

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

Funding Opportunity Title:	U.S. Embassy Budapest, Public Affairs Section – FY2018 Annual Program Statement
Funding Opportunity Number:	SHU200-FY18-PAS01
Deadline for Applications:	June 30, 2018
CFDA Number:	19.040 – Public Diplomacy Programs
Total Amount Available:	Subject to availability of funds
Maximum for Each Award:	\$25,000

A. PROGRAM DESCRIPTION

The U.S. Embassy Budapest Public Affairs Section (PAS Budapest) of the U.S. Department of State announces an open competition for organizations and individuals to submit applications to carry out a program or project with funding 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 Budapest invites proposals for projects that strengthen cultural ties between the U.S. and Hungary through cultural 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.

Activities that are typically funded include, but are not limited to:

- Conferences, workshops, forums, panel discussions, and master classes on American themes or issues of mutual interest mentioned in the above goals of the Program;
- Bringing an American expert speaker or performer to Hungary;
- Cultural programs, particularly those that involve youth and underserved communities;
- Civic and youth engagement, leadership, entrepreneurial, and education programs;
- Exhibitions of works by Americans or on American themes;
- Related programming in support of the above objectives of the Program.

Priority Program Areas:

Grants may be awarded to non-governmental organizations, cultural or educational institutions, universities, media, schools, and individuals whose grant proposals support exchange between the United States and Hungary related to the following topics:

- **Civic Engagement and Shared Values:** Projects that support human rights, women's and youth empowerment, diversity, acceptance and inclusion of minority groups and underserved or marginalized communities (including economically disadvantaged and rural communities), and other areas of mutual interest that promote freedom and democracy.

- **Media Literacy:** Projects that promote media literacy among youth/students, civil society, media, academia, and digital communicators.
- **Business Climate:** Projects that encourage mutual trade and investment through a shared culture of entrepreneurship and innovation among established and emerging entrepreneurs, especially youth and women, as well as projects encouraging youth study and achievement in science, technology, engineering, arts, and math (STEAM) fields.
- **Building Bridges and Cultural Connections:** Projects that advance understanding between Hungarian and U.S. societies, national and regional cultures/subcultures, and faith/ethnic/linguistic communities through public awareness, cultural, or education activities involving U.S. culture, including sports, music and dance, art and design, cuisine and travel, literature, and education.

Participants and Audiences:

Including, but not limited to:

- Community leaders;
- Academic institutions;
- Cultural institutions;
- Business leaders and entrepreneurs;
- Youth;
- Women and youth from underserved communities;
- U.S. and Hungarian thought leaders; and
- Social and new media users.

The following types of projects are typically not eligible for funding:

- Projects that are inherently political in nature or that contain the appearance of partisanship/support to individual or single party electoral campaigns;
- Political party activities;
- Lobbying for specific legislation or projects;
- Projects that support specific religious activities;
- Exchange programs;
- Social welfare projects;
- Charitable or development activities;
- Trade activities and commercial projects;
- Fundraising campaigns;
- Scientific research;
- Construction projects;
- Projects whose primary aim is the institutional development of the organization itself; and
- Projects that duplicate existing projects.

Authorizing legislation, type and year of funding:

Funding authority rests primarily in the Smith-Mundt Act. The source of funding is FY2018 Public Diplomacy Funding.

B. FEDERAL AWARD INFORMATION

Length of performance period:	Three to twelve months, typically
Number of awards anticipated:	Dependent on final budget
Award amounts:	Although the maximum amount of an individual grant award is \$25,000, selected grant proposals typically range from \$5,000-\$10,000, and projects with local cost-sharing will be given preference.
Total available funding:	To be determined
Type of Funding:	Fiscal Year 2018 Public Diplomacy Funding
Anticipated project start date:	No later than September 30, 2018

This notice is subject to availability of funding.

Funding Instrument Types: Grant, Fixed Amount Award, or Cooperative agreement. Cooperative agreements are different from grants in that PAS Budapest staff are more actively involved in the grant implementation. Examples of the substantial involvement by PAS Budapest 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, project of more than 12 months may be considered. Since federal assistance awards are contingent on the availability of funds from the U.S. Department of State, applicants are encouraged to submit proposals that possess flexible start dates. As mentioned above, proposals that are selected for funding must be initiated, however, no later than September 30, 2018 and generally be completed within one year of its commencement.

PAS Budapest 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. ELIGIBILITY INFORMATION

1. Eligible Applicants

PAS Budapest encourages applications from U.S. and Hungarian:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Individuals
- 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, however preference will be given to projects with local cost-sharing arrangements.

3. Other Eligibility Requirements

The U.S. Embassy encourages applications from all sectors, including civil-society organizations, local representatives of civil society, think tanks, non-governmental organizations, academic institutions, media, and individuals. All grantees must have a non-profit status.

The U.S. Embassy seeks proposals for geographically and demographically diverse audiences within Hungary, as well as proposals that involve cross-border cooperation between Hungary and neighboring countries. U.S. NGOs and individuals may apply, but preference is given to Hungarian NGOs or to partnerships that develop capacity with Hungarian NGOs or employees and include plans to transfer programs to sustainable local management in Hungary.

In order to be eligible to receive an award, all organizations must have a unique entity 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 unique entity identifier or be registered in www.SAM.gov.

Please note that no fee or payment is required to register in www.SAM.gov or obtain DUNS and NCAGE numbers. Any information to the contrary is false.

D. APPLICATION AND SUBMISSION INFORMATION

1. Address to Request Application Package

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

Proposal template is available at: <https://hu.usembassy.gov/embassy/budapest/sections-offices/public-affairs-section/request-a-small-grant-form/> .

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 Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required for approved proposals**:

1. Mandatory application forms

- SF-424 (*Application for Federal Assistance – organizations*) or SF-424-I (*Application for Federal Assistance --individuals*)
- SF424A (*Budget Information for Non-Construction programs*)
- SF424B (*Assurances for Non-Construction programs*)

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 Hungary 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:

- 1-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

3. 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:

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

To register in www.SAM.gov one must first obtain DUNS and NCAGE numbers. This process may take from several days up to several weeks, so applicants are advised to start early.

Please note that your information in DUNS and NCAGE registrations must match exactly or else you will encounter errors registering at www.SAM.gov.

If your organization has got a DUNS and/or NCAGE number and/or had registration in www.SAM.gov earlier, please check and make sure first that they are updated and valid and the registered data are correct.

- **DUNS Registration (Dun & Bradstreet - D&B)**

To obtain a DUNS number please go to <http://fedgov.dnb.com/webform/index.jsp>. Again, there is no fee to obtain a DUNS number in support of submitting a grant proposal to the U.S. government. Any information to the contrary is false, and any additional services offered during the registration process are not necessary.

- **NCAGE Registration (NATO Commercial and Governmental Entity)**

A NATO Commercial and Governmental Entity (NCAGE) Code must be assigned to the applicant organization.

To request an NCAGE code, please go to

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

More information is also available here:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

- **SAM.gov Registration (System for Award Management)**

To register in SAM.gov please go to www.SAM.gov. SAM.gov registration must be renewed annually. **Again, no fee or payment is required to register in www.SAM.gov.**

Important Note to Individual Applicants: Applicants who submit proposals as individuals are not required to register with SAM and obtain numbers from DUNS or NCAGE.

4. Submission Dates and Times

PAS Budapest Small Grants Program for 2018 is being administered on a rolling basis, with proposals reviewed on a monthly basis, subject to availability of funds.

5. Funding Restrictions

The following types of funding requests are typically not supported:

- Fees and travel cost to attend conferences in the United States
- Ongoing salary costs
- Office equipment
- Paying to complete activities begun with other funds
- Refreshments (exceptions: expenses for coffee breaks and working lunches which are essential part of the realization of a project might be funded)
- Costs of alcoholic beverages are unallowable.

Furthermore award funds cannot be used for construction projects, vehicle purchases, real estate purchases or other similar purposes or for costs which are determined as unallowable in 2 CFR 200 (<https://www.ecfr.gov/cgi-bin/retrieveECFR?gp=6&SID=aa39cfaeaded5dd0198723210fe38c8f&ty=HTML&h=L&r=PART&n=pt2.1.200>).

6. Other Submission Requirements

All questions about PAS Budapest's Small Grants Program should be addressed to BudapestGrants@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 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.

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 positive impact after the end of the project.

In addition, the committee will consider how the proposal:

- addresses one or more of the initiatives of the Public Diplomacy Small Grants Program
- forges new people-to-people connections between Americans and Hungarians, and builds sustainable, interdisciplinary networks
- demonstrates measurable results and an ongoing multiplier effect
- creates new ties between U.S. and Hungarian institutions, organizations, and networking groups
- strengthens understanding of American culture, society, its democratic values and institutions
- promotes diversity and inclusion of minority groups, including persons with disabilities and the LGBTI community
- is innovative and targets young and/or minority audiences and underserved/underrepresented communities
- preferably possesses a strong U.S. component (i.e. an American speaker, involvement of alumni of U.S. professional and academic exchange programs, a current or proposed partnership with U.S. counterparts, a theme or topic originating in or inspired by U.S. history or society, etc.)
- includes a strong social media component
- involves as much as possible U.S. Department of State-sponsored American Spaces in Hungary

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

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 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>

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

All questions about the PAS Budapest's Small Grants Program should be addressed to BudapestGrants@state.gov.

Note: PAS Budapest 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 and Fringe Benefits: 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.