

**U.S. DEPARTMENT OF STATE**  
**U.S. EMBASSY *Amman*, PUBLIC AFFAIRS SECTION**  
**Notice of Funding Opportunity**

**Funding Opportunity Title:** U.S. Embassy *Amman*, PAS Annual Program Statement  
**Funding Opportunity Number:** PAS-JOR-FY23-004  
**Deadline for Applications:** *June 4, 2023*  
**CFDA Number:** 19.040 – Public Diplomacy Programs  
**Total Amount Available:** \$500,000  
**Maximum for Each Award:** \$350,000  
*Minimum for Each Award:* \$50,000

**A. PROGRAM DESCRIPTION**

The U.S. Embassy in Amman’s Public Affairs Section (PAS) is pleased to announce that funding is available through its Public Diplomacy Annual 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 PAS Grants:** PAS *Amman* invites proposals for programs that **strengthen cultural ties between the U.S. and *Jordan*** through cultural and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include an American 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.

Examples of PAS Grants Program programs include:

- Artistic and cultural workshops, joint performances and exhibitions;
- Experiential learning programs to build capacity of target audiences in STEAM (science, technology, engineering, arts, and math) with a focus on 21st century skills.

**Priority Program Areas:**

- Empowering Women & Minorities: Projects that support women and minority rights and persons with disabilities;
- Capacity Building through Cultural Engagement: Projects aiming to build and/or enhance skills of women and youth in Jordan’s cultural and arts landscape, with a particular focus on creative industries, including but not limited to: film, TV, performance arts; culinary diplomacy, and experiential tourism.

**Participants and Audiences:**

Proposals must describe both the primary and secondary audiences for the program, including numbers anticipated to be reached. Primary audiences are those who will participate directly in the program(s), while secondary audiences are those who will be reached by the project's primary audiences, as a result of their participation, or through any follow-on activities build into the primary program. For example, in a teacher training program, the primary audience would be the teachers who will be trained, while the secondary audience would be their students. Audiences who are considered a priority for grants funded under this APS are:

Emerging Jordanian voices in non-traditional, cultural, and sports fields, including people with disabilities; 18 to 35-year-old Jordanian men and women who are unemployed, underemployed, or working outside their field; women leaders, entrepreneurs, and changemakers across Jordan's 12 governorates; and, as appropriate, at-risk populations.

Please note that proposals addressing audiences not listed above can still be eligible, but such proposals must clearly indicate why addressing the proposed audience is especially important for achieving the goals stated in Section A of this APS.

**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.

**Authorizing legislation, type and year of funding:**

*Funding authority rests in the Smith-Mundt. The source of funding is FY2023 Public Diplomacy Funding.*

**B. FEDERAL AWARD INFORMATION**

Length of performance period: *6 to 24 months*

Number of awards anticipated: *6 awards (dependent on amounts)*

Award amounts: awards may range from a minimum of *\$50,000* to a maximum of *\$350,000*

Total available funding: *\$500,000*

Type of Funding: *Fiscal Year 2023 Public Diplomacy Funding*

Anticipated program start date: *October 1, 2023*

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

**Funding Instrument Type:** Grant, Fixed Amount Award, or Cooperative agreement. Cooperative agreements are different from grants in that PAS staff are more actively involved in the grant implementation.

**Program Performance Period:** Proposed programs should be completed in 24 *month* 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 Public Affairs Section encourages applications from U.S. and *Jordan*:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Individuals; An individual person can apply for up to \$150,000 in funding
- Non-profit or governmental educational institutions

**For-profit or commercial entities are not eligible to apply.**

#### 2. Cost Sharing or Matching

Cost sharing is not required but encouraged.

#### 3. Other Eligibility Requirements

Applicants are only allowed to submit **one** proposal per organization. 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 more information. Individuals are not required to have a UEI or be registered in [SAM.gov](http://SAM.gov).

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

- Address to Request Application Package

Application forms required below are available at **Grants.gov**.

- Content and Form of Application Submission

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 <https://www.grants.gov/web/grants/forms/sf-424-family.html>
- **SF424A (Budget Information for Non-Construction programs)** at <https://www.grants.gov/web/grants/forms/sf-424-family.html>
- **SF424B\* (Assurances for Non-Construction programs)** at <https://www.grants.gov/web/grants/forms/sf-424-family.html>

\*If an **organization** has an active registration in SAM.gov that was either created or updated **on or after** 2/2/2019, then the applicant does **NOT** need to submit the SF-424B because their registration or recertification will have included the necessary information. Individuals are required to submit the SF424B (**Assurances for Non-Construction programs**) form.

**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 (12 pages maximum):** The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. We **strongly encourage** applicants to use the PAS proposal template. 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 and anticipated impact.
- **Introduction to the Organization or Individual applying:** 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:** 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 Jordan will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. Program objectives should be “SMART”:
  - **Specific** - What are the specific objectives of the program activities and how will those objectives achieve the intended program impact?
  - **Measurable** - What are the quantifiable results that determine achievement of each objectives?
  - **Achievable** - Can the program meet the objectives within time and/or resource constraints?
  - **Relevant** - How will success of the objectives contribute to the program's overarching goal?
  - **Time-Bound** - Is it clear how long the program has to achieve the objectives and the point at which success will be measured? **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 time-frame 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?
- **Risk Analysis:** All programs inherently contain both internal and external risks. However, with proper identification and management, risks can be prepared for, minimized or mitigated. The purpose of a risk analysis is to identify the internal and external risks associated with the proposed program in the application, rate the likelihood of the risks, rate the potential impact of the risks on the program, and identify actions that could help mitigate the risks. Applicants should include all assumptions and external factors identified in the logic model in the risk analysis. Applicants should rate the likelihood of a risk and potential impact of the risk as “High,” “Medium,” or “Low.” Note: PAS requires organizations to conduct adequate risk analysis and remediation throughout

the life of a program and provide revisions to risk analysis documents and processes as necessary.

- **Logic Model:** Applicants shall provide a logic model or theory of change to demonstrate how the proposed project (including activities, the project design, and the surrounding context) will achieve the stated objectives. The logic model or theory of change statements can be generated using the template in **Appendix 1**. **NOTE: Applicants are strongly encouraged to use the same format as found in the sample.** If the applicant does not use the template, the applicant must ensure that their submission includes all elements outlined in the sample
- **Future Funding or Sustainability** 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

**NOTE: Applicants are strongly encouraged to use the same format as provided in the template, and to submit summary and detailed line-item budgets in Excel form, and the Budget Narrative as either a PDF or Word file.** If the applicant does not use the template, the applicant must ensure that their submission includes all elements outlined in the sample

#### **5. 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; ***applicants that don't submit documentation for non-profit status will be considered ineligible***
- Unique Entity Identifier and System for Award Management (SAM.gov)

To be considered for funding under this opportunity, applicants SHALL:

- Have demonstrable previous experience working in Jordan. This should be addressed within the project narrative section of your application.
- Meet ALL the registration requirements listed below.

#### **Required Registrations:**

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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:**

Step 1: 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:**

Step 1: 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.

- Submission Dates and Times

Applications may be submitted for consideration at any time before the closing date of *June 4, 2023*. No applications will be accepted after that date.

- Funding Restrictions
- Fees and travel cost to attend conferences in the United States, unless the travel is part of a larger-scope program/project and will tie directly to activities in Jordan
- Ongoing salary costs (e.g., standing up or maintaining the operation of an organization)
- Office equipment
- Paying to complete activities begun with other funds
- Refreshments (exception: expenses for coffee breaks and working lunches which are essential to the realization of the program might be funded)
- Costs of alcoholic beverages

Furthermore, award funds cannot be used for construction projects, vehicle purchases, real estate purchases or other similar purposes or for costs which are determined as unallowable in 2 CFR 200.



- Other Submission Requirements

All application materials must be submitted by email to **AmmanGrants@state.gov**.

## **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 Amman'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 it is able 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.

**Support of Equity and Underserved Communities :** Proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

3. 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:

- i. 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);
- ii. 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;
- iii. 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 applicants will be notified by September 30, 2023.*

**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.

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 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. 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: [AmmanGrants@state.gov](mailto:AmmanGrants@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.