

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

**Funding Opportunity Title:** U.S. Embassy Islamabad Alumni Small Grants Program

**Funding Opportunity Number:**

**CFDA Number:** 19.501

**Date Opened:** March 28, 2012

**Date Closed:** Applications will be accepted on a rolling basis.

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### **I. Funding Opportunity Description**

The U.S. Embassy Islamabad Public Affairs Section (PAS) of the U.S. Department of State is pleased to announce that funding is available to **U.S. government exchange alumni** through the Embassy's Public Diplomacy Alumni Small Grants program. Please follow all instructions below carefully.

#### **Purpose of Grant:**

Funding is available for projects that:

- Increase understanding about the United States, the American people and promote U.S.-Pakistan mutual understanding;
- Support and develop new Pakistani voices and leaders;
- Provide educational or economic opportunities for Pakistani youth and the general public;
- Create opportunities for engagement between the people of Pakistan and regional neighbors;
- Advance the public good and promote community service in Pakistan.

Grant proposals should project a positive image of the exchange experience and should meet one or more of the following U.S. Embassy Public Affairs priorities:

**1. Increasing Mutual Understanding** by funding programs that: create new opportunities for outreach at the grassroots level; encourage the use of new media and social networking to reach a wider audience to share stories about exchange experiences and educational opportunities; promote messages that counter misperceptions, negative messaging, and propaganda about the United States and people of the United States; utilize radio programming in local languages at the provincial and district level to reach out to new audiences; create new opportunities for different audiences to learn about U.S. government exchange programs or life in the United States.

**2. Invest in People** by funding programs that: support improving educational opportunities in Pakistan (Tehsil or District Level); foster English language proficiency by providing English

language programs and resources to reach a wider audience; and foster literacy by providing reading programs and resources to reach a wider audience; create linkages between alumni of different regions and ages groups through mentorship or internship opportunities.

**3. Increase community engagement** by funding programs which: promote national unity; present accurate information on U.S.-Pakistan cooperation; support and develop Pakistani voices and new leaders; provide educational opportunities for Pakistani youth; provide employment or training opportunities for Pakistani youth; create opportunities for engagement between people of Pakistan with regional neighbors; increase ties with

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

- public outreach campaigns in schools and colleges;
- new media concepts aimed at reaching wider audiences;
- radio broadcasting operations;
- media training projects;
- English language programs;
- community service projects that encourage volunteerism and benefit community;
- public education projects that promote better understanding between Pakistan and the United States;
- proposals that support the dissemination of tolerant voices on important issues related to minorities or women ;
- regional level engagement between Pakistan and India, Afghanistan, and other neighbors;
- 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:**

- 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 Islamabad is soliciting proposals for grants from Pakistani alumni of any U.S. government exchange program.

More information about the Public Affairs Section and its Grants Program can be found at: <http://islamabad.usembassy.gov/>.

## **II. Award Information**

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

**Floor of Individual Award Amounts:** NA

**Ceiling of Individual Award Amounts:** \$5,000

The U.S. Embassy Islamabad 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:** Given the small size of the grant amount, grant projects generally must be completed within 3 months of funding. 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:**

Limited Eligibility

Applicants must be:

- Pakistani Alumni from U.S. Government-funded exchange programs; and
- Members of the Pakistan United States Alumni Network (PUAN).

**NOTE:** The U.S. Embassy Islamabad Public Affairs Section encourages multiple alumni to work together on project proposals and 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. Alumni 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 Islamabad at the following email address: PUAN@State.gov. Applications are accepted in English only, and 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 one page) 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. The project addresses one or more of the U.S. Embassy Islamabad Public Affairs Section priorities outlined previously. Applicant demonstrates its ability 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 applicant demonstrates an understanding of the of U.S. Embassy Islamabad Public Affairs Section priorities and exhibits 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. (20 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. (20 points)

## **VI. Award Administration**

**Award Notices:** The grant award 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:** As applications will be submitted on a rolling basis, applicants can expected to be contacted within two months of submitting a proposal.

**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.