

**U.S. Department of State  
U.S. Embassy Asuncion, Paraguay  
Public Diplomacy Annual Program Statement**

**Program Office:** Public Diplomacy  
**Funding Opportunity Title:** U.S. Embassy Asuncion, Paraguay - PD Annual Program Statement Fiscal Year 2021  
**Announcement Type:** Initial  
**Funding Opportunity Number:** SPA10021GR001WHA11202020  
**CFDA Number:** 19.040 – Public Diplomacy Programs  
**Deadline for Applications:** The Grants Selection Panel will review applications once during fiscal year 2021. The deadline for submitting applications is April 2, 2021 and applications submitted before this deadline are welcomed.

## **I. PROGRAM DESCRIPTION**

The Embassy of the United States of America in Paraguay’s Public Diplomacy (PD) section is pleased to announce that funding is available through its Fiscal Year 2021 Public Diplomacy 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. This funding opportunity is made possible under both the Fulbright-Hays and the Smith-Mundt Acts as amended.

The PD section seeks to inform and share with audiences in Paraguay about the United States, its culture, society, government, legal, economic, and political systems, and values through programs focusing on the priority areas outlined below. To further these goals, PD invites proposals for programs that strengthen educational, professional, commercial, and scientific ties between the United States and Paraguay. Proposals addressing technology of the future and its impact on the Paraguayan economy are welcomed; including the internet of things, 5G, artificial intelligence, automation, etc. Proposals must include a U.S. component. A U.S. component can include U.S. citizen speakers who are experts in U.S. policy, academia, culture, and economics; the use of U.S. training models or materials; exchanges with U.S. institutions; or promotion of U.S. culture, music, art, etc.

**Funding Priorities:** PD invites eligible organizations and individuals to submit proposals to support activities directly linked to one or more of the two following priority areas:

1. Women’s economic empowerment including but not limited to: entrepreneurship programs that include coaching, mentoring, and networking; building leadership skills, economic empowerment, and connecting women entrepreneurs with the private sector.
2. Educational and professional exchange programs between the United States and Paraguay including political, economic, and technological exchanges. Additionally, English language learning programs directed toward Paraguayan high school and university students and teachers of English and general education at all levels. English for specific purposes programs directed towards entrepreneurs are welcomed.

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

1. Academic and professional lectures; public seminars and programs.
2. Professional development workshops and training.
3. Professional and academic exchanges.
4. Artistic and cultural workshops, joint performances and exhibitions.

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

- Programs relating to partisan political activity.
- Charitable or development activities.
- Construction programs.
- Programs that support specific religious activities.
- Fund-raising campaigns; commercial projects or strictly for-profit ventures
- Lobbying for specific legislation or programs.
- Scientific research.
- Programs whose primary aim is the institutional development of the organization or the personal enrichment or career development of an individual.

## **II. FEDERAL AWARD INFORMATION**

**Award Period:** Up to 27 months

**Award Amount:** A maximum amount per award of \$50,000 is available under this program. Similar awards in the past have typically ranged from \$10,000 - \$25,000.

**Cost Sharing or Matching:** This program does not require cost sharing, but any cost sharing will be looked upon favorably.

**Health and Sanitary Requirements:** This program requires that proposals include virtual contingencies if in person programming is not available and consider all sanitary requirements for any in person program.

Proposals will be considered on a competitive basis during Fiscal Year 2021 by U.S. Embassy Asuncion's Grant Selection Panel.

All applicants are typically contacted 3-4 weeks after they submit a proposal and informed whether their proposal was selected. Therefore, proposals must be submitted at least 6 to 7 weeks before the start of the program.

The U.S. government may make the award on the basis of initial applications received, without discussions or negotiations. Each initial application should contain the applicant's best terms from a cost and technical standpoint. The U.S. government reserves the right to enter into

discussions with one or more applicants to obtain clarification, additional details, or to suggest refinements in the program description, budget, or other aspects of the application.

All awards will be made before September 30, 2021 using Grants or Fixed Amount Awards (simplified grants) and are subject to the availability of funds.

### **III. ELIGIBILITY REQUIREMENTS**

**1. Eligible Applicants:** Eligibility is limited to not-for-profit organizations subject to 26 U.S.C. 501 (c) (3) of the U.S. tax code or to similar statutes in the Republic of Paraguay such as Civil society organizations, local representatives of civil society, think tanks, non-governmental organizations, and academic institutions located in Paraguay; U.S. not-for-profit with a partner in Paraguay. Direct funding for non-U.S. institutions and individuals is available under this announcement. The Public Diplomacy section encourages organizations that have not previously received U.S. Federal Award program funding to apply under this announcement.

**2. Cost Sharing or Matching:** Applicants are not required to include funding from other donors. However, applications that include additional in-kind and/or cash contributions from non-U.S. Government sources will be more competitive, since cost-sharing demonstrates a strong commitment to the planned activities and will be considered to show great cost effectiveness. There may also be additional funding from the private sector to include additional participants in the program.

**3. Other:** Eligibility is limited to those organizations and individual who qualify to receive Grants or Fixed Amount Awards from the U.S. Department of State and have the ability to develop and implement proposed programs in Paraguay. Please follow all instructions below carefully especially concerning deadlines as applications received after the final deadline will not be reviewed or considered.

### **IV. APPLICATION AND SUBMISSION INFORMATION**

**Address to download application package:**

Primary: [U.S. Embassy Grants Corner](#)

**Application Submission Process:** Applicants must submit grants proposals electronically to [educationparaguay@state.gov](mailto:educationparaguay@state.gov). Applications are accepted in English only, and final award agreements will be concluded in English as the controlling language. Applicants will receive a confirmation e-mail from the U.S. Embassy in Asuncion's Public Diplomacy section to indicate that we have received the proposal.

**Application Content:** Applicants must follow the instructions and conditions contained herein and supply all information required. **Failure to furnish all information or comply with stated**

**requirements will result in disqualification from the competition.** Applicants must set forth full, accurate, and complete information as required by this notice. The penalty for making false statements in proposals to the USG is prescribed on 18 U.S.C.1001.

Funding proposals may not exceed 4 double-spaced pages in 12-point, Times New Roman font with 1-inch margins. This requirement excludes the allowable appendices, which are identified in Section 6 below. Organizations are permitted to submit multiple grant proposals but should be aware that PD seeks to provide opportunities to as many organizations as possible. The proposal must consist of the following:

**Section 1 - Application for Federal Assistance (SF-424 and SF-424A budget):**

These forms can be found on-line at:

Organizations:

**SF 424** [Http://apply07.grants.gov/apply/forms/sample/SF424\\_2\\_1-V2.1.pdf](http://apply07.grants.gov/apply/forms/sample/SF424_2_1-V2.1.pdf)

**SF424A** <https://py.edit.usembassy.gov/wp-content/uploads/sites/274/SF424A.pdf>

Individuals:

[http://apply07.grants.gov/apply/forms/sample/SF424\\_Individual\\_1\\_1-V1.1.pdf](http://apply07.grants.gov/apply/forms/sample/SF424_Individual_1_1-V1.1.pdf)

**Section 2 - Abstract:**

The abstract is limited to 300 words in length. It must provide a summary of the identified need, proposed activities, and expected results.

**Section 3 - Problem Statement:**

The problem statement must describe the need for the project, with regards to location and the impact that the proposed program will have.

**Section 4 – Project Goals/Implementation Plan:**

The applicant must specify the goals and objectives of the project, relative to the problem statement. The proposed activities should be described in sufficient detail to show how objectives and goals will be met. This section should also describe how success will be measured via performance indicators. Finally, this section must include a time-task plan that clearly identifies the objectives and major activities.

**Section 5 - Organizational Capability:**

Applications must include a clear description of the applicant's management structure, previous experience with similar proposed programs, and organizational experience and background in Paraguay as these relate to the proposed activities. Besides information about the organization as a whole, this section must also identify the proposed management structure and staffing plan for the proposed project.

**Section 6 - Appendices:**

The grant proposal submission must include two appendices. Only the appendices listed below may be included as part of the application:

- (a) **Budget (Required)** – the detailed budget must identify the total amount of funding requested, with a breakdown of amounts to be spent in the following budget categories: personnel; fringe benefits; travel; equipment; supplies; consultants/contracts; other direct costs; and indirect costs. The budget should normally be prepared using an Excel or similar spreadsheet, and may include an estimated cost for continuation activities, which will be considered for successful applicants to this notice in future fiscal years based on performance and the availability of funds.
- (b) **Resume (Required)** – a resume, not to exceed 1 page in length, must be included for the proposed key staff person. If an individual for this type of position has not been identified, the applicant may submit a 1-page position description, identifying the qualifications and skills required for that position, in lieu of a resume.

**All organizations applying must have the following (does not apply to individuals):**

1. Have or obtain a Unique Entity Identifier currently known as a Data Universal Numbering System (DUNS) number from Dun & Bradstreet (if your organization does not have one already) by applying on line at:  
<http://fedgov.dnb.com/webform/pages/CCRSearch.jsp>
2. Have or obtain an N-Cage number by applying on line at:  
<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>
3. Register with the System for Awards Management (SAM) data base; please note that your SAM registration must be renewed annually. Failure to renew your SAM registration may prohibit submission of a grant application through Grants.gov. The website for registering after your organizations has both a DUNS and N-Cage number is:  
<https://www.sam.gov/portal>

**Application Deadline:** All applications must be submitted via e-mail before 5:30 p.m. Paraguay time for each of the two deadline dates. Applications submitted after 5:30 p.m. on those dates will be ineligible for consideration. **Begin the application process early**, as this will allow time to address any technical difficulties that may arise in advance of the deadline. There will be no exceptions to application deadlines.

## **V. APPLICATION REVIEW INFORMATION**

Consistent with the federal award regulations, the Department of State reserves the right to give priority for its funds to those organizations working on key USG objectives that are and have been supportive, in policy and programs, of USG policies in Paraguay.

**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 USG will award a Grant or Fixed Amount Award to the applicant(s) whose offer represents the best value to the USG on the basis of technical merit and cost.

Each application will be evaluated by a Grants Selection Panel at the Embassy of the United States of America in Paraguay. The evaluation criteria have been tailored to the requirements of this notice.

- **Problem Statement (25 points):** This section should identify the importance and relevance of the applicant's proposal to one or more of the funding priorities of this notice.
- **Project Goals/Implementation Plan (40 points):** 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 Grants Selection Panel will be viewing the implementation plan in terms of how well it addresses the problem 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 (20 points):** Applicants must demonstrate how their resources, capabilities, and experience will enable them to achieve the stated goals and objectives. In addition, applicants should describe how and with whom they will collaborate to meet project goals.
- **Appendices (15 points):**
  - **Budget:** Costs shall be evaluated for realism, control practices, and efficiency. The Department of State must determine that the costs paid for an award are reasonable, allowable, and allocable to the proposed project activities. This will consist of a review of the Budget to determine if the overall costs are realistic for the work to be performed, and if the costs are consistent with the program narrative.
  - **Resume:** The Grants Selection Panel will consider the appropriateness of the selected project director; in view of the role and responsibility that person will play in guiding the project through implementation to completion. Position descriptions submitted in lieu of the resume will be reviewed for the appropriateness of the qualifications and skills identified.

## **VI. FEDERAL AWARD ADMINISTRATION**

**Federal Award Notices:** The Grant award or Fixed Amount Award shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the Government official delegated the authority by the U.S. Department of State Procurement Executive to write, award,

and administer Grants and Fixed Amount Awards. The assistance award agreement is the authorizing document and it will be provided to the Recipient through either e-mail or facsimile transmission. Organizations and individuals whose applications will not be funded will be notified in writing. This notice is made and any awards will be made in line with the [2 CFR 200](#).

Applicants under consideration for an award will be subject to a pre-award survey to determine fiscal responsibility and ensure adequacy of financial controls. This survey contains a list of criteria for determining whether the applicant's accounting system meets the minimum standards to be eligible for USG funding. These standards include appropriate accounting software and written financial management policies and accounting procedures. The pre-award survey will involve assessing the extent to which these are in place within an organization and being actively implemented.

**Administrative Requirements:** Awards made through Grants under this notice will be subject to [The U.S. Department of State Standard Terms and Conditions for Federal Assistance Awards](#).

**Anticipated Time to Award:** Applicants should expect to be notified of the proposals recommended by the Grants committee for funding within 15 working days after the submission deadline.

**Reporting Requirements:** Grantees are required to submit quarterly program progress and financial reports throughout the project period. Progress and financial reports are due 30 days after the reporting period. Final programmatic and financial reports are due 90 days after the close of the project period. Progress reports at a minimum should be submitted via electronic mail to an address to be provided in the award.

## **VII. FEDERAL AWARDING AGENCY CONTACT**

For questions about this solicitation, contact Darren Beltran, PD Grants and Program Specialist, at: Email: [educationparaguay@state.gov](mailto:educationparaguay@state.gov) (Preferred method of communication) Phone: 595-21-213-715

## **VIII. OTHER INFORMATION**

Issuance of this notice does not constitute an award commitment on the part of the Government, nor does it commit the Government to pay for costs incurred in the preparation and submission of proposals. Further, the Government reserves the right to reject any or all proposals received.