



**Funding Opportunity Title:** U.S. Embassy Brasilia Public Affairs Section Annual Program Statement FY 2021

**Funding Opportunity Number:** Brazil-PAS-FY21-02

**CFDA Number:** 19.040 Public Diplomacy Programs

**Date Opened:** March 4, 2021

**Application Deadlines:** June 1, 2021

**Federal Agency Contact:** Embassy Brasilia Grants Committee

**Email:** [Brazilgrants@state.gov](mailto:Brazilgrants@state.gov)

## **I. Funding Opportunity Description**

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The Public Affairs Section at the U.S. Embassy in Brasilia is publishing this Annual Program Statement, which outlines program priorities and themes for this year. This document also outlines specific procedures for submitting funding proposals.

U.S. Embassy in Brasilia invites proposals that promote understanding of U.S. foreign policy priorities, shared democratic values, the benefits of innovation and entrepreneurship, and the value of future job skills. All proposals 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. policy and perspectives.

This Annual Program Statement focuses exclusively on the Embassy of Brasilia's Consular District, which includes the states of Acre, Amapá, Amazonas, Goiás, Mato Grosso, Pará, Rondônia, Roraima, and Tocantins, and the Federal District. Programs focused on other areas of Brazil are not eligible under this Annual Program Statement but may be eligible under Program Statements issued at other U.S. Consulates or Branch Offices in Brazil, and may be found on their websites. U.S. entities, with the geographic focus noted above, are eligible to apply independently or as a partner to a Brazilian organization.

This notice is subject to availability of funds. The U.S. Embassy in Brasília expects to make awards from \$5,000 to \$20,000 and makes no guarantee that any funds will be awarded under this Annual Program Statement.

**COVID-19 SPECIAL ANNOUNCEMENT TO ALL POTENTIAL APPLICANTS:** In light of the restrictive travel and public gathering environments caused by the COVID-19 pandemic, the U.S. Embassy in Brasília expects interested applicants to submit proposals that include a virtual programming option. Depending upon the public health restrictions in force at the time the



program takes place, applicants should have plans to execute in-person, hybrid, or virtual programming. You may reflect these options in the budget submitted. As always, submitted budgets are subject to negotiation and approval by the Grants Officer before finalizing any grant award.

**The Embassy seeks project proposals in the following Priority Program Areas:**

- **U.S. FOREIGN POLICY:** Programs that help Brazilian audiences analyze, debate, and understand U.S. foreign policy.
- **DEMOCRATIC VALUES:** Programs that strengthen civil society and promote human rights, women's empowerment, diversity, racial equity, rule of law, freedom of the press, and other democratic values. Also, programs that counter misinformation or disinformation.
- **INNOVATION AND ENTREPRENEURSHIP:** Programs that aim to build capacity in both areas and focus on inclusion of under-represented groups.
- **STEAM LEARNING:** Programs that help underrepresented communities learn, adopt, and thrive from Science, Technology, Engineering, and Math (STEM) education and activities, including programs that help young people learn future job skills, such as coding, IoT, creative thinking, as well as connecting it all to the importance of learning English.
- **EDUCATION:** Programs related to promoting study in the United States, the internationalization of Brazilian universities, and/or capacity the building of linkages between American and Brazilian institutions of higher learning. Also, programs that promote English-language teaching and/or learning.
- **THE AMAZON AND THE ENVIRONMENT:** Programs that promote forests and biodiversity while improving the prosperity and well-being of indigenous peoples and local communities in the Amazon. Also, programs that promote the sustainable use of biodiversity, through the development of the bioeconomy.

Activities that may be funded include, but are not limited to

- Public-facing programs that include subject matter experts explaining aspects of U.S. foreign policy to Brazilian audiences
- Skills building and education programs that promote democratic processes, civil engagement, media literacy, etc.
- Programs that teach entrepreneurship and promote social and economic inclusion for underserved communities
- Activities and programs that help young people learn technology-based job skills.



Activities that **are not typically** funded include, but are not limited to:

- Social welfare or humanitarian projects
- Paying to complete activities begun with other funds
- Projects that are inherently political in nature or that contain the appearance of partisanship or support of individual or single party electoral campaigns
- International travel, unless specifically justified within the project
- Citizen exchange programs with other foreign countries
- Political party activities
- Construction
- Projects that support specific religious activities.

**Authorizing legislation, type, and year of funding:**

Funding authority rests in the Smith-Mundt Act. The source of funding is FY 2021 Public Diplomacy Funding.

## **II. Award Information**

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**Funding Instrument Type:** Grants, Fixed Amount Awards, Awards to Individuals, or Cooperative Agreements. Cooperative Agreements are different from federal awards, which require more active involvement of Embassy staff in the grant implementation.

**Estimated Total Funding (including all application deadlines):** US\$80,000.00

**Floor of Individual Award Amounts:** US\$5,000.00

**Planned Ceiling of Individual Award Amounts:** US\$20,000.00

The U.S. Embassy reserves the right to award less or more than the funds described in the absence of worthy applications or under such other circumstances as it may deem to be in the best interest of the U.S. government.

**Expected Number of Awards:** The U.S. Embassy expects to fund up to six proposals in total under this Annual Program Statement subject to funding availability.

**Project and Budget Periods:** Proposed projects should cover a period of no more than 12 months. In rare cases, depending on the nature of the program, a project of more than 12 months may be considered. Since federal assistance awards are contingent on the availability of funds from the U.S. Department of State, applicants are encouraged to submit proposals with flexible start dates.

**Payment Method:** The U.S. Embassy will have the discretion of disbursing funding in multiple installments depending on the project. The Grants Officer will determine the payment schedule at the time of the award.



**Eligibility Information:** The U.S. Embassy encourages applications from committed and organized civil-society organizations, local representatives of civil society, think tanks, non-governmental organizations, academic institutions, and individuals. For-profit, commercial firms, employees of the U.S. Embassy and Consulates in Brazil, and family members of employees are not eligible to apply.

Though cost-sharing is not required, the U.S. Embassy encourages applicants to provide cost-sharing from additional sources in support of the project. Applications should explain clearly other likely sources of funding and how volunteers will be used.

### **III. Application Submission and Deadline**

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Proposals should be submitted via email to the Public Affairs Section of the U.S. Embassy in Brasilia at the following email address: [BrazilGrants@state.gov](mailto:BrazilGrants@state.gov)

Applicants should apply well in advance of funding need to ensure time for proposal review, selection, and funding. As projects will be selected on an ongoing basis based on available funding, organizations and individuals should apply as soon as possible.

The deadline for proposals is **June 1, 2021 at 23:59 local time**. Proposals received by this date will be reviewed by the Grants Committee in June 2021. Applicants selected for potential funding will be informed in July 2021.

Proposals will be accepted only as Adobe Acrobat (.pdf) or Microsoft Word files in English, Times New Roman 12 font, double-spaced with numbered pages. Please do not send links to documents for download.

**All application materials must be submitted in English. A complete application under this announcement MUST include:**

- 1. Proposal Document**, which includes the following sections:
  - a. **Cover page** with project title; name of project manager; and contact information (e-mail, phone number).
  - b. **Executive Summary** (not to exceed one page) that clearly explains the project's objectives, target audience, expected time frame, how the program will be delivered, and how success will be measured and evaluated. The Executive Summary *must* include how many individual participants or attendees the project expects to have.
  - c. **Justification** should include the following:
    - The problem or critical issue that the proposal seeks to address, including geographic scope of the project
    - How the proposal relates to the U.S. Mission Brazil and advances the U.S.-Brazil bilateral relationship



- Who will be the intended audience for this project, noting specific target demographics
  - Whether there are other programs and activities that will complement the proposal
  - How the need for the project was determined
  - Timeline for the project
  - Key personnel
- d. **Objectives:** This section should describe what the project is expected to achieve in terms of effects on the intended audience. Specifically, the section should discuss the changes that are expected to occur among the intended audience if the project is successful. Changes can include, but are not limited to, results such as new and improved knowledge and/or technical skills, increased income-generating capacities, and greater awareness of U.S. culture and foreign policy. The proposal should specify how and when these objectives will be measured and evaluated.
- e. **Detailed Budget:** The budget for the proposal should be prepared in U.S. dollars. The budget should include options for in-person and virtual programming, if appropriate. This section should also briefly describe the institution's procurement procedures and financial policies, as well as institution's standard accounting procedures and any relevant information regarding its financial situation.
- f. **Monitoring and Evaluation Plan:** This section should discuss proposed mechanisms and procedures for monitoring project operations to ensure that activities occur as planned, that they remain focused on stated objectives, and that appropriate corrective action is taken if required. Incorporating a well-designed monitoring and evaluation component into a project is one of the most efficient methods of documenting the progress and potential success of a program.
- **Desired Results and Illustrative Indicators**  
The recipient will develop a project-level Performance Monitoring plan (PMP) and evaluation with annual and end-of-project targets and results anticipated for key performance indicators. The following table shows indicators that will be measured, as well as illustrative targets, upon which the recipient will be responsible for monitoring and reporting during and after the project. In addition, U.S. Embassy Brasília-Brazil will regularly monitor the project's performance to assess whether project activities are on track and targets are being achieved.

Sample of outcome indicators for the project are provided below. The recipient is expected to identify targets for these indicators based on what it can reasonably achieve within the performance period of the project and based on the expected overall project results described above.



<i>Example Outcome Indicators</i>	<i>Illustrative targets:</i>
Improved understanding of the U.S. educational system	TBD
More positive views towards U.S. society and culture.	TBD
Increased self-confidence and motivation to promote improvements in public education in Brazil.	TBD

Output indicators and illustrative targets for the project are provided below. The recipient should review these and either confirm the illustrative targets or propose alternative targets, as appropriate.

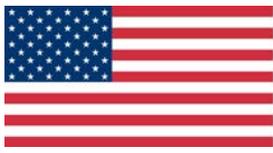
<i>Example Output Indicators</i>	<i>Illustrative targets:</i>
Number of awarded school principals’ presentations to school district representatives	TBD
Number of workshops and presentations on awarded school principals’ exchange experience in the U.S.	TBD
Number of Action Plans implemented by the awarded school principals	TBD

The recipient may propose additional outputs, indicators, and/or targets as appropriate. The recipient will be required to collect baseline data for all the PMP indicators during the initial stages of the project. In addition, certain terms included in the outcomes and indicators will need to be defined at the very beginning of the project so that it is possible to measure the change during and at the end of the project. Examples of such are “capacity”, “spread effect”, etc. Baseline information will be critical for both monitoring and evaluation of project progress and results.

**g. Risk Assessment:** This section should identify any possible risks that would keep the grantee from concluding the project as described, as well as a plan for mitigating and addressing those risks.

**2. Completed [SF-424 Grant Application Forms](#). Please use the most up to date versions of required forms available for download at [Grants.gov](https://www.grants.gov/) (<https://www.grants.gov/>)**

- Organizations/Institutions must include: Forms SF-424, SF-424A, and SF-424B (SF-424B not needed if the organization was registered or updated in SAM as of February 2, 2019)
- Individual applicants must include: Forms SF424i, SF-424A, and SF-424B



- 3. Evidence of required Registrations.** Applications must include evidence of valid registrations for DUNS, NCAGE, and SAM.gov. Evidence could include copies of confirmation messages or a letter from the organization including the appropriate registration numbers with validity dates. All organizations applying for federal awards must obtain these registrations. These registrations are not required for individuals applying. The entire registration process can require five weeks or more for the registration to be validated and confirmed. 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:

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/index.jsp>

Step 2: Apply for NCAGE by visiting:

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Step 3: After receiving both the DUNS and NCAGE codes, proceed to register in SAM by logging onto: <https://www.sam.gov/SAM/>

\*\*for help, visit:

<https://sam.gov/SAM/pages/public/help/samInternationalUserGuide.jsf>

SAM registration must be renewed annually.

These databases interface with each other, so the information in DUNS should match exactly with the NCAGE application so you are able to register with SAM.

**\*\*Submissions that do not include all required documents, including (a) relevant SF-424 forms and (b) evidence of required DUNS, NCAGE, and SAM registrations for organizations may not be considered.**

Once you have submitted your proposal to [BrazilGrants@state.gov](mailto:BrazilGrants@state.gov), you will be receive a confirmation email acknowledging receipt of your proposal.

#### **IV. Review and Selection Process**

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Applications will first be reviewed to ensure all required documents have been submitted, including required registration information for organizations. Incomplete applications will not be further reviewed.



Applications that do not clearly address the Priority Program Areas stated will not be considered. The Grants Committee will only review application materials submitted by email to [BrazilGrants@state.gov](mailto:BrazilGrants@state.gov) according to the stated deadlines in this program announcement.

Complete applications that address the Priority Program Areas stated in this document will be evaluated by the U.S. Embassy Grants Committee based on the following criteria, which are designed to assess the quality of the proposed project and to determine the likelihood of its success.

**Application Evaluation Criteria:**

Relevancy to the Priority Program Area: The project is clearly related to the stated Priority Program Area(s).

SMART Approach: The project clearly explains a logical approach to achieving success that is SMART (specific, measurable, achievable, realistic, and time-bound).

Budget and Budget Justification: The program is cost-effective given the number of individuals that will participate or be directly affected. The budget and narrative justification are reasonable in relation to the proposed activities. Anticipated results, given the planned expenses, are realistic.

Planning and Flexibility: The project is structured to allow for flexibility as conditions change (such as in-person vs. virtual programming according to public health conditions).

**V. Award Administration**

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**Award Notices:** The grant award or cooperative agreement shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is a U.S. government official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. The assistance award agreement is the authorizing document and will be provided to the recipient. Organizations whose applications are chosen for funding will be notified in writing.

**Reporting Requirements:** All awards issued under this announcement will require program and/or financial reports according to a schedule specified in the award agreement. The disbursement of funds may be tied to the timely submission of these reports. All other details related to award administration will be specified in the award agreement.



**Appendix I. Application Checklist.**

This checklist may help you ensure you have provided all required documents. Documents showing a checkmark are required.

<b>U.S. Embassy Annual Program Statement FY 2021 – Application Checklist</b>		
<i>Document</i>	<i>Individual Applicant</i>	<i>Organizational Applicant</i>
Proposal: Cover Page	✓	✓
Proposal: Executive Summary	✓	✓
Proposal: Justification	✓	✓
Proposal: Objectives	✓	✓
Proposal: Detailed Budget	✓	✓
Proposal: Monitoring and Evaluation Plan	✓	✓
Proposal: Risk Assessment	✓	✓
SF-424i*	✓	
SF-424*		✓
SF-424A*	✓	✓
SF-424B*	✓	✓**
Evidence of DUNS, NCAGE, and SAM.gov required registrations		✓
Submit completed application to <a href="mailto:BrazilGrants@state.gov">BrazilGrants@state.gov</a>	✓	✓

\*All required forms are available for download at [Grants.gov](https://www.grants.gov).

\*\*SF-424B not required for organizations who registered or renewed their SAM registration after February 2, 2019.