



# U.S. Embassy Niamey

## American Cultural Center

### Request for Proposals

The U.S. Embassy in Niger is pleased to announce its request for proposals for programs or projects that target our strategic themes.

We encourage those individuals or organizations interested in submitting a proposal to use the award as seed money to generate buy-in from other stakeholders. We will be looking for partnerships and cost-sharing with host country civil society organizations and the business community that can extend the impact of your proposals. Competitive proposals will also address the issue of sustainability – explaining how the project or program will continue beyond the initial support from the U.S. government.

#### All proposals must relate to one or more of our strategic themes:

- a. Countering Violent Extremism (Counterterrorism)
- b. Muslim Engagement (including inter- and intra-religious dialogue)
- c. Women's Empowerment
- d. Youth Engagement
- e. Education (particularly English language education)
- f. Economic Statecraft (Entrepreneurship, economic empowerment)

#### Criteria for Proposals:

- a. Proposals should be modest, **ranging from \$250 to \$10,000** (not including partnership funds). *Please note that very few proposals will be awarded \$10,000 in funding.*
- b. Matching funds and public-private partnerships are strongly encouraged.
- c. Proposals must address one of the themes/issues mentioned above.
- d. The totality of proposals chosen will reflect, to the extent possible, the full range of themes and issues.

**Priority Audiences include the following:**

- a. Women and youth
- b. Academia/universities/think tanks (including students)
- c. Journalists
- d. Civil society activists
- e. Business people/entrepreneurs

Proposals are accepted on a year-round basis. Proposals must be sent electronically to [NiameyPASN@state.gov](mailto:NiameyPASN@state.gov) via pdf or Microsoft Word (budget can be sent in Microsoft Excel) format. **No hand-delivered proposals will be accepted.** Your proposal must not be longer than five (5) pages and should include the following information:

**A. Project Title**

**B. Region** (where will the project/program take place)

**C. Project Description**

Provide a comprehensive but concise description of the overall project. Some questions that may help to frame the narrative include the following:

(Note: The questions below are suggestive. Your response should be a narrative and not a bulleted list of the responses to the questions.)

- 1) How did the idea for the project originate (what was the inspiration)?*
- 2) What is the project all about? What is it that you are trying to do? What do you hope to accomplish and how?*
- 3) How is this project innovative within the local context (is there local government buy-in, public-private partnerships, varied funding, etc.)?*

**D. Target Audience**

Precisely identify and provide a basic description of your targeted audiences, why they are strategically important, and why your project is particularly suited to reach them.

**E. Impact Amplification Plan**

Provide a brief description of your plan for deriving maximum impact from your project. What secondary or tertiary audiences will your project impact, beyond the primary

program participants? For instance: Will there be follow-on activities? Will your participants create user-generated content (pictures, video, etc.) for online promotion and distribution? Will you arrange press interviews with program participants?

#### **F. Public and Private Partners (if applicable)**

List all project partners and any financial or in-kind support that has been committed. Public or private partners may include U.S. government agencies, foreign public partners, or other NGOs (foreign and domestic).

#### **G. Performance Indicators**

Provide reasonable, meaningful, and achievable performance indicators to measure the success of your project.

#### **H. Budget**

Please give a precise estimation of the project's total cost. The budget should specify the details of the total cost of the project, the amount you are requesting from the U.S. government, and in-kind donations or actual hard cash contributions from third parties.

**Please note that while we enjoy working with our repeat implementing partners, we are always looking for new partners and new projects. If your organization has received funding in the last year or two, the American Cultural Center will most likely not consider funding the same organization. For example, if an organization received funding for a festival or program one or two years ago, your request for funding would be denied.**

The American Cultural Center does NOT fund the following:

- Publishing of books
- Translation of books
- Conference attendance (i.e. participant travel to UN program conference, etc.)