



**USAID**  
FROM THE AMERICAN PEOPLE

# HOW TO WORK WITH USAID

JANUARY 13, 2020

# AGENDA

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- **About USAID**
- **USAID and Our Partners**
- **Partnering with USAID**
- **Working with U.S. Small Businesses**
- **Staying Connected**
- **Q&A**





# ABOUT USAID

# OUR MISSION

We promote and demonstrate democratic values abroad and advance a free, peaceful, and prosperous world.



# OUR WORK



DELIVER  
HUMANITARIAN  
ASSISTANCE

When disaster strikes anywhere in the world, USAID and our partners provide urgently needed lifesaving supplies.



PROMOTE  
GLOBAL  
HEALTH

Investments in global health protect Americans at home and abroad and promote social and economic progress.



SUPPORT  
GLOBAL  
STABILITY

Despair is dangerous. Although poverty does not cause violent extremism, it creates conditions that extremists can exploit.



EMPOWER  
WOMEN  
AND GIRLS

Peace and progress can be sustained only with women's equal access to economic opportunities and their equal participation in civic life.



CATALYZE  
INNOVATION  
AND PARTNERSHIP

We accelerate lasting change that uplifts communities and makes the world better for people everywhere.

## OUR TEAM

Our team of 9,000+ serves in over 100 countries around the world. Our workforce and culture reflect core American values—and an unwavering commitment to do the right thing.

Latin America  
and the  
Caribbean  
Region

Europe and  
Eurasia  
Region

Asia  
Region

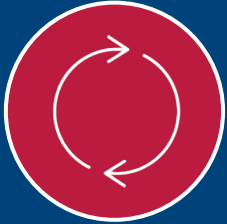
Africa  
Region

Middle  
East  
Region

- USAID Presence: Approved Mission, Office, or Senior Development Advisor in country
- USAID Non-Presence: USAID-funded program in country, no approved Foreign Service Officer presence
- USAID Headquarters

# OUR OPERATING FRAMEWORK

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## **PROGRAM CYCLE**

Guiding framework



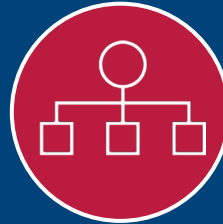
## **POLICIES, STRATEGIES, FRAMEWORKS, AND VISIONS**

Analysis and evidence



## **COUNTRY DEVELOPMENT COOPERATION STRATEGIES (CDCS)**

Country-specific planning



## **AUTOMATED DIRECTIVE SYSTEM (ADS)**

Operating policies and procedures



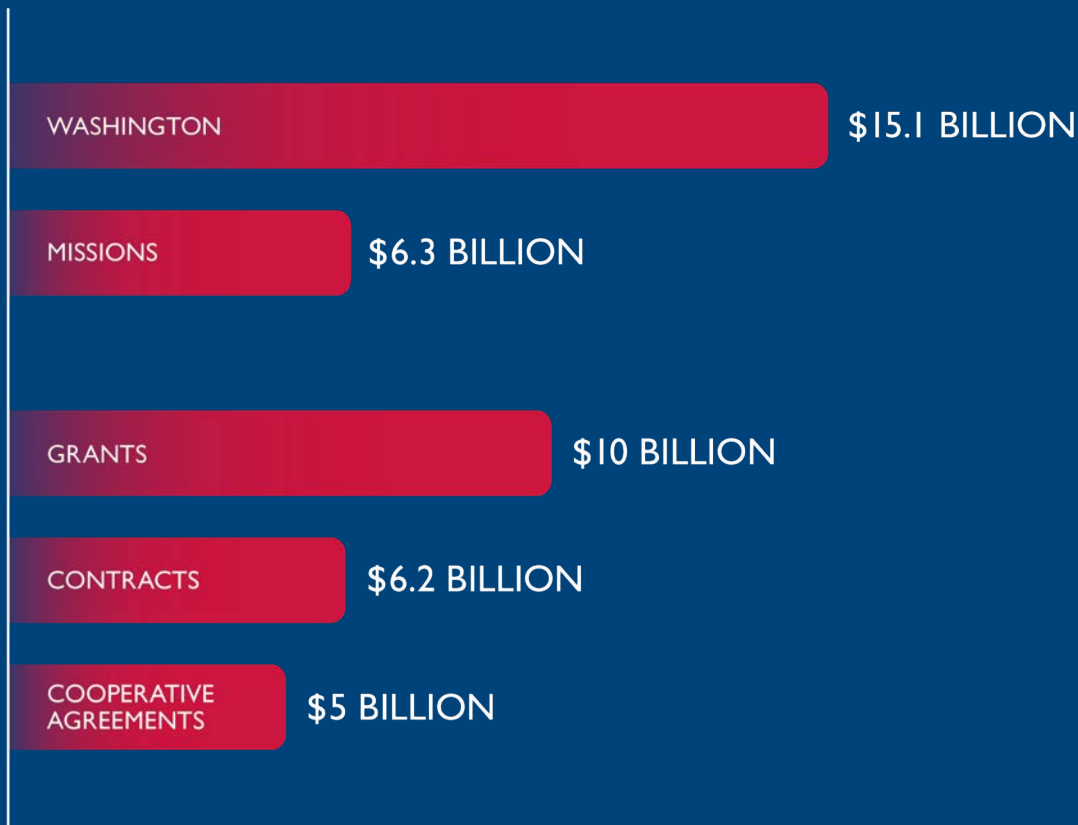
# **PARTNERING WITH USAID**



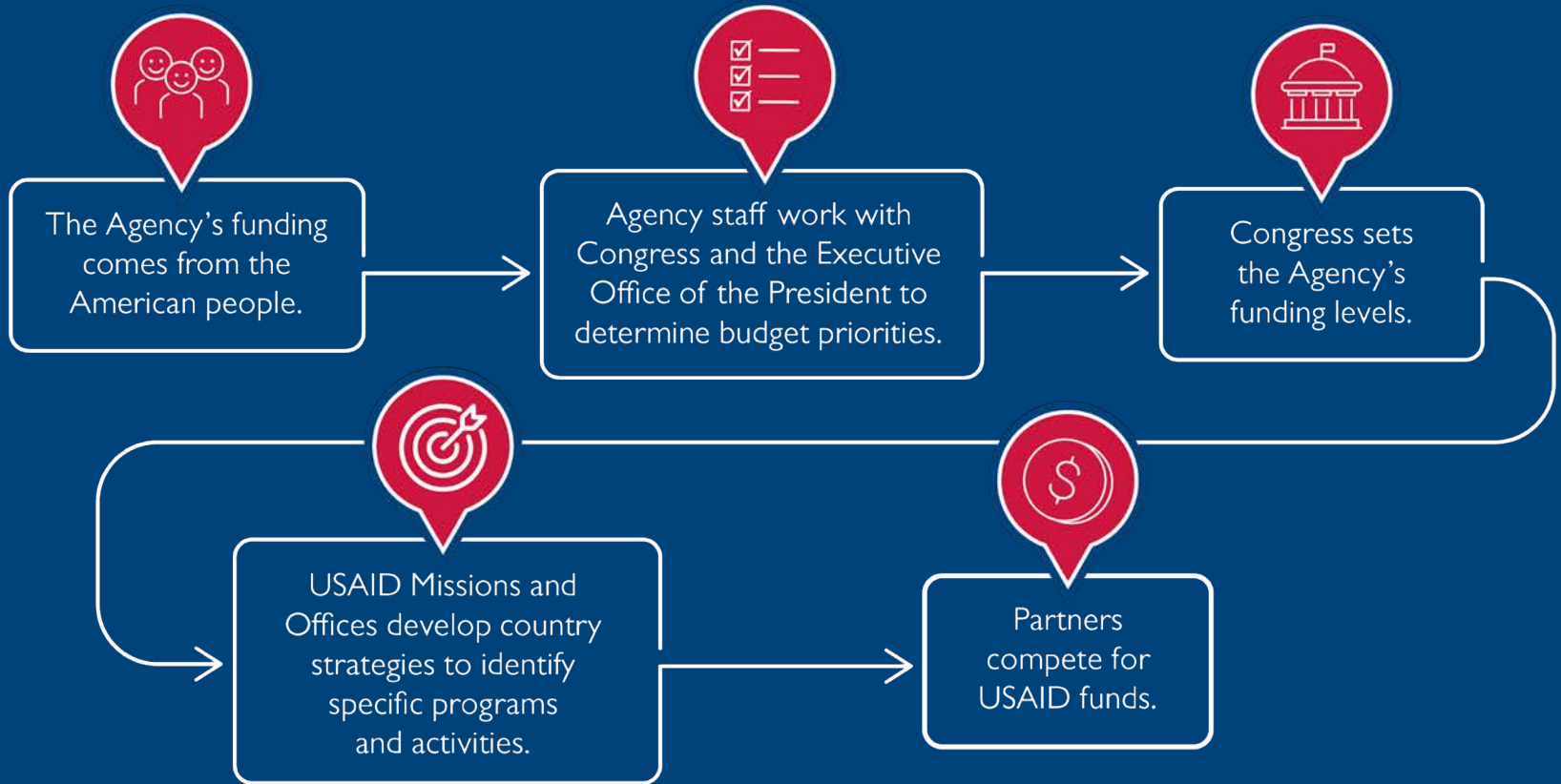
# FY 2020 FUNDING AT A GLANCE

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In FY 2020, USAID obligated more than \$21.4 billion to programs.



# HOW WE FUND OUR WORK



# OUR PARTNERS

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We partner with **more than 3,000** U.S. and non-U.S. organizations around the world.

- Non-governmental organizations (NGOs)
- Charitable organizations
- Colleges and universities
- For-profit companies (including U.S. small businesses)
- Researchers, scientists, and innovators
- Diaspora groups
- Faith-based and community organizations
- Other governments
- U.S. Government agencies
- Bilateral and multilateral donors



## ACQUISITION AND ASSISTANCE STRATEGY

United States Agency for International Development (USAID)

December 2018

# ACQUISITION AND ASSISTANCE STRATEGY

## Guiding Principles

- Diversify the partner base.
- Change how we partner.
- Connect design, procurement, and implementation.
- Focus on value.
- Enable and equip the workforce.

# NEW PARTNERSHIPS INITIATIVE

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The goal of the New Partnerships Initiative is to multiply USAID's development impact by **elevating local leadership, fostering creativity and innovation,** and **mobilizing resources** across the agency's programs.



# LOWERING THE DRAWBRIDGE



# NEW PARTNERSHIPS INITIATIVE

**GOAL:** Multiply USAID's development impact by elevating local leadership, fostering creativity and innovation, and mobilizing resources across the Agency's programs.

## GUIDING PRINCIPLES

Diversifying  
our partner  
base

Changing  
how we  
partner

Connecting design,  
procurement, and  
implementation

Focusing  
on value

Enabling and  
equipping the  
workforce

## METHODS

Direct awards to new and  
underutilized partners

- Local entities, including government institutions
- Locally established partners
- Non-local organizations

Mentoring awards to  
organizations that  
sub-award more than  
50 percent of the total  
award value

Leverage awards to  
organizations that  
co-fund with cash



## NEW PARTNERSHIPS INITIATIVE INCUBATOR

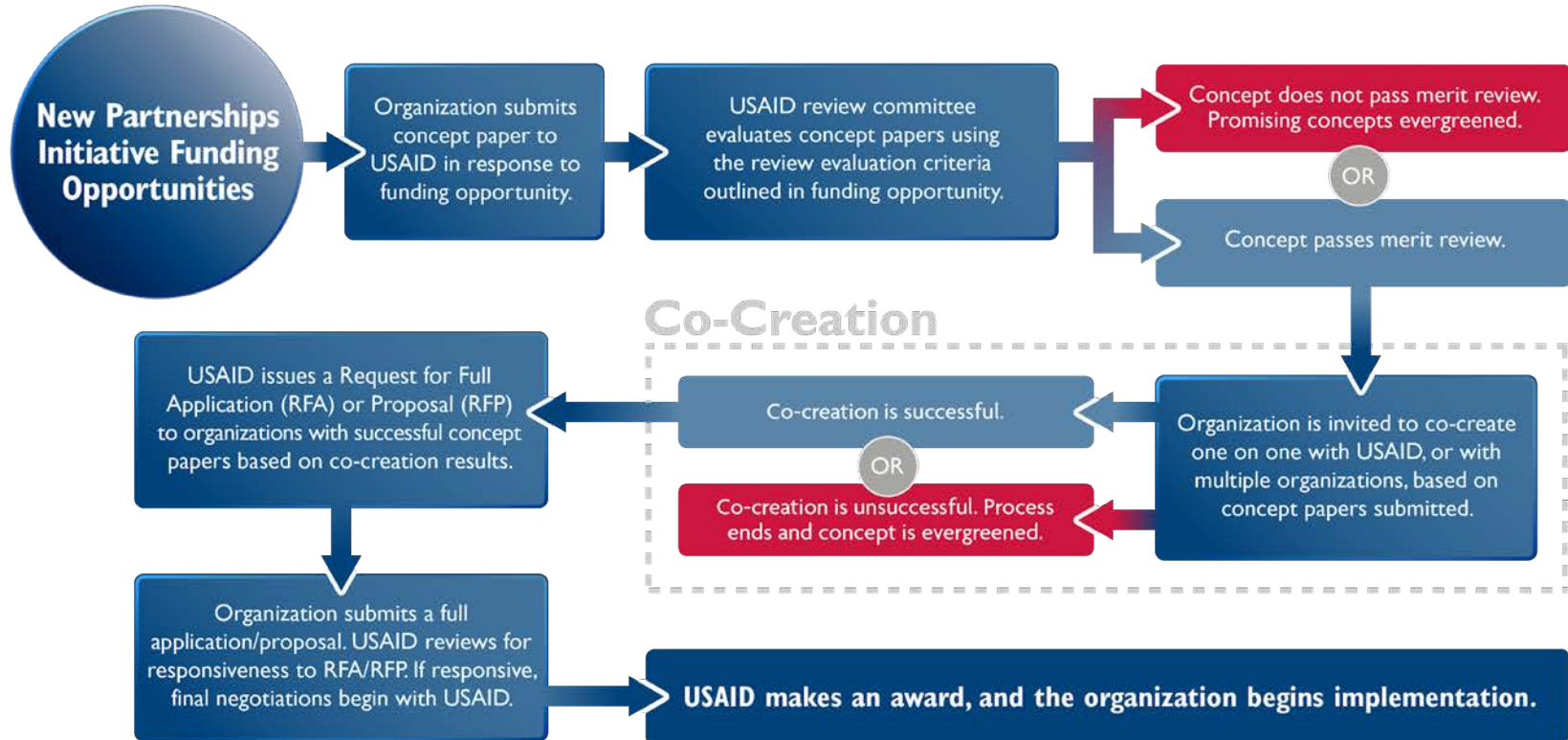
**A global service hub  
established to:**

- **Amplify** USAID's external communication efforts to help strengthen and diversify its partner base.
- **Expand** USAID's capacity for partnerships.
- **Help** partner organizations work with USAID.



**USAID**  
FROM THE AMERICAN PEOPLE

# NPI PARTNERSHIP PROCESS



\*Process may vary for different opportunities. Please read each opportunity for full details on process.



# PARTNERSHIPS INCUBATOR

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A global service hub operated by The Kaizen Company



## AMPLIFY

USAID's external communication efforts to help diversify and strengthen its partner base



## EXPAND

USAID capacity for partnerships



## HELP

partner organizations work with USAID

# INCUBATOR SERVICE CATEGORIES



**Research**



**Tools and  
Resources**



**Communication  
s**



**Technical  
Assistance**



**Performance Support**

# WORKWITHUSAID.ORG

The screenshot shows the homepage of WorkwithUSAID.org. At the top left is the USAID logo with the tagline 'FOR THE AMERICAN PEOPLE'. To the right of the logo are navigation links: 'Find a Partner', 'Ready to Work with USAID?', 'Library', and 'News & Insights'. Further right are 'Log In' and a blue 'Register' button. The main content area features a large heading 'New to USAID? Start Here.' with 'Start Here.' in red. Below this is a paragraph: 'Welcome to WorkwithUSAID.org, a digital experience that connects, educates, and prepares organizations for engaging with USAID.' A blue 'Learn More' button is positioned below the paragraph, followed by the text 'and become ready to work with USAID.' At the bottom left, there is a 'FOLLOW US:' section with icons for Facebook, Instagram, LinkedIn, and Twitter. The right side of the page is decorated with a collage of images: a man holding corn, a woman in a red sari, and a group of people in a field. There are also decorative blue and red shapes and a WhatsApp icon in the bottom right corner of the image collage.

- Registration
- Pre-Engagement Assessment
- Partner Directory
- The Plan
- Leaders Forum
- Readiness Guide
- Library
- Ask Zara

# HOW WE AWARD OUR FUNDS

The majority of the Agency's funds are awarded through competitive process.

## ACQUISITION

The purchase of goods and services through a **contract**.

## ASSISTANCE

Financial support from the U.S. Government to an organization, through a **grant** or **cooperative agreement**, to help carry out a project that benefits the community.

# FIND FUNDING OPPORTUNITIES

**Business Forecast:** USAID's upcoming funding opportunities ([usaid.gov/Business-Forecast](https://www.usaid.gov/Business-Forecast)).

## BETA.SAM.GOV

USAID contracts available for bidding are posted as Requests for Proposals (RFPs).

## GRANTS.GOV

USAID cooperative agreements and grants are posted as Notices of Funding Opportunities (NOFOs).

# USAID'S BUSINESS FORECAST

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The latest information about current and future funding opportunities—updated daily.

## **Partners can:**

- Search open and planned opportunities through different filters, including sector, location, and award types.
- Attend the quarterly Business Forecast Review webinar and submit questions.

**<https://www.usaid.gov/business-forecast>**

Sign up [here](#) to receive the latest updates and follow us on [Twitter](#)

# TIPS FOR SUBMITTING AN APPLICATION OR PROPOSAL

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- Read the entire solicitation carefully.
- Ask questions by sending them during the “open question period” to the listed point of contact.
- Follow the instructions outlined in the solicitation.
- Create a strong proposal.
  - Demonstrate your technical expertise, past performance, and ability to accomplish the work.
  - Be specific—do not let USAID make assumptions.
- Focus on your past performance and technical expertise.
- Consider partnering with an organization that has experience working with USAID.

# ARE YOU REGISTERED?

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To be eligible to apply for U.S. federal awards (grants or contracts), entities need to obtain three registrations:

**I. DUNS:** Dun and Bradstreet nine-digit identification number

**I. CAGE or NCAGE:**

- Commercial and Governmental Entity (CAGE) five-digit code—for U.S. entities
- NATO Commercial and Governmental Entity (NCAGE) five-character code—for non-U.S. entities

**I. SAM:** System for Award Management, the U.S. Government's portal to manage the processes for contracts, grants, and cooperative agreements.



**WORKING WITH  
U.S. SMALL BUSINESSES**



# USAID AND SMALL BUSINESS

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USAID's Office of Small and Disadvantaged Business Utilization (OSDBU):



Provides review and clearance for domestic acquisitions over \$250K.



Conducts small-business program training for acquisition and technical staff.



Connects with internal and external partners to conduct small-business outreach activities.

# USAID AND SMALL BUSINESS

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

- Negotiates small-business funding goals with the U.S. Small Business Administration – **12.51% for prime awards and 16% for sub-awards.**
- Works with USAID Bureaus, Independent Offices and Missions to negotiate individual small business goals.

**Learn more about USAID's small business goals:**

**<https://www.usaid.gov/partnership-opportunities/small-business>**

# USAID AND SMALL BUSINESS

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How can the small business staff assist my business?

What information does OSDBU require to assist me?

When should I contact OSDBU?

How do I contact OSDBU?

[osdbu1@usaid.gov](mailto:osdbu1@usaid.gov)





**STAY CONNECTED**

# OUR DOOR IS OPEN

## CONNECT WITH US:

- [IndustryLiaison@usaid.gov](mailto:IndustryLiaison@usaid.gov)
- [NPI@usaid.gov](mailto:NPI@usaid.gov)
- [twitter.com/usaidbizopps](https://twitter.com/usaidbizopps)
- Join our LinkedIn group, [Work with USAID](#).
- Sign up for our [A&A and NPI email distribution list](#)
- Sign up for [WorkwithUSAID.org](https://www.workwithusaids.org)

## LEARN MORE

- ✓ **Business Forecast Quarterly Review**
- ✓ **Industry Liaison Newsletter**
- ✓ **NPI Newsletter**
- ✓ **Agency and Mission Events**
- ✓ **Webinars**
- ✓ **Twitter**
- ✓ **LinkedIn**





# Thank

Visit [www.usaid.gov](http://www.usaid.gov) for additional resources including online training and information about Agency priorities.

Follow us on Twitter:  
[@USAIDBizOpps](https://twitter.com/USAIDBizOpps) and  
[#WorkWithUSAID](https://twitter.com/WorkWithUSAID)



# **ADDITIONAL RESOURCES**

# RESOURCES

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- USAID: [usaid.gov/](https://www.usaid.gov/)
- USAID Mission Directory: [usaid.gov/mission-directory](https://www.usaid.gov/mission-directory)
- Business Forecast: [usaid.gov/business-forecast](https://www.usaid.gov/business-forecast)
- Contract Opportunities: [beta.sam.gov/](https://beta.sam.gov/)
- Grants and Cooperative Agreements: [grants.gov](https://www.grants.gov)
- New Partnerships Initiative: [usaid.gov/npa](https://www.usaid.gov/npa)
- Unsolicited Proposal Submission: [UnsolicitedProposals@usaid.gov](mailto:UnsolicitedProposals@usaid.gov)
- Unsolicited Proposal Instructions: [usaid.gov/work-usaid/get-grant-or-contract/unsolicited-proposals](https://www.usaid.gov/work-usaid/get-grant-or-contract/unsolicited-proposals)
- Small Businesses: [usaid.gov/who-we-are/organization/independent-offices/office-small-and-disadvantaged-business-utilization](https://www.usaid.gov/who-we-are/organization/independent-offices/office-small-and-disadvantaged-business-utilization)



# OPERATING FRAMEWORK: DEFINITIONS

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**Program Cycle:** Guiding framework that links policy, strategic planning, project design, implementation, monitoring, evaluation, and learning.

**Policies, Strategies, Frameworks, and Visions:** Outline the Agency's position in key areas and provides guidance to the field through analysis, evidence, and past experience.

**Country Development Cooperation Strategies (CDCS):** Multi-year, country-specific planning tools designed to make strategic choices based on evidence and analysis and encourages innovative approaches.

**Automated Directive System (ADS):** USAID's operating policies and procedures. **ADS 300** is specifically related to working with us.

# UNSOLICITED PROPOSALS

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To be legally eligible for consideration, unsolicited proposals should be:

- Innovative and unique.
- Independently originated and developed by the offeror.
- Prepared without U.S. Government supervision, endorsement, direction, or direct Government involvement.
- Include sufficient detail to permit a determination that USAID support could be worthwhile and benefit USAID's research and development or other responsibilities.
- Not be an advance proposal for a known USAID requirement that can or will be acquired by competitive methods.

# DON'T FORGET

Visit [USAID.gov](https://www.usaid.gov) for additional resources, including online training and information about Agency priorities.

Sign up for our [A&A email distribution list](#).

Follow us on Twitter: [@USAIDBizOpps](#)  
and [#WorkWithUSAID](#)

Join our new LinkedIn group: [Work with USAID](#)

Sign up for [WorkwithUSAID.org](https://www.workwithusaid.org)

