



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY BAMAKO
Annual Program Statement (APS)
Public Diplomacy Small Grants**



This notice is subject to the availability of funding.

Funding Opportunity Title: U.S. Embassy Bamako Public Diplomacy Annual Program
Statement

Deadlines for Applications: January 31, 2022, for February 2022 Review Panel
May 31, 2022, for June 2022 Review Panel

CFDA Number: 19.040 – Public Diplomacy Programs

Minimum Award: \$5,000

Maximum Award: \$500,000

Average Award: Below \$25,000

1. PROGRAM DESCRIPTION

The U.S. Embassy Bamako 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. Please **carefully follow** all the instructions and submit your complete proposal to PASBamako@state.gov. Most successful proposals will be for dollar amounts under \$75,000, although highly compelling proposals for larger dollar amounts will occasionally be considered if adequate funding allows. All received proposals will be reviewed according to the deadline schedule above and outlined in Section 4C, subject to timely availability of funding. Please note the following requirements in addition to others outlined in this program description.

- Programs must have a connection to the United States, whether by the involvement of an American person or institution, or through the promotion of an aspect of American culture.
- Proposals must be submitted in English and budgets must be in U.S. dollars.
- Programs must address one of the key priorities listed below.
- All proposals must include a monitoring and evaluation plan.
- Complete application packets must be sent to PASBamako@state.gov.
- Incomplete proposals or those submitted in a language other than English will not be considered by the Review Panel.

Purpose of Small Grants

PAS Bamako invites proposals for projects that strengthen ties between the United States and Mali by promoting bilateral cooperation and highlighting shared values and shared interests. All programs must advance one of the key priorities listed below and must promote an element of American culture or have a connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased ties between the United States and Mali and foster understanding of U.S. policies and perspectives. The PAS Small Grants program is NOT a vehicle to fund development projects, nor can these grants be used to support for-profit entities.

Examples of PAS Small Grants Program projects include, but are not limited to:

- Artistic and cultural workshops, joint performances, and exhibitions
- Academic and professional lectures, seminars, and speaker programs
- Cultural heritage conservation and preservation programs
- Civic engagement and social activism programs

Key Priority Areas and Audiences

The purpose of projects funded under the annual program statement is to strengthen ties between Americans and Malians as we work together to make progress toward the goals outlined below.

- Strengthening independent media and fighting disinformation through media literacy, training and other engagement;
- Reinforcing existing Sister City relationships or other relationships between U.S. and Malian institutions (e.g. universities or museums)
- Ensuring participation of citizens, especially women and youth, in the democratic process;
- Fostering economic growth and entrepreneurship;
- Advancing anti-corruption efforts and promoting transparency and good governance;
- Promoting inclusive social development, particularly by empowering women and girls;
- Engaging underserved populations, including persons with disabilities, through art, sports, culture and other creative programs;
- Promoting tolerance and peace;
- Strengthening community resilience to extremism; and
- Promoting English language study and acquisition.

Eligibility

For-profit or commercial entities are NOT eligible to apply. The Public Affairs Section encourages applications from U.S. and Malian applicants from:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience;
- Individuals; and
- Non-profit or public educational institutions.

The following types of programs are NOT eligible for funding from the Public Affairs Section of the U.S. Embassy in Bamako:

- 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 the organization; or
- Programs that duplicate existing programs.

If your project is ineligible based on these criteria, please visit the Grants Programs page on our [website](#) to view other U.S. Embassy grant opportunities that may be better suited for your project.

Authorizing Legislation, Type and Year of Funding

Funding authority rests in the Smith-Mundt Act or Fulbright-Hays Act. The source of funding is FY2022 Department of State Public Diplomacy Funding.

2. FEDERAL AWARD INFORMATION

Length of Performance Period: 6 to 24 Months

Number of Awards Anticipated: Multiple awards (dependent on amounts)

Type of Funding: Fiscal Year 2022 Public Diplomacy Funding

Anticipated Program Start Date: Flexible, but no later than November 2022

Funding Instrument Type: Grant, Fixed Amount Award, or Cooperative Agreement

Program Performance Period: Proposed programs should be completed in 24 months or less, including sufficient time for post-program evaluation and follow-up.

PAS will accept applications for continuation grants funded under past iterations of 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.

3. ELIGIBILITY INFORMATION

3A. Eligible Applicants

For-profit or commercial entities are not eligible to apply. The Public Affairs Section encourages applications from U.S. and Malian applicants from:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience;
- Individuals; and
- Non-profit or public educational institutions.

3B. Cost Sharing or Matching

Cost sharing is not required. However, proposals that can demonstrate effective and sustainable cost sharing will be given priority.

3C. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have, or be able to obtain, a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, as well as a valid registration on www.SAM.gov. Organizations can apply without these registrations and wait to be selected to register for them. Please see Section 4B for information on how to obtain these registrations. Note: Individual persons do not need to register in these systems, only organizations must do this.

4. APPLICATION AND SUBMISSION INFORMATION

4A. Content and Application Form 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: All applications must meet the below requirements in order to be considered.

- The proposal clearly addresses the goals and objectives of this funding opportunity.
- All documents are in English and budgets are in U.S. dollars.
- All proposals are submitted in Word Document or PDF format.

The following documents are required:

1. Mandatory application forms:

- [SF-424](#) (*Application for Federal Assistance—Organizations*) or SF-424I (*Application for Federal Assistance—Individuals*)
- [SF-424A](#) (*Budget Information for Non-Construction Programs*)
- [SF-424B](#) (*Assurances for Non-Construction Programs*)
- All mandatory application forms are available on the right-hand side of the webpage and at <https://www.grants.gov/forms/sf-424-family.html>.

2. **Summary Coversheet:** 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 (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.
 - **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 other 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. What aspect of the relationship between the United States and Mali will be improved? 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, the audiences reached through each activity, and how the activities will help achieve the stated 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.
4. **Budget and Budget Justification Narrative:** After filling out the SF-424A Budget (above), use a separate sheet of paper to provide a description and justification of all costs included in the budget. See Section 8, *Other Information: Guidelines for Budget Submissions*, for further information regarding the budget and allowable costs.
5. **Attachments**
 - One-page CV or resume of key personnel who are proposed for the program

- Letters of support from program partners describing the roles and responsibilities of each partner
- Official permission letters, if required for program activities

4B. Unique Entity Identifier and System for Award Management (SAM.gov)

Organizations selected for funding must already have or be able to get the below registrations. All are free of charge. Foreign organizations applying for an award of less than \$25,000 can apply without these registrations and wait to be selected to register for them. Note: Individual persons do not need to register in these systems, only organizations must do this.

- Unique Identifier Number from Dun & Bradstreet (DUNS Number)
- NCAGE/CAGE Code
- gov Registration

Step 1: Apply for a [DUNS](#) number and an NCAGE/CAGE 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 by visiting <http://fedgov.dnb.com/webform>.
- **[NCAGE Application](#)**: Complete the application at: <https://eportal.nspa.nato.int/AC135Public/CageTool/request-new-cage>. For any problems getting an NCAGE code, please email NCAGE@dliis.dla.mil or call 1-269-961-7766 if outside the United States or 1-888-227-2423 from within the United States.

Step 2: After receiving the NCAGE/CAGE Code, complete the SAM Registration at <https://www.sam.gov>. SAM registration must be renewed annually.

4C. Submission Deadlines

The Public Affairs Section will accept proposals throughout the year and review them according to the following schedule, pending funds available.

- Deadline of January 31, 2022, for February 2022 Review Panel.
- Deadline of May 31, 2022, for June 2022 Review Panel.

4D. Funding Restrictions

Award funds may not be used for construction projects, vehicle purchases, or the purchase of alcohol. Other restrictions may apply.

4E. Other Submission Requirements

All application materials must be submitted by email to PASBamako@state.gov. Please allow ten (10) business days before inquiring about the status of your proposal.

5. APPLICATION REVIEW INFORMATION

5A. Criteria

Each application will be evaluated and rated based on the evaluation criteria outlined below. The criteria listed are considered collectively 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 U.S. Embassy Bamako'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 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.

5B. Review and Selection Process

A Grants Review Panel will evaluate all eligible applications.

5C. FAPIIS NOTIFICATION

The Federal awarding agency, prior to making a Federal award greater than the simplified acquisition threshold (\$150,000), is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM.

An applicant may review and comment on any information about itself that a Federal awarding agency previously entered.

The Federal awarding agency will consider any comments by the applicant, in addition to the other information, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing a risk assessment.

See 2 CFR § 200.205 for more information.

6. FEDERAL AWARD ADMINISTRATION INFORMATION

6A. 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 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.

Payments will be made in at least two installments, as needed to carry out the program activities.

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

6B. Administrative and National Policy Requirements

Terms and Conditions: Before submitting an application, applicants should review all the terms and conditions and required certifications that 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.

6C. 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. The disbursement of funds may be tied to submission of these reports in a timely manner.

7. FEDERAL AWARDED AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at PASBamako@state.gov. Please note that we do not provide any pre-consultation for application-related questions that are addressed in the annual program statement. Once an application has been submitted, State Department officials and staff may not discuss this competition with applicants until the entire proposal review process is completed.

8. 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:** “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.

PAS Bamako will confirm receipt of your application via the email address provided on your submission package within 10 business days. If you have not heard from us within that timeframe, please feel free to ask for confirmation of receipt via PASBamako@state.gov. Due to the large number of proposals we receive, we are unable to provide individualized feedback on proposals.