

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

Funding Opportunity Title: U.S. Embassy *Beijing* PAS Annual Program Statement
Funding Opportunity Number: **EAPBJ-21-GR-001-EAP-041521**
Deadline for Applications: *July 30, 2021*
CFDA Number: 19.040 – Public Diplomacy Programs
Total Amount Available: Amount pending funds availability
Maximum for Each Award: \$30,000

A. PROGRAM DESCRIPTION

Mission China Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce an open competition for awards available through our Public Diplomacy Grants Program. This Annual Program Statement outlines our broad funding priorities, strategic themes, and the procedure for submitting requests for funding.

Applications for programs will be accepted until July 30, 2021. Applicants may apply for funding up to US\$30,000. Applications that make clear their careful consideration of effective use of resources, (including shared contributions from their own or other organizations), 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.

Purpose of APS Grants:

Mission China invites proposals for projects that strengthen ties between the United States and China. 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 Chinese people after the program concludes. Finally, we note that a robust Chinese civil society has the potential to benefit U.S. citizens present in China during times of personal crisis or natural disaster, and our funding priorities reflect this, as well.

Priority Program Areas:

- **Enhancing US-China relations:** Projects that support the enhancement of U.S.-China people-to-people relations, particularly understanding of the United States among the Chinese people.

- **U.S. Business in China:** Programs that amplify or otherwise provide a framework for U.S. businesses to share American values, including but not limited to specific corporate social responsibility (CSR) activities in partnership or within Chinese communities.
- **Education, cultural exchange, and diversity and inclusion.** These may include 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.
- **Technology and Ethics:** Programs that provide opportunities for discussion and collaboration on the intersection between technology, standards, privacy, AI, social media, and ethics, and its impact on the future of work.
- **Environment:** Collaboration in sustainable development, sustainable finance, energy issues, eco-tourism, and other related fields. Mutual sharing of expertise in environmental protection including of habitats and wildlife unique to China. Public outreach on limiting and mitigating the impact of climate change.
- **Health:** Projects that promote a greater understanding of the value of health cooperation between China and US 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:** Projects that support innovative, interactive teaching and learning of the English language. Projects that directly support ongoing efforts of the Mission English Language Office will be especially welcome.

The following types of programs are not eligible for funding: *(suggested examples below)*

- Programs relating to partisan political activity;
- 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; or
- Programs that duplicate existing programs.

B. FEDERAL AWARD INFORMATION

Length of performance period: Most grants are limited to 12 months or less.

Award amounts: Maximum of \$30,000 per award

Total available funding: Amount pending funds availability

Type of Funding: Fiscal Year(s) 2021, 2022 Public Diplomacy Funding

Funding Instrument Types are limited to: Grants, 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).

Program Performance Period: Proposed programs should be completed in *12 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 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

The following are eligible to apply:

Non-governmental organizations (NGOs) including think tanks, civil society organizations, and individuals carrying out programs in support of civil society;
Museums, national parks, nature reserves;
Community organizations;

For-profit or commercial entities are not eligible to apply.

2. Cost Sharing or Matching

Otherwise competitive applications that also provide cost sharing or cost matching thereby substantially increasing the effectiveness and impact of the program will be selected over equally competitive applications that lack cost sharing or matching.

3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a 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: <https://china.usembassy-china.org.cn/education-culture/grant-opportunities/> and <http://www.grants.gov>.

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 documents are formatted to 8 ½ x 11 paper, and
- All documents are in Microsoft Word, in single-spaced, 12 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*)
- **SF424A** (*Budget Information for Non-Construction programs*)
- **SF424B** (*Assurances for Non-Construction programs*)

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: 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:** Brief 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 activities or operations, demonstrating the ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or other government agencies or international organizations.
- **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.

- **Proposed Program Schedule:** 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 timeframe 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.

Proposals may **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.
- Should not primarily focus on academic or scientific research.
- Programs that extend and deepen relationships between the United States and China in Southwest China will be given preference during review.

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.

* We strongly encourage applicants to submit a budget suited to your organization's capacity and tailored to accomplish your goals. Smaller awards may be approved more quickly.

5. Attachments:

- 1-page CV or resume of key personnel who are proposed for the program
- If applicable: Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a Negotiated Indirect Cost Rate Agreement (NICRA) and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
- Official permission letters, if required for program activities
- Unique Entity Identifier and System for Award Management (SAM.gov)

6. 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

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/displayHomePage.do;jsessionid=81407B1F03F2BDB123DD47D19158B75F>. <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%20NSPA%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@dliis.dla.mil for any problems in getting an NCAGE code.

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

7. Submission Dates and Times

The Public Affairs Section will review proposals according to the following schedule:

- Proposals must be received by July 30 will be reviewed by our grants committee.

8. Other Submission Requirements

All application materials must be submitted by email to BeijingProgramGrants@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 will be 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 Mission China’s priority areas or target audiences.

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 they can 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.

Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

Federal Awardee Performance & Integrity Information System (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 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: Payment will be made via electronic transfer whenever possible. Payment period and amounts will be described in the award terms agreed with the applicant.

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/>. Please 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. Grantees are expected to keep the GO or Grants Officer Representative (GOR) updated on progress throughout the project period. The GO or GOR is also responsible for site visits to some or all of the activities supported by the award as stated in the award agreement. The grantee should notify the GO or GOR 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: BeijingProgramGrants@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.