

FUNDING OPPORTUNITY DESCRIPTION

U.S. DEPARTMENT OF STATE

U.S. MISSION IN MOROCCO PUBLIC DIPLOMACY GRANT PROGRAM Annual Program Statement for Fiscal Year 2022

Funding Opportunity Title: U.S. Mission in Morocco
Funding Opportunity Number: PAS-MOROCCO-FY22-01
CFDA Number: 19.040 – Public Diplomacy Programs
Deadline for Applications: May 31, 2022
Email: Rabatgrants@state.gov

We are pleased to announce that U.S. Mission Morocco is considering proposals for the Public Diplomacy Grants Program for projects ranging from \$5,000 to \$25,000 USD. This announcement is from Mission-wide Public Affairs programs, (including U.S. Consulate General in Casablanca), and outlines funding priorities, key strategic themes, and the procedures for submitting proposals. Please read this document carefully and follow all instructions. Projects for lesser or greater values will be considered on a case-by-case basis. **This notice is subject to availability of funding.**

A. ELIGIBILITY INFORMATION

Public Diplomacy's primary audiences include non-governmental organizations (NGOs), foundations and think tanks, national and regional media, cultural and educational leaders; next generation leaders (e.g., innovators, digital influencers, content creators); underserved communities; and academic institutions. Awards to individuals will also be considered on a case-by-case basis. **All grantees must have non-profit status.** We seek proposals for activities that engage geographically and demographically diverse audiences within Morocco. U.S. NGOs and individuals may apply, but preference is given to Moroccan NGOs or to partnerships that develop capacity with Moroccan NGOs.

Notice: For Fiscal Year 2022 all proposals submitted in response to this announcement must include a contingency plan describing in detail: 1) how the proposed activity would be implemented if health restrictions are in place during the anticipated period of performance, and 2) the applicant's capacity to conduct programs virtually.

B. OBJECTIVES AND PROJECT OUTCOMES

The objectives of the Public Diplomacy Grant Program are to promote positive relations between Morocco and the United States; reinforce shared values; and connect Morocco's emerging leaders to the American people through projects that:

- Strengthen understanding of U.S. values and institutions; highlight U.S. culture, including American Studies, English language teaching/learning, and study in the

United States; as well as support diversity through the acceptance of minority groups, and other areas of mutual interest.

- Help Moroccan youth, aged 14-25, build and develop skills to improve their potential through innovative science (especially environmental and health awareness), technology, engineering, arts, and math (STEAM) programs, as well as through entrepreneurship programs and vocational training.
- Focus on climate crisis, energy security and a healthy planet.
- Encourage Moroccan youth to participate in civic life through social entrepreneurship, volunteerism, and community engagement.

C. U.S. CONTENT

To be eligible for funding consideration, proposals must demonstrate significant U.S. content. ***U.S. content can include, for example, the participation of U.S. experts, the application or adaptation of U.S. models and best practices, or pedagogical materials related to American history, society, culture, government, or institutions. Please do not submit proposals without significant U.S. content, as they will not be considered for funding.***

Activities that could be funded include, but are not limited to:

- Programs that reinforce and amplify lessons learned by alumni of State Department-funded exchange programs (both American and Moroccan alumni)
- Youth engagement, leadership, and educational programs
- Workshops, seminars, trainings, and master classes on American themes or issues of mutual interest mentioned in the above goals of the program
- Cultural programs that target youth and underserved communities
- Programs to empower women and girls
- Radio, television, and social media training and programming in support of the above program objectives
- Programs that focus on climate crisis education, nature conservation, or clean energy innovation

Activities that *are not* typically funded include, but are not limited to:

- fees and travel costs to attend conferences in the United States
- ongoing salary costs and office equipment
- paying to complete activities begun with other funds
- projects that are inherently political in nature or that contain the appearance of partisanship/support to individual or single party electoral campaigns
- social welfare projects
- political party activities
- projects that support specific religious activities
- trade activities; fundraising campaigns; commercial projects; scientific research; construction projects; projects whose primary aim is the institutional development of the organization itself

Inviting U.S. Experts

The Public Affairs Section will also support inviting U.S. citizen experts to Morocco in support of the above Program objectives. ***The travel costs may include economy class airfare of a U.S. flag carrier, stipend for meals, daily honorarium, lodging, and local transportation. The request should include a proposed daily schedule for the expert*** (minimum of two program days excluding travel time). If participation in a conference is expected, please provide its description (organizer, topics, goals and objectives, audience, other sponsors and other expected speakers and participants).

When possible, the Public Affairs Section prefers to provide support to U.S. experts who are available to participate in multiple events. The Public Affairs Office is willing to work with grantees to identify additional programming opportunities for U.S. experts traveling to Morocco.

D. APPLICATION PROCESS

Application Deadlines

Applications will be accepted on a rolling basis for the 2022 grant cycle and they will be periodically reviewed from January 5 - May 31, 2022. **This is a change from previous years. We recommend that you send in your complete application package as soon as it is finished. DO NOT WAIT UNTIL MAY 31st.**

Proposal Format

To have a complete grants package, all forms listed below must be submitted together electronically in **English**, via e-mail to: Rabatgrants@state.gov

1. Applicant Organizational Information Form
2. Project Narrative
3. Budget Proposal (in USD)
4. SF424 (Application for Federal Assistance – Must be signed)
5. SF424A (Budget Information)
6. SF424B (Assurances – Must be signed)
7. CVs for Director and key project personnel

An organization or individual may submit only one application during the five-month open-application period. All applicants will receive confirmation of receipt of proposals. Proposals will not be considered until all information is received. **Please note that the last day to submit proposals is by May 31, 2022 by midnight Moroccan time.**

Technical Eligibility Requirements

For your SAM.gov registration you must complete a multi-registration process. Go to <https://sam.gov/content/entity-registration> and follow the instructions. **The Legal Organization's name and address must MATCH EXACTLY when entering it into the SAM.gov website – this includes spaces, parentheses, capitalization, small letters, punctuation, etc.** Self-registration for D&B DUNS, NCAGE, in SAM.gov is **free of charge**.

All organizations are required to register for identification codes with DUNS, NCAGE, and SAM. (Note: This requirement does NOT apply to individuals). To register go to <https://sam.gov/SAM/pages/public/index.jsf> (*Please use either the Google Chrome or Mozilla Firefox web browser*)

E. APPLICATION REVIEW AND SELECTION PROCESS

- 1. Criteria.** Each application submitted under this announcement will be evaluated and rated based on the criteria enumerated in Section F below. The criteria are designed to assess the quality of the proposed project, and to determine the likelihood of its success.
- 2. Acknowledgement of receipt.** Applicants will receive acknowledgment of receipt of their proposal.
- 3. Review.** A panel will review the proposal based upon the criteria noted in Part F (see below). A determination will be made regarding the proposed area of activity and the US Mission's strategic goals. Proposals that are the best fit will be given additional consideration.
- 4. Follow up notification.** Applicants will generally be notified within 90 days after the submission deadline regarding the results of the review panel.

F. APPLICATION EVALUATION CRITERIA

- 1. Professional capacity and record on previous grants:** The organization or individual has expertise in its stated field and has demonstrated its ability to implement the program, including strong financial management and appropriate personnel. (10 points)
- 2. Quality, feasibility, and clear American connection:** The program idea is well developed with details about how program activities will be carried out. The proposal includes a reasonable implementation timeline. The proposal includes 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. policies and perspectives. (20 points)
- 3. Goals and objectives:** Goals and objectives are clearly stated, and the program's approach is likely to provide maximum impact in achieving the proposed results. (20 points)
- 4. Embassy priorities:** Applicant has clearly described how stated goals are related to and support U.S. Mission priority areas or target audiences. (20 points)
- 5. Budget:** The budget justification details reasonable and appropriate costs in relation to the proposed activities and anticipated results. The budget is realistic,

accounting for all necessary expenses to achieve proposed goals and objectives.
(10 points)

6. **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 they will be measured. (10 points)
7. **Sustainability:** Program activities will continue to have a positive impact after the end of the program. (10 points)

G. ANNOUNCING AWARD DECISIONS

The Public Affairs Section seeks to notify applicants of funding decisions within 90 days following an application deadline. The timing of approvals is subject to the availability of funds.

Please note: Funding for approved proposals will not be available immediately. The allocation of funds can take up to two months once all award paperwork has been completed. **Applicants should, therefore, submit proposals well in advance of the intended project start date.**

Applicants selected for further consideration will receive official written notification and detailed information on the process of finalizing awards. Applicants selected for further consideration must provide official copies of all registrations outlined in the eligibility requirements. Failure to provide these documents will result in disqualification.

Awards are contingent upon availability of U.S. Government funds and the signing of official award documents. Verbal or other informal communications cannot be considered official notification of an award, and applicants may not obligate expenses for a proposed project until all required administrative procedures have been completed.

H. FEDERAL AWARD ADMINISTRATION INFORMATION

Once a proposal is selected, and negotiations completed, the grant award will be written, signed, awarded, and administered by the Grants Officer (GO) and Grants Officer Representative (GOR). The recipient may only start incurring program expenses **after** the start date shown on the grant award document signed by the GO.

After an assistance award agreement is signed by both parties, the Department of State has no obligation to provide any future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State represented by the GOR.

Issuance of this 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: Payment and schedules will also be negotiated during the pre-award phase. If amounts and schedules need to be changed for the needs of the program, early communication with the GOR is encouraged. Urgent payment requests are to be avoided.

Organizations whose applications will not be funded will also be notified via e-mail.

I. REPORTING REQUIREMENTS

All awards require both program and financial reports on a frequency specified in the award agreement. The disbursement of funds may be tied to submission of these reports in a timely manner. All other details related to award administration will be specified in the award agreement.

J. 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 property that is required to implement 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 is more than \$5,000 per unit, 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 document. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs.

Cost Sharing: “Cost Sharing” refers to contributions from the organization or entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact RabatGrants@state.gov

Note: We are limited in the amount of assistance that we can provide during the application process. Once an application has been submitted, staff will not discuss the competition until the entire proposal review process is completed.