

## Annual Program Statement

### Notice of Funding Opportunity

The U.S. Embassy Skopje Public Affairs Section of the U.S. Department of State is pleased to announce that funding is available through the Embassy's public diplomacy grants program for creative new ideas and projects that increase mutual understanding between the U.S. and North Macedonia and promote the bilateral relationship. Topic areas eligible for funding include:

- entrepreneurship and innovation
- programs that support culture and the arts, including mutual appreciation of artistic work from both countries
- diversity and empowerment of youth and underserved communities
- democratic processes and values
- strengthening resiliency against disinformation
- environment protection and
- programs that support North Macedonia's Euro-Atlantic integration process.

**Funding Opportunity Title:** Public Diplomacy Grants Program 2021

**Funding Opportunity Number:** SMK800-21-PAS-002

**Activities that are appropriate for funding through the Annual Program Statement include, but are not limited to:**

- Youth engagement, leadership, and education programs, including initiatives that establish exchanges between the youth of North Macedonia and the United States.
- Bringing an American expert and/or performer to North Macedonia
- Conferences, workshops, forums, panel discussions, and master classes on American themes or issues of mutual interest.
- Exhibitions of works by Americans or on American themes.
- Cultural programs, particularly those that target youth and underserved communities.
- Television and social media programming in support of the above objectives.
- Programs that promote democratic processes and values.
- Creative programs focused on identifying and countering the use of disinformation.

**All programs must include an American element: either a cultural connection, utilization of American expert/s, organization/s or institution/s that will promote good and/or innovative practices in a specific field, etc.**

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

- Printing or promotion of books or manuscripts
- Travel to the United States for professional development
- Ongoing salary costs
- Office equipment
- Paying to complete activities begun with other funds
- Promotion of local arts scenes
- Projects that are inherently political in nature or that contain the appearance of partisanship/support to individual or single-party electoral campaigns
- Political party activities
- Fundraising campaigns
- Commercial or trade activities

- Individual travel to conferences and meetings
- Social welfare projects
- Projects that support religious activities

### **Additional Guidelines**

The most competitive proposals each:

- Express clear objectives and activities
- Clearly identify a target audience
- Include a significant commitment to sharing of costs by other organizations through other funding sources and/or in-kind contributions of time, equipment, or supplies
- Limit expenses for staff time to include only reasonable direct and indirect staff expenses associated with the planned project activities.

### **Funding Instrument Type**

Cooperative Agreement or Grant. Cooperative agreements differ from grants in that Public Affairs staff are more actively involved in proposal execution and anticipate having moderate to substantial involvement once the award has been made.

### **Award Amounts**

Most awards are expected to be around \$10,000, with a minimum of \$1,000 and a maximum of \$20,000. The U.S. Embassy reserves the right to award less or more than the funds described in the absence of worthy applications or under such other circumstances as it may deem to be in the best interest of the U.S. Government.

### **Project and Budget Periods**

Projects generally must be completed in one year or less. The Public Affairs Section will entertain applications for continuation grants funded under these awards, beyond the initial budget period, on a noncompetitive basis, subject to availability of funds, satisfactory progress of the applicants, and a determination that continued funding would be in the best interest of the Department of State.

### **Eligibility Information**

The U.S. Embassy encourages applications from local non-governmental organizations. U.S. NGOs may apply, but preference is given to partnerships that develop the capacity of NGOs in North Macedonia and include plans to transfer programs to sustainable local management.

### **Unique Entity Identifier and System for Award Management (SAM)**

In order to be eligible to receive an award, all organizations whose proposals were selected must have a Dun & Bradstreet Universal Numbering System (DUNS) number, a NATO Commercial and Government Entity (NCAGE) code, and be registered in the System for Award Management (SAM) prior to submitting an application. NOTE: This process can take weeks/months, especially for non-U.S. applicants.

Applicants may acquire DUNS numbers at no cost by calling the dedicated toll-free DUNS number request line at 1-866-705-5711 or by requesting a number online at <http://fedgov.dnb.com/webform>. Non-U.S. based applicants may request a NCAGE code at <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>. SAM is the official, free on-line registration database for the U.S. Government. Registration in SAM is free: <https://sam.gov/SAM/>.

### **Required Documents**

Applicants must include the following in the proposal submission. All submissions must be in English.

- [Application Instructions](#)
- [Application Form](#) (Word.doc ... [Download Microsoft Office Word](#))
- [Application for Federal Assistance SF-424](#)
- [Budget Information for Non-Construction Programs \(SF-424A\)](#)
- [SF424B-V1.1 Assurances](#)
- Detailed budget in excel
- Court Registry
- Other supporting documents (CVs, registration, MOUs etc.)

### **Submission Dates and Times**

The Embassy will accept proposals on a rolling basis throughout the year until August 1, 2021. The panel will review proposals, subject to the availability of funds, on a monthly basis at the end of each month.

Public Affairs will notify you upon receiving your application. Proposals (in English only) will not be considered until all information is received. Questions should be addressed to [SkopjeGrants@state.gov](mailto:SkopjeGrants@state.gov).

For assistance with the requirements of this solicitation, contact +389 2 310-2121 or [SkopjeGrants@state.gov](mailto:SkopjeGrants@state.gov).