

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

**Funding Opportunity Title:** Ukraine: Crowdsourcing the Story of Ukrainian Democracy: Participatory History through Digital Storytelling  
**Funding Opportunity Number:** PAS-Ukraine-2020-014  
**Deadline for Applications:** July 17, 2020, 11:59pm GMT+2  
**CFDA Number:** 19.900  
**Total Amount Available:** \$150,000

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**SUMMARY:**

The U.S. Embassy in Kyiv announces a call for grant proposals to produce innovative content at the intersection of public history and digital media, highlighting Ukrainians' personal stories of the country's recent history. Funded project(s) will incorporate an element of public participation in the process of content production, potentially including workshops, masterclasses, or other training for members of the public interested in preserving their own stories or those of others. Final deliverables should include a professional-quality digital media product (i.e. a podcast, series of online videos, series of TV or radio spots, or the equivalent) drawing on collected interviews and showcasing everyday Ukrainians' experiences of a particular historical moment in the development of Ukrainian democracy.

This project is a partnership with the National Public Broadcasting Company of Ukraine (UA:PBC), which will provide a distribution channel for the final product in Ukraine, provided it meets production and editorial standards agreed upon in advance. (The U.S. Embassy will not exercise editorial control over the final product.) Applicants are encouraged to propose other, complementary distribution channels as well, but all must be widely accessible to the public and available free of charge.

**A. PROGRAM DESCRIPTION**

The U.S. Embassy in Ukraine announces an open competition for organizations or individuals to submit applications to carry out a program (or programs) to produce innovative, "crowdsourced" digital media content highlighting Ukrainians' personal stories of the country's recent history and the development of Ukrainian democracy.

Please carefully follow all instructions below.

The grantee will produce a digital media product featuring oral histories of a significant event in Ukraine's development as a sovereign, democratic state.

Encouraging dialogue and fostering a sustainable culture of historical inquiry through digital media is a central goal of this project. Projects should therefore include some element of public participation in the production process, ideally empowering Ukrainians to record their own stories themselves. Proposals should therefore include plans to identify relevant participants and train them on digital storytelling techniques, including how to conduct interviews and how to record their own stories (or those of neighbors, relatives, and friends) in a manner suitable for use in professional quality broadcast products. The final product should draw on these "crowdsourced" stories in its final presentation.

While it is not a requirement, preference will be given to projects that propose to utilize the U.S. Embassy's network of American Spaces (in particular America House Kyiv and its affiliate centers in Kharkiv, Odesa, and Zaporizhia) in this process. American Spaces offer specialized event space for conducting lectures, workshops, and masterclasses, and offer facilities where members of the public can make and edit professional-quality audio and video recordings. UA:PBC regional affiliates' studios can also be used for content production, subject to availability. Applicants proposing to use these spaces therefore do not need to account for venue rentals or the purchase of production equipment in their proposals.

Coordination between the grantee, American Spaces, and UA:PBC will be done through the U.S. Embassy. Previous experience working with American Spaces and/or UA:PBC is welcome but not required.

The final product should meet production and editorial standards set by UA:PBC, which intends to publish/broadcast the resulting content. Applicants are encouraged to propose other, complementary distribution channels as well, but all must be widely accessible and free of charge.

A focus on historical events frequently mischaracterized in Russian disinformation narratives and/or otherwise co-opted by malign foreign actors is encouraged. Potential topic themes may include (but are not limited to):

- The 1986 Chernobyl disaster and its political ramifications
- Ukraine's 1991 independence referendum and the collapse of the USSR
- The post-Soviet homecoming of Crimean Tatar communities
- The Orange Revolution
- The Revolution of Dignity
- Other significant historical events within living memory that were instrumental to Ukraine's independence and the development of its democracy

The final product should be a media product such as a podcast, a collection of online videos, a series of short radio or television stories, and/or the equivalent.

Provided it meets production and editorial standards, the final product will be distributed by UA:PBC on its media platforms. Applicants are encouraged to propose other, complementary distribution channels as well, such as a series of radio stories that are also compiled into a podcast, or a series of digital video shorts that are also hosted on their own stand-alone website.

This cooperative agreement will require coordination with the U.S. Embassy and UA:PBC on strategic direction and implementation of public events at American Spaces and/or UA:PBC facilities in Ukraine. UA:PBC will also work with the grantee to establish production and editorial standards. Final editorial control will be left to the grantee, however, with content representing the viewpoints of the grantee and other participants, not the U.S. Embassy or UA:PBC. UA:PBC will participate in the grantee selection process. While UA:PBC intends to provide a distribution platform for the resulting product, it reserves the right not to distribute materials it considers not to meet its production and/or editorial standards.

## **B. FEDERAL AWARD INFORMATION**

**Length of performance period:** 12 months

**Number of awards anticipated:** 1-6, pending availability of funds

**Award amounts:** awards may range from a minimum of \$25,000 to a maximum of \$150,000

**Total available funding:** \$150,000

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

**Anticipated program start date:** August 15, 2020

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

**Funding Instrument Type:** Cooperative agreement. U.S. Embassy staff may advise recipients on overall topic selection and will liaise as necessary between the grantee and the Embassy's American Spaces network to arrange for use of American Spaces as event sites and/or production facilities. UA:PBC will assist in the grantee selection process and will work with the grantee to establish production and editorial standards and methods of distribution. The grantee will retain editorial control of the final product. UA:PBC reserves the right not to publish materials that do not comply with agreed upon production and editorial standards.

**Program Performance Period:** Proposed programs should be completed within 6-12 months. The Department of State will entertain applications for continuation grants funded under these awards beyond the initial budget period on a non-competitive basis subject to availability of funds, 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 are encouraged to describe contingency plans to execute the project in the event that in-person engagements are not possible for significant portions of the period of performance due to public health restrictions. Solely virtual projects may be considered.

## **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. Organizations may be registered in Ukraine, the United States, or third countries.
- Educational institutions.
- Individuals, including academic researchers, freelance journalists, and freelance producers.

Applicants are encouraged to demonstrate the ability to operate in Ukraine and to produce professional quality digital media products in Ukrainian.

## 2. Cost Sharing or Matching

Cost sharing is encouraged but not required.

## 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 Section D.3 for information on how to obtain these registrations. Individuals are not required to have a unique entity identifier or be registered in SAM.gov.

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

### 1. Address to Request Application Package

Application forms required below are available online.

### 2. Content and Form of Application Submission

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.

#### **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
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

The following documents are **required**:

**1. Mandatory application forms (all available from [Grants.gov](https://www.grants.gov))**

- [SF-424](#) (*Application for Federal Assistance – organizations*) or [SF-424-I](#) (*Application for Federal Assistance --individuals*)
- [SF424A](#) (*Budget Information for Non-Construction programs*)

**2. Summary Page:** Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

**3. Proposal (10 pages maximum):**

The proposal should address the following elements:

- **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.
- **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, and should fulfill the requirements outlined above.
- **Program Activities and Implementation:** Describe the program activities and how they will help achieve the objectives. Describe how the applicant plans to implement those activities.
- **Program Methods and Design:** A description of how the program is expected to work. 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. Include, if necessary, 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.
- **Program Monitoring and Evaluation Plan:** Describe how program activities will be monitored during the time period of the grant to ensure they are happening in a timely manner and how the program will be evaluated to ensure it is meeting the goals of the grant.
- **Future Funding or Sustainability:** Describe the 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
- Letters of support from program partners describing the roles and responsibilities of each partner
- If your organization has a NICRA and includes NICRA charges in the budget, your latest NICRA should be included as a PDF file.
- Official permission letters, if required for program activities

3. Unique Entity Identifier and System for Award Management (SAM.gov) registration

**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 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 1-866-705-5711 or visiting <http://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 GE.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@dliis.dla.mil](mailto:NCAGE@dliis.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.

#### 4. Submission Dates and Times

Applications are due no later than July 17, 2020, 11:59pm GMT+2

#### 5. Funding Restrictions

None.

#### 6. Other Submission Requirements

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

### **E. APPLICATION REVIEW INFORMATION**

#### 1. Criteria

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

**Potential to Advance Strategic Objectives - 20 points:** The proposed program aligns with U.S. Embassy strategic goals as described in this notice (namely, developing opportunities for Ukrainians to tell their own history in their own words, presenting alternatives to disinformation promulgated by hostile foreign actors) and convincingly promises to advance those goals.

**Quality and Feasibility of the Program Idea – 20 points:** The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

**Program Planning/Ability to Achieve Objectives – 20 points:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

**Organizational Capacity – 20 points:** The organization has expertise in its stated field and has the internal controls in place to manage federal funds. The organization is poised to work productively with partners in this project, including UA:PBC and organizations operating American Spaces on behalf of the U.S. Embassy.

**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 – 5 points:** Applicant demonstrates it is able 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 – 5 points:** Program activities will continue to have a positive impact after the end of the program.

## 2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications according to the criteria outlined above.

## 3. Anticipated Announcement and Federal Award Dates

Applicants selected for funding will be notified by July 24, 2020. Target date for awarding of funds is August 15, 2020.

## 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:** Payment method and schedule to be confirmed upon award.

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

### 3. Reporting

**Reporting Requirements:** Recipients will be required to submit quarterly 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 applying for this funding opportunity, please contact: [KyivPDgrants@state.gov](mailto:KyivPDgrants@state.gov).

## H. 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. 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. 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.