

**U.S. DEPARTMENT OF STATE  
U.S. CONSULATE GENERAL, HONG KONG & MACAU  
PUBLIC AFFAIRS SECTION  
Notice of Funding Opportunity**

**Funding Opportunity Title:** U.S. Consulate General HK, PAS Annual Program Statement

**Funding Opportunity Number:** HKG-NOFO-FY22-01

**Deadline for Application:** September 1, 2022

**Ceiling of Award Amount:** negotiable

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

**References:** [Standard Department Terms & Conditions \(English\)](#)

## **A. PROGRAM DESCRIPTION**

The U.S. Consulate General Hong Kong & Macau 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 annual notice of funding opportunities outlines our funding priorities and areas of interest, as well as procedures for submitting requests for funding. Please note that this notice supplements specific notices of funding opportunities that may be posted both here and on other relevant sites throughout the year. Any organization interested in applying for funding should carefully follow all instructions below.

**Purpose of Small Grants:** PAS awards a limited number of grants to individuals, non-governmental organizations, think tanks, academic institutions, and other organizations to enhance mutual understanding between the U.S. and Hong Kong and/or Macau. PAS will only consider grants that have a significant American component or aspect in their proposal.

**The PAS Small Grants Program projects may include, but are not limited to, the following types of programs:**

- Programs that present American society, culture or history, or advance American values, such as diversity and inclusion, to local audiences.
- The participation of American experts, academics, artists, musicians, performers, and filmmakers in local events.
- Bilateral collaborative projects featuring participation of both local and American experts, artists, performers, scholars, and/or other civil society groups.
- Projects that foster shared interest in good governance, strengthening civil society, human rights, combatting human trafficking, media freedom, and media literacy.
- Collaborative projects on environmental sustainability, biodiversity conservation, climate change, sustainability, and conservation.

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

- Requests with no connection to the United States, Hong Kong and/or Macau
- Projects relating to or involving any partisan political stance or activity;
- Charitable activities or fundraising campaigns

- Construction projects;
- Projects that support specific religious activities;
- Lobbying for specific legislation or programs
- The direct provision of social services
- International travel, unless specifically justified within the proposal as being integral to the project;
- Trade activities;
- Commercial projects;
- Scientific research;
- Projects intended primarily for the growth or institutional development of the organization; or
- Projects that duplicate existing projects.

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

Funding authority rests in the Smith-Mundt and Fulbright-Hays Acts.

The source of funding is FY2022 Public Diplomacy Funding.

**B. FEDERAL AWARD INFORMATION**

**Funding Instrument Type:** Funding will be provided to selected organizations via a fixed amount award, grant or cooperative agreement. Cooperative agreements are different from grants in that consulate staff are more actively involved in the grant implementation.

**Project and Budget Periods:** Grant projects generally must be completed within one year or less. PAS will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to the availability of funds, the satisfactory progress of the program, and a determination that continued funding would be in the best interest of the U.S. Department of State.

Applicants should consider their budgets carefully and submit a budget commensurate with their project goals. While PAS will consider proposals up to \$10,000, and in some cases more than \$10,000, projects that are smaller in scope are more likely to be considered.

This notice is subject to funds availability.

**C. ELIGIBILITY INFORMATION**

**1. Eligible Applicants**

PAS encourages applications from individuals and organizations located in Hong Kong or Macau, such as:

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

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

## **2. Cost Sharing or Matching:**

When cost sharing is offered, it is understood and agreed that the applicant must provide the amount of cost sharing as stipulated in its proposal. PAS encourages, but does not mandate, that applicants include cost-sharing elements from additional sources in support of their proposals.

## **3. Other Eligibility Requirements**

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). Please see Section D.3 for information on how to obtain these registrations. Individuals are not required to have a DUNS number or be registered in SAM.gov.

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

PAS will accept proposals throughout the year and will review proposals according to the following schedule:

- Proposals are usually reviewed on a monthly basis.
- Once your grant proposal has been submitted, please allow 45 days for review and reply on the status of the proposal.
- Final date for submissions is September 1, 2022.

Please ensure that:

- All documents are in English
- The application form (including budget) is complete

- **Please use this template -->** [Application Form](#)

### **Required Registrations:**

Any applicant listed on the Excluded Parties List System (EPLS) in the [System for Award Management \(SAM\)](#) is not eligible to apply for an assistance award in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR, 1986 Comp., p. 189) and 12689 (3 CFR, 1989 Comp., p. 235), “Debarment and Suspension.” Additionally, no entity listed on the EPLS can participate in any activities under an award. All applicants are strongly encouraged to review the EPLS in SAM to ensure that no ineligible entity is included.

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique entity identifier from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- [www.SAM.gov](http://www.SAM.gov) registration

## **Step 1: 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 have one already, you may obtain one by calling 1-866-705-5711 or visiting [D&B D-U-N-S Request Home Page](#).

Instructions for the DUNS application process:  
[Steps for Foreign Organization to obtain a DUNS Number](#)

## **Step 2: Apply for a NCAGE/CAGE code**

NCAGE application: Application page here:  
[NCAGE Code Request Tool](#)

Instructions for the NCAGE application process:  
[Registration and updating procedures for CAGE/NCAGE Code](#)

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](mailto:NCAGE@dliis.dla.mil) for any problems in getting an NCAGE code.

## **Step 3: SAM registration**

Any entity that requests PAS financing must register in the System for Award Management (SAM). After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto: [SAM.gov](http://SAM.gov). SAM registration must be renewed annually.

Please see the instructions for registering here: [Quick Start Guide for International Registrants, SAM registration Guideline](#)

### **1. Official Permission Letters:**

If applicable for project activities, official permission letters from the relevant authorities to carry out the project must be obtained. For example, a permission letter from provincial authorities might be needed for certain projects. If the applicant intends to work with educational institutions such as schools/universities, an official permission letter from the relevant educational institution/authorities may be needed in order to carry out the project. In the case of an applicant that is affiliated with another organization, a permission letter from the parent organization may be requested.

### **2. How to Apply:**

All application materials must be submitted to [HongKongGrants@state.gov](mailto:HongKongGrants@state.gov) with "PAS FY22 NOFO – Quarter #" and the applicant organization's name in the subject line of the email. Proposals that do not meet the requirements above will not be considered.

## E. APPLICATION REVIEW INFORMATION

### 1. Criteria

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

**Organizational capacity and record on previous grants:** The organization has expertise in its stated field and PAS is confident in 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.

**Consulate priorities:** Applicant has clearly described how stated goals are related to and support the U.S. Consulate General Hong Kong & Macau's priority areas or target audiences.

**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.

**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. 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 NOFO 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 advance or in two installments, as needed to carry out the program activities.

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

### 2. 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:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: [About Us – Office of the Procurement Executive - U.S. Department of State](#). 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.

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

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

Note: We do not provide any pre-consultation for application-related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies and consulates overseas — are not permitted to discuss this competition with applicants until the entire proposal review process is completed.

## **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. Consulate General Hong Kong & Macau. 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 under any circumstances.