

U.S. DEPARTMENT OF STATE  
U.S. CONSULATE GENERAL, MERIDA, MEXICO

**Notice of Funding Opportunity (NOFO)**

**Funding Opportunity Title:** Public Diplomacy Grant Program  
Empowering communities through STEM education,  
Entrepreneurship and English Language Skills.

**Funding Opportunity Number:** PAS-MER-2021-01

**Deadline for Applications:** June 4, 2021

**Assistance Listing Number:** 19.040

**Total Amount Available:** \$15,000 USD

**A. PROGRAM DESCRIPTION**

The United States Consulate General in Merida / PAS Merida of the U.S. Department of State announces an open competition for organizations and State Department ALUMNI to submit applications to carry out public diplomacy projects in the states of Yucatan, Quintana Roo and Campeche. Projects can be completely virtual or have a mix of virtual and in-person activities, if and only when local COVID-19 contingency guidelines permit it and are strictly followed. Please follow all instructions below.

**Priority Region:** Campeche, Quintana Roo and Yucatan

**Program Objectives:**

The program shall improve the STEM ( Science, Technology, Engineering and Mathematics) education, entrepreneurship and/or English language skills in underserved communities. By the end of the program, participants will have sufficient knowledge and access to relevant tools, as well as increased educational and employment opportunities in Mexico. All proposals should promote an increased understanding of U.S. policy and perspectives.

**Participants and Audiences:**

Proposals should engage with underserved communities, women, and youth. The target audience for STEAM education is Mexican youth age 16-23. The target audience for entrepreneurship programs is underserved populations such as women and indigenous communities. The target audience for English training is English teachers or university students

## **B. FEDERAL AWARD INFORMATION**

Length of performance period: One day to 12 months

Number of awards anticipated: up to five

Award amounts: awards may range from a minimum of \$2,000 to a maximum of \$5,000

Total available funding: \$15,000

Type of Funding: FY21 Fulbright/Hays Funds

Anticipated program start date: October 2021

*This notice is subject to availability of funding.*

Funding Instrument Type: Grant, fixed amount award, or cooperative agreement.

**Program Performance Period:** Proposed programs should be completed in twelve months or less.

The U.S. Consulate reserves the right to award less or more than the funds described in the proposal as it may deem to be in the best interest of the U.S. government. PAS will consider 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 applicants, and a determination that continued funding would be in the best interest of the Department of State.

## **C. ELIGIBILITY INFORMATION**

### **1. Eligible Applicants**

The following organizations are eligible to apply:

- Registered not-for-profit organizations, civil including think tanks and civil society/non-governmental organizations, civil society/non-governmental organizations working in the states of Campeche, Quintana Roo and Yucatan
- State department Alumni from the states of Campeche, Quintana Roo and Yucatan
- Public and private educational institutions from the states of Campeche, Quintana Roo and Yucatan

### **2. Cost Sharing or Matching**

Cost Sharing or matching is not required but is encouraged.

### **3. Other Eligibility Requirements**

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](http://www.SAM.gov). Please see Section D.3 for information on how to obtain these registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov. Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

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

The proposal should be submitted in English or Spanish.

Include a clear project description.

Identify specific goals addressed and outcomes to be achieved.

Projects can be completely virtual or have a mix of virtual and in-person activities, if and only when local COVID-19 contingency guidelines permit it and are strictly followed.

Identify the target audiences/recipients and the total number of participants.

Explain how the project will include or recruit specific audiences.

State the location/s of activities. Project activities must be limited to the states of Campeche, Quintana Roo and Yucatan.

Include a calendar of activities, topics, timeline, and milestones.

Include an evaluation and monitoring plan.

Explain how the project will have a multiplier effect or be sustained after the grant period.

Include a “U.S. component” as part of the project. Examples include but are not limited to: a U.S. speaker – in person or virtual; participation of U.S. Consulate officials during the opening, closing, or other activities of the program; collaboration with U.S. institutions; use of materials or publications of the U.S. Department of State or other U.S. content.

### **Additional information**

Proposals must comply with the application process and submit documents solicited in this NOFO.

Proposals must include a branding plan for materials produced and state how the U.S. Consulate General will be recognized.

Site visits or activities including U.S. Consulate General personnel throughout the project are encouraged, if and only when local COVID-19 contingency guidelines permit it and are strictly followed.

The U.S. Consulate General will promote the project to wider audiences, including the use of its social media platforms.

This NOFO does not require cost sharing, but applicants are encouraged to seek support from other sources. PAS also encourages projects that use volunteers as an element of cost-sharing. Applications should explain other sources of funding, in-kind contributions (such as office space and supplies), and how the volunteers will be used.

Attachments may include a 1-page CV or resume of key personnel who are proposed for the program.

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:

- Complete NOFO online registration form
- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English or Spanish
- All budgets are in U.S. dollars (use current exchange rate)

The following documents are **required**:

### **1. NOFO Online Registration Form**

**2. Summary Page:** Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

**3. Proposal** (5 pages maximum): 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 program, including program 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
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program 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 program. What proportion of their time will be used 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:** 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.
- **Branding Plan,** A description of how the program will include U.S. Consulate General and how will be recognized. Logos, participation, site visits, branding for materials produced, speakers, etc.

**4. Budget Justification Narrative:** Applicants must submit the complete budget template and description, including unit costs, quantities, and any other relevant information that may impact the total cost of the project.

5. Unique Entity Identifier and System for Award Management ([SAM.gov](https://sam.gov)) when selected.

#### **Required Registrations (if selected):**

*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 entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- [www.SAM.gov](https://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/Cage-List.aspx>

*Instructions for the NCAGE application process:*

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

*For NCAGE help from within the U.S., call 1-888-227-2423*

*For NCAGE 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.*

## **6. Submission Dates and Times**

Applications are due no later than **June 4, 2021**

## **7. Funding Restrictions / non-Eligible projects**

**The following cannot be funded through this proposal:**

Seed capital or funding for start-ups and/or small businesses support

Programs related to partisan political activity

Projects to support individual research or scientific research

Purchase of office space or buildings or rental of permanent office space

Health devices/supplies or any health-related project

Agricultural projects

Purchase of major equipment such as electro domestics appliances, motor-vehicles (requests will be reviewed case by case)

Domestic animal projects

Religious activities

Construction projects

Fundraising campaigns

## **8. Other Submission Requirements**

**All application materials must be submitted by email to MeridaPAS@state.gov**

## E. APPLICATION REVIEW INFORMATION

### Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below.

**Quality and Feasibility of the Program Idea – 25 points:** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

**Organizational Capacity and Record on Previous Grants – 25 points:** The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

**Program Planning/Ability to Achieve Objectives – 15 points:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results. The proposal includes the required “U.S. component”.

**Budget – 10 points:** 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 – 15 points:** 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 – 10 points:** Program activities will continue to have positive impact after the end of the program.

If cost share is required, describe how it will be evaluated.

### Review and Selection Process

A review committee will evaluate all eligible applications. Selected applications will receive an award or decline notice from the Consulate by June 30, 2021

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

### **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:** Bank transfer

### **2. Administrative and National Policy Requirements**

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).

### 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: MeridaPAS@state.gov

## 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 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, for program staff, consultants or speakers, and participants/beneficiaries. 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.