Funding Opportunity Title: U.S. Embassy Ottawa, Public Affairs Section, Annual Program Statement
Funding Opportunity Number: PAS-OTTAWA-FY22-APS01
APS Opening Date: December 1, 2021
APS Closing Date: July 6, 2022
CFDA Number: 19.040 – Public Diplomacy Programs
Maximum for Each Award: $100,000
Minimum for Each Award: $15,000

SUMMARY:

The U.S. Embassy and Consulates in Canada's Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that we are considering proposals for our Public Diplomacy Grants Program. This announcement is an Annual Program Statement outlining our funding priorities, our strategic themes, and the procedures for submitting funding requests.

Please read this document carefully and follow all instructions.

This notice is subject to availability of funding.

COVID-19 SPECIAL ANNOUNCEMENT TO ALL POTENTIAL APPLICANTS:

Applicants are encouraged to consider the ongoing impact of the COVID-19 pandemic on travel and public gatherings in Canada when developing programs and submitting proposals. Proposals should detail the applicant's plan to execute either a virtual, in-person, or hybrid program, depending upon the public health restrictions in force at the time the program takes place.

A. PROGRAM DESCRIPTION

PAS invites proposals for projects that strengthen ties between Canada and the United States through programming that promotes bilateral cooperation. All programs must include an American element or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policies and perspectives to a Canadian audience.

Examples of PAS Grants Programs include, but are not limited to:

- U.S. experts speaking tours/public talks, roundtable discussions, and workshops in Canada.
- Academic and professional lectures and seminars.
- Professional and academic exchanges and programs.
- Artistic and cultural workshops, joint performances, and exhibitions.
- Development of initiatives aimed at maintaining contacts with alumni of our exchange programs.
- Initiatives that develop stronger ties between the United States and Canada.

Priority Program Areas:

Security and Defense: activities that promote transatlantic security; combat transnational, regional, and global challenges, including cybersecurity, terrorism, and violent extremism, and trafficking in persons; and encourage resistance to malign influence and disinformation.

Prosperity, Trade, and Investment: activities that promote and support economic opportunities for women, youth, and underserved populations; and trade that improves the connections between U.S. and Canadian businesses, and United States-Mexico- Canada Agreement (USMCA).

Technology and Innovation: activities that support cooperation in such areas as space exploration, cybersecurity, the Arctic, and entrepreneurship.

Shared Values and Interests: programs that promote the U.S.-Canada relationship and build people-to-people ties, including but not limited to, Black History Month, diversity and inclusion, freedom of the press, protection of intellectual property rights, and promotion of human rights including religious freedoms.

Youth Engagement: programs and projects that engage youth audiences through creative formats including (but not exclusively) online gaming, performance and the arts, exploration of U.S. and Canada shared history, culture, and values, and virtual and in-person exchange opportunities.

Student Mobility: activities that promote exchanges and training opportunities for U.S. and Canadian higher education and vocational students.

Educational Exchanges and Partnerships: activities related to Science Technology Engineering Arts and Mathematics (STEAM) that target underserved youth. As well as academic/professional exchanges on COVID-19.

Participants and Audiences:

PAS engages with a variety of audiences, including national and regional media, NGOs and think tanks, government officials (national, regional, and municipal officials, policy makers, civil servants), cultural and educational leaders, next generation leaders (e.g., innovators, digital influencers, campus leaders), and universities.

The following types of programs are not eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- 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 an organization;
- Programs that duplicate existing programs.

Pre-award costs are not an allowable expense for this funding opportunity.

Funding authority: Smith-Mundt. The source of funding is FY2022 Public Diplomacy Funding.

B. FEDERAL AWARD INFORMATION

Length of performance period: up to 24 months
Award amounts: from a minimum of $15,000 to a maximum of $100,000

Submission Dates:

PAS Grants Committee will review proposals based on the following schedule. PAS Grants Committee recommends that applicants submit proposals three to six months in advance of the project start date. Applicants will typically be notified of the committee's decision four to six weeks after the proposal due date.

Proposal Due Date:
January 14, 2022
March 7, 2022
May 4, 2022
July 6, 2022

Please note that all funding decisions are based on availability of funds.

Funding Instrument Type: Grant, Fixed Amount Award, Grant to an Individual, or Cooperative Agreement. Significant involvement for a Cooperative Agreement may include prior approval of specific speakers for programs.

Program Performance Period: Proposed programs are usually completed within two years or less but may be extended in special circumstances.

PAS will consider applications for continuation grants funded under these awards beyond the initial budget period, on a noncompetitive 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. ELIGILIBITY INFORMATION

PAS encourages applications from the U.S. and Canada. U.S. organizations must partner with a Canadian organization. For-profit or commercial entities are not eligible to apply. Cost sharing is not required.

The following organizations or individuals are eligible to apply:

- Canadian not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- U.S. not-for-profit organizations with a partner in Canada
- Public and private educational institutions
- Public international organizations and governmental institutions
- Individuals (note that for-profit organizations are not eligible for this notice of funding opportunity. By extension, this means that an employee or owner of a for-profit organization may not apply as an individual solely to circumvent this restriction. If applying as an individual, you must include in your application an explanation of why you are uniquely qualified as an individual applicant).

Diversity and Inclusion Guidelines:

Programs, speakers, and participants should be representative of the diversity of political, social, and cultural life in the United States and abroad. 'Diversity' should be interpreted in the broadest sense and encompass differences including race, color, national origin, sex, age, religion, geographic location, socio-economic status, disability, sexual orientation, or gender identity. Proposals should demonstrate how diversity will enhance the program's goals and objectives.

Other Eligibility Requirements: All organizations are required to register for identification codes with DUNS, NCAGE, and SAM. Please note there is no charge to register for a DUNS, NCAGE, and SAM.gov account; organizations must have an active SAM.gov account to apply for funding; individuals are not required to have a DUNS, NCAGE, and SAM.gov account.

To register:

Step 1: Apply for a DUNS number - Obtain 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 https://fedgov.dnb.com/webform

Step 2: Apply for an NCAGE number - Obtain an NCAGE code by visiting 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 Phone: 1-888-227-2423 (within the U.S.) or 1-269-961-7766 (outside of the U.S.) Email: NCAGE@dlis.dla.mil

Step 3: Register for SAM - After you have received your NCAGE Code, you register your entity in SAM by logging on to SAM.gov | Home. Your SAM.gov account must be renewed annually.

Please note: For organizations only, for your proposal to be considered by the U.S. Mission to Canada Grant Committee you must have an active SAM.gov account.

D. APPLICATION AND SUBMISSION INFORMATION

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

The following documents are mandatory:

Documents are available on the Embassy's website on the U.S. Mission to Canada Funding Opportunities page under 'Grant Application Package'.

1. **SF-424** (Application for Federal Assistance – for organizations)
2. **SF-424I** (Application for Federal Assistance – for individuals)
3. **SF424A** (Budget Information for Non-Construction programs)
4. **SF-424B** (non-construction – <u>mandatory for individuals only</u>)
5. Detailed budget document
6. **Summary Coversheet**: Cover sheet stating the applicant's name and organization, proposal date, program title, program period, proposed start and end date, and brief purpose of the program.
7. **Grant Proposal Template** (10 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;

8. Proposal Summary: Short narrative that outlines the proposed program, including program objectives and expected outcomes;
9. A Brief Introduction to the Organization or Individual Applying: A description of past and present operations, a demonstrated ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies;
10. Problem Statement: Clear, concise, and well-supported statement of the problem to be addressed and why the proposed program is needed;
11. Program Goals and Objectives: The "goals" describe what the program is intended to achieve. What aspect of the relationship between the U.S. and Canada will be improved? The "objectives" refer to the method required to meet the goals. These should be achievable and measurable;
12. Program Activities: A description of the program activities and how they will help to achieve the objectives;
13. Program Methods and Design: A description of how the program is expected to work to solve the stated problem and achieve the goal;
14. Proposed Program Schedule: The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events;
15. 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?;
16. Program Partners: List the names and type of involvement of key partner organizations and sub-awardees;
17. Program Monitoring and Evaluation Plan: 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? This is an important part of successful grants;
18. Future Funding or Sustainability: Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable;
19. Program Location: Where will the program take place?;
20. Budget Justification Narrative: After filling out the SF-424A Budget (above), use the detailed budget document provided to describe each of the budget expenses in detail;

21. All application materials must be submitted by email to Ottawa-PA@state.gov.

E. APPLICATION REVIEW AND SELECTION PROCESS

Each application will be evaluated by the PAS Grant Committee and rated based on the evaluation criteria outlined below. The criteria listed are closely related and are considered in judging the overall quality of an application.

Organizational Capacity and Record on Previous Grants: The organization has a demonstrated record of 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 details on 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 Ottawa'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 the ability to measure program success against key indicators and to provide milestones that 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.

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

The grant award, fixed amount award, individual grant, 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 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.

Unsuccessful applicants will be notified via email.

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.state.gov/about-us-office-of-the-procurement-executive/.

Note the U.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.

G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at ottawa-pa@state.gov. Questions are encouraged at each stage of the process, even the initial process when an organization is considering whether to apply and may be unsure if program activities fit the grant purpose.

Thank you for your interest in our grants program.
U.S. Embassy & Consulates in Canada