USAID
FROM THE AMERICAN PEOPLE

Partnering at the Intersection of Business & Development

USAID's 2011 Global Development Alliance Annual Program Statement

The U.S. Agency for International Development (USAID) is an independent U.S. government agency that works to support broad-based and long-term economic growth and advances U.S. foreign policy objectives. The Agency operates in approximately 100 developing countries to provide assistance in agriculture, democracy and governance, economic growth, the environment, education, health, global partnerships, and humanitarian relief.

At USAID, some of the best development outcomes occur when the public and private sectors join forces to alleviate poverty and support economic and social development. The 2011 Global Development Alliance (GDA) Annual Program Statement (APS) is a channel through which local, national and multinational corporations of any size, both U.S. and foreign owned, can propose innovative public-private partnerships that achieve their core business goals, while also enabling USAID to accelerate and exponentially increase the impact of our foreign assistance investments.

Since 2001, USAID, through the GDA model, has cultivated more than 1,065 public-private alliances with over 3,025 individual partners. These alliances have generated a wealth of valuable business and development results, including but not limited to:

- Supply chains in developing countries that now meet international buyers' standards, foster increased business revenues, and raise incomes for workers and farmers;
- New markets for affordable products that meet the needs of those living in developing countries;
- Skilled workers to support growing telecommunication industries in developing countries; and
- The use of mobile technology for transmitting information on crops, health issues, etc., thereby connecting local buyers and sellers to international markets and improving health care in poorer communities.

An Invitation to Join Us

The 2011 GDA APS is USAID's invitation to the business community to work with foundations, NGOs, higher education institutions, trade associations, consulting firms and others to suggest ways in which we can all work together to achieve our respective goals. Through the use of public-private partnerships for development, USAID hopes to stimulate private-sector-led development and increased private sector investment in the developing countries where we operate.

For more information on doing business with USAID, check out our Partnering Guide

Although the APS is written in a language that often speaks more clearly to our traditional implementing partners, it calls upon corporations and implementing partners to develop concept papers that show how alliances with USAID can meet business objectives, while also having significant development impacts. For example, improving business supply chains might solve one or more development challenges, such as sustained economic growth or poverty reduction.

Partner Expectations

Prospective companies are expected to bring significant new resources through innovation, ideas, technologies, and/or other partners to simultaneously address core business interests and significant development challenges. Successful proposals will bring at least a 1:1 resource match (both cash (25%) and in-kind) and will clearly articulate the unique value the private sector brings to the table, such as helping to increase the scale, efficiency, effectiveness and/or sustainability of an initiative. Proposals involving corporate partners that demonstrate a longer-term commitment to an alliance activity after USAID support ends will be more competitive.

Guidelines for Developing Partnerships with USAID

To be considered for funding, proposed alliances must demonstrate good partnership principles:

- Have clearly-defined objectives agreed to by all partners.
- Mobilize significant new, non-public resources – whether money, technologies, or expertise – to address significant international development challenges.
- Operate in a country where USAID has a field office (known as a Mission) and must address one or more strategic development objectives. For proposed alliances in countries where USAID does not have a field office, applicants should consult with the regional Mission or USAID Office in Washington, D.C. responsible for that country.
- Contribute to one or more of USAID's high priority initiatives – Feed the Future (food security), Global Climate Change, Global Health - or to other Agency priorities such as water, education, science and technology and innovation.
- Commit to achieve significant development impact directly and attributably through the alliance. Possible measures could include the number of jobs created, number of people given access to products, services, technology, etc., or amount invested by the private sector in public goods.
- Be feasible from a technical, economic, financial, and social perspective.

> USAID encourages you to reach out to NGOs, private voluntary organizations, foundations, other corporations, financial institutions, the higher education community, and/or Diaspora groups to explore partnership opportunities.

Getting Started

Before responding to the APS, please consider the following steps:

1. Assess where your corporate interests and USAID interests overlap to align priorities and identify potential alliance opportunities. You are encouraged to research the websites of the in-country Missions and USAID to see where USAID is working in which sectors and countries you may be interested in.
    - USAID Mission locations: http://www.usaid.gov/locations/
    - USAID Offices: http://www.usaid.gov/our_work/
2. Contact the USAID Missions or Offices first or the Private Sector Alliances Division directly to discuss your potential alliance ideas.
    - Mission/Office Points of Contact: http://www.usaid.gov/gda/
    - Private Sector Alliances Division: gda@usaid.gov
3. Once you have clarity around your partnership, work with your partners to develop a concept paper to submit to the appropriate USAID Mission or Office for review.
4. If accepted, you will be asked to submit a full application proposal.
5. If the proposal is approved, USAID will work with the partners to develop a Memorandum of Understanding and related program agreements in order to begin partnership implementation.

At any stage of the process, you can contact the Private Sector Alliances Division at gda@usaid.gov for advice or assistance.