



U.S. Embassy
and Consulates
in Brazil

U.S. DEPARTMENT OF STATE
U.S. EMBASSY BRANCH OFFICE IN BELO HORIZONTE
PUBLIC AFFAIRS SECTION
GRANTS PROGRAM

Funding Opportunity Title: U.S. Embassy Branch Office in Belo Horizonte Public Affairs Section Annual Program Statement FY 2021

CFDA Number: 19.040 Public Diplomacy Programs

Date Opened: March 09, 2021

Application Deadlines: Proposals will be accepted until June 1, 2021

Federal Agency Contact: Belo Horizonte Grants Committee

Email: BeloHorizontePA@state.gov

I. Funding Opportunity Description

The Public Affairs Section at the U.S. Embassy Branch Office in Belo Horizonte, Brazil 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, the strategic themes we focus on, and the procedures for submitting requests for funding.

The U.S. Embassy Branch Office in Belo Horizonte invites proposals that strengthen ties between the United States and Minas Gerais, Brazil in the areas of education, environmental cooperation, social issues, economic growth, and cultural diplomacy. All programs must include a U.S. element, such as an American expert, organization, cultural element, or institution that will promote increased understanding of U.S. policy and perspectives.

This Annual Program Statement focuses exclusively on the state of Minas Gerais. Programs focused on other areas of Brazil are not eligible under this Annual Program Statement but may be eligible under Program Statements issued at the U.S. Embassy or other Consulates 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 Branch Office expects to make awards from \$5,000 - \$20,000 and makes no guarantee that any funds will be awarded under this Annual Program Statement.

COVID-19 Pandemic Notice: In light of the restrictive travel and public gathering environments caused by the COVID-19 pandemic, the U.S. Embassy Branch Office in Belo Horizonte expects interested applicants to submit proposals that include a virtual programming option. Depending upon the public health restrictions 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.

The Branch Office seeks project proposals in the following Priority Program Areas:

- **EDUCATION:** Programs that build linkages between U.S. and Minas Gerais institutes of higher learning, support the internationalization of higher education in Minas Gerais, and/or promote study in the United States.
- **ENVIRONMENTAL COOPERATION:** Programs that connect U.S. and Brazilian experts and/or students regarding environmental or climate change challenges.
- **SOCIAL ISSUES:** Programs that promote human rights, diversity, and inclusion.



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- **ECONOMIC GROWTH:** Programs related to bilateral trade, entrepreneurship, innovation, and women's economic empowerment.
- **CULTURAL DIPLOMACY:** Activities promoting U.S. culture through culinary traditions, music, art, film, sports, literature, and other cultural forms.

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

- Academic and professional lectures, seminars, or speaker programs;
- Workshops;
- Interactive programs that stimulate economic growth, promote entrepreneurship, and provide economic opportunities;
- Youth community service projects that promote democratic processes, social entrepreneurship, or civic engagement;
- Professional or academic exchanges and programs; and
- Artistic and cultural programs, joint performances or exhibitions involving the work of American artists or American subject matter.

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

- Social welfare 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;
- Scientific research;
- Construction; and
- Projects that support specific religious activities.

Participants and Audiences:

Intended participants and target audiences are youth (above age 14) and adults, located anywhere in the state of Minas Gerais, Brazil. We are looking for proposals that involve geographically, demographically, and socio-economically diverse audiences in Minas Gerais.

Authorizing legislation, type and year of funding:

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

II. Award Information

Funding Instrument Type: Grants, Fixed Amount Awards, or Cooperative Agreements.

Estimated Total Funding: US\$40,000

Floor of Individual Award Amounts: US\$5,000



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Ceiling of Individual Award Amounts: US\$20,000

The U.S. Embassy Branch Office in Belo Horizonte 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 number of awards will be determined by the number and quality of applications received.

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 Branch Office in Belo Horizonte will have the discretion of disbursing funding in different installments depending on the size of the grant. In some cases, 40 percent will be dispersed upon signature of the award, another 40 percent upon completion of the initial phase, and the remaining 20 percent upon receipt and revision of the next phase of required reports. The Grants Officer will determine the payment schedule at the time of the award.

Eligibility Information: The U.S. Embassy Branch Office encourages applications from the following in the U.S. and/or Brazil:

- Registered not-for-profit organizations, including think tanks and civil society/nongovernmental organizations
- Educational institutions
- Governmental institutions
- Department of State Alumni (as individual applicants)

For-profit, commercial firms, employees of the U.S. Embassy and Consulates, and family members of employees are not eligible to apply.

Cost-sharing: 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 Branch Office encourages, but does not mandate, that applicants include cost-sharing elements from additional sources in support of their proposals. Projects with a plan for ensuring a sustainable impact or follow on not requiring additional U.S. government funding will also be considered favorably.

III. Application Submission and Deadline

Proposals should be submitted online via email to the Public Affairs Section of the U.S. Embassy Branch Office in Belo Horizonte at the following email address: BeloHorizontePA@state.gov.

Proposals will be received and evaluated beginning March 11, 2021 until the deadline for applications on June 1, 2021. Applicants should apply well in advance of funding need to ensure



time for proposal review, selection, and funding. Applicants should submit their proposals at least three months prior to the proposed project start date.

Proposals selected by the review panel for further consideration will be asked to submit more detailed and additional information. Applicants will be notified on whether or not their proposal was selected by the review panel for further consideration by June 28, 2021.

For a proposal to be accepted, please ensure that:

- 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 (letter) or 8.27 x 11.69 (A4) paper, and
- All Microsoft Word or Adobe PDF documents are single-spaced, 12-point Times New Roman font, with a minimum of 1-inch margins

A complete application under this announcement MUST include:

1. Proposal Document, which includes:

- a. Cover page** with project title; name of project manager; contact information (e-mail, phone number); and project summary: description of project in 100 words or less.
- b. Background:** This section should describe the institution in a couple of paragraphs including the relevant experience and capabilities of the project manager.
- c. Justification:** This section should also 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;
 - Whether there are other programs and activities that will complement the proposal;
 - How the need for the project was determined;
 - Timeline for the project; and
 - 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 project operations are successful. Changes can include results such as new and improved technical skills and knowledge, increased income-generating capacities, and greater public awareness at the community. The proposal should specify how and



when these objectives will be measured and evaluated. Successful monitoring and evaluation depend on the following:

- o Setting SMART (specific, measurable, attainable, results-focused, and placed in a reasonable time frame) objectives;
- o Linking project activities to stated objectives;
- o Developing key performance indicators that measure realistic progress towards the objectives.

e. **Detailed Budget:** The budget for the proposal should be prepared in U.S. dollars. A list describing costs authorized by the U.S. Government can be found at [Cost Principles](#). This section should also briefly describe the institution’s procurement procedures and financial policies. The description should include the 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.

o **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 Branch Office in Belo Horizonte I 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 first year 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 risk that would keep the grantee from concluding the project as described, as well as a plan for mitigating and addressing those risks.

In case a project is selected for further consideration, the U.S. Branch Office in Belo Horizonte will request further application forms and documents, which must be submitted by the stipulated deadline in order to remain under consideration.

****Submissions that do not include all required documents may not be considered.**

There is no need to contact the Branch Office to ask about the status of your proposal once you have received the confirmation e-mail acknowledging receipt of your proposal.

IV. Review and Selection Process

Applications will first be reviewed to ensure all required documents have been submitted. Incomplete applications may be rejected.

Applications that do not address the Priority Program Areas stated above may be rejected.

Complete applications that address the Priority Program Areas state in this document will be evaluated based on the following criteria, which are designed to assess the quality of the proposed project and to determine the likelihood of its success. The Grants Committee will only review application materials submitted as directed in this program announcement.



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Application Evaluation Criteria:

Goals and Objectives: The project is likely to provide maximum impact in achieving the proposed results. The applicant demonstrates ability to measure program success against key indicators and provide milestones to indicate progress towards stated goals.

Strategy: Applicant clearly describes how the proposal will address the problem within the proposed time frame and articulates a plan. The project builds civil society leadership and capacity, and demonstrates sustainable capacity building.

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

V. 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 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 it 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 both program and financial reports per 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 as well.