



U.S. Mission Turkey Grants Program Application Guidelines

Thank you for your interest in the U.S. Mission Turkey Grants Program. In each call for proposal, the U.S. Mission receives over 100 applications for funding. In order to give each application a fair review, we need to ask that you keep a few factors in mind:

Be Brief. Please limit your responses to as few words as possible. Time restrictions do not allow the evaluation committee to spend a lot of time with each application. We need to ask that you limit your entries in this application to only the most relevant information for this specific project for which you are submitting an application. Please use the character counter and limit your response to the maximum of indicated characters in each section. You will not be penalized for going over the limit, but please try to be brief. The key to success is to be clear and brief and make a strong point about why you are qualified to implement the project you are proposing.

English Counts. Your application will be reviewed by native English speakers. It is important that the quality of the English language be good so that the evaluation committee can give your idea a fair review. Only applications submitted in English will be reviewed.

Be Concrete. In order to give your project an advantage, be very clear about what you want to do and why. You should be able to clearly and concretely describe in a few sentences what you want to do and achieve with your proposed project.

Tip from the U.S. Mission. No matter if you are writing in English or writing in Turkish and then translating to English, it is important that your idea is clear and easy to understand. We recommend that when you have finished the application, give it to a friend not related to the project. Ask them to read the document and then explain the project to you. If your friend can't explain the project after reading your application, ask for feedback on how to make the document clearer. Sometimes experts in one field assume that everyone understands technical terms or important background topics. Remember that not all committee members have a background in specific fields of expertise.

IMPORTANT: 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. Please see the section "Required Registration" for information on how to obtain these registrations.

Organizations who have already registered with www.SAM.gov in the past but have expired, should renew their registration soonest possible.

Individuals are not required to have a unique entity identifier or be registered in www. SAM.gov.

This process may take up to a month or even longer in some cases, so please start the process as soon as you decide to apply to this funding opportunity.

SECTION I. Project Data

Topic Area of Proposed Project	
Please select only one topic area which best defines your project. Your proposal will be competing with other proposals submitted within the same topic. Therefore, selecting more than one or selecting a less relevant topic area may become a disadvantage.	
	Support Shared Security
	Strengthen Economic Prosperity
	Reinforce Democratic Values
	Foster Turkish and U.S. Ties

Applicant Information		
1	Legal name of applicant in Turkish	Not all applicants have a legal name in both languages. Please only complete this line if it is applicable to you.
2	Legal name of applicant in English	Not all applicants have a legal name in both languages. Please only complete this line if it is applicable to you.
3	Name of project in Turkish	Not all applicants have a project name in both languages. Please only complete this line if it is applicable to you.
4	Name of the project in English	Not all applicants have a project name in both languages. Please only complete this line if it is applicable to you.
5	Legal address of applicant (street, city, state, zip code country)	If you are applying as an individual, please list an address where you are based. If you are an organization, please give the legal seat of the organization.
6	Website of applicant	Leave blank or enter N/A if you do not have a website.

7	Status of applicant (Type of organization, such as non-profit organization, non-profit company, for-profit organization, higher education institution etc. If applicant is an individual, please indicate this)	If you are a Turkish organization please enter your legal status. If you are not based in Turkey, please enter your legal status (non-profit) in your home country. If you are a member of an initiative but are legally registered as an organization, you will need to apply as an individual, as only registered non-profit entities are eligible to apply as an organization. Individuals enter "individual." Please note that the Mission cannot support profit-making organizations. Please confirm that you are a not-for-profit organization in this section.
8	Legal registration number of organization (if applicant is an individual, please enter N/A)	Enter your organization's registration number in your home country. If you are applying as an individual, enter N/A.
9	Year organization was founded (if applicable)	What is your legal date of opening operations? Organizations only.
10	NCAGE code, Unique Entity ID (UEI), SAM.gov registration status of applicant organization. If applicant is an individual, leave this space blank. (Check the "Additional Resources" section of the U.S. Embassy web page for instructions on how to obtain them.)	NCAGE Code: Unique Entity ID (UEI): Check the applicable box: SAM Registration: <input type="checkbox"/> YES <input type="checkbox"/> No <input type="checkbox"/> In progress
11	EIN / TIN	Applicable for U.S. Organizations. If Applicant is an individual or a non-U.S. based organization, please enter N/A
12	Name and title of contact person	Who will be our main point of contact if your proposal is selected to receive funding? Enter name and title of the individual.
13	E-mail address of contact person	Enter e-mail address.
14	Phone number of contact person	Enter phone number.
15	Name and title of person signing the grant	Please enter the name and title of the person who will sign the award documents if your proposal is selected to receive funding.
16	E-mail address of person signing the grant	Enter e-mail address.
17	Phone number of person signing the grant	Enter a phone number.

Previous U.S. Government Funding Information		
18	Funding 1: Include project name, award number, amount and implementation dates	<p>If you received previous funding from U.S. Mission Turkey enter the requested information.</p> <ol style="list-style-type: none"> 1. Name of project 2. Award number starting with S-TU-150- 3. Amount received 4. Implementation Dates <p>Enter the same information for all three projects.</p>
19	Funding 2: Include project name, award number, amount and implementation dates	<p>If you received funding from the U.S. Government (other bureau or agency), please enter that information. Please limit the entry to:</p> <ol style="list-style-type: none"> 1. Name of project 2. Grantor (Bureau/Agency) 3. Award number starting with S-TU-150- 4. Amount received 5. Implementation Dates
20	Funding 3: Include project name, award number, amount and implementation dates	<p>If you have not received previous U.S. Government support, but received funding from other grantors that you would like to refer to, please include that information under the "Organization Background" section below.</p>
Proposed Project Information		
21	Dates of project implementation	<p>Please indicate a specific start and end date. Check the NOFO or the funding opportunity announcement to see when the earliest date can be to start implementing your project.</p>
22	Location of project implementation	<p>Where exactly will this project take place? Please indicate cities and venues if you know them in advance.</p>
23	Expected number of beneficiaries	<p>Number of people you expect to reach directly</p>
24	Total project budget (for detailed budget description please use budget template)	<p>What is the total budget of your project? Combine the amount requested from U.S. Mission Turkey with all other donors. How much will your project cost total to implement?</p> <p>Enter the amount in USD, but please make sure that the number here corresponds to the grant total in Section IV.</p>
25	Amount being requested from US Embassy Ankara	<p>How much are you requesting from U.S. Mission Turkey with this application?</p>
26	Percentage of total budget being requested from US Embassy	<p>Here is a simple formula to determine your percentage: Amount requested from U.S. Mission Turkey X 100 / Total project budget = % U.S: Mission Turkey Request: USD 1,000 Total project budget: USD 4,500 USD 1,000 * 100 / USD 4,500 = 22%</p>

27	Other Partners	Please list the names of other partners supporting your project
28	Date of Application Submission	Enter the date of submission

SECTION II. Applicant Information

Organization Background	A description of past and present operations, showing ability to carry out the proposed project (max. 1,500 characters)
In this section we specifically look for highlights from the past that relate directly to the application you are submitting.	

Project Team	Please provide names, titles, roles in the proposed project implementation and experience/qualifications of key personnel involved in the project. (max. 1,500 characters)
Who will be responsible for implementing this project in your organization or who will assist you if you are an individual? Explain to the evaluation committee who the person will be running the project and what relevant experience they have to make the project successful. Please limit your response to a few lines about each person. There is no need to enter non-relevant, extra information in this section.	

SECTION III. Project Description

Project Summary	Summarize your project and include overall goal and anticipated impact. (max. 250 characters)
Tell us who your audience is, the location of the project and what goal/objective is aimed. Please stay within a maximum of three sentences, as you will be able to provide details under the “Project Description” Section.	

Target Audience	Describe your target audience. Is your audience underserved? Provide background information and if applicable, explain how it is underserved (max. 1,000 characters)
Who is your target audience? Briefly explain who you are designing the project for. Tell us the disadvantages and the needs of the group. How many people do you aim to directly reach with this project?	

Project Description	Please describe your project, including the <u>activities</u> you plan to carry out, as well as its overall <u>goal</u> and <u>objectives</u>. Write a clear, concise, and well-supported statement of the problem to be addressed and explain why the proposed project is needed. The “goal” describes what the project is intended to achieve. The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable. Describe the project activities and how they will help achieve the objectives. Explain how the project is expected to solve the stated problem and achieve the goal. (max. 2,000 characters)
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In this section, you will explain what exactly you will do. The reader should be able to understand the overall goal and objectives of your project and what activities you plan to carry out. Please use the character counter and limit your response to a maximum of 2,000 characters.

Activities	List your planned activities. Here’s a sample:		
Activity	Screening of five animated films during festival	Location/ date	Ankara/ Jan 5, June 2 - July 1, 2022
Activity	Panel discussion with John Black	Location/ date	xxx University/ 3 September 2022
Activity	Master class with John Black	Location/ date	xxx University/ 7 September 2022

U.S. Component	Please describe how the proposed project relates to the topic area you are applying for. What values will the project further and how? (max. 1,000 characters)
<p>The U.S.-Turkey partnership is based on mutual interests and mutual respect. How will this project further the relationship between Turkey and the U.S.? Will you partner with a U.S. organization? Will U.S. expert participate in your project? Are you promoting a specific technology which is being used in the U.S. but is unfamiliar in Turkey? How will you collaborate with Mission Turkey in terms of this project? What U.S. values does your project touch on? How does your project promote these values and the topic area you are applying for?</p>	

Project Impact and Outcome	What results/outcomes do you hope to achieve with the proposed project? Explain how the project approach is likely to provide maximum impact in achieving the proposed results. (max. 1,500 characters)
What is the big picture outcome of your project? When everything is done and all activities have been carried out, what will have changed? What will be the result of the project specifically for the target audience that you defined?	

Measuring Project Outcomes / Monitoring and Evaluation Plan	Please explain how you plan to measure and evaluate your project outcomes? Outcomes are the changes you expect to see as a result of the project. 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 project be evaluated to make sure it is meeting the goals of the project? Add a monitoring and evaluation plan (max. 1,500 characters)
What are your outcome indicators? What methods will you use to measure your performance? Remember that there are many other tools to measure outcomes other than surveys.	

Branding and Marketing / Visibility	How will you make the U.S. support visible and how will you promote the U.S. component? Please explain your marketing plan and strategy. A minimum requirement is to use logos on project materials. (max. 1,500 characters)
How will you make the U.S. support visible and how will you promote the U.S. component you described earlier? Include your marketing plan and strategy.	

Sustainability	Is your proposed project sustainable? Will you be able to continue the project in future years with new partners or greater cost share? If so, explain in what terms it will be sustainable. Include a continuity plan if applicable. (max. 1,000 characters)
How will you create a sustainable impact? Is your proposal a one-off project or does it have the potential to continue far into the future? Have you thought of a continuity plan? Will there be new components if the project will continue? How will you secure funds to continue the project after U.S. funding ends?	

Risk Assessment	Please describe the risks you foresee while implementing your project. What measures do you plan to take to eliminate these risks? In addition, considering the overall situation of the global pandemic, we encourage you to include a virtual back-up plan as an alternative for any in-person and face to face activities and proposed travel. (max. 1,000 characters)
Have you considered the possible risks that might prevent the implementation of your project? Explain what these may be and how you plan to prevent these risks. If such risks are not preventable, please explain your alternate plan.	

SECTION IV. BUDGET

Please keep in mind that this budget will be used to compare your project against other projects in a similar priority area. The quality and transparency of your budget will help us evaluate your application fairly. Remember to provide costs in USD and to enter sub-totals for each budget category. Completing the exchange rate column in the budget table is not mandatory.

The Embassy is looking for the following things in your budget breakdown:

- A realistic understanding of the financial resources needed to carry out your project.
- Costs being reasonable in relation to the proposed activities and anticipated results.
- Your ability to spend efficiently and in-line with non-profit expectations.
- Costs defined in the budget must be consistent with the narrative description of planned activities.
- Food is an allowable item if necessary for the program. For example, if you are getting coffee, tea and cookies for a break, that would be fine, but a group dinner would not be supported. In general, food served between program sessions are supported.
- If international flights are a part of the budget, you must comply with the Fly America Act. This means that the person travelling in and out of the U.S. must fly a US carrier (code share is fine). So, the Turkish Airways flight from NY to Istanbul would not work, but the United/Lufthansa flight via Munich would work.
- Per Diem amounts cannot exceed the maximum per diem amount allowed under the Federal Travel Regulations. For maximum per diem amounts please see per diem rates under “Additional Resources” section of the Embassy webpage.
- Although grant budgets can be amended while the project is underway, amendments due to poor budget planning are unacceptable. Therefore, please plan carefully. Costs for line items in the budget should be exact wherever possible. If you must estimate a cost, please do your research carefully.

Activities that are not typically funded include but are not limited to: Paying to complete activities begun with other funds; political party activities; charitable activities; construction projects; fund-raising campaigns; commercial projects; scholarships to support educational opportunities or study and research for individuals; or projects aimed only at primary institutional development of the organization.

Lump sum costs, alcoholic beverages, entertainment costs and vague budget line items, such as “Miscellaneous Items” or “Unforeseen Expenses” will not be funded. Proposals with budgets in large part requesting funding for travel to the United States will be viewed unfavorably.

See the sample budget below.

SECTION IV. Budget

1	Personnel (Salaries, honoraria etc.) The sub-total for the Personnel category cannot exceed 25% of the total project budget.	Number of Units	Unit Rate	Exchange Rate (Enter if applicable)	Total	US Embassy	Other Funding
1.1	Project Assistant	5 months	\$300		\$1,500	\$1,500	
1.2	Social Media Specialist	3 months	\$300		\$900	\$800	\$100
1.3							
Personnel Sub-total					\$2,400	\$2,300	\$100
2.	Fringe Benefits (To be filled in by U.S. Organizations)	Number of Units	Unit Rate	Exchange Rate	Total	US Embassy	Other Funding
2.1							
Fringe Benefits Sub-Total					0	0	0
3	Travel (International , domestic flight, lodging, airport transfer, ground transportation, M&IE etc.)	Number of Units	Unit Rate	Exchange Rate	Total	US Embassy	Other
3.1	Roundtrip airfare for Director (NYC-Ankara-NYC)	1	\$2,500		\$2,500	\$2,500	
3.2	Accommodation in Ankara	3 nights	\$300		\$900	\$600	
3.3	M&IE (full rate)	2 days	\$79		\$158	\$158	
3.4	M&IE (75% on travel days)	2 days	\$59.25		\$118.50	\$118.50	
3.5	Airport Transfer	twice	\$36		\$72	0	\$72
Travel Sub-total					\$3,748.50	\$3,676.50	\$72
4	Equipment (be specific)	Number of Units	Unit Rate	Exchange Rate	Total	US Embassy	Other
4.1	Laptop	1	\$500		\$500	0	\$500
Equipment Sub-total					\$500	0	\$500
5	Supplies (be specific)	Number of Units	Unit Rate	Exchange Rate	Total	US Embassy	Other

5.1	Paint and canvas for art workshop	100	\$1		\$100	\$100	
5.2							
5.3							
Supplies Sub-total					\$100	\$100	0
6	Contractual (Venue rental, sound system rental, web design, interpretation, printing services)	Number of Units	Unit Rate	Exchange Rate	Total	US Embassy	Other
6.1	Venue rental (includes sound system and coffee break)	2 days	\$1,500		\$1,500	\$1,500	
6.2	Interpreter	2 days	\$200		\$400	\$400	
6.3	Screening Fee	1	300€	1.50	\$200	\$200	
6.4							
Contractual Subtotal					\$2,100	\$2,100	0
7	Other Direct Costs (be specific)	Number of Units	Unit Rate	Exchange Rate	Total	US Embassy	Other
7.1	Honoraria to Director	2 days	\$200		\$400	\$400	
7.2	Accountant	5 weeks	\$100		\$500	\$500	
Other Direct Costs Sub-total					\$900	\$900	0
8	Indirect Costs (To be filled in by U.S. Organizations- Reflect provisional, pre-determined rate and allocation base)	Number of Units	Unit Rate	Exchange Rate	Total	US Embassy	Other
8.1							
Indirect Costs Sub-total					0	0	0
Grand Total					\$9,748.50	\$9,076.50	\$672.00

SECTION V. Budget Justification

Budget Justification	Explain how and why each budget line item helps to meet the project deliverables. In other words, describe <u>each of the budget line items</u> above as to how the costs were estimated and justify the need for the cost. See the sample below for the first two line items.
<p>1.1. Project Assistant will assist the Project Coordinator on a full-time basis for five months for planning, overseeing, programming, and managing all aspects of the Festival. This person will receive \$300 on a monthly basis.</p> <p>1.2. Social Media Specialist will implement the social media strategy of the Festival and promote the event on Facebook, Twitter, Instagram and Youtube. This person will receive \$300 for 3 months.</p>	

Budget Scalability	Include information about your project’s scalability. For example, can your budget increase or decrease based on such factors as the number of participants or geographic spread? Note that increased budget flexibility can increase a proposal’s competitiveness. See sample below:
<p>As a second option, we may hold a virtual session with the Director. In that case, the travel category for which we request the Mission to cover \$3,676.50 will not be used. Therefore the grand total of the project will decrease to \$6,000. We would request the Mission to cover \$5,400.</p>	