

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

**Funding Opportunity Title:** Ukraine: Support for non-governmental organizations to combat disinformation and malign narratives spread via social and traditional media in Ukraine

**Funding Opportunity Number:** PAS-Ukraine-2021-019

**Deadline for Applications:** July 15, 2021, 11:59pm GMT+2

**CFDA Number:** 19.900

**Total Amount Available:** \$700,000

**Public Affairs Section of the U.S. Embassy**  
**4, Igor Sikorsky St., Kyiv 04112**  
**Tel.: (044) 521 57 66; 521 51 49**  
**Fax: (044) 521 51 55**  
[KyivMDF@state.gov](mailto:KyivMDF@state.gov)

**SUMMARY:**

The U.S. Embassy in Kyiv announces a call for grant proposals for non-governmental organizations to combat disinformation and malign narratives spread via social and traditional media in Ukraine. Subject to availability of funds, the Embassy will award small grants as described below to Ukrainian, U.S. and other non-governmental, not-for-profit organizations. Projects must be tailored towards Ukrainian audiences, and all project activities supported by the U.S. Embassy grant should take place in Ukraine. Proposed projects should demonstrate sustainability after their completion and include monitoring and evaluation plans. The length of the project may be up to one year. Specific thematic priorities and program requirements are described in detail below:

- **Empowering citizen activists** engaged to help in the broad effort to combat malign narratives and disinformation.
- **Increasing the use of data analytical tools** to identify, monitor and respond to disinformation.
- **Analyzing information identified via data analytical tools** and disseminating that analysis to organizations, media/journalists, government bodies, international partners, the public or others.
- **Providing training, technical assistance and advisory services to government bodies.**

- **Conducting outreach** to specific Ukrainian audiences in an effort to reduce their vulnerability to disinformation, misinformation, and malign narratives.

## A. PROGRAM DESCRIPTION

The U.S. Embassy in Kyiv announces a call for grant proposals for non-governmental organizations to combat disinformation and malign narratives spread via social and traditional media in Ukraine. Funded projects will cover the following areas:

- **Empowering citizen activists, non-governmental organizations, media, and others** to combat malign narratives and disinformation. Projects could involve recruiting, training and facilitating the work of activists, media, volunteers and civil society organizations to more assertively combat disinformation. Projects should, where possible, propose active coordination with other organizations engaged in similar efforts and use data analytical tools to guide their engagement when possible.
- **Increasing the use of data analytical tools** to identify, monitor and respond to disinformation. Such tools are increasing in use, though many organizations are still relying on manual, Internet search-engine based methods of identifying disinformation. Tools could be used to speed identification of malign narratives and disinformation, *geographically* and *temporally* identify narratives and pieces of disinformation, and map networks by which narratives are propagated. Proposals could also propose training others in the use of such tools, describe innovative ways of using data analytical tools, propose ways of sharing information, train others in the use of data analytical tools, or provide access to such tools by the public, media, government, or other organizations. Proposals should also demonstrate that organizations have capacity to analyze information identified via data analytical tools and explain how dissemination to organizations, media, government bodies, international partners, the public or others will take place.
- **Coordinating the actions** of volunteers, activists, media, non-governmental organizations and others. The number of organizations in Ukraine engaged in combatting disinformation has proliferated recently. Proposals could assist in the coordination of these organizations with each other and with media, government and donor organizations. Organizations with proven track records and credibility in the field will be more favorably reviewed.
- **Providing training**, technical assistance and advisory services to government bodies.
- **Conducting outreach** to specific Ukrainian audiences in an effort to reduce their vulnerability to disinformation, misinformation, and malign narratives. Such audiences should be carefully and explicitly defined in the proposals. Outreach should rely on relevant narratives, where possible defined by data analysis provided by organizations involved

Project proposals may include sub-grants for additional organizations. Organizations that propose sub-granting should demonstrate strong capacity (human resources and technical) that

would make this project component effective. Organizations with a strong track record working in Ukraine will be more favorably reviewed. Proposed projects should also demonstrate sustainability after their completion.

## **B. FEDERAL AWARD INFORMATION**

**Length of performance period:** 6-12 months

**Number of awards anticipated:** 1-10, pending availability of funds

**Award amounts:** Usually: Award Floor: \$40k, Award Ceiling: \$150k.

**Total available funding:** \$700,000

**Type of Funding:** FY20 Foreign Assistance Funds

**Anticipated program start date:** September 30, 2021 or earlier if possible.

**This notice is subject to availability of funding.**

**Funding Instrument Type:** Grant or Cooperative Agreement

**Program Performance Period:** Proposed programs should be completed in 12 months or less.

## **ELIGIBILITY INFORMATION**

### **Eligible Applicants**

- Non-governmental organizations.

### **Cost Sharing or Matching**

- Cost sharing is not required.

### **Other Eligibility Requirements**

- Eligible organizations and their members may not represent any political party or serve as appointed or elected public officials at the time of application or for the duration of the grant. Non-governmental organizations, which belong to and/or are financially supported by any political party, are not eligible to apply.
- Eligible organizations may not make any expenditures with their own funds on behalf of candidates, political parties, party coalitions, or their representatives.
- Grant money cannot contribute to any political campaigns or offset the expense of contributing to any political campaign.
- Eligible organizations may not publish or communicate anything that explicitly favors or opposes any political candidate, political party, or party coalition.

- Application to or receipt of funds from this competition does not disqualify any organization from competing for other U.S. government funds.

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).

## APPLICATION AND SUBMISSION INFORMATION

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.

### Submission Requirements

Applications are due no later than Monday, February 15 (11:59 p.m, Kyiv time)

All application materials must be submitted by email to [KyivMDF@state.gov](mailto:KyivMDF@state.gov).

### Content of Application

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered

The following documents are **required**:

#### 1. Mandatory application forms

- **SF-424** (*Application for Federal Assistance – organizations*)
- **SF424A** (*Budget Information for Non-Construction programs*)
- See <https://ua.usembassy.gov/uk/education-culture-uk/media-development-fund-uk/> for more information regarding the process to obtain required registrations.

1. **Proposal (5 pages maximum):** You may also use your own proposal format, but it must include all the items below. The proposal should contain sufficient information that anyone not familiar with the topic would understand exactly what the applicant wants to do.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization:** 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. This should include information about the organization's total potential audience reach via online, print, television and social media activities. In the case of media organizations, please note many members of online followers.

- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal. Include a logic model as appropriate.
- **Proposed Program Schedule and Timeline:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **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.
- **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 goals of the grant?
- **Future Funding or Sustainability** Applicant’s plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

**4. Budget Justification Narrative:** After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

#### **5. Attachments:**

- 1-page CV or resume of key personnel who are proposed for the program
- Organization registration documents
- Unique Entity Identifier and System for Award Management (SAM.gov)

#### **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 to receive Federal assistance must have a Dun & Bradstreet Number (DUNS) **before the application is submitted**; and a CCR (NCAGE) number, and an active account with the System for Award Management (SAM.gov) **before an award can be made**.

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

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 “Avesta–Ukraine:”**

“Avesta–Ukraine”

22 Paladina Avenue, Office 212, Kyiv, 03142, Ukraine

Tel.: +38 (044) 499-0099, +38 (044) 499-0097

Fax: +38 (044) 499-0098

E-mail: [info@dnb.com.ua](mailto:info@dnb.com.ua)

Website: [www.dnb.com.ua](http://www.dnb.com.ua)

**Or registering on-line at:** <https://fedgov.dnb.com/webform>

NCAGE application. Application page here:

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCA%20GE.pdf>

For NCAGE help from within the U.S., call 1-888-227-2423

For NCAGE help from outside the U.S., call 1-269-961-7766

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

Step 2: After receiving the NCAGE Code, proceed to register in SAM.gov by logging onto:

<https://www.sam.gov>. SAM registration must be renewed annually.

### **DUNS and SAM registration are free of charge**

If you receive emails from organizations offering to process or extend registration for you for a fee, note that these are not associated with the U.S. Government, and you will not be reimbursed for these costs.

### **APPLICATION REVIEW INFORMATION**

Each application will be evaluated and rated based on the evaluation criteria outlined below.

**Quality and Feasibility of the Program Idea (25%):** 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%):** 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 (20%):** Goals and objectives are clearly stated, and program approach is likely to provide maximum impact in achieving the proposed results.

**Budget (20%):** 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 (10%):** 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.

A Grants Review Committee will evaluate all eligible applications.

## **FEDERAL AWARD ADMINISTRATION INFORMATION**

### **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.

### **Administrative and National Policy Requirements**

**Terms and Conditions:** Before submitting an application, applicants should review all terms and conditions and required certifications that will apply to this award to ensure 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:

<https://www.statebuy.state.gov/fa/pages/home.aspx>

Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

**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.

Applicants should be aware of the post award reporting requirements reflected in [2 CFR 200 Appendix XII—Award Term and Condition for Recipient Integrity and Performance Matters](#).

## **OTHER INFORMATION**

### **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.

**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.

**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. 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.