



U.S. Embassy  
and Consulates  
in Brazil

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PUBLIC AFFAIRS SECTION  
ANNUAL PROGRAM STATEMENT**

**Funding Opportunity Title:** U.S. Consulate General São Paulo Public Affairs Section Annual Program Statement FY 2021

**Funding Opportunity Number:** FY21-PAS-SP-APS

**CFDA Number:** 19.040 Public Diplomacy Programs

**Date Opened:** April 06, 2021

**Application Deadlines:** May 23, 2021

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

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

**I. Funding Opportunity Description**

The Public Affairs Section at the U.S. Consulate General in São Paulo, Brazil is publishing this Annual Program Statement, which outlines program priorities and themes for this year. This document outlines specific procedures for submitting proposals.

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 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. Consulate in São Paulo 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.



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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 Consulate seeks project proposals in the following Priority Program Areas:**

- **ADVANCING SOCIAL INCLUSION:** Programs that promote human rights, diversity, and freedom of speech through initiatives that protect and empower members of marginalized and under-represented groups. Programs that address economic inclusivity, particularly among under-represented groups such as women, Afro-Brazilians, and indigenous peoples, merit special attention.
- **ENVIRONMENT AND CLIMATE CHANGE:** Programs that promote environmental justice within Brazilian society, addressing problems associated with unequal experiences of environmental degradation. Programs that promote community preparation for the likely impact of climate change and reduce the harm of climate change are particularly welcome.
- **INNOVATION AND ENTREPRENEURSHIP:** Programs that aim to build capacity in both innovation and in entrepreneurship. Those that focus on the inclusion of under-represented demographics (including women, Afro-Brazilians, and indigenous peoples) are particularly welcome.
- **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.

**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).

All proposals must include a U.S. element (such as the significant involvement of identifiably U.S. expert/s, organization/s, institution/s, or best practices) that will promote increased understanding of U.S. policy and perspectives.

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.
- Training and education programs that promote democratic processes, civil engagement, media literacy, etc.



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- Programs that teach entrepreneurship and promote social and economic inclusion for underserved communities.
- Training programs that help young people learn technology-based job skills.

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.
- Construction.
- Projects that support specific religious activities.

**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, Awards to Individuals, or Cooperative Agreements. Cooperative Agreements are different from federal awards, which require more active involvement of Consulate staff in the grant implementation.

**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 \$5,000 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.



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**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. Consulate General in São Paulo 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. Consulate General in São Paulo 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. Consulate General, and family members of employees are not eligible to apply.**

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**

Proposals should be submitted online via [Google forms](#)



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For inquires contact [saopaulogrants@state.gov](mailto:saopaulogrants@state.gov)

The deadline for proposals is May 23, 2021 at 23:59 local time in São Paulo.

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.

**All application materials must be submitted in English. All the questions on the [form](#) are required.** All answers 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 question 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

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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. Please include cost of personnel, travel, equipment, supplies contractual, other direct costs and indirect costs. 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 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,



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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.

<b><i>Example Outcome Indicators</i></b>	<b><i>Illustrative targets:</i></b>
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.

<b><i>Example Output Indicators</i></b>	<b><i>Illustrative targets:</i></b>
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



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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.

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

**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



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- [www.sam.gov](http://www.sam.gov)
- **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**

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.



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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**

**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.



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**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.

**Appendix I. Application Checklist.** This checklist may help you ensure you have provided all required documents. Documents showing a checkmark are required.



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<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	✓	✓
SF-424i*	✓	
SF-424*		✓
SF-424A*	✓	✓
SF-424B*	✓	✓**
Evidence of DUNS, NCAGE, and SAM.gov required registrations		✓

\*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.