**U.S. DEPARTMENT OF STATE  
United States Mission to China**

**Notice of Funding Opportunity**

**Funding Opportunity Title:** U.S. Mission to China Annual Program Statement (APS)

**Funding Opportunity Number:** EAPBJ-23-GR-001-102722

**Deadline for Applications**: June 1, 2023, 11:59 p.m. EST

**CFDA Number:** 19.040 – Public Diplomacy Programs

**Total Amount Available:** Amount pending funds availability

**A. PROGRAM DESCRIPTION**The Public Diplomacy Sections of the U.S. Mission to China (Embassy Beijing and Consulates General Shanghai, Guangzhou, Wuhan, and Shenyang) of the United States Department of State are pleased to announce an open competition for awards available through the Mission China Public Diplomacy Grants Program. This Annual Program Statement (APS) outlines our broad funding priorities, strategic themes, and the procedure for submitting requests for funding.

Applications for programs will be accepted until June 1, 2023. Applicants may apply for funding for small grants (between $5,000 and $30,000) or large grants (between $50,000 and $150,000). Applications that make clear their careful consideration of effective use of resources will be given favorable consideration during review. Please carefully follow all instructions below and use the grant application document and budget template found on our [website](https://china.usembassy-china.org.cn/education-culture/grant-opportunities/).

**Purpose of Annual Program Statement (APS) Grants:**

Mission China invites proposals for projects that strengthen people-to-people ties between the United States and the People’s Republic of China (PRC), and increase local PRC audiences’ understanding of the United States’ foreign policy, values, and culture through direct or virtual engagement. Competitive proposals should support a priority program area (see below). While not required, especially competitive proposals will include content or connections with American expert(s), organization(s), or institution(s) that will promote increased cooperation between the people of the United States, the U.S. Mission in China, and the people of China after the program concludes.

**Priority Program Areas:**

* **Confronting the Climate Crisis**: Projects that increase public awareness of and engagement in environmental protection and climate change issues, and that promote cooperation in research, policy development, and innovation to combat climate change. This may include areas such as sustainable development, sustainable finance, energy issues, eco-tourism, and other related fields.
* **Diversity, Equity, Inclusion, and Accessibility**: Projects that promote expanding access for persons with disabilities, women’s empowerment, LGBTQI+ rights, and the preservation of minority cultures, especially including projects to ensure sustainable incomes and prosperity for minority communities and those with otherwise limited access to networks of support.
* **People-to-People Connections**: Projects that support the enhancement of U.S.-China people-to-people engagement, particularly those that increase understanding of the United States among the people of China.
* **Expanding Connections in Education and Cultural Exchange:** These may include projects that encourage sharing of new approaches, methods, and content in education, and projects that encourage increased understanding of U.S. society and culture through music, drama, and the arts.
* **Health**: Projects that promote a greater understanding of the value of health cooperation between China and U.S. to improve the health of both countries and the world, including increasing understanding of U.S.-China cooperation on health research, supporting policy development, and enhancing program implementation.
* **English Language Teaching and Learning**: Projects that support innovative, interactive teaching and learning of the English language. Projects that directly support ongoing efforts of the Mission China English Language Office will be especially welcome.

**The following types of programs are not eligible for funding:**

* + Programs relating to partisan political activity;
  + Programs that do not contain people-to-people exchanges or interactions;
  + Charitable or development activities;
  + Construction programs;
  + Programs that support specific religious activities;
  + Fund-raising;
  + Lobbying for specific legislation or programs;
  + Scientific research;
  + Programs intended primarily for the growth or institutional development of the organization; and
  + Programs that duplicate existing programs.

**Funding authority rests in the Smith-Mundt. The source of funding is FY2023 Public Diplomacy Funding.**

**B. FEDERAL AWARD INFORMATION**

**Length of performance period**: Most grants should be limited to 12 months or less*.*

**Award amounts**: Maximum of *$30,000 (Public Diplomacy Program) or $150,000 (Public Engagement Program) per award*

**Total available funding**: Amount pending funds availability

**Type of Funding**: Public Diplomacy Funding

**Funding Instrument Types are limited to:** Grant, Fixed Amount Award, or Cooperative Agreement. (A cooperative agreement is distinguished from a grant in that it provides for substantial involvement by the awarding agency in the activity of the grantee).

**C. ELIGILIBITY INFORMATION**

**Section C1 Eligible Applicants:**

Eligibility is limited to U.S. and Chinese entities qualified to receive U.S. grants and able to develop and implement programs in the People’s Republic of China. These include:

* Not-for-profit organizations, including think tanks, educational institutions, civil society organizations, and individuals carrying out programs in support of civil society;
* Museums, national parks, and nature reserves, and
* Individuals.

Applicants must demonstrate expertise in one or more of the following subject areas: people-to-people exchanges, cultural or academic programming, international cooperation, or institution-to-institution partnerships in a foreign setting.

***For-profit or commercial entities and organizations are NOT eligible to apply.***

***Proposals for projects and programs in Hong Kong, Macau, or Taiwan are not eligible to be considered.***

**Section C2 Cost Sharing or Matching:**

Cost sharing is not required.

**Section C3 Other Eligibility Requirements:**

In order to be eligible to receive an award, all organizations must have a valid registration on [SAM.gov](https://sam.gov/content/home) and a unique entity identifier (UEI). Please see Section D2 below for information on how to meet this requirement.

***Individuals are not required to have a unique entity identifier or be registered in SAM.gov.***

**D. APPLICATION AND SUBMISSION INFORMATION**

**Section D1 To Request an Application Package:**

Application instructions and the mandatory forms are available at the U.S. Embassy’s [website](https://china.usembassy-china.org.cn/education-culture/grant-opportunities/) and [Grants.gov](https://www.grants.gov/) by searching the Funding Opportunity Number listed at the top of this document.

All application materials should be submitted by email to [MissionChinaPDGrants@state.gov](mailto:MissionChinaPDGrants@state.gov) .

The U.S. Mission to China encourages all applicants to begin the application process early to allow sufficient time to address any difficulties that may arise in advance of the deadline. Proposals received after this deadline will not be considered. There will be no exceptions to these application deadlines.

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 (available** [**here**](https://china.usembassy-china.org.cn/education-culture/grant-opportunities/)**):**

* SF-424 (Application for Federal Assistance – Organizations) OR

SF-424I (Application for Federal Assistance – Individuals)

* SF424A (Budget Information for Non-Construction Programs)
* **Individuals and organizations not registered in SAM.gov** must also submit the SF424B (Assurances for Non-Construction Programs)

**2. Summary Page:**Cover sheet stating the applicant’s name and organization, proposal date, program title, program period proposed start and end date, and a brief (250-character) summary of the program.

**3. Proposal: There is no minimum or maximum page count.** However, proposals should be detailed enough to explain the project and its goals fully, and clearly show how Federal funds will be expended.

**The proposal must include all of the elements below:**

* **Project Summary:** Short narrative that outlines the proposed program, including program activities, objectives, and anticipated impact.
* **Introduction to the Organization or Individual Applying:** A description of past and present operations, showing 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 how the proposed program addresses those needs.
* **Program Goals and Objectives:** Goals describe what the program is intended to achieve. Objectives refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
* **Program Activities**: A description of program activities and how they will help achieve the objectives.
* **Proposed Program Schedule and Timeline:** Include the dates, times, and locations of planned activities and events. For projects of longer than three months, provide a milestones document.
* **Key Personnel:**Names, titles, roles, and experience/qualifications of key personnel involved in the program. Specify what proportion of their time will be spent 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:** Describe how activities will be monitored to ensure they are happening in a timely manner, and how the program will be evaluated to make sure it is meeting its goals and objectives.
* **Future Funding or Sustainability:** Provide a plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

**The proposal must NOT:**

* Solely benefit one Chinese or American entity, business, or university.
* Generate income. All income generated from grant projects must be used to further the goals of the programs. For example, income earned through a demonstration project must be used to extend the duration of the project or fund more participants.
* Primarily focus on academic or scientific research.

**4. Budget Justification Narrative:** In addition to form SF-424A (Budget), use a separate sheet to describe each budget expense in detail. See section *H, Other Information: Guidelines for Budget Justification* below for further information.

We strongly encourage applicants to submit a budget suited to your organization’s capacity and tailored to accomplish your goals. For example, a small award well-tailored to an organization’s capability may be more competitive than a large award not so well-matched.

**5. Resume(s) –** Include one-page CVs or resumes of key personnel proposed for the program, such as the Project Director.

**6. Letter(s) of Support --** If applicable,include letters of support from program partners describing the roles and responsibilities of each. Letters should describe the nature of the relationships between the applicant and its Chinese partner institution/organization. This is particularly important if the partnership described is a formal agreement such as a Memorandum of Understanding (MOU).

**Section D2. Required Registrations:**

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management (SAM)](https://sam.gov) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.” Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants must obtain the following registrations. All are free of charge. **Individuals are not required to obtain these registrations.**

* [SAM.gov](https://sam.gov/content/home) registration
* Unique entity identifier (UEI) from [SAM.gov](https://sam.gov/content/home)

You may complete the SAM registration by logging to [SAM.gov](https://sam.gov/content/home). You will be given an UEI during the SAM registration as a permanent identifier of your organization. Please note that SAM registration must be renewed annually.

**Section D3 Submission/Review Dates:**

The Public Affairs Section will accept proposals throughout the year and will review proposals according to the following schedule:

* Proposals received on or before December 31, 2022; will be reviewed by January 31, 2023.
  + Proposals received on or before March 31, 2023; will be reviewed by April 30, 2023.
  + Proposals received on or before June 1, 2023; will be reviewed by June 30, 2023.

**E. APPLICATION REVIEW INFORMATION**

**Section E1 Evaluation Criteria:**

The following criteria (1) serve as a standard against which all proposals will be evaluated, and (2) serve to identify the significant matters that should be addressed in all proposals. The U.S. Government awards grants to the applicants whose offers represent the best value to the U.S. Government on the basis of technical merit and cost.

* **Quality and Feasibility of the Program Idea:** The program idea is clearly connected to the goals of this Annual Program Statement and is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline and, for longer projects, clearly articulated milestones.
* **Project Goals/Implementation Plan:** Applicants should describe what they propose to do and how they will do it. The proposed activities must directly relate to meeting the goals and objectives, and applicants should include information on how they will measure activities’ effectiveness. The review panel will be viewing the implementation plan in terms of how well it addresses the project statement, relevance of the goals and objectives, feasibility of the proposed activities and their timeline for completion, and the extent to which the impact of the project will continue beyond the conclusion of the funding period.
* **Organizational Capability:** Proposals should demonstrate the ability to develop and implement programs in the areas described above. Applicants must demonstrate how their resources, capabilities, and experience will enable them to achieve the stated goals and objectives. If applicable, applicants should describe the nature of their existing partnership with Chinese or American partners and how that affiliation will help to meet project goals. The application must distinguish all key partners and organizations that will be involved.
* **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. All expenses are allowable. **The purchase of alcoholic beverages is not allowable.**
* **Monitoring and Evaluation Plan:** 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 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.

**Section E2 Review and Selection Process:**

Each application will be evaluated by a review committee of the U.S. Mission to China and/or the Department of State, and other experts, as deemed appropriate. The evaluation criteria have been tailored to the requirements of this Annual Program Statement.

**F. FEDERAL AWARD ADMINISTRATION INFORMATION**

**Award Notices:** The grant or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the U.S. Government official delegated authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. 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 and countersigned by the recipient.

Applicants whose proposals are not funded will be notified. Given the number of applications received, it may not be possible for the Mission China Public Diplomacy Grants team to provide detailed feedback to those applicants whose proposals are not selected for funding.

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 Annual Program Statement 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.

**Anticipated Time to Award:** Applicants should expect to be notified whether their proposal was selected within 90 days after the submission deadline. Upon notification, Mission China Public Diplomacy Grants staff will provide successful applicants with information about any further requirements and/or refinements for the pre-award phase of the process. This may include revisions to the activities proposed and/or budget clarifications and adjustments.

**Payment Method:** Payment will be made via electronic transfer. Payment period and amounts will be described in the award terms agreed with the applicant.

**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.statebuy.state.gov/fa/pages/home.aspx>.

Applicants should particularly note theU.S. flag **branding and marking requirements** in the Standard Terms and Conditions.

**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.

In addition, successful applicants are expected to apprise the Grants Officer or Grants Officer Representative on progress throughout the project period. This includes keeping the Grants Officer and/or Grants Officer Representative apprised of any problems or issues that might make it difficult for the grantee to comply with the terms of the award within the project period.

**G. FEDERAL AWARDING AGENCY CONTACTS**

If you have any questions about the grant application process, please contact Mission China Public Affairs Section at: [MissionChinaPDGrants@state.gov](mailto:MissionChinaPDGrants@state.gov).

**Note:** We do not provide any pre-consultation for application related questions that are addressed in the Annual Program Statement. 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 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 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.