

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

**Funding Opportunity Title:** Coordinating Events for DRC Woman of Courage Award

**Funding Opportunity Number:**

**CFDA Number:**

**Date Opened:** January 5, 2012

**Date Closed:** February 1, 2012

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

**Email:** [USEmbassyKinshasa@State.gov](mailto:USEmbassyKinshasa@State.gov)

**I. Funding Opportunity Description**

The Public Affairs Section of the U.S. Embassy in Kinshasa, Democratic Republic of Congo announces an open competition for organizations to coordinate events surrounding its Woman of Courage Ceremony, as part of its month-long celebration of Women's History and Women's rights. This initiative will consist of a nomination period, selection of a winning candidate, the organization of publicity efforts surrounding the winner, and an invitation-only awards ceremony with significant media coverage. Please follow all instructions below carefully.

**Purpose of Grant:**

Funding is available for organizations to assist PAS Kinshasa by organizing and coordinating events surrounding our 2011 Woman of Courage Award. Applications should aim to demonstrate that the organization is capable of managing and tracking both U.S. Embassy and donated funds, and of organizing and running a large event with high-profile guests and a significant media presence.

**Background Information:** The U.S. Embassy Public Affairs Section in Kinshasa is soliciting proposals for cooperative agreements to run one of the Embassy's highest profile annual events: the Woman of Courage Award. More information about the Public Affairs Section can be found at: <http://Kinshasa.usembassy.gov/>. The event already has over 9 partner organizations, including the international organizations UNESCO and UN Women; the DRC Ministry of Arts and Culture; the Ministry of Women, Gender and Families; and numerous local charitable organizations and civil society organizations.

These organizations, in partnership with the Embassy, will select a winning candidate from nominations submitted to the Embassy. Once the winner is chosen, around March 1, the grantee will need to organize activities to publicize the winner's history and work, as well as the awards ceremony—utilizing TV, radio and print media. Working in collaboration with Embassy staff and partner organizations, the grantee will also need to organize the ceremony, working with granted funds and gifts-in-kind donated by local companies and organizations.

The awards ceremony will be a high-profile event. Invitations will be issued and distributed by the U.S. Embassy. Working closely with the Embassy Public Affairs staff, the grantee will prepare press coverage of the event, including possible live coverage. The grantee will also create and print programs for the event, and help run the ceremony behind-the-scenes.

## II. Award Information

**Funding Instrument Type:** Cooperative Agreement or Grant

**Fiscal Year Funds:** FY 2012

**Approximate Total Funding:** \$30,000

**Approximate Number of Awards:** 1

**Approximate Average Award:** \$30,000

**Anticipated Award Date:** Pending availability of funds, **February 15, 2012.**

**Anticipated Project Completion Date:** **May 30, 2013**

**Authority:** Overall grant making authority for this program is contained in the Mutual Educational and Cultural Exchange Act of 1961, Public Law 87-256, as amended, also known as the Fulbright-Hays Act. The purpose of the Act is "to enable the Government of the United States to increase mutual understanding between the people of the United States and the people of other countries...; to strengthen the ties which unite us with other nations by demonstrating the educational and cultural interests, developments, and achievements of the people of the United States and other nations...and thus to assist in the development of friendly, sympathetic and peaceful relations between the United States and the other countries of the world." The funding authority for the program above is provided through legislation.

**Project and Budget Periods:** The awards ceremony must be held on March 30, 2012. All activity related to this award, including submission of final reports, must end within 60 days of that date.

## III. Eligibility Information:

The U.S. Embassy Kinshasa Public Affairs Section encourages applications from non-governmental organizations or private businesses with presences in Kinshasa. These organizations must demonstrate a track record of accomplishments, and of well-run events in Kinshasa. All applicants must represent organizations with a DUNS number, or must be in the process of applying for one.

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, but 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](http://www.grants.gov) or [http://www.grants.gov/agencies/forms\\_instruction\\_information.jsp](http://www.grants.gov/agencies/forms_instruction_information.jsp). Applicants are recommended to complete and submit the suggested local grants application format attached to this announcement. 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.

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 applicant demonstrates a clear knowledge of the goals of the Woman of Courage award, and a clear idea of how best to promote them in the DRC context. (20 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. (10 points)

**3. Organizational Capacity** – The organization has expertise in organizing large scale events with significant media coverage, and has a history of working with foreign embassies or

international organizations. The applicant demonstrates the ability to perform the proposed activities fully and with a high degree of independence. 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. (40 points)

**4. Budget and Budget Justification** – The budget and narrative justification are complete, thorough and reasonable in relation to the proposed activities and anticipated results and the plan for services is realistic. (30 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 15 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.