



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 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 longterm?



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
- 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](#)

