

**U.S. EMBASSY VALLETTA**  
**STATEMENT OF INTEREST**

**Time and Place of Program:**

**Program Description:** This section should provide an overview of the proposed program, including the project justification, key activities, and follow-on activities. Please limit the project narrative to no more than one page.

**Project Goals and Objectives:** This section should connect the project to specific objectives that link back to the objectives outlined in the Notice of Funding Opportunity on grants.gov. Examples are: encourage the fullest participation, especially of women and youth, in government, business and civil society; promote bilateral cooperation in regional security; promote the empowerment of minorities by strengthening the bridge of mutual understanding and shared values between the U.S. and Malta, in particular diversity and the integration of refugees/migrants into Maltese society; enhance rule of law and standards of good governance and ethics; and promote innovation in bilateral investment and commercial cooperation.

**Audience:**

**Partners:**

**Venues:**

**Project add-ons:** This section should describe side-events, activities or outreach that result from the principal project.

**Virtual Programming (amplifying the message through social media):** Explain how you plan to amplify your message on social media platforms, for example through Facebook and Twitter, including if you plan to pay for adverts. Mention what visuals you may develop such as videos, graphics, etc.

**Public Messaging Plan:** Provide a brief description (one paragraph) of the project's messaging plan and how you will communicate your message to the target audience. Who are you talking to? Why are you talking to that particular audience?

**Program Monitoring and Evaluation Plan:** This section should outline short-term outputs and short/medium/long-term outcomes. Explain how you will use the data collected to measure the change expected.

**Budget:** Please provide a detailed budget, including program categories and the amount you are requesting from U.S. Embassy Valletta (e.g. rental of premises, promotional materials, travel, per diem, etc.). This section should include a list of all the sponsors and the amount of funding or in-kind contributions provided or requested of all non-U.S. Embassy sponsors.