

U.S. DEPARTMENT OF STATE
U.S. EMBASSY BUENOS AIRES, PUBLIC AFFAIRS SECTION (PAS)
Notice of Funding Opportunity

Funding Opportunity Title:	U.S. Embassy Buenos Aires PAS Strategic Programs
Funding Opportunity Number:	PAS-AR200-FY25-05
Deadline for Applications:	See deadlines in Programs Description Section below
CFDA Number:	19.040 – Public Diplomacy Programs
Total Amount Available:	Amount pending funds availability.
Minimum for Each Award:	\$10,000
Maximum for Each Award:	\$100,000

A. PROGRAM DESCRIPTION

The U.S. Embassy Argentina’s Public Affairs Section (PAS) is pleased to announce its annual call for Public Diplomacy Strategic Programs. This statement outlines our funding priorities, strategic themes, and procedures for submitting requests for funding. Different submission deadlines apply for each of the projects described. Please read and follow all the instructions below.

Purpose: PAS invites proposals from academic, cultural, educational, and other non-profit organizations and/or individuals that strictly adhere to the U.S. Embassy goals and objectives described for each of the programs below.

PAS will evaluate those proposals that focus **exclusively** on the development of one or more of the following **strategic programs**, under the principles of making America and the American people safer, stronger, and more prosperous:

A) Title: Academy of Women Entrepreneurs (AWE):

Program to provide training in entrepreneurial concepts for up to two cohorts of Argentine women in up to two Argentine provinces: Santa Fe (30 participants), and Santiago del Estero (20 participants). The applicant shall provide the participants with insights in marketing, soft skills, management trends, strategic planning, and motivational skills.

Note: Careful monitoring and program evaluation are mandatory. The applicant shall define expected performance goals, indicators, targets, baseline data, describe data collection methods, and other aspects related to the procedure to determine and measure the program’s level of success.

Strategic Goal: Economic development, increased entrepreneurship to improve business and investment climate.

Maximum amount to fund: USD \$50,000

Period of Performance: July-December 2026

Proposal Submission Deadline: May 30, 2025

B) Title: Alumni Groups Meeting and Networking Event:

Summit and networking event for alumni of U.S. government exchange programs to professionalize their organization, build capacity, and networking ability to strengthen economic connections and strategic ties between the United States and Argentina. Estimated number of beneficiaries: 30 to 50 alumni who will participate in a summit that will include presentations and workshops led by experts and professionals (alumni and non-alumni) in different areas related to network capacity building, professionalization and/or policy priorities.

Strategic Goal: Good governance, economic prosperity.

Maximum amount to fund: USD \$20,000

Period of Performance: February – December 2026.

Proposal Submission Deadline: May 15, 2025.

C) Title: Promote Leadership and Democracy Among Youth:

3-month training to promote democracy among 60 young university students from specific universities. The training will focus on how Argentine democratic institutions work to identify and develop university student leaders.

Strategic Goal: Emerging Voices, future leaders of Argentina.

Maximum amount to fund: USD \$10,000

Period of Performance: January – December 2026.

Proposal Submission Deadline: May 31, 2025.

D) Title: Study of the United States Program: 250th Anniversary:

Duration: 10-months (one academic year).

Implementation: October 2025 to December 2026

Initiative to provide in-depth knowledge and expertise on contemporary U.S. values, institutions, and policies, focusing on foreign policy and national security issues, through courses, seminars, and conferences for undergraduate and graduate students as well as other strategic audiences. The program should be led by a U.S. professor and by a local professor trained in the United States. In 2026, the program will also commemorate the 250th anniversary of the United States, with topics and themes centered around this milestone.

Note: Careful monitoring and program evaluation is mandatory. The applicant shall define expected performance goals, indicators, targets, baseline data, describe data collection methods, and other aspects related to the procedure to determine and measure the program's level of success.

Areas of implementation: Argentine provinces and City of Buenos Aires

Strategic Goal: Good governance, Shared democratic principles, Education

Number of awards: PAS plans to issue multiple awards.

Maximum amount per award: USD \$20,000

Maximum total amount to fund: USD \$115,000 (This total is for all the awards combined)

Period of Performance: January – December 2026.

Proposal Submission Deadline: May 30, 2025.

E) Title: Argentina Binational Centers' Bilingual Job Fair: Connecting Talent with Opportunity:

Duration: 1 day

Objective: The Bilingual Job Fair aims to enhance U.S. business opportunities throughout Argentina and increase employability for English speakers or aspiring English speakers by providing them with the skills and opportunities needed to compete for positions in U.S. companies in Argentina. The goal is to reach 1,500 participants.

Areas of implementation: In person and virtual programming, with the participation of nine Argentine Binational Centers: ASICANA, ISICANA, IICANA, ACRICANA, ARICANA, AMICANA, ATICANA, SURICANA and ICANA.

Maximum total amount to fund: USD \$15,000

Period of Performance: January – December 2026.

Proposal Submission Deadline: May 15, 2025.

All awards must include an U.S. element or a clear, explicit connection with experts, organizations, or institutions from the United States in a specific field that will promote increased understanding of U.S. policy, values, and perspectives.

Examples of types of prior projects include, but are not limited to:

- U.S. experts conducting speaking tours/public talks or roundtable discussions with counterparts in Argentina.
- Joint U.S.-Argentina conferences or workshops that produce concrete advances or other results.
- Programs that expand U.S. Department of State American Spaces activities.
- Projects showcasing U.S. best practices, models, or curricula.
- Development of initiatives aimed at maintaining contact with alumni of U.S. government exchange programs.

Priority Region: Project activities must take place or be initiated in Argentina and be directed toward Argentinian audiences/participants.

Activities not approved include, but are not limited to:

- Investments that primarily benefit only one or a few businesses or individuals,
- Scholarships for the study of English; conference attendance, or study tours to the United States,
- Proposals that are inherently political in nature or that contain the appearance of partisanship/support or electoral campaigns,
- Proposals with the main purpose of publication of books/pamphlets/websites/applications,

- Exclusively scientific research projects,
- Projects that require more than two years to implement,
- Purchase of equipment, vehicles, construction, or construction materials,
- Exchange programs with countries other than the United States and Argentina,
- Programs or exchanges focused on children under 13 years of age,
- Projects that support specific religious activities.

Funding Restrictions

- I. **Funding Restrictions for the United Nations Relief and Works Agency (UNRWA)**
None of the funds awarded resulting from this Notice of Funding Opportunity may be made available for subawards, direct financial support, or otherwise used to provide any payment or transfer to United Nations Relief and Works Agency (UNRWA).

- II. **Prohibition on Funding Activities that Encourage Mass-Migration Caravans towards the United States Southwest Border**
None of the funds awarded under this grant may be made available to encourage, mobilize, publicize, or manage mass-migration caravans towards the United States southwest border. Funds may not be made available for legal counseling on the United States asylum process; and/or for referrals to legal representation in the United States. Funds may only be used for cash cards for use in the country in which they are provided or to facilitate assisted voluntary returns and other purposes that do not encourage, mobilize, publicize, or manage mass migration caravans towards the United States southwest border. The provision of humanitarian assistance is permitted.

- III. **Certification Regarding Compliance with applicable Federal anti-discrimination laws**
None of the funds awarded under this Notice of Funding Opportunity (NOFO) may be used for any initiatives or programs, or any activities that do not comply with Executive Order 14173 titled Ending Illegal Discrimination and Restoring Merit-Based Opportunity.

By signing the SF-424 or SF-424I Application for Federal Assistance, the Applicant certifies the following:

- 1) Its compliance in all respects with all applicable Federal anti-discrimination laws is material to the government's payment decisions for purposes of section 3729(b)(4) of title 31, United States Code and;
- 2) It does not operate any programs promoting Diversity, Equity, and Inclusion that violate any applicable Federal anti-discrimination laws.

Authorizing legislation, type, and year of funding:

Funding authority rests primarily in Smith-Mundt Fiscal Year 2025 Public Diplomacy funding.

PAS will consider 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.

Grants will be awarded in amounts between \$10,000 and \$100,000 U.S. dollars. Payments will be made either in U.S. Dollars or its equivalent in pesos. Applicants are encouraged to demonstrate cost-sharing, public-private partnerships, cooperation among multiple partners, or innovative means to implement cost savings in their proposals.

PAS reserves the right to award less or more than the funds requested. In general, up to 20% of the award total is withheld as a final payment to ensure final reports completion. All successful applicants receive the terms and conditions of the award upon selection.

A review committee will evaluate each application submitted under this call for proposals. The evaluation criteria assess the quality and likelihood of a proposal's success. The specific criteria are closely related and are considered as a whole in judging the overall quality of an application. Applications will be reviewed on the basis of their coherence, clarity, and attention to detail. Selection decisions are final and not subject to appeal.

To receive a grant, applicant organizations **must have** an active registration in www.SAM.gov. **Registration is free of charge.**

For-profit or commercial entities are not eligible to apply.

In those cases where a legal representative signs the agreement, s/he must be duly empowered to execute agreements on behalf of the organization.

Submission Requirements: All applicants must present an **executive summary** of the proposed project. There is no mandatory format for this summary, but it will have to contain, at a minimum, the following information:

- A statement of the issue to be addressed and the action proposed.
- A complete narrative of the actual proposal.
- A clear definition of the audience (age, quantity, socio-economic status).
- Region(s) where the project will be performed.
- Budget with major breakdown of expenses.
- A monitoring / evaluation plan.

Please ensure that:

- The executive summary clearly addresses the goals and objectives of this funding opportunity.
- The executive summary shall not exceed four pages.
- All documents are in English.
- The budget is expressed in U.S. Dollars.

Please, send the completed executive summary to US-ArgentinaGrants@state.gov

EVALUATION CRITERIA

Proposals will be considered and evaluated based on the following criteria:

- **Strong U.S. exchange component:** Proposals must explicitly state how the project exchanges ideas or people between Argentina and the United States – e.g., a speaker, a trainer, an artist, a partnership with an NGO, etc.
- **Completeness:** The proposal must complete all the requirements outlined in this call.
- **Clarity of purpose:** The proposal must explain why the project is important and how it responds to a specific need as well as how it seeks to address one of the above-mentioned priority areas.
- **Attainable objectives:** The objectives must be realistic and measurable. Proposals must demonstrate how the activities will meet project objectives and how these objectives will be measured. The staff and budget of the proposal must be adequate and appropriate to meet project objectives.
- **Project planning and development:** The project must be well-designed and provide a work plan with specific details, including project activities, schedule, and itemized budget.
- **Monitoring and evaluation:** The proposal must demonstrate how the project will be monitored and evaluated. A commitment to submit a Narrative and a Financial Report in the middle and at the end of the program is required.
- **Sustainability:** The proposal must describe how the project will continue in long-term, with or without the U.S. grant funding.
- **Innovation:** The Grants Review Committee will give priority to proposals that present an innovative strategy, new and creative activities.
- **Alumni and American Spaces involvement:** Proposals that include specific details to incorporate alumni of U.S. Government programs and/or American Spaces (binational centers) into the development of the project will be given prioritized consideration.

Reporting Requirements: All awards issued under this announcement will require both digitalized program and financial reports on a frequency specified in the award agreement signed. The disbursement of funds will be tied to submission of these mandatory reports in a timely manner. All other details related to award administration will be specified in the award agreement as well.

Review and Selection process: A Grants Review Committee will evaluate all eligible applications. Successful and unsuccessful applicants will be notified in writing. In the case of unsuccessful applications, the Embassy shall not provide the reasons for the rejection.

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 project 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 Notice of Funding Opportunity 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. 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, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at the Related Documents tab of this announcement.

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

FEDERAL AWARDED AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at US-ArgentinaGrants@state.gov

Note: We do not provide any pre-consultation for application-related questions that are addressed in this Notice of Funding Opportunity. Once an application has been submitted, U.S. Embassy Argentina staff may not discuss this competition with applicants until the entire proposal review process is completed.

The U.S. Embassy in Argentina will not provide any information as to why a proposal was not selected and the panel decision shall not be appealed. Nevertheless, those non-selected applicants will be able to participate in future calls for proposals.