



**U.S. DEPARTMENT OF STATE  
U.S. EMBASSY BOGOTÁ, PUBLIC AFFAIRS SECTION  
Notice of Funding Opportunity (NOFO)**

**Funding Opportunity Title:** U.S. Embassy Bogota PAS Annual Program Statement  
**Funding Opportunity Number:** PAS-BOG-FY21-SG  
**Deadline for Applications:** Grant applications can be submitted anytime for review on a rolling basis and before this NOFO's closing date on August 13, 2021  
**CFDA Number:** 19.040 – Public Diplomacy Programs  
**Total Amount Available:** \$250,000  
**Maximum for Each Award:** \$25,000

**A. PROGRAM DESCRIPTION**

The Public Affairs Section (PAS) of the U.S. Embassy Bogota is pleased to announce funding availability through its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities, the strategic themes we focus on, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

**Purpose of Small Grants**

PAS Bogota invites proposals for programs that **strengthen societal and cultural ties, shared values, and bilateral cooperation between the United States and Colombia in support of U.S. Embassy Strategic Goals.** All programs must include a U.S. cultural element or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives, and build partnerships between our citizens.

Examples of PAS Small Grants Program programs include, but are not limited to:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances, and exhibitions;
- Cultural heritage conservation and preservation programs;
- Professional and academic exchanges and programs.

**Priority Program Areas:** The Embassy's Cultural and Educational Grants Program seeks to strengthen the bilateral relationship between the United States and Colombia. More specifically, funding will support U.S. Mission Bogota's strategic objective of increasing Colombian public's

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[co.usembassy.gov](http://co.usembassy.gov)



understanding of and affinity for U.S. policies and priorities through strategic cultural, educational, media, and digital programming, including but not limited to initiatives that:

#### Promote U.S. – Colombia Shared Values

- Projects that promote U.S. culture, including music, history, sports, education, and/or the learning and teaching of English.
- Activities, workshops, and speaker programs that strengthen U.S.-Colombia ties and increase mutual understanding between the people of the United States and Colombia.
- Projects that support student and teacher exchange between the United States and Colombia.
- Projects that promote inclusion and gender equality via various STEM, English language, and other educational and cultural opportunities.

#### Strengthen Prosperity

- Projects that foster economic growth, an improved business climate, and promote investments in the creative, arts, cultural, and entrepreneurship economies.
- Projects that support inclusive economic development by offering entrepreneurship training for women, Afro-Colombians, the Venezuelan diaspora, indigenous, LGBTQI+, and other vulnerable populations.

#### Reinforce Democracy, Freedom, and Transparency

- Projects that support human rights, racial and ethnic equality, gender equality, women's empowerment, diversity, and social inclusion as part of a strong civil society.
- Programs related to freedom of the press that improve the quality of investigative journalism and transparency, and that help counter disinformation.
- Any other initiatives supporting Colombia's transition to a sustainable and inclusive peace.

*Priority will be given to projects that encourage the participation and expand opportunities of vulnerable populations, including Afro-Colombians, indigenous, LGBTQI+, Venezuelan migrants, and other vulnerable groups in economically disadvantaged geographic areas.*

#### **Program Objectives:**

Successful grant proposals must fulfill the following NOFO project objectives:

**Mission Objective:** Strategic cultural, educational, media, and digital engagement increase the Colombian public's understanding of and affinity for U.S. policies and priorities, especially among vulnerable communities.



**Sub-Objective:** Cultural, sports, English-language, and educational programming engage underserved populations; support the government’s effort to improve bilingual and STEM education; and increase academic mobility between the United States and Colombia.

**Desired Results and Illustrative Indicators:**

By the end of the project, grantees should demonstrate that its project has contributed to an increase in the Colombian public’s understanding of and affinity for U.S. policies and priorities through strategic cultural, educational, media, and digital programming. Grant proposals including a Performance Monitoring plan (PMP) with annual and end-of- project targets and results anticipated for key performance indicators are encouraged.

Illustrative outcome and output indicators for the projects are provided below. The recipient is expected to identify targets for these indicators based on what it can reasonably achieve within the performance period of the project and based on the expected overall project results described above.

<i>Example/Illustrative Outcome Indicators</i>	<i>Illustrative targets:</i>
Colombian artists who have participated in a cultural exchange program and then collaborate with American artists or incorporate American style art and music into their work	TBD
Percent of participants with more favorable opinions of the United States and the American People	TBD
Change in participant’s understanding of the United States’ cultural diversity and/or policies	TBD

<i>Example/Illustrative Output Indicators</i>	<i>Illustrative targets:</i>
Number of journalists who attend a policy related informational session	TBD
Number of people reached through messaging promoting American literature and culture.	TBD



Number of Tweets calling attention to GBV as a social problem	TBD
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**Participants and Audiences:**

Embassy Bogota encourages projects focusing on a wide range of audiences, with a particular emphasis on groups from socially and/or economically disadvantaged communities.

**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; or
- Programs that duplicate existing programs.

**B. FEDERAL AWARD INFORMATION**

**Length of performance period:** Up to 12 months

**Number of awards anticipated:** PAS Bogota anticipates issuing several awards under this NOFO, pending availability of funds.

**Award amounts:** Awards may range from a minimum of \$1,000 to a maximum of \$25,000

**Total available funding:** \$250,000

**Type of Funding:** Fiscal Year 2021 Public Diplomacy Funding

**Anticipated program start date:** Grant applications selected for funding under this NOFO (PAS-BOG-FY21-SG) must begin implementation before December 15, 2021.

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

**Funding Instrument Type:** Grant

**Program Performance Period:** Proposed programs must be completed in 12 months or less. PAS will 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 following organizations legally registered in Colombia and/or in the United States are eligible to apply:

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations (NGOs)
- Non-profit educational and cultural institutions
- Governmental institutions

Individual citizens from the United States and Colombia are also eligible to apply. For-profit or commercial entities are not eligible to apply.

## **2. Cost Sharing or Matching**

Cost sharing is allowed but not required. This will not impact funding decisions.

## **3. Other Eligibility Requirements**

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from [Dun & Bradstreet](http://Dun & Bradstreet), 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 DUNS number or be registered in SAM.gov.

Applicants are only allowed to submit one proposal per individual or organization. If more than one proposal is submitted from an individual or organization, all proposals from that applicant will be considered ineligible for funding.

## **D. APPLICATION AND SUBMISSION INFORMATION**

### **1. Address to Request Application Package**

Application mandatory forms required below are available at <https://co.usembassy.gov/education-culture/missions-public-affairs-small-grant-program/>

### **2. Content and Form of Application Submission**

Proposals should be entered into this form in English. 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.

### **Content of Application**



Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

### 1. Mandatory application forms

- **SF-424** (Application for Federal Assistance – organizations) or **SF-424-I** (Application for Federal Assistance – individuals) at [www.grants.gov](http://www.grants.gov)
- **SF424A** (Budget Information for Non-Construction programs) at [www.grants.gov](http://www.grants.gov)
- **SF424B** (Assurances for Non-Construction programs) at [www.grants.gov](http://www.grants.gov)

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

**3. Proposal:** 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:** Provide a short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** Provide a description of past and present operations, showing 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:** Provide a clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** List the “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and Colombia will be improved? 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:** Describe how the program is expected to work to solve the stated problem and achieve the goal.



- **Proposed Program Schedule:** Provide a proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** List the 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:** Provide a detailed monitoring and evaluation plan. 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:** Describe applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

**4. Budget Justification Narrative:** After filling out the SF-424A Budget (above), use a 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.

#### **5. Attachments**

- 1-page CV or resume of key personnel who are proposed for the program (*optional*)
- Letters of support from program partners describing the roles and responsibilities of each partner (*optional*)
- Official permission letters, if required for program activities
- Unique Entity Identifier and System for Award Management – SAM.gov (*required*)

#### **Required Registrations:**

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique Identifier Number from [Dun & Bradstreet](#) (DUNS number)
- [NCAGE/CAGE code](#)
- [www.SAM.gov](http://www.SAM.gov) registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, if your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform>



NCAGE application: Application page here

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

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCA%20GE.pdf>

For help from within the U.S., call 1-888-227-2423

For help from outside the U.S., call 1-269-961-7766

Email [NCAGE@dliis.dla.mil](mailto:NCAGE@dliis.dla.mil) for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM by logging onto:

<https://www.sam.gov>. SAM registration must be renewed annually.

### **3. Submission Dates and Times**

Applications may be submitted for consideration at any time before the closing date of August 13, 2021. No applications will be accepted after that date.

### **4. Funding Restrictions**

Grants cannot be used to fund religious or partisan political activity or for: fundraising campaigns; commercial projects or for-profit ventures; individual academic research projects; construction projects; or projects whose primary objective is an organization's institutional development or an individual's personal enrichment or career development.

### **5. Other Submission Requirements**

All application materials must be submitted in English by email to [BogotaGrants@state.gov](mailto:BogotaGrants@state.gov) using the proposal instructions form.

## **E. APPLICATION REVIEW INFORMATION**

### **1. Criteria**

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of an application.





**Organizational capacity and record on previous grants:** The organization has expertise in its stated field and PAS 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:** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

**Goals and objectives:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

**Embassy priorities:** Applicant has clearly described how stated goals are related to and support U.S. Embassy Colombia's priority areas or target audiences.

**Budget:** 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:** 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:** Program activities will continue to have positive impact after the end of the program.

## 2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

## 3. Federal Awardee Performance & Integrity Information System (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 on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:



- i. That 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 designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That 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.

#### 4. Anticipated Announcement and Federal Award Dates

All grant applications will be received and evaluated on a rolling basis and through this NOFO's closing date of August 13, 2021. Upon receiving a proposal, the PAS team will review your application for completeness and confirm via email that it has been successfully received. Please allow between 4-6 weeks of receipt of your proposal for information on the outcome of your application. Organizations whose applications will not be funded will also be notified via email.

## **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.

Issuance of this NOFO 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.

**Payment Method:** Payments will be made in at least two installments, as needed to carry out the program activities.

## **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 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

## **3. Reporting**

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. Some grants may also require quarterly and other ad hoc reports. The award document will specify how often these reports must be submitted.

## **G. FEDERAL AWARDING AGENCY CONTACTS**

If you have any questions about the grant application process, please contact PAS at: [BogotaGrants@state.gov](mailto:BogotaGrants@state.gov).

Note: We do not provide any pre-consultation for application related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — 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 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: Please note that award funds cannot be used for alcoholic beverages.

Monitoring and Evaluation (M&E): If necessary, please allocate reasonable costs for M&E activities.