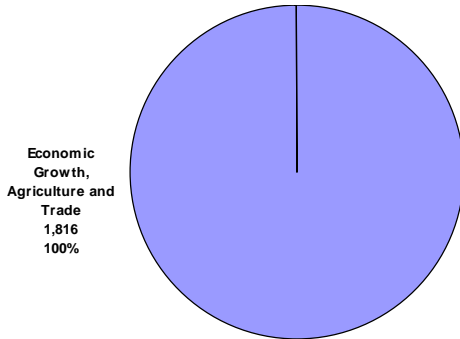
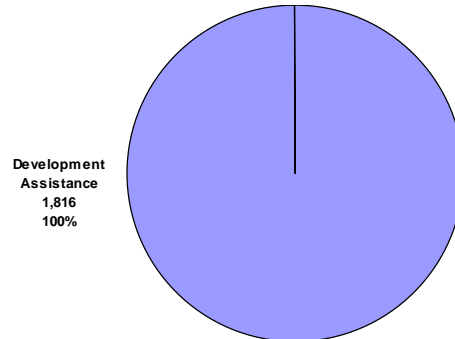


Legislative & Public Affairs

FY 2006 Assistance by Sector



FY 2006 Assistance by Account



Objectives and Budget

Objective	SO Number	FY 2004	FY 2005	FY 2006
Global Awareness of US Economic Assistance	025-XXX	2,000	2,148	1,816
Total (in thousands of dollars)		2,000	2,148	1,816

Assistant Administrator: J. Edward Fox

Legislative & Public Affairs PROGRAM SUMMARY

(in thousands of dollars)

Accounts	FY 2003 Actual	FY 2004 Actual	FY 2005 Current	FY 2006 Request
Development Assistance	750	2,000	2,148	1,816
Total Program Funds	750	2,000	2,148	1,816

STRATEGIC OBJECTIVE SUMMARY

025-XXX Global Awareness of US Economic Assistance				
DA	750	2,000	2,148	1,816

Legislative & Public Affairs

The Development Challenge: In all areas, the importance and breadth of the United States' foreign assistance programs are grossly under appreciated. USAID-assisted countries have little awareness of the scope and size of the U.S. assistance program. Citizens of U.S.-assisted countries do not comprehend the compassion of the U.S. taxpayer and the core values of Americans as exhibited through the U.S. foreign assistance program. The extended benefits of U.S. foreign aid - the stories of real lives being made better through U.S. foreign assistance - are told ineffectively and in a patchwork throughout the countries where USAID provides assistance. USAID has a clear obligation to ensure that the citizens of the countries where USAID provides assistance understand that the assistance is provided by the American people.

The USAID Program: USAID is beginning to address these challenges by developing a stronger capacity to tell its story. In the countries where USAID works, the agency has joined with the public affairs sections of U.S. embassies to develop and communicate to host country audiences the breadth and impact of American foreign assistance. Although still in its nascent phases, USAID is increasing its capacity to inform host country citizens of American generosity and how that generosity is helping make their lives better. In doing so, USAID is coordinating its activities with the appropriate U.S. embassy and helping these embassies to incorporate stories about the generosity of the American taxpayer as exhibited through the U.S. foreign assistance program.

Domestically, under the Development Education program, USAID has started a multi-year program to inform and educate the American public about issues relating to overseas economic and social development to increase domestic understanding of U.S. Government assistance programs overseas.

Other Program Elements: The public affairs offices of the U.S. embassies in countries where USAID provides assistance participate with the Agency in telling the U.S. stories.

Other Donors: The Development Education program requires matching contributions of cash or in-kind from partner organizations.

Data Sheet

USAID Mission:	Legislative & Public Affairs
Program Title:	Global Awareness of US Economic Assistance
Pillar:	Economic Growth, Agriculture and Trade
Strategic Objective:	025-XXX
Status:	Continuing
Planned FY 2005 Obligation:	\$2,148,000 DA
Prior Year Unobligated:	\$217,000 DA
Proposed FY 2006 Obligation:	\$1,816,000 DA
Year of Initial Obligation:	2004
Estimated Year of Final Obligation:	2010

Summary: Support USAID's development and humanitarian assistance activities through programs designed to collect, organize, summarize and disseminate USAID program experiences and results to key audiences worldwide. Increase awareness of the breadth of U.S. foreign assistance and help facilitate widespread public discussion, analysis, and review. Expand public awareness of the political, economic, technical and social factors relating to the need for continued U.S. engagement and support in the developing world.

Inputs, Outputs, Activities:

FY 2005 Program: USAID, through its Development Education program (under section 316 of the International Security and Development Cooperation Act of 1980) informs and educates the American public about issues relating to overseas economic and social development to increase domestic understanding of U.S. Government assistance programs overseas (\$ 750,000 DA).

USAID is also providing support and training overseas to its missions for efforts geared toward expanding and strengthening host country awareness of U.S. foreign assistance activities (\$1,398,000 DA). Principal contractors and grantees for both initiatives include the Academy for Educational Development and the IBM Corporation.

FY 2006 Program: USAID will continue to finance activities to collect, organize, summarize, and disseminate USAID program experiences and results to better communicate the message about America's foreign assistance program to the world.

Specifically, USAID will fund:

-- (\$1,066,000) Efforts aimed at expanding and strengthening host country awareness of U.S. assistance. Activities directed at increasing the understanding overseas of the importance, impact, and breadth of U.S. assistance in host countries, especially in selected countries and in key sectors such as economic growth, education, health (in particular, HIV/AIDS and child survival), democracy and good governance. (These activities will further the objectives of section 641 of the Foreign Assistance Act, as amended, concerning marking and identifying American assistance.) Principal contractors and grantees are to be determined.

-- (\$750,000) Projects geared toward informing and educating the American public about issues relating to overseas economic and social development to increase domestic understanding of the importance of U.S. Government overseas assistance programs and why they are in the interest of the United States. Information dissemination campaigns, and development education programs for the purposes of broadening exposure to, and enhanced understanding of, the mission and goals of U.S. assistance and successful assistance activities. (These activities will further the objectives of section 316 of the International Security and Development Cooperation Act of 1980.) Principal contractors and grantees are to be determined.

Performance and Results: Performance and Results: The principal outcomes of this objective will be:

-- To enhance exposure and understanding of Agency information and successes by development practitioners;

- To expand host country knowledge of U.S. development and humanitarian assistance efforts;
- To contribute to the goals of the National Security Strategy by increasing public awareness and understanding of the purposes and importance of U.S. assistance provided to developing countries; and
- To increase awareness of the importance of international development among the U.S. public.

US Financing in Thousands of Dollars

Legislative & Public Affairs

025-XXX Global Awareness of US Economic Assistance	DA
Through September 30, 2003	
Obligations	22
Expenditures	22
Unliquidated	0
Fiscal Year 2004	
Obligations	1,717
Expenditures	1,717
Through September 30, 2004	
Obligations	1,739
Expenditures	1,739
Unliquidated	0
Prior Year Unobligated Funds	
Obligations	217
Planned Fiscal Year 2005 NOA	
Obligations	2,148
Total Planned Fiscal Year 2005	
Obligations	2,365
Proposed Fiscal Year 2006 NOA	
Obligations	1,816
Future Obligations	7,000
Est. Total Cost	12,920

Legislative & Public Affairs PROGRAM SUMMARY

(in thousands of dollars)

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