

U.S. Department of State
U.S. Mission to Vietnam
Notice of Funding Opportunity

Funding Opportunity Title: Academy for Women Entrepreneurs (AWE) 2023
Announcement Type: Grant or Cooperative Agreement
Deadline for Applications: November 24, 2022, 11:59 p.m. (Vietnam Time)
Submission form: <https://bit.ly/3Tq8DT9>
Total Amount Available: Range from \$10,000 to \$40,000
Proposal Templates:

A. PROGRAM DESCRIPTION

The U.S. Mission in Vietnam's Public Affairs Sections (PAS) is pleased to announce an open competition for non-profit organizations, civil society organizations, and individuals to carry out new cohorts of the Academy for Women Entrepreneurs Vietnam (AWE) in 2023.

Sponsored by the U.S. Department of States' Bureau of Educational and Cultural Affairs (ECA) since 2019, AWE has trained more than 16,000 women entrepreneurs across nearly 90 countries with the knowledge, networks, and access they need to start and scale successful businesses. At a local level, AWE harnesses the power of public-private sponsors, local partnerships, and U.S. exchange alumni networks to help women and their businesses grow, driving localized prosperity in communities.

In 2022, the American Centers in Vietnam, in partnership with the Women's Initiative for Startups and Entrepreneurship (WISE) launched AWE for the first time with two cohorts in Hanoi and Can Tho. The project includes three main activities: English language training, training through the online platform DreamBuilder, and a nation-wide entrepreneurship challenge.

AWE is a flexible educational opportunity that combines localized business practices and mentoring with the online platform DreamBuilder (<https://dreambuilder.org>), created through a partnership with Arizona State University's Thunderbird School for Global Management and the Freeport-McMoRan Foundation. Cohorts of approximately 50 women meet online and in-person to learn core business skills such as strategic planning, marketing, and finance, then discuss the material with local facilitators, business leaders and mentors.

Applicants may propose to implement the program in several locations and should have strong U.S. business and U.S. Government's Alumni components in the proposal.

1. Program Objectives:

- Increase participants understanding of business planning, and scaling up operations,
- Build a network of female entrepreneurs that is committed to supporting and promoting relationships that help grow businesses and drive local partnerships, and
- Equip participants with skills and knowledge to build sustainable businesses.

Proposals should clearly address program implementation showing the proposed activities and suggested speakers. Applicants should give a detailed recruitment strategy for the target population, clearly specifying how the Embassy and Consulate would be involved. The proposal should include ideas for follow-up

activities after program implementation to assess the impact of the program. Proposals with sustainability and/or cost sharing built in are preferred.

Applicants should submit a proposal with sufficient travel budget funds if beneficiaries are travelling to a workshop and a data plan if they are to participate in virtual sessions. Budget should also include costs for any ceremonies or enrichment activities.

2. Target Audience:

The target audiences for successful projects are Vietnamese women, aged 20 - 45 years old, currently have business or have start-up ideas.

AWE participants should commit to complete the program, have proven computer skills, and have access to the Internet or a reliable data connection.

3. Length of performance period:

Duration can be up to one year. Successful projects will be eligible for renewal.

4. Award Amount:

Award Amount will vary between \$10,000 and \$40,000. Proposals over \$40,000 will be considered only with a cost share and on a case-by-case basis. Proposals which include a cost share are strongly encouraged and have a higher likelihood of being funded. The U.S. Mission to Vietnam reserves the right to award less or more than the amount of funds described in the absence of worthy applications or under such other circumstances as they may deem to be in the best interest of the U.S. government.

B. ELIGIBILITY ENTITY

Submissions are encouraged from **U.S. and Vietnamese** entities with relevant programming and/or teaching experience. This experience should be documented in the proposal. Eligible entities include:

- not-for-profit, civil society/non-governmental organizations
- universities; non-profit educational institutions

For-profit entities are not allowed to apply. Previous federal award recipients who are not/were not in compliance with the terms of their financial and program reporting requirements are ineligible to apply. It is the applicant's responsibility to ensure they are in compliance with all applicable terms, conditions, and Office of Management and Budget guidance and requirements. Those organizations found to be in non-compliance may be found ineligible for funding or designated high risk if selected for funding.

C. APPLICATION AND SUBMISSION INFORMATION

1. Application Deadline

Applications may be submitted for consideration at any time before the closing date of this opportunity; however, all submission must be received by **November 24, 2022, 11:59 p.m. (Vietnam time)**.

It is the responsibility of the applicant to ensure that an application has been received in its entirety. U.S. Mission to Vietnam bears no responsibility for applications not received before the due date or for data errors resulting from transmission.

Please name your project's budget and proposal forms: [2023 AWE Vietnam_Your Organization Name], e.g.: [2023 AWE Vietnam_Organization ABC]

Submit online at: <https://bit.ly/3Tq8DT9> (For assistance with the requirements of this NOFO, please contact achanoi@state.gov)

2. Content of Application

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 deemed ineligible and will not be reviewed.

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

PHASE 1 (November 2022 – December 2022): Calling for proposals, please submit the following documents:

- AWE Proposal Template and Budget Narrative can be downloaded at: <https://bit.ly/30KH6X>

AWE Proposal Template contains the following criteria.

- **Summary**

Include the applicant name and organization, project title, project period, proposed start and end date, and brief purpose of the project. Please summarize your program in five sentences or less by stating the overarching objective of the program. Present a concise summary of key areas of the proposal, i.e., composition of proposed cohort(s), brief mentions of primary facilitator/implementing partner and alumni engagement efforts, involvement of key external partners, and any other notable or innovative programming approaches.

- **Program Design**

Briefly describe the cohort(s). Please include demographic, geographic, and other characteristics of your target audience, including timeline if you plan on staggering additional cohorts. If you are implementing more than one cohort, indicate if the cohorts will be different.

List any U.S and local partners (NGOs, private sector, government) and describe how they will augment the experience for participants.

Provide approximate timelines for your program. Programs should begin by **July 31, 2023**.

- **Alumni Engagement**

We encourage proposals that create greater alumni engagement and ensure U.S. Government (USG) exchange alumni play a significant role with each cohort. Please provide an estimate of how many USG exchange alumni will be involved in the program, as facilitators, mentors, speakers, or partners.

- **Communications and Outreach**

Describe your “Communications and Outreach” plan. This can include communications strategies for generating engagement with AWE graduates, social media presence, media outreach, and any other post-specific communication ideas. How will readership and engagement with AWE-related communications be monitored?

- **Monitoring and Evaluation**

Describe a specific "Monitoring & Evaluation" plan and how impact and results that will be communicated to ECA. What monitoring & evaluation tools will be used and at what intervals of the project? Is there a plan to assess long-term metrics among AWE alumnae?

- **Attachments where applicable**

- ✓ 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
- ✓ Official permission letters, if required for program activities

PHASE 2 (February 2023): Finalizing funding, only selected applicant will be required to submit mandatory documents via email:

- a. Organization applicants: SF424 (Application for Federal Assistance - Organizations) at <https://vn.usembassy.gov/sf424>
- b. SF424A (Budget Information for Non-Construction programs) at <https://vn.usembassy.gov/sf424a>
- c. Active SAM.GOV registration screenshot

All ORGANIZATIONS applying for grants (*except individuals*) must obtain these registrations. **All are free of charge:**

- NCAGE/CAGE code
- www.SAM.gov registration

Step 1: Apply for an NCAGE/CAGE number (this can be completed simultaneously)

NCAGE/CAGE application¹: Application page here (but need to click magnifying glass and then scroll down to click new registration) <https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Step 2: After receiving NCAGE/CAGE code, proceed to register or renew in System for Award Management (SAM). You must have an NCAGE/CAGE code before proceeding to this step. International organizations must be certain to ensure that the information you enter into SAM.gov matches the information as you registered for your NCAGE code. **SAM registration must be renewed annually at www.SAM.gov.**

¹ Instructions: <https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.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@dis.dla.mil for any problems in getting an NCAGE code.

SAM Account	Create SAM Individual User Account at www.SAM.gov
SAM Registration²	Log in the account and select “Register New Entity”

Please note: Only NCAGE/CAGE and SAM can assist with technical questions or problems applicants may experience during the registration process.

D. REVIEW AND SELECTION PROCESS

1. Disclaimers

This notice is subject to availability of funding. The U.S. Mission to Vietnam does not guarantee availability of funding by receiving applications under this announcement. 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. The U.S. government also reserves the right to make an award in excess of the award ceiling.

Each technically eligible application submitted under this announcement will be evaluated and rated by a panel on the basis of the timeline and criteria detailed below.

PHASE 1 (November 2022 – December 2022): Calling and reviewing for proposals

PHASE 2 (February 2023): Finalizing funding, only the selected applicant will be required to submit mandatory documents via email.

2. **Quality and Feasibility of the Program Idea** – The program idea should be well developed, with sufficient detail about how project activities will be strategically carried out. The proposals should demonstrate originality and outline clear, achievable objectives. The proposal includes a reasonable implementation timeline. The project scope is appropriate and clearly defined.
3. **Project Justification and Support of U.S. Public Diplomacy Priorities** – The project is likely to provide maximum impact in furthering the broader U.S. Public Diplomacy policy objectives. The project addresses one or more of the priority program objectives, target audiences, and geographic area identified in the solicitation. The proposal contains a compelling justification, demonstrating an in-depth understanding of the environment and citing specific factors creating/influencing the need for the proposed project.
4. **Organization’s Record and Capacity** – The organization has expertise in the subject area and demonstrates the ability to perform the proposed activities. The organization demonstrates capacity for successful planning and responsible fiscal management. Applicants who have received grant funds previously have been compliant with applicable rules and regulations. Where partners are described, the applicant details each partner’s respective role and provides curriculum vitae (CVs) for persons responsible for the project and financial administration. Proposed personnel, institutional resources and partners are adequate and appropriate.
5. **Cost-Effectiveness** - The budget and narrative justification are sufficiently detailed and linked. Projects

² Quick Guide is available at https://www.sam.gov/sam/transcript/Quick_Guide_for_Grants_Registrations.pdf. For support on SAM, please access <https://fsd.gov/>

with budgets that do not match the program narrative, and vice versa, are unlikely to be successful. 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. The results and proposed outcomes justify the total cost of the project. Budget items are reasonable, allowable, and allocable.

6. **Communication, Media, and Outreach Plan** - The project should include a clear plan and timeline for how and when the team will share information about the project. It is important to ensure that the U.S. Embassy gets recognition throughout the process, if circumstances permit.
7. **Monitoring and Evaluation** - Applicant demonstrates it is able to measure program success against key indicators and provide milestones to indicate progress toward Public Affairs Section goals. Projects should demonstrate the capacity for engaging in outcome-based evaluations and identify proscribed outputs and outcomes to measure how program activities will achieve the program's strategic objectives. The Monitoring and Evaluation (M&E) Plan should include output- and outcome-based indicators, baseline and target for each indicator, disaggregation if applicable, monitoring and evaluation tools, data source, and frequency of monitoring and evaluation.
8. **Sustainability and Impact** - Proposals should clearly delineate how elements of their program will have a multiplier effect and be sustainable beyond the life of the grant. A good multiplier effect may include but is not limited to, plans to build lasting networks for direct and indirect beneficiaries, follow-on training and mentoring, and continued use of project deliverables. A strong sustainability plan may include demonstrating capacity-building results, a plan to generate revenue, or interest and support from the private sector. Proposed impact should be clearly outlined and coincide with public diplomacy goals.

E. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The successful applicant will be notified via email that its proposal has been selected to move forward in the review process; this email IS NOT an authorization to begin performance. The notice of Federal award signed by the Grants Officer (or equivalent) is the authorizing document. It shall be written, signed, awarded, and administered by the Grants Officer. The Grants Officer is the Government Official delegated the authority by the U.S. Department of State Procurement Executive to write, award, and administer grants and cooperative agreements. The assistance award agreement is the authorizing document and it will be provided to the Recipient through email transmission. The recipient may only incur obligations against the award beginning on the start date outlined in the DS-1909/DS-1909i award document that has been signed by the Grants Officer. Organizations whose applications will not be funded will also be notified via email, usually within 60 days, but may take longer. Decisions on funding are non-reviewable, nor subject to appeal.

2. Policy requirements

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:

- **Department of State Standard Terms and Conditions**, available at <https://www.state.gov/wp-content/uploads/2020/10/U.S.-Department-of-State-Standard-Terms-and-Conditions-10-21-2020-508.pdf>
- All applicants must adhere to the regulations found in [2 CFR 200](#), [2 CFR 600](#) [Uniform](#)

[Administrative Requirements, Costs Principles, and Audit Requirements for Federal Awards.](#)

- **Branding Requirements:** As a condition of receipt of a grant award, all materials produced pursuant to the award, including training materials, materials for recipients or materials to communicate or promote with foreign audiences a program, event, project, or some other activity under an agreement, including but not limited to invitations to events, press materials, and backdrops, podium signs, etc. must be marked appropriately with the standard, rectangular U.S. flag logo in a size and prominence equal to (or greater than) any other logo or identity.

3. 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 project, and the percentage of their time that will be spent on the project.

Travel: Estimate the costs of travel and per diem for this project, for both program staff, consultants or speakers, and participants/beneficiaries. If the project involves international travel, include a brief statement of justification for that travel.

Equipment: - While we do not have funding for laptops, tablets, or other hardware to implement AWE, we have allowed the procurement of data cards, mobile hotspots and other services to provide internet access for virtual programs.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the project. 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 project activities.

Other Direct Costs: Describe other costs directly associated with the project, 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 project 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.

4. Reporting Requirements

Recipients are required to submit quarterly (calendar year) program progress and financial reports electronically throughout the project period. Final certified programmatic and financial reports are due *60 days after the close of the project period.*

First Quarter (January 1 – March 31): Report due by March 31
Second Quarter (April 1 – June 30): Report due by June 30
Third Quarter (July 1 – September 30): Report due by September 30
Fourth Quarter (October 1 – December 31): Report due by December 31

Awardees that are deemed to be high risk may be required to submit more extensive and frequent reports until their high risk designation has been removed.

The Awardee must also provide the Consulate on an annual basis an inventory of all the U.S. government provided equipment using the SF428 form.

Failure to comply with the reporting requirement may result in a loss of funds, and will adversely affect your ability to successfully apply for future grants.

5. Copyrights and Proprietary Information

If any of the information contained in your application is proprietary, please note in the footer of the appropriate pages that the information is Confidential – Proprietary. Applicants should also note what parts of the application, program, concept, etc. are covered by copyright(s), trademark(s), or any other intellectual property rights and provide copies of the relevant documentation to support these copyrights.

6. Prohibition on certain telecommunications and video surveillance services or equipment

Non-Federal entities are prohibited from obligating or expending grant funds for covered telecommunications equipment or services to:

- (1) procure or obtain, extend or renew a contract to procure or obtain;
- (2) enter into a contract (or extend or renew a contract) to procure; or
- (3) obtain the equipment, services, or systems.

Covered telecommunications equipment and services mean any of the following:

(i) Telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).

(ii) For the purpose of public safety, security of government facilities, physical security surveillance of critical infrastructure, and other national security purposes, video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities).

(iii) Telecommunications or video surveillance services provided by such entities or using such equipment.

(iv) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity owned or controlled by, or otherwise connected to, the government of a covered foreign country.