-profit or governmental educational institutions
- 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, all proposals from that organization will be considered ineligible.

To be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI). Until April 4, 2022, the Data Universal Numbering System (DUNS) number from Dun & Bradstreet remains the official identifier for doing business with the U.S. Government. Applicants should ensure they have a valid UEI, and a valid registration on www.SAM.gov before they can receive an award. Please see Section D.3 for information on how to obtain these registrations.

D. APPLICATION AND SUBMISSION INFORMATION

All application materials must be submitted by email to PretoriaGrants@state.gov. The subject line of your email must be: “U.S. Mission APS 2022”. (Applications uploaded to grants.gov will not be retrieved.)

1. Address to Request Application Package

Application Package

This Annual Program Statement (APS) and any amendments and supplementary information can be found at www.grants.gov (search by Opportunity Number) or on the U.S. Embassy to South Africa’s website at: <https://za.usembassy.gov/education-culture/public-diplomacy-small-grants-program-2-2/>.

Application Deadline

PAS will accept SOI proposals from the date this NOFO is posted until 11:59 p.m. SAST on April 30, 2022. A grants committee will review eligible applications received by January 31 at 11:59 p.m. SAST in the first decision round, and those received by April 30 at 11:59pm SAST in the second decision round.

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.

Round 1. Statement of Interest (SOI)

Please send only one Microsoft Word or PDF document in your application email, a concise concept note (maximum 3 pages or 1,500 words) that describes your project idea and its objectives. This concept note should contain ALL the following information:

- Organization name, address, and confirmation of non-profit status (or full name if applying as an individual).
- Unique Entity Identifier (DUNS number until April 4, 2022), or date when application for this number was submitted.
- Concise descriptive title of your project.
- Project Priority Area(s) for your project (see Section A, above).
- Location(s) of your project.
- Project synopsis:
 - Goal and objectives;
 - Audience(s)/participants;
 - Key activities, outputs, outcomes;
 - Project partners (if any);
 - American content (see Section A, above);
 - Budget in US dollars; and
 - Monitoring & evaluation plan.
- Experience and capacity of your organization for carrying out the project and managing a U.S. government award.

Your concept note must be in English, formatted to A4 or 8 ½ x 11-inch paper, single-spaced using 12-point Times New Roman font with a minimum of 1-inch margins. Pages must be numbered. Applicants must submit concept notes by email. Statements of interest not submitted by email **will not be reviewed**.

Round 2. Full application

Selected applicants will be invited to submit a full proposal. Do not submit a full proposal unless and until asked to do so. This section of the APS describes the content of a full application.

The same formatting instructions as for the statement of interest apply to the full application (page size, font, etc.).

1. Mandatory application forms

- **SF-424 (Application for Federal Assistance – organizations)**
- **SF-424A (Budget Information for Non-Construction projects)**
- **SF-424B (Assurances for Non-Construction projects; only required for organizations not yet registered in SAM.gov.**

Round 2 applications without these mandatory forms will not be reviewed.

Where to obtain the forms?

- <https://www.grants.gov/web/grants/forms/sf-424-family.html> (organizations)

In addition to the SF (Standard Forms) listed above, you must also submit the following documents:

- Detailed description of the project (no more than 5 pages):
 - Problem statement and proposed solution
 - Methodology – detailed implementation plan with a timeline, target audience, key activities, measurable outputs and expected outcomes, feedback mechanism (monitoring & evaluation plan); media plan.
 - Key personnel, describing their role in your project. In addition, please attach separate one-page CVs for each person.
 - Project sustainability: your plan for continuing the project’s activities beyond the grant period, or the availability of other resources, if applicable.
- Budget narrative:
 - Describe each of the budget expenses in detail. See section H. *Other Information: Guidelines for Budget Submissions* below for a description of valid budget categories. You can find a suggested Microsoft Excel budget template under the announcement for this funding opportunity on our website at <https://za.usembassy.gov/education-culture/public-diplomacy-small-grants-program-2-2/>.
- Letters of support from project partners (where applicable) describing the roles and responsibilities of each partner.
- Official permission letters, if required for project activities.

Required Registrations:

All organizations applying for grants must obtain these registrations. All are free of charge:

- Unique Entity Identifier Number, a DUNS number from Dun & Bradstreet until April 4, 2022. Guidance on the new system after that date will be posted on our website at <https://za.usembassy.gov/education-culture/public-diplomacy-small-grants-program-2-2/>.
- NCAGE/CAGE code
- SAM.gov registration

Round 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 <https://fedgov.dnb.com/webform>.

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/Support/en/Products/NCAGE/>.

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.

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

E. APPLICATION REVIEW INFORMATION

Round 1: Statement of Interest

A Merit Review Panel will evaluate all eligible statements of interests submitted before each of the two deadlines. Each application will be evaluated and rated based on the criteria below.

Project Idea: Does the concept meet one or more of the Program Priority Areas; does it offer an original and impactful idea; does it have the potential to reach key audiences in multiple South African provinces; does it have a strong American component?

Project Plan: Is the project realistic and feasible; is there a logical implementation plan, supported by activities along a reasonable timeline and with measurable results; does the implementation plan align with the proposed budget estimate and allocations?

Ability to Achieve Objectives/Institutional Capacity: does the organization demonstrate that it has the experience and capacity to carry out the project; does it offer added value such as relationships with partners and particular expertise and knowledge?

Successful SOI applicants will be notified of the decision to present a full submission within 15 days of each deadline (see Section B above for dates and Section D above for full submission requirements).

Round 2: Full Proposal

Each proposal will be evaluated and rated by a Merit Review Panel based on the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of a proposal.

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 Project Idea – The project 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.

Project Priority Area(s): Applicant has clearly described how stated goals are related to and support one or more of the priority areas described in Section A above.

Budget: The budget narrative 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 can measure project 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 positive impact after the end of the project.

Please note, an invitation to present a full submission does not guarantee funding.

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

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 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*.

2. Administrative and National Policy Requirements

Terms and Conditions: Before applying, 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 project reports. The award document will specify how often these reports must be submitted.

G. FEDERAL AWARING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at PretoriaGrants@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 Narrative

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. 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.