

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

**Funding Opportunity Title:** U.S. Embassy Cairo PAS Annual Program Statement  
**Funding Opportunity Number:** PAS-EGY-FY22-01  
**Deadline for Applications:** Various; See Section D, “Application and Submission Information”  
**CFDA Number:** 19.040 – Public Diplomacy Programs  
**Total Amount Available:** \$1,500,000; approximately \$750,000 anticipated to be available bi-annually, subject to confirmation of availability of funds  
**Maximum for Each Award:** \$500,000  
**Minimum for Each Award:** \$100,000

**A. PROGRAM DESCRIPTION**

The U.S. Embassy Cairo Public Affairs Section (PAS) 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 our funding priorities, our strategic themes of focus, and the procedures for submitting requests for funding for the Fiscal Year (FY) 2022, which runs from October 1, 2021 through September 30, 2022. Please carefully follow all instructions below. There will be only be two rounds for proposal submissions with the following deadlines: **March 31, 2022** and **June 2, 2022**. **Awards will be made to successful applicants subject to the availability of appropriated funds.**

**Program Objectives:** PAS Cairo invites proposals from civil society organizations, think tanks, cultural and arts organizations, and academic institutions for programs that **strengthen the academic, cultural, and people-to-people ties between the United States and Egypt** through programming that highlights shared values and promotes bilateral cooperation. **All programs must include an American element, or must include 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.** Particular consideration will be given to programs with strategic and sustained activities for a duration of 12-18 months, as well as to applications that integrate multiple aspects of U.S. public diplomacy (e.g. American Center Cairo, the Regional English Language Office, alumni outreach, etc.).

## **Priority Program Areas:**

Priority will be given to proposals that address one or more of the following program areas:

- 1. 100<sup>th</sup> ANNIVERSARY OF THE U.S.–EGYPT DIPLOMATIC RELATIONSHIP:** April 2022 marks the 100<sup>th</sup> anniversary of diplomatic relations between the United States and Egypt. Consideration will be given to innovative programs that highlight what Americans and Egyptians have accomplished together in political, economic, and academic sectors; celebrate the two countries' deep and historical cultural ties; build people-to-people ties through cultural diplomacy; or promote a greater understanding of the strategic relationship between the United States and Egypt.
- 2. CLIMATE ACTION:** Egypt will host COP-27 in November 2022. Consideration will be given to programs that underscore U.S.-Egypt partnership in climate action and environmental efforts, green entrepreneurship, STEM education related to climate awareness, environmental education (particularly among youth), and capacity building for environmental organizations.
- 3. ECONOMIC GROWTH:** Programs related to economic growth and prosperity will build on or further U.S. Government investment in inclusive socio-economic development, economic competitiveness, skills development, and technology/innovation. Specific consideration will be given to programs that promote economic empowerment of women, youth, and disadvantaged populations in Egypt; support educational initiatives that lead to meaningful employment for young professionals; or that encourage enhanced economic ties between the United States and Egypt.
- 4. YEAR OF CIVIL SOCIETY:** Egypt has named 2022 as a “year of civil society.” Consideration will be given to programs that support an engaged and dynamic civil society, promote a deepened understanding of diversity and inclusion, and encourage tolerance and conflict resolution.
- 5. EDUCATION:** Priority will be given to programs that promote study in the United States, the building of linkages between American and Egyptian academic institutions, and higher education training opportunities for Egyptian students or faculty. Consideration will also be given to programs that promote academic and scientific research between Egyptian and American scholars.
- 6. CULTURAL PROGRAMS AND ARTS MANAGEMENT:** For decades, cultural and arts programming has played a pivotal role in building relationships between the American and Egyptian people. Consideration will be given to cultural programs that strategically advance the U.S.-Egypt partnership; bring together American and Egyptian experts in visual and performing arts, film, literature, graphic design/architecture, cultural heritage management, and the creative economy; or that provide training focused on organizational management.

Examples of the kinds of activities to connect the United States and Egypt that can be funded under the PAS Grants Program include, but are not limited to:

- Academic and professional lectures, seminars, and speaker series;
- Artistic and cultural workshops, musical or on-stage performances, visual arts exhibitions, film showcases or film sector training programs, activities to develop the creative economy, and initiatives to strengthen arts management in Egypt;
- Workshops, training, and competitions to strengthen Egypt's entrepreneurship ecosystem;
- Activities that promote climate literacy and environmental education and equip Egyptians with tools to address climate change;
- Workshops and seminars that support an engaged civil society and promote diversity and inclusion.

### **Participants and Audiences:**

All programs should focus primarily on Egyptian audiences. Proposals should describe both the primary and secondary audiences for the program, including age, gender, geographic location, and numbers anticipated to be reached. Primary audiences are those who will participate directly in the program, and secondary audiences include those reached indirectly – for example, via social media or traditional media.

Specific audiences who are considered a priority for awards funded under this APS include:

- Young leaders in the 18-35 year-old age range;
- Women and girls;
- Educators, students, or youth involved with climate action activities;
- Minority, peripheral, and/or disadvantaged communities, including audiences located outside of major cities;
- Alumni of U.S. Embassy-sponsored exchange programs

### **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
- Projects seeking funds for personal use.

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

Funding authority rests in the Smith-Mundt Act. The source of funding is FY2022 Public Diplomacy Funding.

**B. FEDERAL AWARD INFORMATION**

Length of performance period: Performance periods are based on the needs of the project, although proposed programs should generally be completed in 12-18 months.

Number of awards anticipated: Because the amounts requested for each project may vary and funding is subject to confirmation of availability, it is not possible to predict how many awards will be made.

Award amounts: Awards will range between \$100,000 and \$500,000.

Total available funding: Approximately \$1,500,000 total is anticipated to be available for the two funding cycles, pending availability of funds.

Type of Funding: Fiscal Year 2022 Public Diplomacy Funds

Anticipated program start date: April 1, 2022-September 30, 2022

**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 generally be completed in 12-18 months. 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 and the U.S. Embassy in Cairo.

**C. ELIGIBILITY INFORMATION**

1. Eligible Applicants

The Public Affairs Section encourages applications from U.S. and Egyptian:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience; and
- Non-profit or educational institutions

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

## 2. Other Eligibility Requirements

**Applicants may not submit more than one application per cycle.**

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

#### 1. The following forms are required:

- SF-424 (Application for Federal Assistance – Organizations)
- SF424A (Budget Information for Non-Construction Programs)
- SF424B (Assurances for Non-Construction Programs) *(only necessary if applicant is not yet registered in SAM.gov)*

Additionally, the U.S. Embassy in Cairo requests that all applicants submit the following:

- PD Small Grants Application Form
- PD Small Grants Budget Narrative
- Vendor EFT form

#### 2. Budget Justification Narrative: After filling out the SF-424A Budget (above), use the PD Small Grants Budget Narrative (listed above) to describe and justify each of the budget expenses in detail. *See section H. Other Information: Guidelines for Budget Justification below for further information.*

#### 3. Attachments:

- 1-page CV or resume for each of the key personnel who are proposed for the program;
- Letters of support from project partners describing the roles and responsibilities of each partner (if applicable);
- Official permission letters, if required for program activities

#### 4. Unique Entity Identifier and System for Award Management (SAM.gov)

**To apply for funding, organizations, whether based in or outside the U.S., must have a Unique Entity Identifier (UEI) number, often referred to as a DUNS number, and an active account with the System for Award Management (SAM). These registrations may be obtained free of charge. Applicants who do not meet all registration requirements are NOT eligible for funding under the opportunity.**

**Up to April 3, 2022**, in order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, as well as a valid registration on [www.SAM.gov](http://www.SAM.gov).

To obtain a UEI DUNS number, please follow the steps below:

- Go to <http://fedgov.dnb.com/webform/pages/CCRSearch.jsp>;
- Select the country or territory where your organization is physically located;
- Complete and submit the form.

Organizations will need to provide basic information, including physical and mailing addresses, name and title of the chief executive. **For technical difficulties** in obtaining this number, please contact D&B at: [govt@dnb.com](mailto:govt@dnb.com).

**On and after April 4, 2022**, entities can register in SAM.gov and will be assigned their Unique Entity ID (SAM) within SAM.gov. Entities will no longer obtain or use a UEI (DUNS) for entity registration or reporting.

SAM is a U.S. government wide registry of vendors doing business with the Federal government and requires annual renewal. The system centralizes information about grant applicants/recipients, and provides a central location for grant applicants/recipients to change organizational information.

**Each applicant must maintain an active account, with current information, while its application is under consideration for funding. To keep an active SAM.gov account, an applicant must renew it at least once each year.**

**To create a new account**, please follow the steps below:

- Go to <http://www.sam.gov>.
- Log in to complete authentication and create an account. On the “My SAM” page, select *Entity Registrations* from the sub-navigation menu and select *Register New Entity*.
  - o To create an account, organizations must have a UEI number and a CAGE number (US Domestic Organizations) or a NCAGE number (Foreign Organizations).
  - o NCAGE application page:  
<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 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 for any problems in getting an NCAGE code.
- Complete and submit the online form.
- If the applying organization already has the necessary information on hand (see the SAM Quick Start Guide for Grant Registration:  
[https://sam.gov/SAM/transcript/Quick\\_Guide\\_for\\_Grants\\_Registrations.pdf](https://sam.gov/SAM/transcript/Quick_Guide_for_Grants_Registrations.pdf)).

The online form takes approximately one hour to complete, depending upon the size and complexity of the applying entity. Because of the different steps in the process, it might take anywhere from **12 - 15 business days** to complete the process of creating an account with the system.

For help with SAM.gov, please visit their support page at <https://www.fsd.gov> or contact them at: 866-606-8220 (U.S.) or +1-334-206-7828 (international).

##### 5. Submission Dates and Times

The Public Affairs Section will review proposals according to the following schedule. Please note that while the deadlines for submission of applications are firm, all of the review and response dates are approximate and are subject to change, based on availability of funds. All funding decisions are also subject to availability of funds at all times.

**Cycle A:** Applicants who submit proposals from the date when the APS is published on the Embassy web site to **March 31, 2022** will receive a response by April 14, 2022.

**Cycle B:** Applicants who submit proposals from April 1, 2022 to **June 2, 2022** will receive a response by June 16, 2022.

Generally, the Embassy recommends that applicants submit proposals 3-6 months in advance of the intended project start date.

## 6. Other Submission Requirements

All application materials must be submitted by email to [PA\\_Cairo\\_Grants\\_Proposals@state.gov](mailto:PA_Cairo_Grants_Proposals@state.gov).

**Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.**

## E. APPLICATION REVIEW INFORMATION

### 1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below:

***Embassy priorities:*** Applicant has clearly described how stated goals are related to and support U.S. Embassy Cairo's priority areas or target audiences. Applicant has clearly explained how stated goals are related to and support the U.S. Embassy Cairo's goals, priority program areas and target audiences as described in Section A. Applicant has also clearly identified the American component to be included in the program.

***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.

***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.

***Media outreach plan:*** Applicant describes a clear plan for how the program will be shared with secondary audiences through traditional and/or social media. Applicant describes clearly how the partnership with the U.S. government will be made visible to the participants and to secondary audiences. Branding waivers will only be granted on a rare basis and with a strong justification of why one is needed in order for the project to be successful.

***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 Awards 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.

## 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 APS 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. Payment schedules will be determined by the Grants Officer and specified in the award document, according to the program's milestones and as needed to carry out the project activities.

Organizations whose applications will not be funded will also be notified via email.

**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.

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](#).

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

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

## **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.  
*(Note: Cost-sharing is not a mandatory element for proposal submissions.)*

***Alcoholic Beverages:*** Please note that award funds cannot be used for alcoholic beverages.