

**U.S. DEPARTMENT OF STATE
U.S. EMBASSY KINSHASA PUBLIC AFFAIRS SECTION
SMALL GRANTS PROGRAM**

Funding Opportunity Title: U.S. Embassy Kinshasa PAS Small Grants Program

CFDA Number: 19.040 - Public Diplomacy Programs

Date Opened: May 30, 2012

Contact: Austin Richardson, Public Diplomacy Officer, Public Affairs Section

Email: USEmbassyKinshasa@State.gov

I. Funding Opportunity Description

The U.S. Embassy Kinshasa Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that funding is available through the Public Diplomacy Small Grants program. Please follow all instructions below carefully.

Purpose of Grant: Grants are intended for individuals, non-governmental organizations, think tanks, and academic institutions. They support projects to:

1. Engage Local Communities
2. Raise Awareness of U.S. Culture and Values
3. Build the Capacity of Members of the Media

Grant proposals should aim to create or extend the community of reform-minded individuals and groups and should meet one or more of the following U.S. Embassy Public Affairs priority themes:

1. **Elections and Democracy:** As both national elections in the U.S. and provincial elections in the DRC approach, Public Affairs Kinshasa is looking to fund programs that foster expanded outreach capabilities of organizations working in fields related to civil education, building up government institutions and strengthening public participation in the democratic process at the grassroots level.
2. **Gender Equality:** The rights of women and the fight against sexual and gender-based violence are paramount issues in the DRC. Public Affairs Kinshasa seeks to support projects that promote women's participation across all sectors of the economy and society. Attention will be given to projects that seek to promote behavior change at a local, regional and societal level with regards to the rights of women.
3. **Youth Engagement:** Roughly half of the DRC's population consists of "youth." These will be the leaders of tomorrow. Public Affairs Kinshasa will consider projects that build the capacity of youth and that encourage their participation in Congolese Society.

4. **Journalistic Capacity:** The media environment in the DRC is growing in both size and professionalism. Public Affairs Kinshasa seeks to fund projects that train journalists in ethical practices, the use of new technology, and in the rights and responsibilities of the press.
5. **English Language:** Notably through its programs at the Congo-American Language Institute, the U.S. Embassy in Kinshasa has long worked to promote the study of the English Language in the DRC. Consideration will be given to projects that expand the capacity and reach of English-Language Schools, and that promote the study of English and that improve the skills and methods employed by Congolese English teachers.
6. **HIV/AIDS:** As part of the President's Emergency Plan for AIDS Relief, Public Affairs Kinshasa seeks to fund projects that raise awareness of the issues surrounding HIV/AIDS—promoting prevention, care and treatment for the disease, as well as the important role communities play in countering the epidemic. Public Affairs Kinshasa will ONLY fund projects that seek to inform the Congolese public. We will NOT fund the provision of HIV/AIDS testing, treatment or care services.

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

- new media concepts aimed at reaching wider audiences;
- radio broadcasting operations;
- media training projects;
- English language programs;
- proposals to strengthen U.S.-DRC exchange programs;
- community service projects that promote democratic processes and encourage volunteerism;
- public education projects that promote democratic processes;
- youth recreation, leadership, and education programs;
- cultural programs; and
- radio and television programming in support of the above objectives.

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

- social welfare projects;
- individual travel to conferences;
- paying to complete activities begun with other funds;
- projects that are inherently political in nature or that contain the appearance of partisanship/support to individual or single party electoral campaigns;
- political party activities; and,
- projects that support specific religious activities.

Background Information: The U.S. Embassy Public Affairs Section in Kinshasa is soliciting proposals for grants that fall into one of the areas specified above from individuals, non-

governmental organizations, think tanks, and academic institutions. More information about the Public Affairs Section and its Grants Program can be found at: <http://kinshasa.usembassy.gov/public-affairs.html>.

II. Award Information

Funding Instrument Type: Cooperative Agreement or Grant

Floor of Individual Award Amounts: \$3,000

Ceiling of Individual Award Amounts: \$25,000

The U.S. Embassy Kinshasa Public Affairs Section 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 and Budget Periods: Grant projects generally must be completed in one year or less. The Public Affairs Section will entertain applications for continuation grants funded under these awards, beyond the initial budget period, on a noncompetitive 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.

III. Eligibility Information:

The U.S. Embassy Kinshasa Public Affairs Section encourages applications from U.S. and Congolese:

- Registered not-for-profit think tanks and civil society/non-governmental organizations with at least **three years** of programming experience.
- Educational Institutions.

The U.S. Embassy Kinshasa Public Affairs Section encourages applicants to provide cost-sharing from additional sources in support of this project. The Public Affairs Section also encourages projects that use highly skilled volunteers as an element of cost-sharing. Applications should explain clearly other likely sources of funding and how the volunteers will be used. Such cost-sharing aspects will weigh in favor of applicants for these grants.

IV. Application Submission and Deadline

Proposals should be submitted online to the U.S. Embassy in Kinshasa at the following email address: USEmbassyKinshasa@State.gov. Applications are accepted in English and French only. Final grant agreements will be concluded in English.

When submitting a proposal, applicants are required to include the Federal Assistance

Application (Standard Form 424), which is available, along with guidance for completing this form, at: www.grants.gov or http://fa.statebuy.state.gov/content.asp?content_id=20&menu_id=68. Applicants must complete and submit a detailed budget.

V. Review and Selection Process

Each application submitted under this announcement will be evaluated and rated on the basis of the criteria enumerated 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.

Applicants must submit a full project description in accordance with the following instructions and the specified evaluation criteria. The instructions give a broad overview of what the project description should include while the evaluation criteria provide details of more program-specific information that is needed.

Cover Sheet: Provide a summary of the project description (no more than two pages) with reference to the amount and duration of the funding request.

Narrative: Outline a plan of action that describes the scope and detail of how the proposed work will be accomplished. Account for all functions or activities identified in the application. Cite factors that might accelerate or decelerate the work and state reasons for taking the proposed approach rather than alternatives. Describe any unusual features of the project, such as design or technological innovations, reductions in cost or time, or extraordinary social and community involvement.

Provide quantitative monthly or quarterly projections of the accomplishments to be achieved for each function or activity in such terms as the number of people to be served and the number of activities accomplished. When accomplishments cannot be quantified by activity or function, list them in chronological order to show the schedule of accomplishments and their target dates. List those organizations, cooperating entities, consultants, or other key individuals who will work on the project, along with a short description of the nature of their effort or contribution.

Application Evaluation Criteria:

1. Goals and Objectives – The project is likely to provide maximum impact in achieving the proposed results and the organization. The project addresses one or more of the U.S. Embassy Kinshasa Public Affairs Section priorities outlined previously. Applicant demonstrates it is able to measure program success against key indicators and provide milestones to indicate progress

toward Public Affairs Section goals. (30 points)

2. Strengths and Innovation – Applicant clearly describes how its proposal will address the requested program within the proposed time frame and articulates an innovative strategy or plan. The project builds civil society leadership and capacity, and demonstrates sustainable capacity building. (30 points)

3. Organizational Capacity – The organization has expertise in one or more of U.S. Embassy Kinshasa Public Affairs Section priorities and demonstrates the ability to perform the proposed activities. Where partners are described, the applicant details each partner’s respective role and provides curriculum vitas (CVs) for persons responsible for the project and financial administration. Each key person responsible for the proposed project and its financial administration is listed and a CV for these persons is provided. (30 points)

4. Budget and Budget Justification – The budget and narrative justification are reasonable in relation to the proposed activities and anticipated results and the plan for services is realistic. (10 points)

VI. 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.

Anticipated Time to Award: Applicants should expect to be notified of the recommended concepts within 90 days after the submission deadline.

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.