

**U.S. DEPARTMENT OF STATE
United States Mission to China
Notice of Funding Opportunity**

Funding Opportunity Title: Public Diplomacy Programming in the People’s Republic of China

Program Office: Public Affairs Section, U.S. Embassy Beijing

Announcement Type: Standard Grant or Cooperative Agreement

Federal Award ID Number: **EAPBJ-20-GR-001-EAP-051520**

Deadline for Applications: **July 31, 2020 11:59 p.m. EST**

CFDA 19.040

Total Amount Available: Multiple grants up to US\$50,000; may consider projects up to US\$150,000

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A. PROGRAM DESCRIPTION

The Public Affairs Section (PAS) of the U.S. Mission to China (Embassy Beijing and Consulates General Chengdu, Guangzhou, Shanghai, Shenyang, and Wuhan) of the United States Department of State announces an open competition for organizations to submit applications to carry out programs in support of activities that explain U.S. foreign policy, values, and culture to the people of China. Please carefully follow all instructions below.

Program Objective: Help Chinese audiences better understand the United States' foreign policy, values, and culture.

Funding Amount: PAS will generally award multiple grants of up to US\$50,000 per grant but will consider projects up to US\$150,000.

Program Preferences: We seek to fund creative projects that build upon existing partnerships between U.S. organizations and Chinese counterparts, as well as those that create new partnerships and expand operational capabilities of existing organizations. Of particular interest are programs that establish sustainable relationships with communities who for reasons such as language or geography cannot easily engage with our Mission.

Proposals that address the following goals will be given priority.

- A) Support free, fair, and reciprocal trade, and intellectual property protection
- B) Improve sharing of perspectives on East Asian regional security, especially including countering proliferation of nuclear weapons
- C) Foster understanding of the benefits of the free and open Indo-Pacific Region
- D) Engage Chinese audiences regarding American values and civic life

Programming may include (but are not limited to):

- Lecture series, seminars, workshops or other programming that highlight U.S. foreign policy goals or explain U.S. society, government, and values;
- Performing arts programming representing the broad range of U.S. performing arts, including but not limited to music, dance, and drama that target key audiences that Mission China is unable to reach;
- Educational programs that incorporate American foreign policy or values into classroom or other educational outreach programs.

B. FEDERAL AWARD INFORMATION

Length of performance period: Most grants should be limited to 12 months or less
Number of awards anticipated: 10-15

Award amounts: PAS will generally award multiple grants of up to US\$50,000 per grant, but will consider projects up to US\$150,000.

Type of Funding: Public Diplomacy funds

This notice is subject to availability of funding.

Funding Instrument Type: Standard Grant or Cooperative agreement. A **cooperative agreement** “is distinguished from a grant in that it provides for substantial involvement between the Federal awarding agency or pass-through entity and the non-Federal entity in carrying out the activity contemplated by the Federal award.”

C. ELIGIBILITY INFORMATION

Eligibility is limited to U.S. and Chinese entities qualified to receive U.S. grants and able to develop and implement programs in the People’s Republic of China. These include:

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- Educational institutions
- Individuals

For the purpose of this NOFO, proposals from for-profit entities will not be considered, nor will proposals for the establishment of projects/programs in Hong Kong, Macau, or Taiwan be considered.

New applicants must have a demonstrated expertise in one or more of the following subject areas: people-to-people exchanges, cultural or academic programming, international cooperation, or institution-to-institution partnerships in a foreign setting.

D. APPLICATION AND SUBMISSION INFORMATION

These application instructions and the mandatory forms are available at the U.S. Embassy’s [website](#) and www.grants.gov by searching under the Federal Award Identification Number list at the top of this document.

All application materials should be submitted by email to BeijingProgramGrants@state.gov or uploaded through www.Grants.gov.

We will review program proposals in two cycles. All applications must be submitted on or before **July 31, 2020, 11:59 p.m. Eastern Standard Time or July 31, 2020, 11:59 p.m. EST. Begin the application process early**, as this will allow time to address any difficulties that may arise in advance of the deadline. There will be no exceptions to

these application deadlines. Applications received after July 31, 2020, will be considered in the next cycle.

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.

Formatting Requirements

Please ensure that proposals include the following:

- Proposal clearly addresses the goals and objectives of this funding opportunity.
- Documents are in English.
- Budgets are in U.S. dollars.
- Pages are numbered.
- Documents are formatted to 8 ½ x 11 paper.
- Proposals are formatted with single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

Application Forms That Must Be Included

- 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*)

Application Content

Completed applications will include:

1. Summary Page: Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and a 250 character summary of the program.

2. Proposal (3 pages maximum): The proposal should contain sufficient information to fully, but succinctly explain the project and its goals to a non-specialist. You may use your own proposal format, but it must include all the items below.

- **Project Summary:** Short narrative that outlines the proposed program, including program activities, objectives and anticipated impact.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and how the proposed program addresses those needs.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include dates, times, and locations of activities and events.
- **Key Personnel:** Names, titles, roles and relevant experience/qualifications of key personnel involved in the program.
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.
- **Program Monitoring and Evaluation Plan:** This is a crucial component of the proposal. This section should explain goals and benchmarks for performance and how they will be measured during the period of grant performance.

- **Future Funding or Sustainability:** Applicant should explain the potential for the project to become self-sustaining or acquire other support and/or funding after the grant period.

3. Budget Justification Narrative: After filling out form SF-424A (Budget), describe each of the budget items in detail on a separate sheet. The budget may not exceed one page in length. See section I, *Other Information: Guidelines for Budget Submissions* below for further information.

4. Resume(s) – a resume, not to exceed one page in length, must be included for the proposed key staff person(s), such as the Project Director.

5. Letter(s) of Intent – describe the nature of the relationships that the applicant has with its Chinese partner institution/organization. Especially if described in a formal agreement such as a Memorandum of Understanding (MOU).

Federal Award Registration Information:

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.” Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

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

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- 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%20NCAGE.pdf>

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

For NCAGE help from outside the U.S., call 1-269-961-7766
Email NCAGE@dliis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

E. APPLICATION REVIEW INFORMATION

Consistent with federal grant regulations, PAS reserves the right to give priority for its funds to those organizations working on key U.S. Government objectives in public diplomacy programming.

Evaluation Criteria: Applicants should note that the following criteria (1) serve as a standard against which all proposals will be evaluated, and (2) serve to identify the significant matters that should be addressed in all proposals. The U.S. Government awards grants to the applicants whose offers represent the best value to the U.S. Government on the basis of technical merit and cost.

Each application will be evaluated by a peer review committee of the U.S. Embassy in Beijing and/or the Department of State, and other experts, as deemed appropriate. The evaluation criteria have been tailored to the requirements of this NOFO.

- **Project Goals/Implementation Plan:** Applicants should describe what they propose to do and how they will do it. The proposed activities must directly relate to meeting the goals and objectives, and applicants should include information on how they will measure activities' effectiveness. The review panel will be viewing the implementation plan in terms of how well it addresses the project statement, relevance of the goals and objectives, feasibility of the proposed activities and their timeline for completion, and the extent to which the impact of the project will continue beyond the conclusion of the funding period.
- **Organizational Capability):** Proposals should demonstrate the ability to develop and implement programs in the areas described above. Applicants must demonstrate how their resources, capabilities, and experience will enable them to achieve the stated goals and objectives. If applicable, applicants should describe the nature of their existing partnership with Chinese or American partners and how that affiliation will help to meet project goals. The application must distinguish all key partners and organizations that will be involved.
- **Proposal:** This section should identify the importance and relevance of the applicant's project to broader U.S. policy, as well as relevance to the program objectives of the U.S. Mission to China as described under the first two Sections of this solicitation. A compelling statement of need for the project will be given great consideration by the review panel. Emphasis will be placed on the extent to which the proposed activity (1) complements existing efforts to promote understanding of the U.S. in China or fills a gap and does not duplicate other

programs, including those funded by the U.S. Government, and (2) is planned and implemented so as to achieve maximum sustainability after the term of the period of performance of the award.

- **Budget:** Costs will be evaluated for realism, control practices, and efficiency. This will consist of a review of the budget to determine if the overall costs are realistic for the work to be performed, if the costs reflect the applicant's understanding of the allowable cost principles established by OMB Circular A-122, and if the costs are consistent with the program implementation plan.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

Award Notices: The grant or cooperative agreement shall be written, signed, awarded, and administered by the Grants Officer (GO). 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 sent to the Recipient by mail, email, or fax.

Institutions/organizations whose applications are not funded will be notified in writing. Given the number of applications received, it may not be possible for the Embassy Beijing Grants Team to give detailed feedback to those organizations that are not awarded funds.

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.

Anticipated Time to Award: Applicants should expect to be notified of the selected proposals within 90 days after the submission deadline. PAS staff will provide information at the point of notification about any further requirements and/or refinements for the pre-award phase of the process. This may include revisions to the activities proposed and/or budget clarifications and adjustments.

Applicants should be aware that there will be a delay between the time that full applications are submitted and awards are made. All awards are subject to available funding. Furthermore, funds will not be immediately available. This delay is primarily due to the extensive clearance process prior to awarding grants.

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.

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.statebuy.state.gov/fa/pages/home.aspx>

Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

Reporting Requirements: Grantees are expected to keep the Grants Officer Representative (GOR) updated on progress throughout the project period. The GO or GOR is also responsible for site visits to some or all of the activities supported by the grant as stated in the grant agreement. The grantee should notify the GO or GOR of any problems or issues that might make it difficult for the grantee to comply with the terms of the award within the project period. Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

G. FEDERAL AWARDING AGENCY CONTACTS

- A) For questions related to obtaining a Data Universal Numbering System (DUNS) number from Dun & Bradstreet (sometimes referred to as a Unique Entity Identifier (UEI) contact 1-866-705-5711 (8:00 am -9:00 pm EST) or email <http://fedgov.dnb.com/webform>.
- B) For assistance with the requirements of this solicitation, contact the U.S. Embassy Beijing Grants Team at: BeijingProgramGrants@state.gov

H. OTHER INFORMATION

Guidelines for Budget Justification

Personnel and Fringe Benefits: 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, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

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.