U.S. Mission to Pakistan
Public Affairs Grants Program

Information for Prospective Applicants
Grant Writing

- Grants serve a public purpose and are designed to fund projects that help people.
- U.S. State Department is one of 50+ U.S. government agencies and 1,250 Federal Programs that award grants.
  - Not all of these departments give internationally.
  - All grant programs must be authorized and appropriated funds by the U.S. Congress.
PAS Grant Program

• Focus is on public diplomacy, not development
  – Strengthening People-to-People Ties
  – Building Capacity of Local Civil Society Partners
  – Expanding Media Outreach
  – Countering Violent Extremism

• Most often an exchange of people or mutual values, both Americans and Pakistanis participating
Funding Opportunities

- www.grants.gov
- Search for keyword “Pakistan”
- Find the **U.S. Mission to Pakistan** funding opportunities, which are posted throughout the year, on a variety of topics
Funding Opportunities

• Check [www.Grants.gov](http://www.Grants.gov) regularly to find all NOFOs (Notice of Funding Opportunity) as they become available.

• Note the applications deadline, and prepare to submit well in advance.

• Register to receive updates about NOFOs that interest you, so you are alerted to changes.
Preparing Applications

• All proposals have a **narrative** portion and a **budget**

• Other supporting components may include:
  – Organizational Information Survey, CVs for key personnel, Letters of Commitment for key project partners, Monitoring and Evaluation Plan, NGO Registration, SF-424 Application form for Federal Assistance Funds
Narrative Proposal

• Should always have a short (1-2 paragraph) executive summary
• Should be clear, concise, and avoid colloquial writing
• Should include all relevant information, leaving nothing to question
• Should avoid unsupported assumptions, and always cite data sources
• Should focus on describing a need, and proposing a specific plan on how you will address that need
• Should demonstrate support of the objectives and goals stated in the Funding Opportunity
Executive Summary

• Brief summary (1-2 paragraphs) of the justification, activities and goals of your program. (**Who, What, When, Where, Why, How?**)

• Highlights of your entire application
Organization Description

• Describes the applicant’s qualifications or credibility
• Establishes who is applying for funds
  – Only ONE organization can be the Recipient
• Describes applicant’s goals, objectives and clients
• Provides evidence of accomplishments
• Keep it brief and interesting
Project Justification

• Also known as Problem Statement or Needs Assessment
• Documents the need to be met or problems to be solved by the proposal
• Relates to the purpose and goals of applicant and the funder
  – Why is it in the interest of the U.S. government to fund your program?
• Stated in terms of participants or beneficiaries
Program Objectives:

- Establishes the benefit of funding in measurable terms
- Describes problem-related outcomes of program
- Defines population served
- Describes the activities to be implemented
Implementation Timeline

• Describes the sequence of activities, staffing, participants and their selection
• States times when objectives will be met
• Presents a reasonable scope of activities that can be accomplished in project time and with the resources allocated
Key Personnel

• Who are the key people that will be implementing the project?
• What are their qualifications (experience, education) to implement this project?
• If the position is new, provide a job description or list of duties.
• Include the person who will administer your grant finances and ensure compliance

★ Attach CVs
Project Partners

If you partner with organizations to implement your project...

• provide the name and a brief description of that organization
• Is it clear which part of the project they will be involved in?
• What are their responsibilities?
• They must have a separate sub-partner budget detailed under Contractual
• You must be able to monitor their work and ensure their compliance with all grant regulations

★ Attach Letters of Commitment
Sustainability

• What is the plan for continuation beyond the grant period or the availability of other resources to implement the project?

• If this project will not continue beyond the grant period, what is the multiplier effect in the long term?
Monitoring & Evaluation

• Define specific indicators that would measure success of the project.

• Lay out a strategy for collecting this data from program participants and stakeholders, reporting it, and analyzing the outcomes and results of your project.

• Could come from surveys, notes, photos, interviews, focus groups, or feedback
Budget

Divided by Standard Categories

• Personnel
  – Salaries of employees of the primary grant recipient organization

• Fringe Benefits

• Travel
  – Airfare, Taxis, Lodging and M&IE under USG approved rates
  – Visa fees, Travel Insurance

• Supplies
  – Materials, banners, small equipment
  – Any tangible items under $5,000 unit cost are supplies, not equipment

• Equipment
Budget

Standard Categories Continued

• Contractual
  – Sub-grantee (needs a separate detailed budget), Vendors, Rentals

• Other Direct Costs
  – Honorarium, Printing, Utilities*, Rent*

• Indirect Costs
  – 10% maximum, to cover overhead costs that are not directly attributable to one single program

• Cost share
Budget

• Provide as much detail as possible
  – Examples:
    • Personnel
      – Trainer (100%) x $500/mo. x 12 months = $6,000
    • Travel
      – Per diem: $10/day x 2 days x 3 people = $60 total

• Three Requirements of Every Line Item: Reasonable, Allowable, Allocable
Eligibility & Submission

• Non-profit organizations (with few exceptions)
• Must be registered with the Govt of Pakistan
• Must have experience in the subject area
Eligibility & Submission

• Applications must be submitted on [www.grants.gov](http://www.grants.gov)

• All applicants must have a DUNS number, an NCAGE code, and a valid registration on SAM.gov prior to submitting their application

  This process has several steps and may take more than 4 weeks to complete, so begin as soon as possible
Eligibility & Submission

Exception to the Previous Slide:

Organizations that have never received funding before and that are applying for less than $25,000 do not have to register in SAM.gov and may therefore submit their application packet via email.
PAS Grant Review Process

- Technical Eligibility
- Grant Committee Score
- PAS Leadership Decision
- Grants Officer Representative Negotiation
- Washington Grants Officer Approval
Grant Rules & Regulations

- Your signed DS-1909 Award
- Your Award Provisions
- State Department Standard Terms & Conditions
- 2 CFR 200 (the section of the U.S. Code of Federal Regulations pertaining to grants)
- State Department Handbook for Recipients