

**U.S. DEPARTMENT OF STATE  
U.S. EMBASSY GUATEMALA, PUBLIC AFFAIRS SECTION  
Annual Program Statement FY2021**



Embassy of the United States of America

**Funding Opportunity Title:** U.S. Embassy Guatemala  
PAS Annual Program Statement

**Funding Opportunity Number:** PAS-GUA-FY21-01

**Deadline for Applications:** Last day of each month, December 2020 - August 2021

**CFDA Number:** 19.040 – Public Diplomacy Programs

**Maximum for Each Award:** \$25,000.00

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

**A. PROGRAM DESCRIPTION**

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

**Purpose of Small Grants:** PAS Guatemala invites proposals for programs that **strengthen cultural, educational, professional, and/or scientific ties between the United States and Guatemala** through cultural, educational, and/or exchange programming that highlights our shared values and promotes bilateral cooperation. All programs *must* include an American cultural or educational 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 projects that may be eligible to receive funding through the PAS Small Grants Program include, but are not limited to:

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

**All proposed activities must take place in Guatemala. Virtual programs that focus on Guatemalan audiences will also be considered. Proposed activities must support at least one of the following Embassy goals:**

- Reduce irregular migration to the United States
- Expand good governance

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- Improve citizen prosperity
- Increase citizen security
- Improve export and investment opportunities for U.S. firms

**Activities that address one of the following specific themes are especially of interest; however, other themes that support one or more of the goals listed above will also be considered:**

- Promote citizen participation in a democracy
- Combat corruption and impunity
- Promote entrepreneurship, innovation, and STEM
- Promote gender equity
- Promote social inclusion of marginalized populations
- Increase educational linkages with institutions in the United States

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

- Activities that do not contain a distinctly U.S. policy connection
- Programs that relate to partisan political activity
- Charitable or development activities
- Construction programs
- Programs that support specific religious activities
- Fundraising campaigns
- Lobbying for specific legislation or programs
- Scientific research
- Programs intended primarily for the growth or institutional development of the organization
- Individual scholarships
- Personal development
- Social travel and/or visits
- Gifts or prizes
- Venture capital or for-profit endeavors
- Programs that duplicate existing programs

NOTE: If you are seeking funding for an individual travel grant (i.e., one individual person seeking funds for travel), please use the simplified [Application for Funding for Travel](#) rather than this process.

- Requests for funding amounts between USD \$3,000 and \$25,000 will be considered in an open application process.
- Cost sharing, whether in-kind or direct program support, is not required but is encouraged and welcome, and will be viewed favorably during the grant review process.

Ideally, applications should be submitted at least six to eight months prior to the planned start date of a project. Applications submitted less than three months prior to the planned start date of a project present significant challenges for processing and may not be approved.

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The statutory authorities for awards made under this announcement are limited to Fulbright-Hayes and Smith-Mundt.

**B. ELIGIBILITY INFORMATION**

**1. Eligible Applicants**

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

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

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

**2. Other Eligibility Requirements**

In order to be eligible to receive an award, all organizations must have the following:

- Data Universal Numbering System (DUNS) number from Dun & Bradstreet
- Valid registration on [www.SAM.gov](http://www.SAM.gov).

Please see Section C.2 for information on how to obtain these registrations.

NOTE: Individuals are not required to have a DUNS number or be registered in [SAM.gov](http://SAM.gov).

Organizations must have a commitment to equal opportunity employment practices and to non-discriminatory practices with regard to beneficiaries and program participants, i.e., without regard to race, religion, ethnicity, gender, sexual orientation, or political affiliation.

**C. APPLICATION AND SUBMISSION INFORMATION**

**Please follow carefully all instructions below.** Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Please ensure the following requirements have been met:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets show costs in both U.S. dollars and in quetzales (see suggested template)
- All pages are numbered
- All documents are formatted to 8½ x 11 paper

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- All Microsoft Word documents should be single-spaced, 12-point Times New Roman font, with a minimum of one-inch margins.

**1. Recommended\* Proposal and Budget forms:**

- [PAS Guatemala Small Grant Proposal Template](#)
- [PAS Guatemala Small Grant Budget Template](#)

\*For ease of both submission and review, it is recommended but not required that you use the templates provided by PAS Guatemala

**2. Required Federal Assistance application form (select one):**

- **For organizations:** [SF-424](#) (*Application for Federal Assistance – organizations*)  
See [Instructions](#) here  
*or*
- **For individuals:** [SF-424-I](#) (*Application for Federal Assistance --individuals*)  
See [Instructions](#) here

**Proposal (10 pages, maximum):** The proposal should contain sufficient information for the grant evaluation committee to understand exactly what the applicant wants to do. (Use of the PAS Guatemala Small Grant Proposal Template, which includes all the items below, is recommended but not required.)

- **Proposal Summary:** Short narrative outlining the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations that demonstrates ability to carry out the program, including information on any/all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise, well-supported statement of the problem to be addressed and why the proposed program is needed.
- **Program Goals and Objectives:** “Goals” describe what the program is intended to achieve and should be laid out in SMART format (Specific, Measurable, Achievable, Realistic, and Time-Bound). “Objectives” refer to intermediate accomplishments on the way to achieving the goals.
- **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 solve the stated problem and achieve the goals.
- **Proposed Program Schedule:** The proposed timeline for the program activities, including dates, times, and locations of all planned activities and events.
- **Key Personnel:** Names, titles, roles, and experience and 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 types of involvement of key partner organizations and sub-awardees.

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- **Program Monitoring and Evaluation Plan:** This is an important and essential part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are occurring in a timely manner and within budget? How will the program be evaluated to make sure it is meeting the goals and objectives outlined above? How will results (i.e., outputs and outcomes) be measured?
- **Future Funding or Sustainability:** Applicant's plan for continuing the program beyond the grant period or the availability of other resources, if applicable.

**Budget Justification Narrative:** Describe each of the budget expenses in detail and include any cost share. (Use of the PAS Budget Template is recommended, but not required. On that template, this is found on the second tab of the Excel document.)

**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, as well as 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. Please note that any international travel between the United States and the host country must be done via a U.S. Flag carrier.

**Equipment:** Describe any machinery, furniture, or other personal property 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 a cost of at least \$5,000 per unit.

**Supplies:** List and describe all the items and materials, including any computer devices, needed for the program. If an item costs more than \$5,000 per unit, then include it in the budget under "Equipment."

**Contractual:** Describe goods and services the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners who will help execute program activities.

**Other Direct Costs:** Describe other costs directly associated with the program which do not fit within other available 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. Organizations that have never had a Negotiated Indirect Cost Rate (NICRA) may request indirect costs of up to 10 percent (10%) of the modified total direct costs as defined in 2 CFR 200.68. If your organization has a NICRA and includes NICRA charges in the budget, please attach a copy of your latest NICRA.

"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.

**2. Required Registrations:**

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All organizations applying for grants (**except individuals**) must obtain the following registrations (all are free of charge) before submitting the proposal for funding:

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

Download the quick guide:

- [For non-U.S. organizations](#) -- [Quick guide en español](#)
- [For U.S. organizations](#)

Step 1: Apply for NCAGE. Application page here:

<https://portal.nspa.nato.int/AC135Public/CageTool/request-new-cage>

Step 2: Apply for a DUNS number.

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

Step 3: After receiving the DUNS Code, proceed to register in SAM by logging on to <https://www.sam.gov>.

These databases interface with each other, so the information in your NCAGE **must match exactly** what you put in your DUNS application; the same is true with SAM. It is advisable to print a screenshot of the NCAGE information as it has been entered so the information may be entered exactly the same way in DUNS.

Note: SAM registration *must* be renewed annually.

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

The Public Affairs Section will accept proposals throughout the year and will review proposals the first week of each month. Responses will usually go out by the 15<sup>th</sup> of each month. Organizations whose applications will not receive funding will also be notified via email.

### **4. Funding Restrictions**

Award funds cannot be used for construction, vehicle purchases, property rental, or alcoholic beverages.

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

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All application materials must be submitted by email to [GTM-PASGrants@state.gov](mailto:GTM-PASGrants@state.gov). Materials submitted by cloud-sharing service, portable hard drive, disc, or other shared media will not be reviewed.

## **D. APPLICATION REVIEW INFORMATION AND SELECTION PROCESS**

### **1. Criteria**

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

**Embassy priorities:** Applicant has clearly described and justified how stated goals support U.S. Embassy Guatemala's goals and reach target audiences, including ethnic, gender, and geographic diversity. (20%)

**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. (20%)

**Goals and objectives:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results. (20%)

**Budget:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic and accounts for all expenses necessary to achieve proposed activities. (15%)

**Organizational capacity and record on previous grants:** The organization has expertise in the stated field and demonstrates the capacity to implement the proposed program and manage funds according to U.S. Government regulations. This includes a financial management system and a bank account. Performance with past grants will be taken into consideration. (10%)

**Monitoring and evaluation plan:** Applicant demonstrates 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. (10%)

**Sustainability:** Program activities will continue to have positive impact after the end of the program. (5%)

### **2. Review and Selection Process**

A Grants Review Committee will evaluate all eligible applications. PAS reserves the right to request modifications or adjustments to proposed activities and budget based on Embassy goals and other relevant factors.

## **E. FEDERAL AWARD ADMINISTRATION INFORMATION**

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**1. Federal Award Notices**

The grant, fixed amount award, or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document; 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 Annual Program Statement (Notice of Funding Opportunity) does not constitute an award commitment on the part of the U.S. Government nor does it commit the U.S. Government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. Government reserves the right to reject any or all proposals received.

**Payment Method:** Payments will be made via electronic transfer to a bank account in at least two installments, as needed to carry out the program activities.

1. 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 the [Department of State Standard Terms and Conditions](#), [2 CFR 200](#), [2 CFR 600](#), and Certifications and Assurances. Note the U.S Flag branding and marking requirements and the Fly America Act travel requirements in the Standard Terms and Conditions.

2. 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.

**F. FEDERAL AWARDING AGENCY CONTACTS**

For questions regarding the grant application process, please contact PAS at: [GTM-PASGrants@state.gov](mailto:GTM-PASGrants@state.gov)

NOTE: We do not provide any pre-consultation for application-related questions addressed in this Annual Program Statement. 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.