U.S. EMBASSY BELGRADE, SERBIA

Public Diplomacy Section (PDS)

**GRANT APPLICATION FORM**

### FY (Fiscal Year) 2022

*Revised December 2021*

**IMPORTANT:** Please pay careful attention to the instructions in Appendix A at the end of this document and the NOFO connected to the program for which you are applying. (All NOFOs can be found on our website at [https://rs.usembassy.gov/education-culture/grants-programs](https://rs.usembassy.gov/education-culture/grants-programs/.to).) Incomplete applications will be considered technically ineligible and will not be considered for funding.

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| **a. Date of Application** |  |

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| **b. Grant Program** |  |

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| **c. Program Theme** |  |

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| **d. Project Title in English** *(Max 100 characters)* |  |

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| **e. Project Title in Local Language** *(Max 100 characters)* |  |

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| **f. Legal Name of Applicant (Individual or Organization) in Local Language** |  |

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| **g. English Translation of Organization Name (Optional)** |  |

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| **h. Registration. (Required for organizations only)** | DUNS Number:  NCAGE Number:  SAM.gov registration:  Completed.  Started process. |

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| **i. Contact Information** |  |

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| **j. Website and/or Social Media** |  |

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| **k. Grant Amount Requested from PAS** | $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **l. Start and End Dates (Proposed or Anticipated)** | Flexible start date?  Yes.  No  Anticipated start date:  Anticipated end date:  Total program length:  *\_\_\_ months (Please do build in time to assess or evaluate the results or impact of the project.)* |

**PROJECT PROPOSAL**

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| **m. Brief Project Summary** *(Max 1000 characters)* |
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| **n. Problem or Challenge Statement** *(Max 2000 characters)* |
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| **o. Overall Project Goal(s)** *(Max 500 characters for each box checked)* |
| Select up to two:  Educate, teach, or train others.  Promote dialogue or debate.  Shift attitudes or opinions.  Inspire action or change.  Create or strengthen linkages or connections.  Strengthen the capacity of a group or organization.  Promote general awareness about an issue.  Brief explanation: |

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| **p. Participants, Audiences, and Beneficiaries** *(Max 2000 characters)* |
| Primary:  Secondary (if applicable):  Location(s):  Belgrade  Bujanovac  Kragujevac  Nis  Novi Pazar  Novi Sad  Subotica  Vranje  Other: |

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| **q. Project Timeline and Program Activities** *(Max 5000 characters)* |
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| **r. Measurable Objectives** *(Max 250 characters)* |
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| **s. Monitoring & Evaluation (M&E) Plan: Tracking Progress and Measuring Impact, Changes, or Results** *(Max 2000 characters)* |
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| **t. Multiplier Effect/Longer Term Impact/Sustainability** *(Max 1000 characters)* |
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| **u. American Element or Angle** *(Max 500 characters)* |
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**BACKGROUND**

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| **v. Background of Applicant** *(Max 2000 characters)* |
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| **w. Key Personnel, Partners, and Contractors** |
| Please list key individuals or organizations who will assist in completing the project:  Are you yourself (if applying as an individual) or is a key leader in your organization an alumnus, i.e., a past participant, of an exchange program supported by the U.S. Government? (Please go to <https://rs.usembassy.gov/education-culture/exchange-programs/> to see our current “List of Exchange Programs in Serbia Since 2001.”)  No.  Yes. Please tell us:   * the name of the exchange program: * the dates when the program took place (approximately): * (if applying as an organization) the name of the person who participated in the exchange program and his/her position in your organization: |

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| **x. Current or Completed U.S. Embassy or U.S. Government Grants** |
| Please check the appropriate box:  This is the first time you are applying for a Public Diplomacy Section (PDS; formerly known as PAS) grant.  You have applied for one or more PDS grants in the past, but you have never been approved for funding.  You have received one or more PDS grants in the past.  Note: Provide complete responses below about past PDS grants; failure to do so may result in your application being technically ineligible.  For each grant, provide the following information:   * Project or activity name:   + Grant program:   + Grant number:   + Amount:   + Dates:   + Short description:   + Analysis:   + Links:   Argument or case for additional funding:  If running concurrent PAS projects: |

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| **y. Current or Completed Activities Funded by Other Donors** |
| For each activity, provide the following information:   * Project or activity name:   + Donor/sponsor:   + Amount:   + Dates:   + Short description:   + Links: |

**TOTAL PROJECT COST**

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| **z. Total Project Cost, including Contributions, Donations, and Cost Share** | | |
| **Funding Source** | **Budget Item(s) + Contact Info.** | **AMOUNT** |
| Public Affairs Section (PAS) | *See Excel Spreadsheet.* | $\_\_\_ |
| Applicant |  | $\_\_\_ |
| Partner |  | $\_\_\_ |
| Partner |  | $\_\_\_ |
| Other Funding Sources (CONFIRMED) |  | $\_\_\_ |
| Other Funding Sources (CONFIRMED) |  | $\_\_\_ |
| Other Funding Sources (PENDING) |  | $\_\_\_ |
| Other Funding Sources (PENDING) |  | $\_\_\_ |
| **TOTAL PROJECT COST** |  | $\_\_\_ |

**APPENDIX A: INSTRUCTIONS FOR ALL PDS GRANT APPLICATION FORMS**

Find below step-by-step instructions to assist you in filling out the **Grant Application Form (FY2022)**. You will also need a copy of the Notice of Funding Opportunities (NOFO) to complete the application form.

The application form follows the methodology of the U.S. State Department for public diplomacy activities. The instructions should help you think through the steps to design a competitive proposal. In brief, we encourage you to:

1. Identify a problem or challenge you are trying to address
2. Develop a plan to address that problem or challenge:
   1. Set the overall goal
   2. Identify participants or audiences to involve
   3. Set measurable objectives to help achieve the goal
   4. Establish a timeline and design the activities to take place
3. Develop a plan to evaluate the success of the project:
   1. Measure what you achieved and report back

Applications which are incomplete or do not meet the requirements will be considered “technically ineligible and will not be considered for funding.

**INSTRUCTIONS**

**a. Date of Application.** Enter the date you are sending this application.Make sure the date you provide is not before the day when the NOFO was issued, and not after the application deadline.

**b. Grant Program.** Copy the name of the program listed after “Funding Opportunity Title (Grant Program)” at the very beginning of the NOFO.

**c. Program Theme.** Select a theme from the list of Program Themes in the NOFO.

**d. Formal Project Title in English.** This should be a straightforward, descriptive title that avoids acronyms, clever names, or word play.

**e. Formal Project Title in Local Language**. Insert the Serbian or local language translation of the Project Title.

**f. Legal Name of Applicant (Individual or Organization) in Local Language.**

* ORGANIZATION: For Serbian organizations, the name should match the one on file with the Agencija za privredne register (APR).
* INDIVIDUAL: Provide your name as it appears on your government-issued identification document, e.g., lična karta, passport, etc.

**g. English Translation of Organization Name.** (Optional).

**h. Registration.** Required for organizations only. See section C.3. in the NOFO for details on how to obtain these numbers.

**i. Contact Information.** Provide the name, email, and phone number for the person(s) who can answer questions about this application.

**j. Website and/or Social Media.** Provide your organization’s website address(es) and information about social media accounts (Facebook, Twitter, Instagram, etc.). If you are applying as an individual, this is optional.

**k. Grant Amount Requested from PDS**. Specify the total amount you are requesting in U.S. dollars. This figure should match the calculations in the Excel spreadsheet for your budget. Include costs for monitoring and evaluation (M&E) if applicable (e.g., for focus groups or follow-up impact assessments). Include those costs in your budget.

**l. Start and End Dates (Proposed or Anticipated).** Remember to include time to assess the results or impact of your activity, whether that requires a few days, weeks or months.

**m. Brief Project Summary.** In a few sentences, briefly and clearly explain the proposed project, including objectives, participants, any partners, a description of activities, timeline, and the expected impact.

In what may be the most important part of the application, the Brief Project Summary alone should give the reader a good understanding of your project, without reading the rest of the proposal. We highly recommend including your measurable objectives from item “r” below in this section.

Please focus on the so-called “Five Ws”: What are the activities associated with this project? Who will be involved, as participants, as audience member, as partners, etc.? Where will the project take place? When will the project take place? Why is your project important or worthwhile? What exactly is the change or result or impact you expect to achieve through the project?

Example:

“Teachers and administrators in eastern Serbia have reported that their students have problems identifying disinformation and tend to share false stories in their social circle. Our organization, the NGO Budućnost, will conduct a five-day workshop in March 2021 at Dom omladine in Zaječar on media literacy and critical thinking for 45 teachers. Trainers from our NGO have worked with local journalists to develop a curriculum based on a model used in Ohio, which uses group project assignments to teach students how to examine news stories critically and develop better defenses against disinformation. Our objective is that by June 2021, at least half of the 45 teachers from Zaječar who participate in our December 2020 workshop will introduce innovative project-based learning activities into their classrooms. Our NGO will work on an exam to test whether students have improved their media literacy and critical thinking skills as a result of that project-based learning.”

**n. Problem or Challenge Statement.** Discuss the challenge, problem, or difficult issue that your project is going to address. Please make sure this connects with the Project Objective and focuses on one of the Themes or Priority Areas.

Where appropriate, provide basic background and/or appropriate links to related research, academic studies, media articles, and/or your organization’s past experience in dealing with this problem or challenge. Focus on established facts, rather than opinions. We suggest again that you use the “Five Ws” mentioned above. Your summary should provide website links to your sources.

The paragraph might read something like this:

* “According to studies conducted by the town of XXX since 2010, 20% of young people from the town leave to find better jobs in Belgrade or abroad. In an RTS report that aired on February 12, a spokesman for the YYY manufacturing company said…. (For the video, go to [www.rts.rs](http://www.rts.rs)...) According to surveys conducted with high school and university age students, they state that…. The impact on the local economy is… If the problem of brain drain is not addressed, city authorities state that…. Detailed research on this issue can found on the website of the Center for Youth Employment at www….”

Tell us whether you are building on past efforts to address the problem or challenge and learning lessons from what has been done before. Explain why past attempts, by you or others, to resolve the above problem or challenge were unsuccessful or insufficient.

**o. Overall Project Goal(s).** Describe the overall goal or outcome that you hope to achieve. This should be a description of some kind of change that you are trying to bring about which will address the above problem or challenge you described in section “n.”

Select up to two of the most significant changes you hope your project will achieve and then briefly describe the goal(s) in the space provided. Keep in mind that goals are not usually measurable, but rather, are broad changes you hope to achieve. It is very difficult for a project to achieve more than one or two big changes. In addition, you must provide a detailed plan for (and fund if necessary) an evaluation of the success of each goal of your project (in section “s”). A smaller number of goals helps to simplify and focus your proposal.

Your project will certainly produce a number of excellent measurable benefits for your audience. Those are objectives, or outputs, that will help achieve the overall goal. You will have a chance to define those in section “r.”

The chart below can you determine which type of change is most significant and realistic.

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| **If the change you hope to achieve is…** | **…then think about the following question:** |
| “Promote general awareness about an issue” | What issue or topic is your audience unaware  of? |
| “Educate, teach, or train others” | What issue, topic, or skill does your audience need to be educated about? |
| “Promote dialogue or debate” | What issue or topic needs to be discussed and how will discussing it help? |
| “Shift attitudes or opinions” | On what issue and in what direction? |
| “Inspire action or change in behavior” | What type of action or what behavior change? |
| “Create or strengthen linkages” | Between which groups, organizations, or institutions? And why is this needed? |
| “Strengthen the capacity of a group or organization” | What group or organization? In what area of activity? (e.g., strategic planning, advocacy,  social media, budgeting, etc.) |

From the Embassy’s point of view, shifting someone’s opinions and inspiring action are perhaps difficult goals, but they are important and worthwhile. Those projects are more likely to get funded than those focused on promoting basic awareness, which is an easier task.

Note: Please do not discuss details of your planned activities in this section. That comes later (in section “q”).

**p. Participants, Audiences, and Beneficiaries.**

* Please read the section of the NOFO on “Participants and Audiences.”
* Identify the Primary Audience(s) for the project – those who will help bring about the goal, outcome, or change you discussed above.
  + Be a specific as possible, as in the following examples:
    - Residents of specific villages, towns, or cities.
    - Students or member of a specific profession, e.g., teachers, civil society activists, legislators, government officials in a specific office, academics, young leaders, decision-makers, union leaders, journalists; or a mix of these groups.
    - Women, men, or a mix of both; citizens of a specific age.
    - Members from disadvantaged or minority groups, or maybe their teachers, social workers, potential employers, etc.
    - Citizens of neighboring countries (in addition to participants who are citizens of Serbia).
  + Explain how this particular population will help you achieve the goal you have set.
  + Explain exactly how you will identify and select the participants in the project, if only a limited number can be involved, and tell us how many will participate.
* Identify secondary audiences – those who will benefit from what is achieved by the primary audience. (e.g., If the primary audience is teachers, the secondary audience may be their students, or if the primary audience is journalists, the secondary audience may be their readers.) Tell us who they are and how many of them you anticipate.
* Check the boxes where participants come from, even if you have already mentioned that previously.

**q. Project Timeline and Program Activities.** Provide a detailed timeline with the specific activities that will take place during the course of the project. In addition to significant “milestones,” include time needed to plan and publicize the activity, identify participants, implement the main activities, and conduct a follow-on evaluation. Use this space to include what methods and platforms you will use to publicize your activities.

Example:

* By March 1: We will conduct additional research on topic X, work with our partners (Faculty of X at the University of Novi Sad and the NGO Inovacija) to finalize our plans, set up a website, and identify a workshop location.
* By March 15: We will advertise the workshop opportunity on social media, via email to educational, civil society, and business organizations, and on flyers posted in and around the university. We will accept applications for two weeks.
* By March 20: Applicants selected and notified. We will have participants fill out a pre-activity survey at this time.
* March 31: Participants travel to the workshop venue in Novi Sad.
* April 1-2: Prof. Z from the Faculty of X at the University of Novi Sad and Ms. W from the NGO Inovacija conduct a workshop for six hours on X topic on day one and participants will get hands-on training on Y topic for four hours on day 2.
* Apr 3-14: Participants will return to their home cities and work on their projects which they will carry out with youth participants at the American Corners or other available locations in their home communities. Participants will post photos and videos of their projects on social media, and include Twitter handles and hashtags for our organization and for the U.S. Embassy.
* Apr 15: Participants will come back to Novi Sad to make their presentations about their community projects. Our social media manager will post items on our Instagram account. We will invite press to cover the closing event. Our NGO president will give an interview to RTS and *Politika*. We will urge media reps to interview participants engaged in their community projects
* By Apr 20: We will update the project page on our website.
* By May 30: We will complete the required follow-on/post-activity assessment or evaluation of the impact of our activities, including putting together a compilation of lessons learned.
* By June 10: We will submit our final project report to PDS. (Do not forget to build in time for the assessment/evaluation portion before the final report!)

**r. Measurable Objectives.** In order to know if you are achieving the goal of your project, you must identify objectives, or outputs, that you will meet on the way to reaching the goal. Objective(s) should be: Specific, Measurable, Achievable, Relevant to the problem or challenge, and Time-based, meaning that you will meet them by a certain date (S.M.A.R.T.). Objectives are sometimes called outputs because you can point to them as concrete results you have achieved through implementing the activities you described in “q” above. (Activities are sometimes called inputs.)

Try to define your objective(s) in one or two sentences. We strongly recommend that you include your objective(s) in your Brief Project Summary.

Examples:

* For a project with the goal of improving media literacy and critical thinking skills: “Our objective in this project is that by June 2023, at least half of the 45 teachers from location X who participate in our December 2022 workshop will introduce project-based learning activities into their classrooms.”
* For a project with the goal to improve employment prospects for Persons With Disabilities (PWDs): “Our objective in this project is that by October 2023, 10 activists mentored through our project in location X will have met with five firms, securing their promise to hire more PWDs, and given two serious media interviews to educate viewers about the contributions PWDs can make in the workplace.”
* For a project with the goal to help Serbia be more resilient to natural disasters: “Our objective is that by October 2023, X no. of experts and authorities in Belgrade and government officials from the towns of X, Y, and Z will attend our crisis management seminar with U.S and revise their joint plan related to flooding, fires, and other natural disasters.”
* For a project with the goal to improve regional cooperation: “At the end of 2023, at least 75% of the young participants from Serbia and Croatia involved in the summer camp focused on civil participation will demonstrate a deeper understanding of the issues confronting their counterparts in the other country, 50% will still be in contact with new friends from the other country, and 25% will implement joint projects, either in-person or virtually.”

**s. Monitoring and Evaluation (M&E) Plan: Tracking Progress and Measuring Impact, Change, or Results.** S.M.A.R.T. objectives, or outputs, are indicators of the progress you are making toward achieving the overall goal of the project. In this section, describe your method for tracking this progress and measuring your success. Also describe how you will monitor whether you and your partners are sticking to timeline and hitting all the milestones.

The methods you use will depend on the type of change you are aiming to achieve. For example, changes in attitudes are sometimes measured by “before” and “after” surveys of participants or focus groups at the beginning and end of the project, or by public opinion surveys. Tracking media coverage of your focus issue can be an indicator of progress also. If the goal is to educate or train, it is not enough to report on how many attended the training. You must also include an assessment of whether beneficiaries retain new skills or knowledge gained during the main grant activity. For projects that aim to inspire action or change, you will need to follow up to track whether participants have taken certain actions after the main project activity ends, or if certain institutional changes were actually adopted.

This evaluation and assessment can be done by you internally, especially if the grant is less than $50K. However, if the grant amount is larger than $50K, you should seriously consider hiring or contracting an outside organization to conduct the evaluation and assessment.

PDSunderstands that you might fall short of your goals. That is completely acceptable from the Embassy’s point of view, as long as you carried out the activities you have described, or if you run into unforeseen problems. An honest assessment at the end of a project that is not completely successful will provide both you and us with important lessons learned.

Remember to include measurement and evaluation into your planning, both in terms of your timeline and (if applicable) your budget.

**t. Multiplier Effect/Longer Term Impact/Sustainability.** First, check the “Criteria” section of the NOFO to see if this is required or whether you get bonus points for filling out this section.

PDS welcomes projects that are designed to continue having positive effects after the project has been completed. While the future is difficult to predict, project implementers can take steps to ensure the sustainability of the project or build on already existing factors that have the potential to continue to sustain change.

For example, training can be designed so that participants or audiences will be expected to take additional actions in the weeks, months, or perhaps even years that follow the project. Multiplier effects may already exist in the form of a teacher who develops a new curriculum that will be taught in coming years, a journalist who writes a story using skills learned through the project that has a broader impact, participants who continue to pass along knowledge to others formally or informally, or partner organizations that continue working on the problem or challenge at the center of your project.

Sustainability can also be in the form of longer-term impact that you or your organization can build on or “scale up” after the grant period is over.Governmental, educational, cultural, or other institutions can also ensure long-term impact.

**u. American Element or Angle to the Project Activity.** Please read the “Objectives” section of the NOFO to see whether or not this is required. Even if it is not obligatory, including an American element or angle is still recommended.

Describe the nature of the American connection, whether it is connecting audiences with an American expert, organization, or institution; basing activities on a model used by counterparts in the United States; highlighting shared Serbian-American values; or using American movies or literature to examine U.S. approaches issues like tolerance, disability rights, or entrepreneurship.

**v. Background of Applicant.** Provide a short introduction to the individual, or description of the organization, applying for grant funding. Spell out their experience or expertise with the problem/challenge addressed, and their experience working with the audiences and/or the activities involved in the project.

**w. Key Personnel, Partners, and Contractors.** Provide the names and titles of team members, partners, and contractors, with required CVs.

If successful completion of the project requires working with other institutions or organizations, provide appropriate letters of support or memoranda of understanding.

**x. Current or Completed U.S. Embassy or U.S. Government Grants.** For each past U.S. Embassy or U.S. Government grant, please provide the following:

* project name.
  + source of funding, e.g., PDS, USAID, etc.
  + program name.
  + the grant number.
  + the amount of the grant.
  + start and ends dates of the grant activity or project.
  + a short description of the grant activities (outputs).
  + analysis of the impact of the project (outcomes) and your lessons learned.
  + any links to your website, social media postings, and media stories about that grant activity.
* What is your argument for why your current project merits additional funding from the U.S. Embassy?
* If you have one or more current PDSgrants that would overlap with this project, please explain how you will manage the implementing of the concurrently running activities.

**y. Current or Completed Activities Funded by Other Donors.**

For each past grant from other (non-US Government) donors or sources, please provide the following:

* project name.
  + source of funding.
  + the amount of the grant.
  + date of the grant activity.
  + a short description of the grant activities (outputs).
  + analysis of the impact of the project (outcomes) and your lessons learned.
  + any links to your website, social media postings, and media stories about that grant activity.

**z. TOTAL PROJECT COST.**

Attach a separate Excel spreadsheet with a detailed budget spelling out exactly what PDSis being asked to fund in relation to this project. This chart tells us what contributions or donations (if any) are coming from you, your partner organizations, and other donors or funding sources. That could include equipment, food and drink, cash, volunteers, services, etc.

Include the name, phone number, and email address for the contact person at each organization.

Please be aware that the amount in the PDSline should match the figure in both section “k” and the final figure in the Excel spreadsheet.

Below is an example:

**TOTAL PROJECT COST**

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| --- | --- | --- |
| **z. Funding Sources.** | | |
| **Funding Source.** | **Budget Item(s) + Contact Info.** | **Amount.** |
| Public Affairs Section (PDS) | *See Excel Spreadsheet.* | $19900 |
| Applicant | Renting video camera ($50), hiring videographer ($50), designing and producing notebooks for 50 participants ($75). | $175 |
| Partner | Faculty of Pedagogy: Providing venue for workshop and final conference ($150); two professors taking part as judges ($100). Contact: Tanja Jovanovic, Administrative Assistant, Rector’s Office, [tjovanovic@university.rs](mailto:tjovanovic@university.rs), 011222333. | $250 |
| Partner | NGO Prijatelstvo: Two master trainers, 4 hours/day X 2 days ($200). Contact: Vlada Niksic (NGO president), [vniksic@ngo.rs](mailto:vniksic@ngo.rs), 0653334444. | $200 |
| Other Funding Sources - CONFIRMED | Bank of Sumadija: Funding for the five best projects, 5 x $500/project ($2500). Contact: Ivona Bogdanic, Head of Corporate Social Responsibility, [IBogdanic@bank.ru](mailto:IBogdanic@bank.ru), 011555999. Confirmed via email on January 10. | $2500 |
| Other Funding Sources - PENDING | McFood’s: Lunch ($5) x 2 days x 60 people ($600); coffee, water, and juice ($50). Contact: Bane Popovic, Charitable Events Administrator, [BPopovic@mcfoods.rs](mailto:BPopovic@mcfoods.rs), 011555999. NOTE: Requested donation on January 15. Expecting answer by April 20. | $650 |
| Other Funding Sources - PENDING | Embassy of Ruritania: Funding two more of the best projects. 2 x $500/project ($1000). Contact: Klara Tedesco, Cultural Affairs Officer, [KTedesco@RurEmbassy.rs](mailto:KTedesco@RurEmbassy.rs), 011222999. NOTE: We discussed with Klara on February 1. Expecting confirmation before March 30. | $1000 |
| **TOTAL PROJECT COST** |  | $24675 |

**REVIEW AND SUBMIT**

Before you submit your application via email:

* Read the NOFO one more time. Make sure your proposal and the activities match the objectives, focus on the right audiences, and follow all the other requirements.
* Carefully review the application to make sure it is complete and free of errors.
* Perfect English is not required but the proposal must be understandable to an English speaker. Ask someone who does not know anything about your project to read your proposal to determine if it is clear and easy to understand. Remember that if the members of the review committee cannot understand what you are trying to do with your project, it will not be approved.
* If you know someone with past experience applying for grants or managing projects, ask that person to look at the application and provide advice on how to improve or strengthen your proposal.

If you have questions regarding submitting a proposal that were not addressed in the Notice of Funding Opportunity or these instructions, please contact us using the e-mail listed in the Notice of Funding Opportunity.