

PAS Lima Annual Program Statement FY2021

U.S. DEPARTMENT OF STATE U.S. EMBASSY LIMA, PUBLIC AFFAIRS SECTION

Funding Opportunity Title: U.S. Embassy LIMA PAS Annual Program Statement

Funding Opportunity Number: PAS-LIMA-FY21-01

Posted Date: November 3, 2020

Original Closing Date for Application: February 2, 2021

Please refer to detailed review schedules in section IV.

Award Floor and Ceiling: \$10,000 - \$100,000

CFDA Number: 19.040 – Public Diplomacy Programs

Please refer to detailed review schedules in section IV.

References: [Standard Department Terms & Conditions](#) [English PDF]

Authorizing legislation, type and year of funding:

Funding authority rests in either the Smith-Mundt Act or the Fulbright-Hays Act.

The source of funding is FY2021 Public Diplomacy Funding.

This notice is subject to availability of funds.

I. FUNDING OPPORTUNITY DESCRIPTION: The U.S. Embassy Lima 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, strategic themes of interest, and procedures for submitting requests for funding. Please carefully follow all instructions below.

Purpose of Small Grants: PAS Lima invites proposals for projects that strengthen people-to-people ties between the United States and Peru through cultural and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include a U.S. cultural element, or connection with U.S. expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives. PAS is more likely to fund programs that directly support our Integrated Country Strategy, which can be found under Western Hemisphere Region/Peru at:

<https://www.state.gov/f/strategies/ics/index.htm#wha>

The PAS Small Grants Program projects may include, but is not limited to:

- Lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Cultural heritage conservation and preservation projects;
- Professional or academic exchanges and projects (including virtual exchanges with U.S. experts or communities);
- Professional development workshops and training.

Priority Funding Areas:

The Grants Program seeks to strengthen the bilateral relationship between the United States and Peru by awarding grants to non-profit organizations and individuals for projects that address the following priority areas:

Support Peru's Post-Pandemic Recovery

Projects that support Peru's post-pandemic recovery in the social, economic, cultural and educational sectors.

Projects that promote entrepreneurship, financial literacy, and participation in the formal economy among vulnerable, rural or marginalized populations.

Projects that promote English language education in Peru as a tool to improve access to opportunities for Peruvian youth and promote economic recovery.

Build Peru's Capacity to Combat Transnational Organized Crime and Sustainably Manage its Natural Resources

Projects aimed at supporting Peruvian communities' efforts to combat corruption, human trafficking, wildlife and antiquities trafficking, and other crimes against the environment.

Programs related to freedom of the press that improve the quality of investigative journalism and transparency, and that help counter disinformation.

Advance Gender Equality

Projects that promote opportunities for women and girls, combat gender-based violence, and empower survivors of human trafficking and domestic violence.

Strengthen U.S.-Peruvian Partnerships Through Public Diplomacy Programs

Proposals that strengthen lasting partnerships between the citizens of the United States and those of Peru, especially outside major urban areas

Projects that support educational exchange, the internationalization of higher education, and U.S. – Peruvian partnerships in Science, Technology, Engineering, Arts and Mathematics (STEAM) among Peruvian youth. Priority

will be given to projects that encourage social development and help reduce inequality, especially among marginalized populations

Cost Sharing or Matching Requirement: Although cost share is not required, it is strongly encouraged. When cost sharing is offered, it is understood and agreed that the applicant must provide the amount of cost sharing as stipulated in its proposal.

The following types of projects are not eligible for funding:

- Requests by organizations and individuals who are neither Peruvian nor American;
- Those relating to partisan political activity;
- Charitable activities;
- Construction projects;
- Projects that support specific religious activities;
- International travel, unless specifically justified within the project and in line with the Fly America Act (see more at <https://www.gsa.gov/policy-regulations/policy/travel-management-policy/fly-america-act>);
- Trade activities;
- Fund-raising campaigns;
- Commercial projects;
- Scientific research;
- Projects aiming only at primary institutional development of the organization; or
- Projects that duplicate existing projects.

Although on rare occasions PAS does fund the travel of U.S. experts who are participating in conferences in Peru, such programs must be part of wider public programming coordinated with the U.S. Embassy, rather than limited to the presentation of scientific or academic research or participation in a single conference or event.

II. FEDERAL AWARD INFORMATION

Length of performance period: *2 to 24 months*

Number of awards anticipated: 15 awards

Award amounts: awards may range from a minimum of *\$10,000* to a maximum of *\$100,000*

Type of Funding: *Fiscal Year 2021 Public Diplomacy Funding*

Anticipated project start date: *January 1, 2021*

Funding Instrument Type: Grant, Fixed Amount Awards, or Cooperative Agreement. Cooperative Agreements are different from grants in that PAS staff are more actively involved in proposal execution and anticipate having moderate to substantial involvement once the award has been made.

Project and Budget Periods: Grant projects generally should be completed in one year 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.

Applicants should consider their budgets carefully and submit a budget commensurate with their project goals. While PAS will consider proposals up to \$100,000, projects that are smaller in scope are more likely to be considered.

III. ELIGIBILITY INFORMATION

The U.S. Embassy Lima Public Affairs Section encourages applications from U.S. or Peruvian citizens and/or organizations, including:

- Registered public or private non-profit organizations, such as think tanks and civil society/non-governmental organizations with programming experience
- Non-profit or governmental educational institutions
- Governmental institutions

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

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. 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.

IV. APPLICATION REQUIREMENTS

The U.S. Embassy Lima Public Affairs Section will accept proposals throughout the year and will review proposals as funding becomes available. Once the U.S. Embassy confirms receipt of the proposal via e-mail correspondence, the review and selection process may take up to three months. Applicants are encouraged to submit proposals as early as possible prior to the proposed activity start.

***NOTE:** Applicants applying for funding under \$25,000 have the option of submitting a Statement of Interest (SOI) proposal rather than immediately submitting the full application package. The SOI is a concise proposal (no more than 10 pages) drawing from key points in the guidelines below but without submitting the full package of forms listed in C, D, and E. Upon review of eligible SOIs, the U.S. Embassy will notify and invite selected prospective applicants to expand their ideas into a full application package. The purpose of allowing SOIs be submitted first is to reduce the initial burden for first time, small-grants applicants and encourage innovative, cost-efficient proposals.*

The following requirements just be met for all submissions:

- Documents listed in sections C and D must be in English. Remaining documents (cover letter, proposal, and official permission letters) may be in English or Spanish.
- All budgets must be presented in U.S. dollars.
- All documents must be in Microsoft Office file formats
- All documents must be single-spaced, 12-point Times New Roman font, with a minimum of 1-inch margins.
- All pages must be numbered
- All documents must be formatted to 8 ½ x 11 paper

The application package includes:

A. Cover Letter (optional): Applicants are encouraged to submit a cover letter on the organization's letterhead containing the proposal's submission date, project title, project performance period, and primary purpose of the project.

B. Proposal (for both SOI and full application): The proposal should contain sufficient information so that anyone not familiar with it would understand exactly what the applicant wants to do. Applicants must submit a complete proposal that includes the items listed below. (The proposal should not exceed 10 pages total.)

- **Proposal Summary:** Brief narrative that outlines the proposed project, including its objectives and how it advances at least one of the Embassy's policy goals. Project summary should be one to two pages maximum.
- **Introduction to the Organization:** A description of past and present operations. Please include 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 intends to achieve at its completion. How will the project further the relationship between the United States and Peru? The “objectives” refer to the intermediate accomplishments that lead to the achievement of the goals. The goals should be measurable.
- **Program Methods and Design:** A description of how the project is expected to work and how it will solve or address the stated problem
- **Project Activities:** Specific activities related to the objectives that must be reached and the methods used to achieve the stated objectives.
- **Proposed Project Schedule:** The proposed timeline for undertaking and completing the specific project activities. Dates, times, and locations of planned activities and events should be included:
- **Key Personnel:** Names, titles, roles and experience/background on the key personnel to be involved in the project. For a project proposal over \$25,000, applicants must submit the resumes of key personnel.
 - Who will work on the project?
 - What responsibilities will they have?
 - What qualifications do they have?
 - What proportion of their time will be used in support of this project (e.g. total monthly/yearly salary at 5%)?
 - Please note if any of the key personnel are alumni of a U.S. government-funded exchange program.
- **Project Monitoring and Evaluation:** 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?
- **Media/Communications Plan:** How will the applicant use traditional and social media to raise awareness about this project and its results?
- **Future Funding or Sustainability:** Applicant’s plan for continuation beyond the grant period, or the availability of other resources, if applicable.
- **Proposed Budget:** Listing of all project expenses, consistent with the proposal narrative, project activities and USG-wide budget categories. (Please see section VII. Guidelines for Budget Submissions below for further information). Types and amounts of funding your organization has received for the current project from other partners should be included. Include a budget narrative to explain any costs that are not self-explanatory.

C. Mandatory application form SF-424 (not required for SOIs)

For Individuals, required forms are two: 1) SF-424 Application for Federal Assistance –Individual and 2) SF-424A Budget Information for Non-Construction Programs.

These forms can be found at: <https://www.grants.gov/web/grants/forms/sf-424-individual-family.html>

For Organizations, required forms are two: 1) SF424 Application for Federal Assistance and 2) SF-424A Budget Information for Non-Construction Programs.

These forms can be found at: <https://www.grants.gov/web/grants/forms/sf-424-family.html>

D. Required Registrations: All organizations applying for grants (except individuals) must obtain these registrations in this order:

1. NATO Commercial and Governmental Entities (NCAGE)/CAGE code. Obtaining and validating this code may take up to 10 business days.
2. Data Universal Numbering System (DUNS) number from Dun & Bradstreet. This may take five business days.
3. Active Registration in the System for Award Management (SAM). This may take up to 15 business days.

All are free of charge, but because the process can be lengthy, we encourage all interested applicants to begin the process immediately. Applicants request a copy of the guide by emailing LimaPDGrants@state.gov.

Step 1: Apply for an NCAGE number and then a DUNS number.

To request a new NCAGE code, organizations register with the NATO Support and Procurement Agency (NSPA) by going to the NATO Codification Tool webpage

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx> and selecting the “CAGE/NCAGE Code Request” link. More detailed instructions for the NCAGE application process can be found at

<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@dla.mil for any problems in getting an NCAGE code.

To request a new DUNS number, organizations may call 1-866-705-5711 or visit <http://fedgov.dnb.com/webform>. For technical difficulties, contact SAMHelp@dnb.com

Step 2: Register in SAM. You must have the NCAGE code and the DUNS number before registering in SAM. To register in SAM for the first time, visit <https://www.sam.gov> and start by creating a user account. (Please contact LimaPDGrants@state.gov for Spanish-language instructions). Please note the SAM registration must be renewed annually.

E. Official Permission Letters: If applicable for project activities, applicants must obtain official permission letters from the relevant authorities to carry out the project (for example, permission letters from provincial authorities or educational institutions/authorities).

F. How to Apply: All application materials must be submitted to LimaPDGrants@state.gov with “PAS FY21 APS” and the applicant organization’s name in the subject line of the email.

Proposals that do not meet the requirements above will not be considered.

V. REVIEW AND SELECTION PROCESS

Each application submitted under this announcement will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are designed to assess the quality of the proposed project and to determine the likelihood of its success. The criteria are closely related and are considered as a whole in judging the overall quality of an application. Applications will be reviewed on the basis of their completeness, coherence, clarity and attention to detail.

In deciding which projects to support, the Embassy will give consideration to the full range and diversity of Peruvian organizations – cultural, civic, and educational – and will seek to target geographically and demographically diverse audiences in Peru and to expand opportunities for U.S. citizens and communities.

The U.S. Embassy encourages applications that include organizations and communities that have not had extensive opportunities to work with the U.S. Embassy and the Department of State.

Organizations that have received previous grants from the U.S. Embassy should make an effort to include new institutions and communities as sub-grantees or program partners.

Organizational capacity: The organization has expertise in its stated field and PAS is confident of its technical capacity to undertake the project. This includes a financial management system and a bank account.

Goals and objectives: Goals and objectives are clearly stated and project 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 Lima's priority areas, including those outlined in the Integrated Country Strategy, under Western Hemisphere Region/Peru, at: <https://www.state.gov/f/strategies/ics/index.htm#wha>.

Sustainability: Project activities will continue to have positive impact after the end of the project.

Feasibility: Analysis of the project's economic, organizational, and technical feasibility. This is related to the project approach, budget items requested, and technical/human resource capacity of the organization.

Budget: The budget justification is both reasonable and realistic in relation to the proposed activities and anticipated results. Grants will be awarded to programs with the highest impact per dollar spent.

Monitoring and evaluation plan: Applicant demonstrates ability to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The project includes a systematic recording and periodic analysis of selected information on the project activities.

Media/Communications Plan: Applicant explains how traditional and social media will be used to raise awareness about this project and its results.

Successful applicants will receive official written notification by email and detailed information on finalizing grant awards.

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

Grant awards are contingent upon availability of U.S. Government funding and signing of official grant documents. Verbal or other informal communications cannot be considered official

notification of an award, and applicants may not incur expenses for a proposed project until all required administrative procedures have been completed.

VI. AWARD ADMINISTRATION

Award Notices: The grant award or cooperative agreement shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants, fixed amount awards and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the recipient. Organizations whose applications will not be funded will also be notified in writing.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding in connection with the award. Renewal of an award to increase funding or extend the period of performance is at the total discretion of the Department of State.

Payment Method: The standard form SF-270 Request for Advance or Reimbursement Payments may be submitted in the amounts required by the recipient to carry out the purpose of this award.

Payments will generally be made in at least two installments and the initial installment may not exceed the amount of 80% (The rest will be disbursed after the completion of programs and submission of closeout reports).

Reporting Requirements: All awards issued under this announcement will require both program and financial reports on a frequency specified in the award agreement. The disbursement of funds may be tied to submission of these reports in a timely manner.

All other details related to award administration will be specified in the award agreement as well. Final programmatic and financial reports are due 90 days after the close of the project period.

Progress reports at a minimum should be submitted via electronic mail to an address to be provided in the award.

VII. Guidelines for Budget Submissions

Personnel: Use this budget category for wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the project.

Travel: Use this budget category for the estimated costs of travel and per diem for this project. If the project involves international travel, include a brief statement of justification for that travel either in the Project Activities Description or as an attachment.

Equipment: Use this budget category for all tangible, non-expendable (non-disposable) machinery, furniture, and other personal property having a useful life of more than one year (or a life longer than the duration of the project), and a cost of \$5,000 or more per unit.

Supplies: Use this category for building, conservation, and other materials that will be consumed (used up) during the course of the project. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Use this budget category for goods and services that the applicant intends to acquire through a contract with a vendor, such as masonry repair and re-pointing services that include the costs of materials as part of a contract, or professional photographic services that include photographic prints as part of the contract.

Other Direct Costs: Use this budget category for other costs directly associated with the project, which do not fit any of the other categories. Examples include shipping costs for materials and equipment, and the costs of utilities (water, electricity, Internet) required for the project.

Applicable taxes, if any, should be included as part of your budget.

“Other” or “Miscellaneous” expenses must be itemized and explained.

“Cost Sharing” refers to contributions other than the U.S. Embassy Lima grant being applied for. It includes in-kind contributions such as volunteers’ time, donated venues, admin support, etc.

“Counterpart contributions” by the involved organizations are encouraged and funds or in-kind, such as staff time, space, etc., should be mentioned in the estimated value of contribution.

Entertainment and Alcoholic Beverages CANNOT BE FUNDED. Please note that U.S. Embassy Lima does not provide any funding for entertainment or

alcoholic beverages in its grants. If you feel that these are important to the project, you may want to consider such expenses as part of your cost-share.

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.

VIII. Inquiries

If you have any questions about the grants application process or would like a proposal template, please contact PAS at LimaPDGrants@state.gov.