



U.S. EMBASSY MASERU PUBLIC AFFAIRS GRANT PROGRAM

Public Affairs Grants are intended for local representatives of civil society, including non-governmental organizations and universities. They support projects to: 1. Encourage Entrepreneurship and/or sustainable economic growth in Lesotho. 2. Strengthen people-to-people ties to deepen the partnership between Lesotho and the United States. 3. Expand media engagement and/pr public awareness on issues of women's rights, Trafficking in Persons, HIV/AIDS, and/or democracy.

Expected Number of Awards:	4
Estimated Total Program Funding:	\$10,000
Award Ceiling:	40,000 Maluti
Award Floor:	4,000 Maluti
Cost Sharing or Matching Requirement:	No

Eligible Applicants: Unrestricted

Additional Information on Eligibility: The U.S. Embassy Maseru's Public Affairs Section encourages applications from all sectors: committed and organized civil-society organizations, private sector companies, local representatives of civil society, think tanks, non-governmental organizations, academic institutions, and individuals. U.S. NGOs may apply but preference is given to local NGOs or to partnerships that develop capacity with Lesotho NGOs or employees and include plans to transfer programs to sustainable local management.

Description: The U.S. Embassy Maseru's Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce funding is available through the embassy's Public Affairs Grants program. Public Affairs Grants are intended for local representatives of civil society, including non-governmental organizations and universities. Activities that are typically funded include, but are not limited to: new media concepts aimed at reaching wider audiences; media training projects; English language programs; proposals to expand U.S.-Lesotho exchange programs; programs that strengthen government and private sector communications capabilities; public education projects that promote democratic processes and human rights; public education projects that promote prevention of HIV/AIDS; arts and culture programs; radio and television programming in support of the above objectives.

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Instructions

1. Please type and double-space all proposals.
2. Please answer all the questions in the order listed.
3. Please use the headings, subheadings and numbers provided.
4. Please submit via email to GrantsMaseru@state.gov.
5. Please do not include any materials other than those specifically requested.

Please submit complete grant applications by April 1, 2011 to GrantsMaseru@state.gov. Late submissions will not be considered. Applications will only be accepted via email.

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PUBLIC AFFAIRS GRANT PROGRAM**

Legal name of organization applying: _____

Year Founded: _____ Current Operating Budget:
\$ _____

Executive Director: _____ Phone number: _____

Contact person/title/phone number (if different from executive director)

Address (principal/administrative office): _____

City/State/Zip: _____

Fax Number: _____ E-mail Address: _____

List any previous support from the U.S. Government, International Organizations or NGOs in the last 5 years:

Project Name: _____

Purpose of Grant (one sentence):

Dates of the Project: _____ Amount Requested:
\$ _____

Other Sources of Funding (if any): \$ _____

Geographic Area Served:

Signature

Date

Typed Name and Title

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APPLICATION FORMAT

Please provide the following information in this order. Use these headings, subheadings and numbers provided in your own word processing format, thus leaving flexibility for length of response.

A. NARRATIVE

1. Executive Summary

- Begin with a half-page executive summary. Briefly explain why your agency is requesting this grant, what outcomes you hope to achieve, and how you will spend the funds if the grant is made.

2. Purpose of Grant

- Statement of needs/problems to be addressed; description of target population and how they will benefit.
- Description of project goals, measurable objectives, action plans, and statements as to whether this is a new or ongoing part of the sponsoring organization.
- Timetable for implementation.
- Who are the other partners in the project and what are their roles?
- Acknowledge similar existing projects or agencies, if any, and explain how your agency or proposal differs, and what effort will be made to work cooperatively.
- Describe the active involvement of constituents in defining problems to be addressed, making policy, and planning the program.
- Describe the qualifications of key staff and volunteers that will ensure the success of the program. Are there specific staff training needs for this project?
- Long-term strategies for funding this project at end of grant period.

3. Evaluation

- Plans for evaluation including how success will be defined and measured.
- How evaluation results will be used and/or disseminated and, if appropriate, how the project will be replicated.
- Describe the active involvement of constituents in evaluating the program.

4. Organization Information

- Brief summary of organization's history.
- Brief statement of organization's mission and goals.
- Description of current programs, activities and accomplishments.

5. Budget Appendix

- Complete the Budget Appendix worksheet as accurately as possible
- Include documentation of expenses (quotes)
- In the event that we are unable to meet your full request, please indicate priority items in the proposed grant budget.