

**U.S. DEPARTMENT OF STATE  
U.S. EMBASSY TOKYO  
Notice of Funding Opportunity**

**Funding Opportunity Title:** FY2020 U.S. Embassy Promoting Study-in-the-United-States and Fostering English Language Learning Programs  
**Funding Opportunity Number:** Tokyo-PAS-FY20-02-07  
**Deadline for Applications:** March 31, 2020  
**CFDA Number:** 19.040 – Public Diplomacy Programs  
**Total Amount Available:** \$180,000

**A. PROGRAM DESCRIPTION**

The U.S. Embassy Tokyo’s Public Affairs Section (PAS) of the U.S. Department of State announces an open competition for the FY2020 U.S. Embassy Promoting Study-in-the-United-States and Fostering English Language Learning Programs. U.S. and/or Japanese non-profit organizations or individuals may submit proposals to manage and administer programs designed to increase the number of Japanese students studying in the United States and to foster English learning opportunities (one of the biggest impediments to studying in the U.S.) for Japanese students.

**Priority Region:** Japan

**Program Objective:**

The U.S.-Japan relationship is stronger than ever, largely due to the goodwill built between Americans and Japanese over decades of studying in the U.S. and other people-to-people exchange opportunities. At its peak, the number of Japanese students studying in the U.S. exceeded 47,000; however, over the subsequent decades, those numbers have dropped to under 18,000 (in the 2018-2019 school year according to Open Doors statistics). One of the major factors hindering Japanese students from studying in the U.S. is the lack of English language ability. The Government of Japan recognizes the importance of the English language, as it constantly updates the national curriculum to include English language instruction sooner and sooner (in 2020, formal English language education will begin in the 5<sup>th</sup> grade). However, despite these efforts, Japanese students have expressed frustration in being able to communicate in English. As a result, there is fear among leaders that the future of the U.S.-Japan relationship is in jeopardy without the strong, multigenerational support for the U.S.-Japan relationship that comes from studying in the U.S. and that the influence Japan has had in the region will diminish as a result of its inability to communicate with the international community.

The Embassy welcomes proposals that address these complex issues. The proposal should detail the specific social issue(s) being addressed, explain the approaches that are being implemented to solve these issues, and highlight its impact, effectiveness, and future sustainability. With a required exchange program, the proposal must also contain an element that focuses on the collaborative efforts between the U.S. and Japan.

The Embassy is particularly interested in supporting the following priority areas:

- Offer information and resources necessary for Japanese students when considering studying in the United States;
- Introduce world-class higher education in the United States to Japanese students;
- Encourage Japanese students to learn English as a communication tool;
- Show and tell American education and/or its system to Japanese students.

All programs should include ideas and suggestions on how to cooperate with EducationUSA to maximize the efforts.

### **Participants and Audience:**

Programs should target Japanese students. Programs designed to train influencers and teachers/mentors for students are also eligible.

## **B. FEDERAL AWARD INFORMATION**

- Length of performance period: Up to 24 months
- Number of awards anticipated: 1-6 awards (dependent on amounts)
- Award amounts: awards may range from a minimum of \$5,000 to a maximum of \$60,000
- Total available funding: \$180,000
- Type of funding: FY20 Smith Mundt Public Diplomacy Funds
- Anticipated program start date: No later than May 31, 2021.
- Funding instrument type: Grant, Fixed Amount Award, Cooperative Agreement, or Individual Award.
- Program Performance Period: Proposed programs should be completed in 2 years or less.

***NOTE: This notice is subject to the availability of funding.***

## **C. ELIGIBILITY INFORMATION**

### 1. Eligible Applicants

The following organizations are eligible to apply:

- Not-for-profit organizations, including think tanks and civil society/non-governmental organizations
- Public and private educational institutions
- Public international organizations and governmental institutions
- Individuals

### 2. Cost Sharing or Matching

Cost sharing is encouraged, but not required. Cost sharing can demonstrate an applicant's plan to ensure the program's sustainability, as well as commitment to the program's success. Therefore, the inclusion of cost sharing will be taken into consideration when scoring sustainability of the application.

### 3. Other Eligibility Requirements

In order to be eligible to receive an award, all organizations must have a unique entity identifier (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 below for information on how to obtain these registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov.

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.

Federal Awardee Performance & Integrity Information System (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:

- 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);
- 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;
- 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.

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

### 1. Application Forms

Application forms required below are available at: <https://jp.usembassy.gov/education-culture/grants/>.

### 2. Content of Application

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible. Please ensure that the proposal clearly addresses the goals and objectives of this funding opportunity. All documents must be in English. All budgets must be in U.S. dollars. Please submit applications as a Microsoft Word document, single-spaced, 12-point Times New Roman font, with 1-inch margins and numbered pages.

The following documents are **required**:

- [Application Summary Coversheet](#)
- [Organizational Information Sheet](#) (*Not required for Individuals*)
- [SF-424](#) (*Application for Federal Assistance – Organizations*) **or** [SF-424I](#) (*Application for Federal Assistance – Individuals*)
- [SF424A](#) (*Budget Information for Non-Construction Programs*)
- [SF424B](#) (*Assurances for Non-Construction Programs – Individuals only*)
- [Budget Justification Narrative](#)
- **Proposal (10 pages maximum):** The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.
  - *Proposal Summary:* Short narrative that outlines the proposed program, including program objectives and anticipated impact.
  - *Introduction to the Organization or Individual applying:* A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
  - *Program Description:* Clear, concise, and well-supported description of why the proposed program is needed and how this program will achieve the objectives listed above in Section A.
  - *Program Activities:* Describe the program activities and how they will help achieve the objectives listed above in Section A.
  - *Proposed Program Schedule and Timeline:* The program schedule should resemble a work plan, indicating what activities or phases of the program will take place in each month of the proposed timeframe. The timeline for the program activities should include the proposed dates, times, and locations of planned activities and events. Tentative information should also be included.
  - *Key Personnel:* Names, titles, roles and experience/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 type of involvement of key partner organizations and sub-awardees, if applicable.
  - *Program Monitoring and Evaluation Plan:* This is an important part of successful grants. Throughout the timeframe of the grant, how will the activities be monitored to ensure they are happening in a timely manner,

and how will the program be evaluated to make sure it is meeting the objectives listed above in Section A? Please use the template provided [here](#).

- *Future Funding or Sustainability*: Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.
- **Attachments**:
  - If additional personnel, other than those specified above, support the proposed program, please include their 1-page CV, biography, or resume.
  - If you have program partners, please include their letters of support that describe how they view their involvement in this program.
  - If your organization has a NICRA rate and includes NICRA charges in the budget, please include the latest NICRA letter from the applicable U.S. government agency.
  - If required for program activities, please include official permission letters.

### 3. Required Registration

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

- Unique Entity Identifier from Dun & Bradstreet (DUNS number)
- NATO Commercial and Government Entity (NCAGE/CAGE) code
- System for Award Management ([www.SAM.gov](http://www.SAM.gov))

#### **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 visiting <http://fedgov.dnb.com/webform>. Instructions on completing this application process are available here: <https://jp.usembassy.gov/education-culture/grants/>.

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

NCAGE/CAGE application: <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>  
Instructions on completing this application process are available in English here: <https://jp.usembassy.gov/education-culture/grants/>.

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/CAGE.

***NOTE: Notation of an organization's name and address reported to DUNS and NCAGE/CAGE should be exactly the same, including punctuation.***

### Step 3: Register in System for Award Management ([www.SAM.gov](http://www.SAM.gov))

After receiving the NCAGE/CAGE, register at: [www.SAM.gov](http://www.SAM.gov). SAM.gov registration must be renewed annually. Instructions on completing this registration process are available here: <https://jp.usembassy.gov/education-culture/grants/>.

#### 4. Application Submission

Applications are due no later than 11:59pm on March 31, 2020. Complete applications, including all documents specified above, must be submitted in one email to [TokyoPASGrants@state.gov](mailto:TokyoPASGrants@state.gov).

#### 5. Funding Restrictions

The following types of projects or activities are not eligible for funding:

- Projects relating to partisan political activity;
- Charitable or development activities;
- Construction projects;
- Projects that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or projects
- Scientific research;
- Projects intended primarily for the growth or institutional development of the organization;
- Projects seeking funds for personal use;
- Projects that require participation fee.

## E. APPLICATION REVIEW INFORMATION

### 1. Criteria

Each application will be evaluated and rated using the criteria outlined below.

- **Quality and Feasibility of the Program Idea – 25 points:** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.
- **Organizational Capacity and Record on Previous Grants – 25 points:** The organization has expertise in its stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.
- **Program Planning/Ability to Achieve Objectives – 15 points:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.
- **Budget – 10 points:** 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 – 15 points:** Applicant demonstrates ability to measure program success against key indicators and provides 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 – 10 points:** Program activities will continue to have positive impact after the end of the program. Cost sharing will be considered here.

## 2. Review and Selection Process

A Grants Review Committee will review and evaluate all eligible applications, selecting those with the highest scores based on the criteria above for funding. All applicants will be notified by email of the committee's decision no later than September 30, 2020.

## **F. FEDERAL AWARD ADMINISTRATION INFORMATION**

### 1. Federal Award Notices

The grant awards 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.

### 2. Payment Method

Payments are requested by the recipient individual or organization through the [SF-270—Request for Advance or Reimbursement Payments](#) on an as-needed basis and in conjunction with program milestones.

### 3. 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](#), and the Department of State Standard Terms and Conditions which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>.

**NOTE:** Grantees must adhere to the U.S branding and marking requirements, as described in the Standard Terms and Conditions. The Department of State requires that all programs, projects and assistance activities, partially or fully funded by the Department, be marked appropriately overseas with the standard U.S. flag in a size and prominence equal to (or greater than) any other logo or identity. All publicity and promotional materials (such as flyers, posters, website etc.) should underscore the sponsorship by or partnership with the U.S. government or the U.S. Embassy with a standard rectangular U.S. flag in conjunction with the U.S. Embassy logo, which can be found at: <https://brand.america.gov/>.

#### 4. Reporting

**Reporting Requirements:** Recipients will be required to submit financial 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:  
[TokyoPASGrants@state.gov](mailto:TokyoPASGrants@state.gov).

Additional resources and information, as well as questions and answers will be posted on the U.S. Embassy's website here: <https://jp.usembassy.gov/education-culture/grants/>.

### **H. OTHER INFORMATION**

#### I. Guidelines for Budget Justification

- *Personnel and Fringe Benefits:* 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, for program staff, consultants or speakers, and participants/beneficiaries. 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 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*: 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.