

LEARNING OBJECTIVES

- Identify USAID's priorities and areas of work.
- How to find information about Agency strategies and programs that align with your organization.
- Know what types of USAID partnership opportunities are available.
- How to research current and upcoming funding opportunities.



DEFINITIONS

- A **partnership** is a collaboration that leverages the skills, assets, resources and technologies of USAID and its partners from the public, private, academic, and nonprofit sectors.
- An award is an instrument the Agency uses to partner with an organization.
- A **solicitation or notice of funding opportunity** is a process the Agency uses to seek proposals, applications, or information from potential partners.
- A Mission is a USAID overseas operating unit that manages programming in a country or region.
- A **Bureau** is a USAID operating unit that manages a major global role or function.
- Assistance is an award of funds to a recipient to achieve a public good.
- **Acquisition** is USAID's procurement of good and services from a contractor.

WHY IS IT IMPORTANT FOR USAID TO PARTNER?

USAID Mission:

The U.S. Agency for International Development leads the U.S. Government's international development and disaster assistance through partnerships and investments that save lives, reduce poverty, strengthen democratic governance, and help people emerge from humanitarian crises and progress beyond assistance.

USAID PRIORITIES



Learn more about these sectors at USAID's What We Do.

HUMAN RIGHTS

WHERE USAID WORKS



- USAID funds activities in more than 100 countries and organizes its programs in five regions of the world.
- Missions and Bureaus offer many different opportunities for partners to work with USAID.

Explore USAID's geographic presence with this interactive map.



HOW TO EXPLORE OPPORTUNITIES

- 1. Learn about Agency priorities and strategies, and think about where your work aligns with USAID;
- 2. Check the USAID Business Forecast for opportunities you should monitor;
- 3. Research "rolling" funding opportunities;
- 4. Track "open" opportunities.



PRIORITIES AND STRATEGIES

STEP 1



Start by reviewing the Agency's **Strategy and Planning** site.

Look for information that helps you understand Agency activities and priorities in the countries where you hope to work:

- Mission websites provide information about USAID history and current activities in each country.
- Country Development Cooperation Strategies (CDCSs) outline which technical sectors Missions have prioritized.
- **USAID's "What We Do" web page** provides links to help you research policies, strategies, and visions for the technical sectors relevant to your organization.

USAID PLANNING CYCLE

At any given time, USAID is working on programming across <u>four</u> different fiscal years.

For example, in FY 2021, USAID is:

FY 2020 FY 2021 FY 2022 FY 2023

Reporting on FY 2020 results

Implementing FY 2021 budget

Justifying FY 2022 budget to Congress Planning FY 2023 budget

CHECK THE BUSINESS FORECAST

STEP 2



The USAID Business Forecast is a real-time, searchable database of funding opportunities in the planning stages.

- Check this database at least monthly.
- Follow specific funding opportunities for changes or updates.
- Begin making plans to respond to a funding opportunity when it opens.

Search the <u>USAID Business Forecast</u>, follow <u>@USAIDBizOpps</u> on Twitter, join the "Work with USAID" <u>LinkedIn group</u>, and register on <u>WorkwithUSAID.org</u>.

RESEARCH ROLLING FUNDING OPPORTUNITIES

STEP 3



A "rolling" funding opportunity has an ongoing application deadline and focuses on broad areas of interest.

There are two common types of rolling funding opportunities:

- Annual Program Statements (APSs) invite concept papers on a broad topic;
- **Broad Agency Announcements** (BAAs) seek innovative ideas in response to a particular challenge or need.

Explore other opportunities through the <u>New Partnerships</u>
<u>Initiative</u>, the <u>Local Works program</u>, <u>Development Innovation</u>
<u>Ventures</u> and <u>Global Development Alliances</u>.

TRACK OPEN FUNDING OPPORTUNITIES

STEP 4



"Open" funding opportunities usually have shorter response turnaround times and are usually more narrowly defined.

These typically take two forms:

- USAID announces acquisition opportunities for contracts at beta.SAM.gov. These announcements are called Requests for Proposals (RFPs).
- The Agency announces **assistance opportunities** for grants and cooperative agreements at <u>Grants.gov</u>. These announcements are called a Notice of Funding Opportunity (NOFO) or Requests for Applications (RFAs).



USAID'S FUNDING PROCESS



Learn more at **How to Work with USAID**.

COLLABORATIVE APPROACHES

Through a process called co-creation, USAID brings together potential partners to collaborate on solutions to development problems.

USAID encourages partnership in two common ways:

- Requests for information and market research activities are intended to gather ideas from organizations to help the Agency plan its activities.
- **Stakeholder consultations** bring together organizations with relevant knowledge for discussions that can inform USAID's plans.

You can use these opportunities to interact with USAID, deepen your understanding of the Agency's work, and demonstrate your organization's knowledge and capacity.

USAID AND SMALL BUSINESSES

USAID's Office of Small and Disadvantaged Business Utilization (OSDBU) is dedicated to promoting the use of U.S. small businesses in procurement.

This office:

- Negotiates small-business funding goals with the U.S. Small Business Administration;
- Works with USAID Bureaus, independent offices, and Missions to negotiate individual small-business goals.

Learn more at USAID's **Small Business** website.



THE "GO/NO-GO" DECISION

To assess whether you should pursue a funding opportunity, consider this:

- It takes time, effort, and resources to develop a proposal or application.
- Your efforts may require diverting resources from other priorities.
- Funding opportunities are highly competitive.



- Does your organization have the capacity to successfully implement the award?
- Does your organization have the ability to submit required documents by the deadline?
- How competitive will your organization be compared to other organizations?

Does your organization have the capacity to successfully implement the award?

• Do you have the right technical expertise?

• Have you worked in the geographic area?

 Do you have the experience and systems to implement the Activity at the scale envisioned in the announcement for the funding opportunity?



2

Does your organization have the ability to submit required documents by the deadline?

- Time and ability to do assessments or research;
- Experts available to ensure technical soundness;
- Strong writer to create proposal or application narrative;
- Finance staff who are able to research costs and develop the budget?



How prepared is your organization to meet and maintain compliance requirements?

- Is your organization registered to work with the U.S. Government?
- Do you have a sound plan for risk management and financial reporting?
- Are you familiar with the standard provisions that accompany USAID funding?



SUBMISSION LOGISTICS

While you are deciding whether to respond to a funding opportunity, keep these things in mind about the process:

- Most funding opportunities have an "open question period" when you may send questions to USAID.
- Take time during this open question period to clarify details and help inform your "go/no-go" decision.
- Note that when a funding opportunity is active, USAID staff are not allowed to discuss it directly with potential partners.

A "GO" DECISION

The ideal "go" decision is one where responding to a funding opportunity has value, even if your proposal or application does not win.

Going through the experience gives you the opportunity to:

- Learn about the process and better prepare for future opportunities;
- Present your organization and your ideas to USAID;
- Gain valuable feedback so you can be more competitive in the future.

Learn more in "Effectively Responding to USAID Funding Opportunities".

PARTNERING WITH OTHER ORGANIZATIONS

Sub-awards

Partnering with a larger or more experienced organization is a great way for smaller or newer organizations to learn about USAID programming.

To explore working as a sub-partner with a lead or "prime" recipient:

- Identify your organization's value, or niche, within the funding opportunity;
- Research organizations likely to be prime partners and contact them to discuss a possible partnership;
- Negotiate a role within the consortium, then sign a "teaming agreement."

Learn more in USAID's "Sub-Partnerships" training module.

A "NO-GO" DECISION

A "no-go" decision may point you to steps your organization can take to prepare for the next opportunity.

Exploring a funding opportunity can show you that your organization needs to:

- Build technical expertise and capacity;
- Improve operational systems;
- Assess new geographic areas targeted by USAID;
- Develop the ability to prepare competitive proposals or applications.

You might consider shifting your priorities to better align with USAID's strategies.



USAID IN GHANA

HOME » WHERE WE WORK » AFRICA » GHANA

GHANA

OUR WORK

Agriculture and Food Security

Democracy, Human Rights, and

Governance

Economic Growth

and Trade

Education

Global Health

Water

Power Africa

Country

Development

Cooperation Strategy (CDCS)

FOREIGN ASSISTANCE DATA

> Socioeconomic Data

The Journey to Self-Reliance: Ghana Roadmap

DOLLARS TO RESULTS

GHANA



PROTECTING GHANAIANS FROM MALARIA THROUGH INDOOR RESIDUAL SPRAYING



GHANA FROM THE TREE TOPS



USAID HELPS INVESTORS AND TOURISTS REALIZE GHANA'S PROMISE

Ghana is a stable, democratic country with a free press, active civil society, independent judiciary and apolitical military. USAID and the Ghanaian Government work together to generate prosperity and security for both the Ghanaian and the American people by increasing agricultural production, employment opportunities, and income for the poor, improving the quality of health services and education, and strengthening local government institutions.

CONTACT INFORMATION



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Craig Lamberton 1300 Pennsylvania Avenue NW Washington, DC 20523 IISA

NEWSROOM

Health - Fact Sheet 2019

Economic Growth - Fact Sheet 2019

Basic Education - Fact Sheet 2019

Democracy, Rights, and Governance - Fact Sheet 2019

U.S. and Ghana Strengthen **Primary School Students'** Reading

View All

JOIN

PARTNER

COMMENT









FIVE FICTITIOUS ORGANIZATIONS IN GHANA

- **Organization A is a Ghanaian nonprofit** with a mission to improve the health of citizens by providing education and training on healthy behaviors.
- Organization B is a Ghanaian business association that helps its small-business members access critical skills and services to succeed and grow.
- Organization C is a regional start-up that develops innovative products to help farmers in West Africa protect crops from pests.
- **Organization D is an international consultancy** in fisheries management. It has worked elsewhere in sub-Saharan Africa and is interested in expanding into Ghana.
- **Organization E is an international consortium** of universities and research organizations specializing in the study of agro-ecological system sustainability in Ghana.

USAID'S STRATEGY IN GHANA



Country Development Cooperation Strategy (2020-2025) Results Framework

GOAL: A more self-reliant Ghana, offering a productive healthy life to all its citizens

DEVELOPMENT OBJECTIVE 1

Broad-based Economic Growth Accelterated and Sustained

IR 1.1: Government strengthensthe enableing anviornment for equitable, sustainable growth

IR 1.2: Businesses expand through effecient, productive practices

IR 1.3: Healthy, skilled citizens contribute to economic growth

DEVELOPMENT OBJECTIVE 2

Quality Services Delivered with Increased Accountability

IR 2.1: National government leads policy implementation for efficient service delivery

IR 2.2: Local authorities manage policy implementation for oefficient service dlivery

IR 2.3: Service providers adhere to national quality standards

IR 2.4: Citizens demand responsive governance

DEVELOPMENT OBJECTIVE 3

Sustainable Development Accelerated in Northern Ghana

IR 3.1: Government improvesequitable delivery of equality services in agriculture, education, and leath

IR 3.2: Private sector increases investment

IR 3.3: Citizens adopt improved practioces to advance their well-being and resilience

IR 3.4: Citizens sustain peaceful communities

SEARCH THE BUSINESS FORECAST

WORK WITH USAID HOW TO WORK WITH	BUSINESS FORECAST Use the "Filter Opportunities" form below to search for current business opportunities. To browse all available opportunities, click the Search button without changing any of the search fields. To include opportunities that match all options in a particular filter, leave all of the checkboxes in that group unchecked. For example, if no Sector checkboxes are checked, then opportunities matching any Sector will be included.		
USAID ORGANIZATIONS THAT WORK WITH USAID FIND A FUNDING OPPORTUNITY Business Forecast			
Archive	FILTER OPPORTUNITIES		
FAQ			
New Partnerships Initiative	Title/Description/A&A Plan ID Location - Any - - Title/Description/A&A Plan ID Location		
Available Funding Opportunities	Operating Unit (Washington and Overseas) Democratic Republic of the Congo Djibouti East Africa Ethiopia Ghana Guinea		
Private Sector Engagement			
Opportunities for Funding: Grant & Partnership Programs			
Bring us Your Ideas	□ Kenya		
NextGen Global Health Supply Chain	Sector Small Business Set-Aside		
RESOURCES FOR PARTNERS CAREERS GET INVOLVED	Environment and Global Climate Change		

IDENTIFY OPPORTUNITIES

BUSINESS FORECAST

Return to search results

USAID Accelerating Social and Behavior Change activity (ASBC)

A&A Plan ID: AA-312571 NAICS Code: TBD Fiscal Year of Action: 2020 Last updated: 12/22/2020

Operating Unit: Ghana Sector: Global Health

A&A Specialist / POC: Aissatou Mbengue

Award Length: 5 years

Eligibility Criteria: Full and open competion

Principal Geographic Code: 937- Default Geographical Code

Award/Action Type: Cooperative Agreement Category Management Contract Vehicle: NONE

Solicitation Number: TRD Small Business Set-Aside: N/A

Co-creation: TBD

Anticipated Solicitation Release Date: **Anticipated Award Date:** Total Estimated Cost/Amount Range:

3/30/2021 8/31/2021 \$25M - \$49,99M

The purpose of the USAID/Ghana Accelerating Social and Behavior Change (ASBC) activity is to increase and sustain the adoption of priority health behaviors and practices for improved health outcomes, emphasizing family planning/reproductive health (FP/RH); malaria prevention and treatment; maternal, newborn, and child health; household level water, sanitation and hygiene (WASH) practices; maternal and child nutrition, and public health emergencies such as COVID-19.

SHARE THIS PAGE



Return to search results

Enhancing WASH Activity

A&A Plan ID: AA-312570 NAICS Code: TBD Fiscal Year of Action: 2020

Last updated: 11/16/2020

Operating Unit: Ghana

Sector: Water and Sanitation

A&A Specialist / POC: Vida Assimeng-Kwakye

Award Length: 5 years

Eligibility Criteria: full and open

Principal Geographic Code: 937- Default Geographical Code

Award/Action Type: Cooperative Agreement Category Management Contract Vehicle: NONE

Solicitation Number: TBD Small Business Set-Aside: N/A

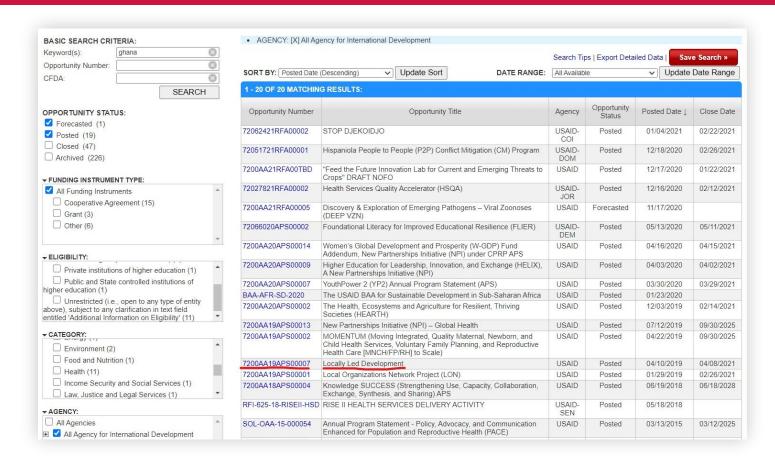
Co-creation: TBD

Anticipated Solicitation Release Date: Anticipated Award Date: Total Estimated Cost/Amount Range:

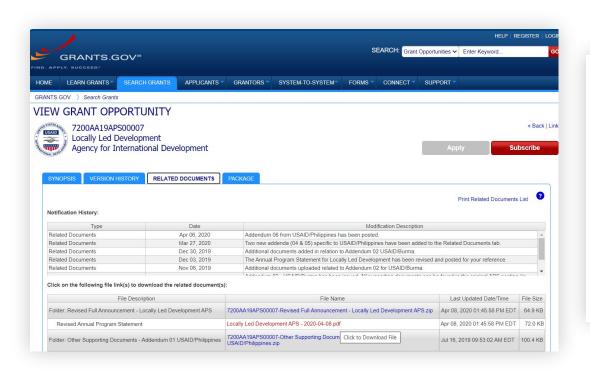
> 12/15/2020 5/31/2021 \$25M - \$49,99M

The purpose of Enhancing WASH is to increase access to sustainable water, sanitation and hygiene services to targeted districts in Northern Ghana. This activity will strengthen governance and finance for WASH services; contribute to expansion of WASH services and adoption of WASH services to households, communities and health facilities; improve engagement with the private sector and support Ghana's investment in the WASH sector. The program will focus on systems strengthening through a facilitative approach by deepening partnerships with GoG, MMDAs, the private sector and CSOs. The activity will support Ghana's journey to self-reliance and the Ghana Beyond Aid agenda by supporting the GOG to improve its capacity to sustainably deliver essential WASH services during the COVID-19 pandemic response and WASH in health facilities.

RESPOND TO ADDENDA



RESPOND TO ADDENDA



U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

Locally Led Development
ANNUAL PROGRAM STATEMENT (APS)

APS No: 7200AA19APS00007

Original Issuance Date: 04/10/2019 Amended Date: 04/08/2020 Closing Date: 04/08/2021 CFDA #: 98.001

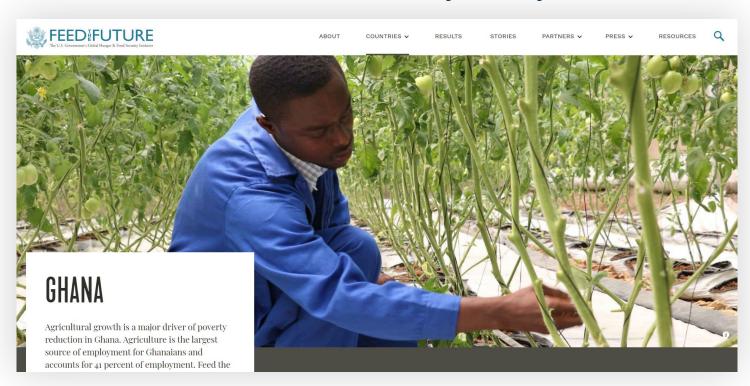
INTERESTED APPLICANTS - PLEASE READ: This Locally Led Development APS is not a Request for Applications or a Request for Proposals, and this APS does mot serve as a general request for locally led development concepts. Do not email concepts to LLD-APS@usaid.gov or submit concepts via grants.gov, as they will not be accepted. Interested Applicants must respond to specific documents that share USAID priorities in a specific country(ies) called "addenda" that may be issued throughout the year on grants.gov. These addenda, when added, can be found on grants.gov under "Related Documents" on the Locally Led Development APS page. Please visit this page periodically for opportunities that may be relevant to your country and focus areas

Contents

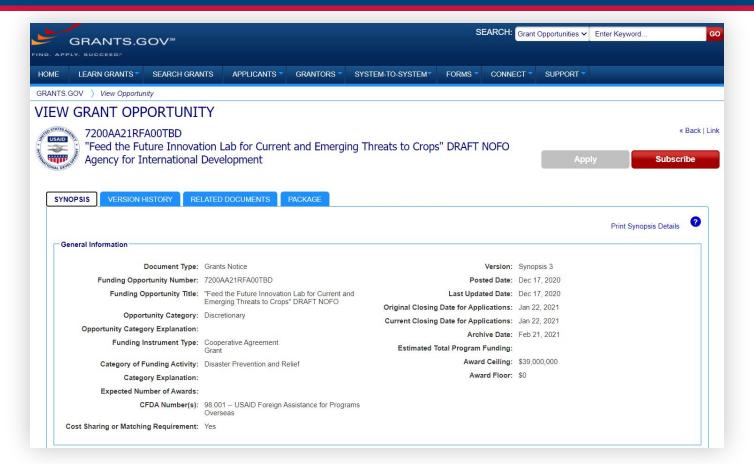
Section 1: APS Description	2
Section 2: Applicant Eligibility	2
Section 3: Learning Priorities	3

RESEARCH BY SECTOR

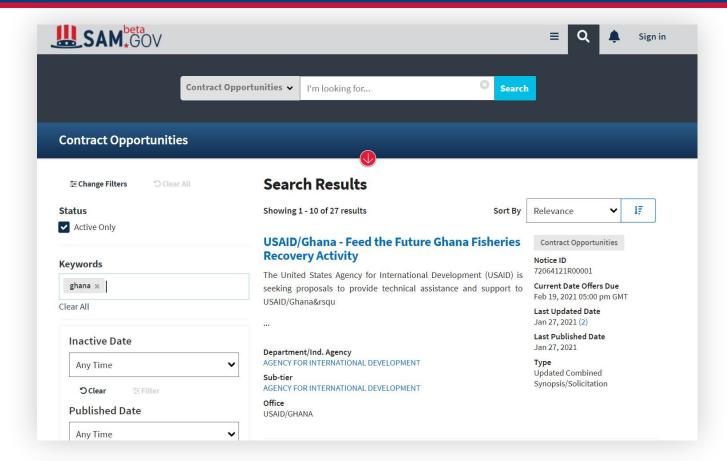
Feed the Future Priority Country



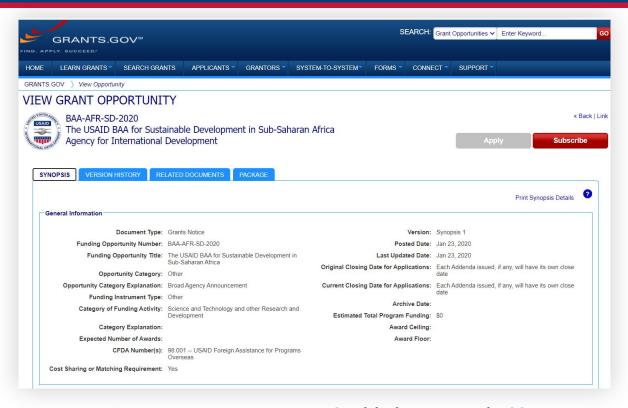
DRAFT NOTICE OF FUNDING OPPORTUNITY



FORM A CONSORTIUM



RESPOND TO BAAS





ADDENDUM 01 - Research Initiative on Sustainable Agriculture and Natural Resources Management in Africa

PATHWAYS TO PARTNERSHIP

USAID offers different ways for potential partners to collaborate on development solutions.

Organizations should explore different funding opportunities that fit their needs and USAID's strategies and goals.

While some opportunities lead to funded awards, others provide partners the chance to build relationships with USAID around shared goals.



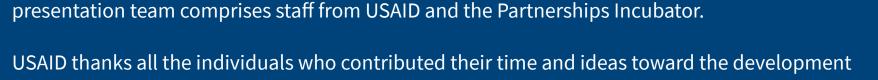
KEY POINTS

- USAID relies on partnerships with a variety of organizations to achieve its goals.
- Potential partners follow four steps to explore funding opportunities to partner with USAID:
 - 1. Learn about Agency priorities and strategies;
 - 2. Follow the Business Forecast;
 - 3. Explore "rolling" funding opportunities;
 - 4. Track "open" opportunities.
- It is important to begin exploring funding opportunities 6 to 12 months before you plan to respond.
- Smaller and newer organizations can learn about USAID programming by partnering with larger, more experienced partners.
- You and your team will find many different pathways to partnership with the Agency.

RESOURCES

- Learn about USAID strategies and priorities: <u>Country Development Cooperation</u> <u>Strategies</u>, <u>Mission Websites</u>, <u>Technical Sectors</u>.
- Track planned funding opportunities: <u>USAID Business Forecast</u>.
- Find rolling funding opportunities: <u>Local Works</u>, <u>Development Innovation Ventures</u>, <u>Global Development Alliances</u>.
- **Find open funding opportunities:** <u>Grants.gov</u> (assistance awards), <u>beta.SAM.gov</u> (acquisition awards).
- Learn more about responding to a funding opportunity: Effectively Responding to USAID Funding Opportunities and Preparing Budgets for USAID Funding Opportunities training modules.





of this training module.

Email feedback or questions: IndustryLiaison@usaid.gov

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