

**U.S. DEPARTMENT OF STATE**  
**U.S. EMBASSY KINSHASA, PUBLIC DIPLOMACY SECTION**  
**Notice of Funding Opportunity**

**Funding Opportunity Title:** U.S. Mission in Kinshasa Public Diplomacy Annual Program Statement

**Funding Opportunity Number:** AF-DRC-PDS-FY24-01

**Deadline for Applications:** Rolling submission through May 1, 2024

**Assistance Listing Number:** 19.040 Public Diplomacy Programs; Statutory Authority: Smith-Mundt

**Minimum/Maximum for Each Award:** \$2,000 - \$25,000 (subject to availability)

\*Exceptional proposals above \$25,000 may be granted funds pending availability of funding.

**Total funding available:** \$50,000

**U.S. Embassy Kinshasa Contact:** KinshasaPDGrants@state.gov

**A. PROGRAM DESCRIPTION:** The U.S. Embassy Kinshasa Public Diplomacy Section (PD Kinshasa) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement (APS), outlining funding priorities, strategic themes, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

- 1. Purpose of Small Grants:** PD Kinshasa invites proposals for programs that strengthen ties between the U.S. and the Democratic Republic of the Congo. Programs should create opportunities for bilateral cooperation in areas of mutual interest and highlight shared values. All programs must include a U.S. element, such as an expert, organization, cultural element, or institution, that will promote increased understanding of U.S. policy and perspectives.
- 2. Priority Program Areas:** PD seeks to engage the public, decision-makers, civil society leaders, and opinion-shapers at all levels of Congolese society with the goal of broadening understanding of U.S. policies, culture, history, society, and values. U.S. Mission in Kinshasa priorities include:
  - **Promote stability and durable peace, particularly in eastern DRC:** Activities that promote conflict resolution and peaceful

coexistence among Congolese communities, both of which are vital to democratic progress and economic prosperity.

▪ **Preserve the Congo Basin Rainforest, including through environmentally sound and sustainable economic growth:**

Activities that support the people of the Congo Basin, balancing economic opportunities for local communities with environmental concerns.

▪ **Strengthen democracy and good governance:** Non-partisan activities that promote an understanding of U.S. democracy and how the United States and the DRC share democratic values; activities that promote good governance and accountability for elected leaders.

▪ **Encourage prosperity, trade, and investment:** Activities that support the expansion of U.S. exports and investments, improve the connections between U.S. and Congolese businesses, and/or expand economic opportunities, entrepreneurship, and financial independence among women, youth, and underserved populations. Activities that raise awareness of corruption and how to combat it.

▪ **Support media freedom/countering disinformation:** Activities that support promotion of media freedom, media training, and countering misinformation/disinformation.

▪ **Share values, interests and language:** Activities that promote the U.S.-DRC relationship and build people-to-people ties, including but not limited to commemorations of key historic events and commemorative programs, or shared appreciation for cultural excellence.

**Examples of PD Small Grants:**

- Workshops to counter violent extremism and disinformation;
- Community engagement activities that provide civic education and promote democracy;
- Interactive programs that stimulate economic growth, promote entrepreneurship, and provide economic opportunities;
- Programs and activities that support cultural understanding and English language acquisition.

**3. Participants and Audiences:** All applicants for awards must stipulate who their target audience is (age/gender/geographic breakdown) and estimate the expected audience reach through direct contact and, if possible, indirect contact (via social media or traditional media).

**4. The following types of programs are not eligible for funding:**

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs;
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization;
- Programs that duplicate existing initiatives.

**5. Authorizing legislation, type and year of funding:** Funding authority rests in the Smith-Mundt Act. The source of funding is .7 Public Diplomacy Funding.

**B. FEDERAL AWARD INFORMATION:**

- Length of performance period: One to 12 months
- Number of awards anticipated: Two to 10 awards
- Award amounts: Minimum of \$2,000 to a maximum of \$25,000
- Total funding available: \$50,000
- Type of Funding: .7 Public Diplomacy Funding
- Anticipated program start date: FY2024 (January 1, 2024 through September 30, 2024)

**1. This notice is subject to availability of funding.**

**2. Funding Instrument Type:** Grantor Cooperative agreement. Cooperative agreements are different from grants in that PD Kinshasa is more actively involved in the grant implementation, such as approving speakers or selecting participants.

**3. Program Performance Period:** Proposed programs should be completed in 12 months or less. PD may entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive 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.

**C. ELIGIBILITY INFORMATION**

- 1. Eligible Applicants:** The Public Diplomacy Section encourages applications from the U.S. and the Democratic Republic of the Congo:
  - Registered not-for-profit organizations, including think tanks and civil society/nongovernmental organizations with programming experience
  - Individuals
  - Non-profit educational institutions
  - Governmental institutions
  - For-profit or commercial entities are **not** eligible to apply.
- 2. Cost Sharing or Matching:** Not required.
- 3. Other Eligibility Requirements:** Applicants are only allowed to submit one proposal per organization per deadline. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding. In order to be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via [www.SAM.gov](http://www.SAM.gov) as well as a valid registration on [www.SAM.gov](http://www.SAM.gov). Please see Section D.3 for information on how to obtain these registrations. Individuals are not required to have a UEI or be registered in [SAM.gov](http://www.SAM.gov).

**D. APPLICATION AND SUBMISSION INFORMATION:** Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible. Applications must include all the information listed in the U.S. Embassy grant proposal template (DOC 85 KB).

- 1. Content of Application:** Please ensure:
  - The proposal clearly addresses the goals and objectives of this funding opportunity and how they relate to the Embassy strategic goals stated in this Annual Program Statement (APS).
  - All documents are in English.

- All budgets are in U.S. dollars.
- All pages are numbered.
- All documents are formatted to A4 or 8 ½ x 11-inch paper.
- All Microsoft Word documents are single-spaced, 12-point Calibri font, with a minimum of 1-inch margins.

## 2. Mandatory Forms:

a. The following documents are required (application forms required below are available on the [U.S. Embassy Kinshasa website](#) or on [Grants.gov](#)):

- SF-424 (Application for Federal Assistance – organizations) or SF-424-I (Application for Federal Assistance --individuals)
- SF424A (Budget Information for Non-Construction programs)
- SF424B (Assurances for Non-Construction programs) – required for individuals and for organizations not registered in SAM.gov.

b. **Summary Coversheet:** Cover sheet stating the applicant’s name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

c. **Proposal (four-page maximum):** The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives, anticipated impact, and target audience.
- **Introduction to the Organization or Individual applying:** A succinct description of past and present operations, demonstrating ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.

- **Problem Statement:** Clear, concise, and well-supported statement of the problem to be addressed and why the proposed program is needed.
  - **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and the Democratic Republic of the Congo will be supported? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
  - **Program Activities:** Describe the program activities and how they will help achieve the objectives.
  - **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
  - **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
  - **Key Personnel:** Names, titles, roles, and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
  - **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
  - **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
  - **Future Funding or Sustainability:** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- d. **Budget Justification Narrative:** After filling out the SF-424A Budget (above), use separate sheet of paper to describe each of the budget expenses in detail. See section H. Other

Information: Guidelines for Budget Submissions below for further information.

**e. Attachments:**

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- Official permission letters, if required for program activities
- Documentation of non-profit or non-commercial status

**3. Required Registrations:**

- All organizations, whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration with the SAM.gov. A UEI is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards.

***Note: As of April 2022, a DUNS number is no longer required for federal assistance applications.***

- The 2 CFR 200 requires that sub-grantees obtain a UEI number. Please note the UEI for sub-grantees is not required at the time of application but will be required before an award is processed and/or directed to a sub-grantee.

***Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.***

- ❓ Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS), and a UEI number prior to registering in SAM.gov.
- ❓ Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN

from the IRS but do need a UEI number prior to registering in SAM.gov.

🔗 **Please note that as of November 2022 and February 2022 respectively, organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO Commercial and Government Entity (NCAGE) code or CAGE code to apply for non-DoD foreign assistance funding opportunities.**

If an applicant organization is mid-registration and wishes to remove a CAGE or NCAGE code from their SAM.gov registration, the applicant should [submit a help desk ticket \(“incident”\)](#) with the Federal Service Desk (FSD) online at [www.fsd.gov](http://www.fsd.gov) using the following language: “I do not intend to seek financial assistance from the Department of Defense. I do not wish to obtain a CAGE or NCAGE code. I understand that I will need to submit my registration after this incident is resolved in order to have my registration activated.”

- **Organizations based outside of the United States and that DO NOT plan to do business with the DoD should follow the below instructions:** Proceed to SAM.gov to obtain a UEI and complete the SAM.gov registration process. SAM.gov registration must be renewed annually.
- **Organizations based outside of the United States and that DO plan to do business with the DoD in addition to Department of State should follow the below instructions:** Apply for an NCAGE code by following the instructions on the NSPA NATO website linked below:

NCAGE Homepage:

<https://eportal.nspa.nato.int/AC135Public/sc/CageList.aspx>

NCAGE Code Request Tool (NCRT)

🔗 **Exemptions:** An exemption from the UEI and sam.gov registration requirements may be permitted on a case-by-case basis if:



- An applicant's identity must be protected due to potential endangerment of their mission, their organization's status, their employees, or individuals being served by the applicant.
- For an applicant, if the Federal awarding agency makes a determination that there are exigent circumstances that prohibit the applicant from receiving a unique entity identifier and completing SAM registration prior to receiving a Federal award. In these instances, Federal awarding agencies must require the recipient to obtain a unique entity identifier and complete SAM registration within 30 days of the Federal award date.
- Organizations requesting exemption from UEI or SAM.gov requirements must email the point of contact listed in the NOFO at least two weeks prior to the deadline in the NOFO providing a justification of their request. Approval for a SAM.gov exemption must come from the warranted Grants Officer before the application can be deemed eligible for review.

**5. Submission Dates and Times:** PD Kinshasa will accept proposals until May 1, 2024, and will review proposals on a monthly basis.

**6. Funding Restrictions:** Please see types of programs not eligible for funding under A. PROGRAM DESCRIPTION.

**7. Other Submission Requirements:** All application materials must be submitted by email to [KinshasazPDGrants@state.gov](mailto:KinshasazPDGrants@state.gov).

## **E. APPLICATION REVIEW INFORMATION**

**1. Criteria:** Each application will be evaluated and rated based on the criteria outlined below. The criteria listed are closely related and are considered in judging the overall quality of an application:

- **Organizational capacity and record on previous grants (25 points):** The organization has expertise in its stated field and PD is confident of its ability to undertake the program. This includes a financial management system and a bank account.

- **Quality and Feasibility of the Program Idea (25 points):** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.
- **Program Planning/Ability to Achieve Objectives (15 points):** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results. Applicant has clearly described how stated goals are related to and support U.S. Embassy Kinshasa’s priority themes with target audiences.
- **Budget (10 points):** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.
- **Monitoring and Evaluation Plan (15 points):** Applicant demonstrates an ability to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators and shows how and when those will be measured.
- **Sustainability (10 points):** Program activities will continue to have positive impact after the end of the program.

**2. Review and Selection Process:** An Embassy Grants Review Committee will evaluate all eligible applications monthly. Successful applicants will be notified in writing.

- Responsibility/Qualification Information in SAM.gov (formerly, FAPIIS).

☐ For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold over the period of performance (see §200.01 Simplified Acquisition Threshold), this section must also inform applicants that:

- a. The Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the U.S. government

designated integrity and performance system accessible through SAM.gov (see 41 U.S.C. 2313);

- b. An applicant, at its option, may review and comment on any information about itself in the designated integrity and performance systems accessible through SAM that a Federal awarding agency previously entered;
- c. The Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

**3. Anticipated Announcement and Federal Award Dates:** Proposals will be reviewed monthly and successful applicants will be informed within 4 weeks of submission.

#### **F. FEDERAL AWARD ADMINISTRATION INFORMATION**

1. **Federal Award Notices:** The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer. If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.
  - a. Issuance of this Notice of Funding Opportunity does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.
  - b. **Payment Method:** Payments will be made in at least two installments, as needed to carry out the program activities.

The U.S. Embassy in Kinshasa reserves the right to amend the final amount to be reimbursed after reviewing the final progress and financial reports. Organizations whose applications will not be funded will also be notified via email.

**2. Administrative and National Policy Requirements Terms and Conditions:** Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

- [2 CFR 25 - UNIVERSAL IDENTIFIER AND SYSTEM FOR AWARD MANAGEMENT](#)
- [2 CFR 170 - REPORTING SUBAWARD AND EXECUTIVE COMPENSATION INFORMATION](#)
- [2 CFR 175 - AWARD TERM FOR TRAFFICKING IN PERSONS](#)
- [2 CFR 182 - GOVERNMENTWIDE REQUIREMENTS FOR DRUG-FREE WORKPLACE \(FINANCIAL ASSISTANCE\)](#)
- [2 CFR 183 - NEVER CONTRACT WITH THE ENEMY](#)
- [2 CFR 600 – DEPARTMENT OF STATE REQUIREMENTS](#)
- [U.S. DEPARTMENT OF STATE STANDARD TERMS AND CONDITIONS](#)

In accordance with the Office of Management and Budget's guidance located at 2 CFR part 200, all applicable Federal laws, and relevant Executive guidance, the Department of State will review and consider applications for funding, as applicable to specific programs, pursuant to this notice of funding opportunity in accordance with the following: NOTE:

- President's September 2, 2020 memorandum, entitled Memorandum on Reviewing Funding to State and Local Government Recipients of Federal Funds that Are Permitting Anarchy, Violence, and Destruction in American Cities;
- Executive Order on Protecting American Monuments, Memorials, and Statues and Combating Recent Criminal Violence (E.O. 13933); and
- Guidance for Grants and Agreements in Title 2 of the Code of Federal Regulations (2 CFR), as updated in the Federal Register's 85 FR 49506 on August 13, 2020, particularly on:

- Selecting recipients most likely to be successful in delivering results based on the program objectives through an objective process of evaluating Federal award applications (2 CFR part 200.205),
  - Prohibiting the purchase of certain telecommunication and video surveillance services or equipment in alignment with section 889 of the National Defense Authorization Act of 2019 (Pub. L. No. 115—232) (2 CFR part 200.216),
  - Promoting the freedom of speech and religious liberty in alignment with Promoting Free Speech and Religious Liberty (E.O. 13798) and Improving Free Inquiry, Transparency, and Accountability at Colleges and Universities (E.O. 13864) (§§ 200.300, 200.303, 200.339, and 200.341),
  - Providing a preference, to the extent permitted by law, to maximize use of goods, products, and materials produced in the United States (2 CFR part 200.322), and
  - Terminating agreements in whole or in part to the greatest extent authorized by law, if an award no longer effectuates the program goals or agency priorities (2 CFR part 200.340).
- Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.
- 3. Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted. Applicants should be aware of the post award reporting requirements reflected in [2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters](#).
- 4. Foreign Assistance Data Review:** As required by Congress, the Department of State must make progress in its efforts to improve tracking and reporting of foreign assistance data through the Foreign Assistance Data Review (FADR). The FADR requires tracking of foreign assistance activity data from budgeting, planning, and allocation through obligation and disbursement. Successful applicants will be required to report and draw down federal

funding based on the appropriate FADR Data Elements, indicated within their award documentation. In cases of more than one FADR Data Element, typically program or sector and/or regions or country, the successful applicant will be required to maintain separate accounting records.

**G. FEDERAL AWARDING AGENCY CONTACTS:** If you have any questions about the grant application process, please contact PD at: [KinshasaPDGrants@state.gov](mailto:KinshasaPDGrants@state.gov). Note: We do not provide pre-consultation for application-related questions that are addressed in the Notice of Funding Opportunity/Annual Program Statement. Once an application has been submitted, U.S. Embassy Kinshasa staff may not discuss this competition with applicants until the entire proposal review process is completed.

**H. OTHER INFORMATION:** Guidelines for Budget Justification

- **Personnel:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.
- **Travel:** Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.
- **Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.
- **Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.
- **Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.
- **Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All

“Other” or “Miscellaneous” expenses must be itemized and explained.

- **Indirect Costs:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.
- **Cost Share:** “Cost sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.
- **Alcoholic Beverages:** Award funds cannot be used for alcoholic beverages.