



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

Funding Opportunity Title: U.S. Embassy Banjul PAS Annual Program Statement
Funding Opportunity Number: PAS-BJL-FY21-APS
Deadline for Applications: *June 15, 2021*
CFDA Number: 19.040 – Public Diplomacy Programs
Total Amount Available: \$100,000
Maximum for Each Award: \$25,000

A. PROGRAM DESCRIPTION

The U.S. Embassy Banjul 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, outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

Purpose of Small Grants: PAS in Banjul, The Gambia invites proposals for programs that **strengthen cultural ties between the United States and The Gambia** 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 programs include, but are not limited:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Cultural heritage conservation and preservation programs;
- Professional and academic exchanges and programs;
- Academic clubs focusing on extracurricular activities and student achievement;
- Professional training for journalists; or
- Social movement programs to Programs to support political transparency

Priority Program Areas:

- Strengthening Democratic Institutions

- Empowering Civil Society
- Bolstering Education
- Improving the capacity of Gambians to lead the country's development

Participants and Audiences:

All proposals should focus on engaging Gambians in The Gambia. Proposals that reach marginalized communities and youth are encouraged.

The following types of programs are NOT eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs solely focused on purchasing supplies;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs;
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs.

B. FEDERAL AWARD INFORMATION

Length of performance period: *3 to 24 months*

Number of awards anticipated: *10 awards (dependent on amounts)*

Award amounts: *awards may range from a minimum of \$250 to a maximum of \$25,000*

Total available funding: *\$100,000*

Type of funding: *Fiscal Year 2021 Smith Mundt Public Diplomacy Funds*

Anticipated program start date: *04/01/2021*

This notice is subject to availability of funding.

Funding Instrument Type: The Public Affairs Section will consider projects that are Grants, Fixed Amount Awards, awards to individuals, or Cooperative agreements. Cooperative agreements are different from grants in that PAS staff are more actively involved in the grant implementation. PAS can provide direction and promotional assistance for cooperative agreements.

Program Performance Period: Proposed programs should be completed in 2 years or less.

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The Public Affairs Section encourages applications from the United States and The Gambia:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Individuals
- Non-profit media organizations
- Professional Trade organizations
- Non-profit or governmental 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 unique entry identifier (Data Universal Numbering System (DUNS) number from Dun & Bradstreet), 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 SAM.gov.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

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

The PAS Encourages Applicants to use the Project Proposal Template available here: <https://gm.usembassy.gov/project-proposal-template-for-pas-funding-2/>

Use of a project proposal template to better organize your application is recommended, however it is **not** required. The application forms listed below are required.

2. Content and Form of Application Submission

In order to best formulate an application, applicants are encouraged to use the [Project Proposal Template](#). The templates are offered to assist in the application process. Use of the template is not required.

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 [Project Proposal Template](#) or narrative proposal clearly addresses the goals and objectives of this funding opportunity (Not exceeding 3 pages)
- 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, 11-point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- [SF-424](#) (Application for Federal Assistance – organizations) or [SF-424-I](#) (Application for Federal Assistance – individuals) at www.grants.gov
- [SF424A](#) (Budget Information for Non-Construction programs) at www.grants.gov
- [SF424B](#) (Assurances for Non-Construction programs) at www.grants.gov (note: the SF-424B is only required for individuals and for organizations not registered in SAM.gov)

2. Proposal (3 pages maximum):

The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. Applicants are encouraged to use the [Project Proposal Template](#). You may use your own proposal format, but it must include all the items below.

- **Project 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 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 why the proposed program is needed
- **Project Goals:** The “goals” describe what the program is intended to achieve.
- **Project Objectives and Activities:** The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable. The “activities” are detailed steps taken to support the objectives.
- **Explanation of American Content** All projects must have an American cultural competent and foster a better understanding between The Gambian

and American people. What aspect of the relationship between the U.S. and The Gambia will be improved?

- **Program 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.

3. Budget Explanation:

After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. If you are using the Project Template, please attached the [Budget Explanation Template](#). See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

4. Attachments

Applicants should provide the following documents as attachments:

- SAM.gov registration screen capture (note: this is only necessary if you are an organization)
- Description of budget expenses (or Budget Explanation Template)

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

Required Registrations:

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) 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 (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>.

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%20ONSPA%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@dlis.dla.mil for any problems in getting an NCAGE code.

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

4. Submission Dates and Times

Applications may be submitted for consideration at any time before the closing date of June 15, 2021. No applications will be accepted after that date.

Applicants are encouraged to submit proposals early, and decisions will be made on a rolling basis.

5. Funding Restrictions

Funds cannot be used for construction or the purchase of alcoholic beverages.

6. Other Submission Requirements

All application materials must be submitted by email to PublicDiplomacyBanjul@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.

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 program. 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 program activities will be carried out. The proposal includes a reasonable implementation timeline.

Goals and objectives: Goals and objectives are clearly stated and program 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 Banjul’s priority areas or target audiences.

Embassy Priority Program Areas:

- Strengthening Democratic Institutions
- Empowering Civil Society
- Bolstering Education
- Improving the capacity of Gambians to lead the country’s development

Participants and Audiences:

All proposals should focus on engaging Gambians in The Gambia.
Proposals that reach marginalized communities and youth are encouraged.

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 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.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

3. FAPIS (Federal Awardee Performance & Integrity Information System)

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 program 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 program activities.

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

2. 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 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT](#)
- [2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION](#)
- [2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS](#)
- [2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE \(FINANCIAL ASSISTANCE\)](#)
- [2 CFR 183 - NEVER CONTRACT WITH THE ENEMY](#)
- [2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS](#)
- [U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS](#)

In accordance with the Office of Management and Budget’s guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, **as applicable to specific programs,** pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- President’s September 2, 2020 memorandum, entitled *Memorandum on Reviewing Funding to State and Local Government Recipients of Federal Funds that Are Permitting Anarchy, Violence, and Destruction in American Cities*;
- *Executive Order on Combating Race and Sex Stereotyping* (E.O. 13950);
- *Executive Order on Protecting American Monuments, Memorials, and Statues and Combating Recent Criminal Violence* (E.O. 13933); and
- [Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations](#) (2 CFR), as updated in the Federal Register’s 85 FR 49506 on August 13, 2020, particularly on:
 - Selecting recipients most likely to be successful in delivering results based on the program objectives through an objective process of evaluating Federal award applications (2 CFR part 200.205),
 - Prohibiting the purchase of certain telecommunication and video surveillance services or equipment in alignment with section 889 of the National Defense Authorization Act of 2019 (Pub. L. No. 115—232) (2 CFR part 200.216),
 - Promoting the freedom of speech and religious liberty in alignment with *Promoting Free Speech and Religious Liberty* (E.O. 13798) and *Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities* (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
 - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and

- Terminating agreements in whole or in part to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).

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 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: PublicDiplomacyBanjul@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 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.