

**U.S. DEPARTMENT OF STATE  
U.S. CONSULATE GENERAL SÃO PAULO  
PUBLIC AFFAIRS SECTION  
ANNUAL PROGRAM STATEMENT**

**Funding Opportunity Title:** U.S. Consulate General — São Paulo Public Affairs Section Annual Program Statement

**CFDA Number:** 19.040 Public Diplomacy Programs

**Date Opened:** May 5, 2020

**Deadline for applications: Proposals will be accepted on a rolling basis until August 15, 2020**

**Total Amount Available:** Subject to funding availability

**Minimum for Each Award:** \$3,000

**Maximum for Each Award:** \$20,000; larger awards are possible, but rare

**Federal Agency Contact:** São Paulo Grants Committee

**Email:** If you have any questions related to this annual program statement, please send an e-mail to [saopaulogrants@state.gov](mailto:saopaulogrants@state.gov).

## **I. Funding Opportunity Description**

The Public Affairs Section at the U.S. Consulate General in São Paulo (PAS) is pleased to announce an open competition for organizations and individuals to submit applications to execute a project through this funding opportunity. This Annual Program Statement (APS) outlines PAS's funding priorities for U.S. Government Fiscal Year 2020, as well as the specific procedures for submitting funding requests addressing those priorities. Please read all information carefully.

PAS invites proposals for projects that strengthen ties between the United States and Brazil, through academic, cultural, and exchange programs that highlight shared values and promote bilateral cooperation.

This funding opportunity announcement focuses exclusively on the São Paulo Consular District, encompassing the Brazilian states of São Paulo, Paraná and Mato Grosso do Sul. Programs focused on other areas of Brazil do not qualify. U.S.-based entities with the aforementioned geographic focus are eligible to apply independently or in partnership with a Brazilian individual or organization.

**This notice is subject to availability of funds.** The Consulate expects to issue awards from \$3,000 to \$20,000 (larger amounts are possible, but rare), but makes no guarantee that funds will

be awarded under this Annual Program Statement funding announcement.

All proposals must include a U.S. element (such as the significant involvement of identifiable U.S. expert/s, organization/s, institution/s, or best practices) that will promote increased understanding of U.S. policy and perspectives. Examples of accepted projects include, but are not limited to:

- Academic or professional lectures, seminars and speaker programs (in-person or virtual);
- Professional and community exchanges and projects;
- Media literacy projects;
- STEAM and entrepreneurship workshops, lectures, and programs; and
- Artistic and cultural workshops, joint performances and exhibitions.

Projects that are **not eligible under this APS and/or not typically funded** include, but are not limited to:

- Social welfare or charitable projects;
- Fundraising campaigns;
- Administration of a profit-making activity;
- Completion of activities begun with other funds;
- Expenses incurred before or after the specified dates of the award's period of performance (unless prior written approval received);
- Political party activities;
- Projects that are inherently political in nature, or that contain the appearance of partisanship/support to individual or single-party electoral campaigns;
- Lobbying for specific legislation or projects;
- Support for specific religious activities;
- Citizen exchange programs with countries other than the United States;
- Publication of materials for distribution within the United States;
- Academic and/or scientific research;
- Land and/or construction.

**Priority will be given to projects that help advance the following goals:**

- To advance the U.S.-Brazil Shared Regional and Global Priorities for International Security, Democracy, and the Rule of Law; and/or
- To expand Shared Prosperity by Deepening U.S.-Brazil Economic Partnership; and/or
- To promote U.S.-Brazil Partnerships to Ensure our Citizens' Security; and/or
- To expand People to People Relationships to Strengthen Economic and Institutional Ties and Promote Understanding of U.S. Government Policy and American Values.

**Public Affairs Section São Paulo welcomes proposals that address the following strategic priorities:**

- ECONOMIC GROWTH: Programs related to entrepreneurship, bilateral trade,

investment, economic integration, innovation, science and technology – including, but not limited, to 5G and to intellectual property rights.

- **ADVANCING SOCIAL INCLUSION:** Programs that seek to promote human rights, diversity, entrepreneurship, and freedom of speech, advancing initiatives to protect and empower member of marginalized and under-represented groups. Programs that address economic inclusivity, particularly among under-represented groups such as women, youth, and afro-Brazilians, merit special attention.
- **STEAM AND 21<sup>ST</sup> CENTURY SKILLS:** Programs that advance U.S.-Brazil cooperation in STEAM fields (Science, Technology, Engineering, Applied Arts and Math), particularly among youth audiences.
- **PRESS FREEDOM AND COMBATING DISINFORMATION:** Programs that promote press freedom, innovation – within both traditional and digital media – and factual reporting. Programs that increase media literacy, critical thinking, and combat dis- and mis-information merit special attention.
- **REGIONAL SECURITY:** Programs that address issues of regional security, non-proliferation, and countering violent extremism, as well as exchanges that promote multilateral cooperation and enhance stability in the South American region.

**Participants and Audiences:** PAS will only consider proposals for projects geared to Brazilian audiences within São Paulo’s Consular District (Brazilian states of São Paulo, Paraná and Mato Grosso do Sul).

**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-2020 Public Diplomacy Funding.

## **II. Award Information**

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

**Estimated Total Award Funding:** Subject to funding availability.

**Expected Number of Awards:** Multiple awards (dependent on requested amounts and funding availability).

**Award amounts:** Awards may range from a minimum of \$3,000 to a maximum of \$20,000 (though larger awards are possible but very rare).

PAS 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.

**Project Performance Period:** Proposed projects should ideally be planned for a period of no more than 12 months. In rare cases, depending on the nature of the program, a proposal for 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 that possess flexible start dates.

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.

**Payment Method:** Funding will be disbursed in at least two installments; typically, 80% upon signature of award, and remaining 20% upon receipt and revision of required final reports.

**Eligibility Information:** PAS encourages applications from committed and organized civil-society organizations and/or their local representatives, think tanks, non-governmental organizations, academic institutions, and individuals. **For-profit and commercial firms are ineligible.**

No entity listed on the Excluded Parties List System in the System for Award Management (SAM) is eligible for any assistance, nor can participate in any activities under an award, in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR 1986 Comp., p. 189) and 12689 (3 CFR 1989 Comp., p. 235), “Debarment and Suspension.”

If an organization’s proposal is approved, a valid Unique Entity Identifier (UEI) number (formerly referred to as a DUNS number) and an active SAM.gov registration must be obtained before the organization may submit a full application. Individuals, however, are not required to have a UEI number nor a SAM.gov registration.

**Cost-sharing:** Cost-sharing is not required. However, PAS encourages applicants to provide cost-sharing from additional sources in support of the project. PAS also encourages projects that use highly skilled volunteers as an element of cost-sharing. Applications should explain clearly other likely sources of funding, whether cash or in-kind, and how the volunteers will be used.

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

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Proposals should be submitted online via email to PAS at the following address:  
**saopaulogrants@state.gov**

The proposal (no longer than five pages accepted) should contain clear and concise information that a person outside of the prospective grantee’s organization will understand. Please explain unfamiliar terms and spell out acronyms. Each proposal must include the following\*\*\*:

- **Cover Page including the following information:**
  - Project Title;
  - Name of Project Manager;
  - Contact Information (e-mail, phone number);
  - Project Summary: Short narrative that outlines the proposed project, including project objectives and anticipated outcomes (100 words or less);
  - Requested amount in U.S. dollars.
- **Introduction to the organization or individual applying:** A description of past and present operations, showing ability to carry out the project, including information on

previous projects and grants from the U.S. Embassy and/or U.S. government agencies, if applicable.

- **Background and justification:** This section should include a clear, concise, and well-supported statement of the problem or critical issue to be addressed, why the proposed project is needed, why PAS funding (vice other sources) is needed, as well as intended audiences.
- **Project Goals and Objectives:** The “goals” describe what the project is intended to achieve and how it advances the U.S.-Brazil bilateral relationship. The “objectives” should describe what the project will achieve in terms of its effect on the intended audience. Specifically, this section discusses the changes that are expected in the intended audience if the project is successful. The goals and objectives should be achievable and measurable.
- **Project Activities:** Describe the project activities and how they help achieve the objectives.
- **Proposed Project Schedule:** The proposed timeline for the project activities. Include proposed dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles, and experience/qualifications of key personnel involved in the project.
- **Project Partners:** List the names and type of involvement of key partner organizations and sub-awardees, if applicable.
- **Detailed Budget:** The budget should be prepared in U.S. dollars. A list describing costs authorized by the U.S. Government can be found at [Cost Principles](#).
- **Monitoring and Evaluation Plan:** This section should discuss proposed mechanisms and procedures for monitoring of project operations to ensure that activities occur as planned, that they remain directed towards 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. Successful monitoring and evaluation depend on the following:
  - Setting objectives that are Specific, Measurable, Attainable, Results-focused, and in a reasonable Time frame (SMART);
  - Linking project activities to stated objectives;
  - Developing key performance indicators that measure realistic progress towards the objectives.

**\*\*\*Proposal submissions that do not include all required sections will not be considered.**

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.

Proposals will be received and evaluated on a “rolling” basis beginning May 1, 2020 until the deadline for applications on August 15, 2020. Applicants should submit their proposals at least three months prior to the proposed project start date; however, since proposals will be evaluated on a rolling basis, PAS strongly encourages applicants to submit proposals as early as possible.

Applicants will be notified on whether or not their proposal was selected by the review panel for further consideration within 40 business days of application submission, according to the schedule below:

- Proposals received between May 5 and May 31, 2020 should expect a response by June 10, 2020;
- Proposals received between June 1 and June 30, 2020 should expect a response by July 10, 2020;
- Proposals received between July 1 and July 31, 2020 should expect a response by August 10, 2020;
- Proposals received between August 1 and August 15, 2020 should expect a response by August 31, 2020;

Proposals selected by the review panel for further consideration will be asked to submit more detailed and additional information.

**Additional information to be requested following review panel selection includes, but not limited to the following:**

- SF-424 Application forms, available at: [SF-424 Forms](#)**
  - Institutions: Forms SF-424, SF-424A and SF-424B
  - Individuals: Form SF424i, SF-424A and SF-424B
- Revised proposal, if applicable**
- Budget Justification Narrative:** After completion of the SF-424A Budget (above), use a separate sheet of paper to describe each budget expense in detail. Please refer to “Attachment I - Guidelines for Budget Justification” for further information. This section should also briefly describe the organization’s procurement procedures and financial policies, which should include the organization’s standard account procedures and any relevant information regarding its financial situation.
- UEI and SAM.gov Required Registrations (except individuals):** All organizations applying for U.S. Government federal awards must obtain these registrations. All are

free of charge. PAS will direct successful applicants to relevant sites:

- Unique Entity Identifier Number from Dun & Bradstreet (formerly, DUNS number)
  - NCAGE/CAGE code
  - www.SAM.gov registration
- **Other attachments, as needed:** Examples include, but are not limited to:
- 1-page CV or résumé of any key personnel proposed for the project;
  - Letters of support from project partners describing the roles and responsibilities of each partner, if applicable;
  - Official permission letters, if required/applicable;

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

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Each proposal submitted under this announcement will be evaluated and rated on the basis of the evaluation criteria listed below. The criteria 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 fullness, coherence, clarity, and attention to detail. Points are awarded only to applications that are responsive within the context of this program announcement.

### **Application Evaluation Criteria:**

Goals and Objectives – Applicant has clearly described how stated goals are related to and support PAS priority areas and/or audiences. The project is likely to provide maximum impact in achieving the proposed results.

Quality and Feasibility of the Project Idea – The project idea is well developed, with detail about how project activities will be executed. The proposal includes a reasonable implementation timeline and articulates a well-considered strategy or plan.

Budget and Budget Justification – Budget items are reasonable and in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Organizational capacity – The organization (or individual) has the expertise in its stated field and PAS is confident of the organization's ability to undertake the project.

Monitoring and evaluation plan – Applicant demonstrates it is able to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal.

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

## **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 the 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 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. 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.

**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 award agreement as well.

## **Attachment I - Guidelines for Budget Justification**

### **Budget Categories**

**Personnel:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the project, and the percentage of their time that will be spent on the project.

**Travel:** Estimate the costs of travel and per diem for this project. If the project 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 project, which has a useful life of more than one year (or a life longer than the duration of the project), 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 project. 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 project activities.

**Other Direct Costs:** Describe other costs directly associated with the project, 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 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.

### **Other Information**

**“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.