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REQUEST FOR APPLICATIONS

FOOD STAMP PROGRAM OUTREACH GRANTS

CFDA #10.580

Application Due Date: February 19, 2008



Food Stamps Make America Stronger.

TABLE OF CONTENTS

SECTION I: INTRODUCTION 1

 BACKGROUND 1

 AUTHORIZATION 2

 FUNDING 2

SECTION II: REQUIREMENTS..... 3

 WHO MAY APPLY 3

 WHO IS NOT ELIGIBLE TO APPLY 3

 ALLOWABLE USES OF FUNDING 4

 TARGET POPULATIONS..... 4

 ALLOWABLE ACTIVITIES..... 6

 UNALLOWABLE ACTIVITIES 7

 LETTERS OF ACKNOWLEDGEMENT, COMMITMENT, AND ENDORSEMENT 8

 LETTERS OF ACKNOWLEDGEMENT (REQUIRED, ONE PAGE LIMIT) 8

 LETTERS OF COMMITMENT FROM PARTNERS (REQUIRED, IF APPLICABLE, ONE PAGE LIMIT) 8

 LETTERS OF ENDORSEMENT (OPTIONAL, ONE PAGE LIMIT PER ORGANIZATION) 9

 “FOOD STAMPS MAKE AMERICA STRONGER” MATERIALS AND SLOGAN (REQUIRED)..... 9

 SELF-EVALUATION OF YOUR PROJECT (REQUIRED)..... 9

 RECORD KEEPING AND REPORTING (REQUIRED) 10

 TERMS AND CONDITIONS 11

SECTION III: APPLICATION FORMAT AND PROCESS..... 12

 APPLICATION FORMAT 12

 PROPOSAL PAGE LIMIT (15 PAGES) 12

 APPLICATION PROCEDURES 12

 DUE DATE 12

 DUNS NUMBER (REQUIRED) 13

 SUBMITTING YOUR APPLICATION BY HAND-DELIVERY OR BY MAIL 13

 CENTRAL CONTRACTOR REGISTRATION NUMBER (CCR) (REQUIRED IF YOU SUBMIT YOUR APPLICATION ELECTRONICALLY)..... 14

 SUBMITTING YOUR APPLICATION ELECTRONICALLY BY WWW.GRANTS.GOV 14

 QUESTIONS ABOUT THIS SOLICITATION 14

SECTION IV: REVIEW AND AWARD PROCESS 16

 APPLICATION SCREENING, REVIEW AND SELECTION..... 16

 DETERMINATION OF AWARD AMOUNTS 17

 TECHNICAL REVIEW 17

 TECHNICAL EVALUATION CRITERIA FOR MODELS A, B AND C 17

SECTION V: APPLICATION FORMAT CHECKLIST 19

SECTION VI: TEMPLATES..... 24

 1. TECHNICAL PROPOSAL OUTLINE..... 24

 2. LETTER OF ACKNOWLEDGEMENT FROM STATE OR LOCAL FOOD STAMP OFFICE (REQUIRED) 27

 3. PRIVATE, NON-PROFIT ASSURANCE STATEMENT (REQUIRED FOR NON-PROFIT ORGANIZATIONS ONLY)..... 28

 4. PROJECT PLAN TABLE (OPTIONAL) 29

 5. QUARTERLY PROGRESS REPORT..... 30

 6. FINAL PROGRESS REPORT 32

SECTION VII: SAMPLES AND RESOURCES 34

 1. SAMPLE PROJECT PLAN TABLE 34

 2. SAMPLE LINE ITEM BUDGET 36

 3. TIPS FOR PROPOSAL WRITERS 37

4. FREE FSP OUTREACH MATERIALS FROM FNS.....	40
5. FSP WEB RESOURCES.....	43
6. TECHNICAL GUIDANCE ON CONFIDENTIALITY AND PRIVACY REQUIREMENTS.....	46
7. LESSONS LEARNED FROM EVALUATION OF FY 2004 AND 2005 OUTREACH GRANTS ...	50
8. GLOSSARY OF TERMS.....	53

SECTION I: INTRODUCTION

PURPOSE

The Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA) has at least \$1 million, contingent upon availability, in Fiscal Year (FY) 2008, for an outreach grant competition. The purpose of the FY 2008 grant is to implement and learn more about effective strategies to inform and educate potentially eligible low income seniors and Hispanic persons, who are not currently participating in the Food Stamp Program (FSP), about the nutrition benefits of the program, eligibility rules, and how to apply.

BACKGROUND

The FSP is the cornerstone of the nation's nutrition safety net. It is the largest of the USDA's 15 domestic nutrition assistance programs. The FSP provides crucial support to needy households to buy the food they need for good health, and helps low income people make the transition from welfare to work and become self-sufficient. Participants in the FSP are provided a monthly allotment of benefits via an electronic benefits transfer (EBT) card, similar to a bank card, which is used to purchase food at participating food stores. Communities benefit from the economic impact of food stamp redemption in local stores. Every dollar of new food stamp benefits generates a total of \$1.84 in community spending. FNS manages the FSP at the Federal level. Each State administers the FSP according to the rules and regulations set forth by FNS.

Participation in the FSP among people who are eligible for food stamp benefits fluctuates according to changes in policy and the economy. In March 1994, participation reached an all time high of 28 million people nationwide. By July 2000, participation dropped to a low of 16.9 million people. Average participation for fiscal year 2006 was 26.7 million people per month. According to the most recent available data, the participation rate among those eligible for the program was 65 percent in fiscal year 2005. This means that the FSP is severely underutilized; nationwide, approximately 35 percent of people who are eligible for the FSP do not participate. The participation rates for certain subpopulations are even lower:

- In 2006, approximately 2 million seniors (60 years of age or older) received food stamp benefits, representing 9 percent of total participants. The participation rate for seniors in the FSP in 2005 was 30 percent. Only one-third of eligible seniors participate in the FSP.
- Additionally, Hispanics are an underserved population in the FSP. In 2004, one of seven people in the United States was of Hispanic origin. Research indicates that Latino families are more likely to live in poverty than white, non-Hispanic households. In 2005, the participation rate for Hispanics in the FSP was 54 percent. In 2006, about 19 percent of all food stamp participants were Hispanic.

There are many reasons why eligible people, including seniors and Hispanics, do not participate in the FSP. These include unawareness of eligibility, confusion about program rules and requirements, a complex application process, and a lack of transportation and pride. Participation barriers can be unique to different populations. According to FNS's Office of Research, Nutrition and Analysis, seniors may not participate in the FSP because of the perceived low monthly benefit or because of fears of giving personal information to people they do not know. Hispanic persons may not participate because of language barriers, concerns about their immigration status, or their work schedule.

FNS has developed many outreach tools to help outreach providers raise awareness, among potentially eligible low income people, of the nutrition benefits of the program and how to apply. These tools include: radio advertisements; a national toll free number; free outreach materials via an online ordering system; a web based pre-screening tool in English and Spanish; a Food Stamp Outreach Coalition; and, two web-based toolkits that contain a variety of templates and ideas. These tools help States and non-profit, community and faith-based organizations plan and implement outreach activities without having to use their limited resources to develop new materials.

FNS has also awarded outreach grants for several years as part of the national outreach effort to increase program participation among eligible households. This grant competition continues that practice.

AUTHORIZATION

These grants will be awarded under authority provided by the Food Stamp Act of 1977, Section 17(a)(1), 7 U.S.C. 2026(a)(1). This section allows the Secretary of Agriculture to award grants to undertake research that will improve the effectiveness of the FSP in delivering nutrition-related benefits.

FUNDING

At least \$1 million is available in FY 2008 for grant awards under this program, contingent upon availability. The maximum grant award amount is \$75,000. **An organization may only submit one application for this RFA.** Selected Grantees will be allowed to use the grant funds for the duration of the project period according to the start and end dates noted in the grant agreement, not to exceed two years.

Submission of an application does not guarantee funding. Grantees will be selected on a competitive basis, based on an objective review of their proposals according to the technical evaluation criteria outlined in this request for applications (RFA). FNS reserves the right to use this solicitation and competition to award additional grants in future fiscal years.

Funds will be provided to applicants chosen for award through USDA's Grant Award/Letter of Credit process utilizing an electronic payment method. If the option to use the Letter of Credit payment process is not viable for any applicant chosen for award,

payment will be made via an advance/reimbursement method also using an electronic funds transfer method.

The Catalogue of Federal Domestic Assistance (CFDA) number for this competition is 10.580.

SECTION II: REQUIREMENTS

WHO MAY APPLY

Entities eligible to apply for this grant competition are:

- Public organizations; and
- Private, non-profit organizations. Private, non-profit organization applicants must submit an assurance statement (see Assurance Statement Attachment on page 28) that they can provide IRS and other required documents if requested by FNS. Applicants should only include the Assurance Statement with their application package. Do not submit the actual documents referenced in the statement.

Examples of eligible entities include, but are not limited to:

- Area Agency on Aging;
- Senior centers;
- Local agencies of Hispanic associations;
- Faith-based organizations;
- Community-based organizations; and
- Public health clinics.

WHO IS NOT ELIGIBLE TO APPLY

The following entities are **not** eligible to apply for this grant award:

- State and local food stamp agencies;
- For-profit organizations; and
- Past recipients of an FNS Outreach or Participation Grant as described below.

Recipients of FNS outreach grants under the “Food Stamp Program Research Grants to Improve Access Through the Use of New Technology and Partnerships” awarded in fiscal year 2001 and 2002, and recipients of FNS Outreach Grants awarded in fiscal years 2004, 2005, 2006 or 2007 may not apply or participate as sub-grantees to another applicant. No outreach grants were awarded in fiscal year 2003. Additionally, recipients, partnering organizations or sub-grantees that have received a Participation Grant from FNS in fiscal years 2003, 2004, 2005, 2006 or 2007 are not eligible to receive funding under this grant.

FNS is interested in obtaining innovative approaches from new partners in its effort to reach non-participating seniors and Hispanics. For this reason, FNS excludes entities that received FSP grants previously, since they already participate in FNS outreach efforts. Selected Grantees may be asked to certify, as part of the grant agreement, that the organization has not previously received an Outreach or Participation Grant from FNS.

ALLOWABLE USES OF FUNDING

Target Populations

For the FY 2008 FSP Outreach Grants, FNS is investigating what happens when a significant amount of resources are put towards outreach activities which target select, underserved populations. FNS has selected two traditionally underserved populations in the FSP as the two priority populations of specific interest: seniors and Hispanics. This grant competition reflects FNS's commitment to ensuring that underserved populations are educated about the nutrition benefits of the program, the eligibility rules and how to apply.

Applicants will develop proposals to design and implement a food stamp outreach and education program for the FSP. Applicants must select one of the models (target populations) for their proposed outreach project below.

Model A: Outreach to Seniors:

Applicants choosing Model A will conduct or participate in food stamp outreach activities in which the majority (51 percent or more) of the target population is seniors or those who care and support them, such as adult children of frail elderly. Seniors are defined as persons who are 60 years of age or older. **Only applications with a target population which is at least 51 percent seniors will be considered eligible for grant funding, under this model.**

For purposes of this grant, the terms "seniors" and "elderly" can be used interchangeably. To the maximum extent possible, all activities in the proposal should be geared towards seniors who are not currently participating in the FSP, and activities should be specifically designed to address barriers faced by seniors in accessing the FSP. Outreach messages should address common participation barriers among seniors and aim to increase seniors' access to and participation in the FSP. FNS encourages applicants to develop and propose new outreach strategies for this vulnerable population. Applicants should also consider partnering with a local agency or organization that also serves seniors (e.g., Area Agency on Aging) to maximize their outreach strategy.

Examples of appropriate outreach activities **under Model A (outreach to seniors)** may include:

- Recruiting senior volunteers to conduct outreach (peer to peer outreach model);

- Making home visits with laptop computers to do pre-screening and assist with on-line applications for homebound individuals or for those who have difficulty traveling;
- Assisting with the completion of applications (filling out the form and/or obtaining verification documents), preparing applicants for the certification interview, and offering to deliver applications to the local office for applicants;
- Assisting with on-line applications for those who do not have a computer or do not know how to operate one;
- Initiating other activities which reduce barriers to participation, such as arranging a certification event with an eligibility worker at a senior center or arranging for the local office to set aside a specific day of the week to interview the applicants referred from the outreach project;
- Making presentations on FSP outreach to community groups that work with seniors where they reside or congregate;
- Exhibiting at community festivals or fairs that target seniors to distribute materials and/or conduct food stamp pre-screenings;
- Displaying FSP information on computers, in a slide show or on a CD which can be viewed by seniors at a computer center; and
- The use of existing media (e.g., inserts, radio or television Public Service Announcements, etc.) in appropriate outlets (e.g., a newspaper that caters to seniors) to promote participation in the FSP.

Model B: Outreach to Hispanics:

Applicants choosing Model B will conduct or participate in food stamp outreach activities in which the majority (51 percent or higher) of the target population is considered Hispanic. Hispanic persons are defined by The Executive Office of the President's Office of Management and Budget as: "A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish Culture." **Only applications with a target population which is at least 51 percent Hispanic persons will be considered eligible for grant funding, under this model.**

To the maximum extent possible, all activities in the proposal should be geared towards eligible Hispanics who are not currently participating in the FSP. Activities should be specifically designed to address barriers and misperceptions about the FSP by Hispanics. Outreach messages should address common participation barriers among Hispanics and aim to increase Hispanics' access to and participation in the FSP. Furthermore, outreach messages and materials must be in Spanish if working with Hispanic populations with limited English proficiency. Applicants should also consider partnering with a local agency or organization that also serves Hispanics (e.g., local chapters of Hispanic associations, a non-profit church group that caters to Hispanics, etc.) to maximize their outreach strategy and take advantage of translation services if needed and performed by the agency/organization.

Examples of appropriate outreach activities **under Model B (outreach to Hispanics)** may include:

- Hiring bilingual outreach workers, especially trusted individuals who live in the neighborhood where the outreach activities are proposed;

- Organized activities that incorporate the use of promotores or co-madres or other community leaders;
- Assisting with the completion of applications (filling out the form and/or obtaining verification documents), preparing applicants for the certification interview, and offering to deliver applications to the local office for applicants;
- Making presentations on FSP outreach at job sites, for community organizations, in neighborhoods, or at places where Hispanics congregate;
- Visits by outreach workers to or partnerships with local grocery stores that cater to Hispanic customers; public housing locations; employers of low wage workers; or, places of worship to educate and inform potentially eligible Hispanics how to apply for food stamp benefits;
- Exhibiting at community festivals or fairs that target Hispanics to distribute materials and/or conduct food stamp pre-screenings; and
- The use of existing media (e.g., inserts, radio or television PSAs, etc.) in appropriate outlets (e.g., a newspaper that caters to Hispanics) to promote participation in the FSP.

Model C: Outreach to Hispanic Persons 60 Years of Age or Older:

Applicants choosing Model C will conduct or participate in food stamp outreach activities in which the majority (51 percent or more) of the target population are Hispanic persons who are sixty (60) years of age or older. **Only applications with a target population which is at least 51 percent Hispanic persons who are 60 years of age or older will be considered eligible for grant funding, under this model.**

To the maximum extent possible, all activities in the proposal should be geared towards eligible people within this target population who are not currently participating in the FSP. The outreach activities should take into account the considerations above – in Model A and Model B – as applicable for the proposed activities.

Allowable Activities

The focus of these grants is to make sustainable investments in food stamp outreach that target seniors and Hispanics, and to build infrastructure at the local level for ongoing food stamp outreach efforts. The allowable activities focus on “back to basics” outreach that will enable organizations to gain training and experience in food stamp issues. In this way, these organizations and the communities in which they work gain food stamp knowledge and experience that lasts beyond the grant period while also working towards increased program participation.

It should be noted that information about an individual’s participation in the FSP (and other government programs) is protected. Please see the Technical Guidance on Confidentiality and Privacy Requirements Attachment (page 46 of this RFA) for guidance about protecting clients’ and potential clients’ personal information.

The Lessons Learned from the Evaluation of the FY 2004 – FY 2005 Outreach Grants Attachment (page 50 of this RFA) contains valuable insights for success from the evaluations of past Grantees. We encourage you to review these lessons learned as you develop your outreach proposal and incorporate the strategies where appropriate.

Unallowable Activities

The following activities are not allowed:

- Recruitment. Once a person has made a fully informed decision not to apply, the decision must be respected. The person must not be coerced or provided any financial (monetary) or other incentives to change their mind. Providing the person with an outreach reinforcement item such as a pen or a magnet with a toll free phone number on it, is not considered a recruitment or financial incentive. Outreach reinforcement items, however, should be of nominal value (less than \$4 per item); be relevant to the mission of the FSP and justified in the budget; and have relevant outreach information on them (e.g., a phone number);
- Provision of food and/or financial incentives to potentially eligible food stamp recipients.
- Development of new online food stamp eligibility pre-screening tools;
- New radio or television public service announcements;
- Use of outreach materials developed by the Grantee without companion use of outreach materials developed by FNS (see Free FSP Outreach Materials on page 40 of this RFA). That is, projects that do not use FNS outreach materials in some way are not allowed;
- Projects, such as focus groups, that study barriers to participation in the FSP among seniors and Hispanic persons; and
- Nationwide or Statewide projects. These projects are not allowed. Applicants are expected to develop and design proposals that implement a community based approach to reaching the target populations at the local level. We also expect applicants to strengthen relationships with the local food stamp office to improve and/or facilitate the application process for potential clients.

Additionally, Federal funds will not reimburse organizations for:

- Nutrition education activities;
- Staff time for other projects (e.g., outreach for Medicaid);
- Activities already supported by State plans for FSP outreach or nutrition education;
- Activities already supported by other FNS discretionary grants such as the FSP Participation Grants;
- Other FNS reimbursed FSP administrative activities; and
- Transportation or costs related to transportation for clients or potential clients. Note: Partnering organizations' funds or private funds can be used to pay for transportation costs of clients and potential clients. Staff traveling to and from outreach activities can be reimbursed under this grant (with Federal funds) for their transportation costs at a per mileage rate. If your organization has an established reimbursement rate for mileage that is lower than the Federal rate, you should use the organization's rate.

The purpose of the grant is to encourage development and testing of outreach strategies to achieve increases in participation within the framework of existing laws and regulations. Therefore, no waivers of the Food Stamp Act or FSP regulations will be considered. All selected Grantees must comply with current FSP regulations in order to maintain eligibility for the grant. Current FSP regulations can be found at: <http://www.fns.usda.gov/fsp/rules/Regulations/default.htm> .

LETTERS OF ACKNOWLEDGEMENT, COMMITMENT, AND ENDORSEMENT

Letters of Acknowledgement (required, one page limit)

All applicants are **required** to provide a letter of acknowledgement from the State or local food stamp offices.

The level of support needed from State or local food stamp offices will vary for each organization, depending on the nature of each outreach project. It is up to each applicant to communicate with the State or local food stamp office to determine what role the office will play in the outreach project. The role of the State or local office can be anything from a simple acknowledgement of the project to tracking contacts made and supplying outcome data.

A template letter of acknowledgement with a State or local food stamp office is provided (page 27 of this RFA) for use by applicants. It is not required that applicants use this letter template and applicants will not lose points for not using the letter template. It is provided for the convenience of applicants.

FNS will not consider additions or revisions to applications once they are received. Therefore, applicants must include a letter of acknowledgement from the State or local food stamp office in the complete application package submitted to be considered for funding.

Applications submitted without a signed letter of acknowledgement from a State or local food stamp office will be considered non-responsive and eliminated from consideration for funding.

For a listing of State food stamp agencies, visit http://www.fns.usda.gov/fsp/contact_info/state-contacts.htm

For a map with links to contact information for local food stamp offices, visit <http://www.fns.usda.gov/fsp/outreach/map.htm> .

Letters of Commitment from Partners (required, if applicable, one page limit)

If partners (Area Agency on Aging, senior citizen center, employment program, faith-based organization, food bank, health clinic, etc.) are involved in the project, a letter of commitment from each partner **must** be included.

Letters of Endorsement (optional, one page limit per organization)

At least one and no more than two letters of endorsement from organizations and/or members of the community familiar with your organization **may** be included. Letters of endorsement should be limited to one, single-sided page. You will not receive or lose any points for submitting or not submitting letters of endorsement with your application.

Meeting at FNS

Grantees may be required to attend one meeting at FNS in Alexandria, Virginia at some point during, or prior to, the grant cycle. Grantees will be responsible for paying for their own transportation to and from FNS, their lodging, meals and any other incidental costs related to their travel. FNS will not provide reimbursement directly to the Grantees for this meeting; however, Grantees may factor the cost of the trip into their budget that is part of the application.

“FOOD STAMPS MAKE AMERICA STRONGER” MATERIALS AND SLOGAN (required)

Grantees are required to use “Food Stamps Make America Stronger” materials noted in the Attachment on page 40 of this RFA which are available for free from FNS. Grantees must use these outreach materials either alone or in conjunction with other materials. Grantees may adapt these existing “Food Stamps Make America Stronger” materials to meet local needs, such as inserting a State toll free number or a local phone number.

Grantees may develop their own materials specific to the grant project. However, Grantees must use FNS materials, listed in the attachment on page 40 of this RFA, in conjunction with materials they develop. All materials developed by the Grantee under the grant must feature the slogan “Food Stamps Make America Stronger.” With prior approval from FNS, Grantees may customize the slogan by inserting the name of their State or community in place of “America” in the slogan.

Materials developed with funding from this grant must be submitted to FNS in electronic and in hard copies. Selected Grantees should submit draft versions of any materials developed with grant funds for FNS review and approval prior to distribution to the public.

SELF-EVALUATION OF YOUR PROJECT (required)

A self-evaluation is a required part of the Grantee project, however, the evaluation should focus on process measures as long as they relate to the stated goals and objectives of the project, rather than outcome measures which can be difficult to obtain in a small project of short duration.

Examples of suggested process measures include number of:

- People pre-screened;
- People potentially eligible and not eligible according to the pre-screening results;

- People who received application assistance;
- Applications submitted to the local office by the project;
- People referred to the local food stamp office.

Qualitative analysis can also be a useful self-evaluation tool. **Grantees shall conduct a qualitative assessment** as described below. Grantees may also wish to collect advice from others who might want to undertake such a project as part of their self-evaluation plan.

The qualitative analysis shall include a description of:

- The type of application assistance provided, if conducting application assistance activities;
- The follow-up provided to project participants and the type and frequency of the follow-up;
- The challenges faced and the approach taken to address/overcome the challenges;
- The relationship with other partnering organizations and their project responsibilities;
- The steps taken to sustain the project.

Grantees must complete the self-evaluation by the end of the project period unless a no-cost extension has been approved by FNS. In the proposal, applicants should describe in detail the organization's approach to collecting and analyzing information to determine the results of the project. Self-evaluations should be feasible, reasonable and appropriately link the project's goal(s) with identified measures.

RECORD KEEPING AND REPORTING (required)

Grantees must operate a financial management system that provides accurate, current, and complete disclosure of the financial status of the projects. Selected Grantees are required to submit:

- Financial data (in hard copy or electronically via a FNS operated website);
- Quarterly and Final Financial Status Reports (Standard Form 269A). Note that Standard Form 269A is attached for your convenience; and
- Quarterly and Final Progress Reports (See attachments on pages 30 and 32 of this RFA for Sample Formats).

If online reporting is not available or if selected Grantees are unable to use the online reporting feature to submit financial data, Grantees will then be required to submit an electronic copy, along with one mailed original and one copy of each report. FNS will notify selected Grantees how to submit reports, and provide a reporting schedule and the addresses to which Grantees may send reports at the time of award.

TERMS AND CONDITIONS

All costs under the grant awards are subject to the provisions of the Office of Management and Budget (OMB) Circulars A-87, Cost Principles for State, Local and Indian Tribal Governments; A-122, Cost Principles for Non-profit Organizations; and A-21, Cost Principles for Institutions of Higher Education, as well as USDA regulations.

OMB Circulars can be found at <http://www.whitehouse.gov/omb/circulars/>

Information about implementing these circulars can be found at the following Code of Federal Regulations (CFR) citations:

- 7 CFR Part 3015: Uniform Federal Assistance Requirements;
- 7 CFR Part 3016: Uniform Federal Assistance Requirements for Grants and Cooperative Agreements to State and Local Governments;
- 7 CFR Part 3017, Subparts A-E: Government-wide Debarment and Suspension (Non-procurement);
- 7 CFR Part 3021, Subpart F: Government-wide Requirements for Drug-Free Workplace (Financial Assistance)
- 7 CFR Part 3018: New Restrictions on Lobbying;
- 7 CFR Part 3019: Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations; and
- 7 CFR Part 3052: USDA Implementation of Audits of States, Local Governments and Non-Profit Organizations

The Code of Federal Regulations can be found at <http://www.gpoaccess.gov/cfr/index.html>

SECTION III: APPLICATION FORMAT AND PROCESS

APPLICATION FORMAT

A checklist of the complete application format is provided on pages 19-23 of this RFA. Please read the checklist carefully and use it to help put together your application package.

A suggested technical proposal outline is provided in Template 1 (page 24 of this RFA). Template 1 is available electronically at <http://www.fns.usda.gov/fsp/outreach/default.htm> to assist you in preparing your proposal.

It is strongly suggested that applicants structure their application according to the checklist and use the suggested proposal outline. Doing so will assist technical reviewers in locating important information. The outline parallels the technical review criteria. However, applicants who opt not to use the suggested outline or format will not lose points simply for not using them.

PROPOSAL PAGE LIMIT (15 pages)

The technical proposal may not exceed 15 pages, excluding the table of contents, all attachments, all standard forms and other items noted in the checklist on pages 19-23 of this RFA. Applicants are asked to use Times New Roman font in 12 point for their applications.

Proposals that exceed the 15 page limit will be considered non-responsive and will not be forwarded to the technical review panel.

Applicants should number the pages of their technical proposal using page 1 as first page of the proposal (referred to as “executive summary” in the checklist) and numbering the pages consecutively through the end of the attachments.

Applicants are also strongly advised to include a table of contents. The table of contents is not included in the 15-page limit for the proposal.

APPLICATION PROCEDURES

An organization may only submit one application for this RFA.

Due Date

The completed application package must be received by FNS at or before 5:00 pm Eastern Time on February 19, 2008. Applications must be either hand-delivered or mailed directly to FNS, or submitted electronically through www.grants.gov, in sufficient

time to ensure timely receipt by the deadline. **Late applications will not be considered.** Additions or revisions to applications already received will not be considered.

DUNS Number (required)

Applicants for Federal Government awards are required to have a DUNS number. To obtain a DUNS number if you do not have one already, contact Dun and Bradstreet at 1-866-705-5711 or visit their website at <https://eupdate.dnb.com/requestoptions.html?cmid=EOE100537>. There is no charge for a DUNS number. The DUNS number serves as a means of tracking and identifying applications for Federal assistance and is required to be included on all applications for Federal assistance, regardless of the method they are submitted. The DUNS number is also required to complete the additional steps to become a registered www.grants.gov user.

Submitting Your Application by Hand-Delivery or by Mail

It is extremely important to submit your application in sufficient time to ensure timely receipt by FNS. If you opt to mail your application, it is strongly suggested that you use a mail delivery service that guarantees delivery and allows you to track delivery to FNS.

For mailed or delivered applications, one original and two copies must be submitted. The original must be ready for copying (i.e. single-sided, unstapled, unbound and on 8 ½ x 11 paper). For application format, please refer to the Application Checklist on pages 19-23 of this RFA.

Mail or deliver your application to:

Leslie Byrd, Grants Officer
Food and Nutrition Service, USDA
Grants Management Division
FSP Outreach Grants
3101 Park Center Drive, Room 738
Alexandria, VA 22302

Note: Application packages will only be considered complete and eligible for a grant under this RFA if the organization submits a complete application package to FNS by 5:00 p.m. Eastern Time on February 19, 2008. In addition to the proposal and supporting documents, the application package must meet the page limit requirements and include:

- A signed letter of acknowledgement from a State or local food stamp office;
- Signed letters of commitment from partnering organizations;
- Required 424, 424A and 424B standard forms.

Such documents will not be considered if they are not included as part of the application package and are sent separately. Applications without the aforementioned documents or which exceed the specific page limits will be considered ineligible and removed from the competition.

FNS will not accept faxed or emailed applications.

Central Contractor Registration Number (CCR) (required if you submit your application electronically)

FNS strongly encourages applicants to register for a CCR number early if the organization intends to submit their proposal electronically. Completing the CCR Number registration process can take 3 to 5 business days if there are no problems with the applicant's registration. If there are problems, the process can take up to three weeks.

A CCR is needed to access the www.grants.gov website and file an application for a food stamp outreach grant online / electronically. CCRs are intended for business and organizations, not individuals. For more information on how to obtain a CCR, visit <http://www.ccr.gov/> and <https://www.bpn.gov/ccr/scripts/index.html> .

Note: CCR Numbers are issued on an annual basis so you **may need to re-register** for one depending on when you registered previously.

Submitting Your Application Electronically by www.grants.gov

www.grants.gov is a government-wide website designed for electronic submission of applications/proposals. Allow ample time to familiarize yourself with the system's requirements. You will need both a Data Universal Number (DUNS) and a Central Contractor Registration Number (CCR) to access the system. For more information on DUNS and CCR Numbers, please refer to the relevant paragraphs above in this section.

Please be aware that the www.grants.gov system provides several confirmation notices. Be sure that you have confirmation that the application was accepted.

In addition, all applicants that opt to submit their application/proposal via www.grants.gov **must** send an email to Leslie Byrd, Grants Officer, at leslie.byrd@fns.usda.gov advising that the application was submitted through the www.grants.gov. This email must be received no later than 5:00 p.m. Eastern Time on the application due date of February 19, 2008.

Remember to include the required letters, including the letter of acknowledgement from the State or local food stamp office, and the letters of commitment from partners. You must also include the required 424, 424A and 424B standard forms. Such letters will not be considered if they are not included in the application and are sent separately. (For application format, please refer to the Application Checklist on pages 19-23 of this RFA.)

Questions about this Solicitation

Any questions regarding this solicitation must be directed to:

Leslie Byrd
Grants Officer
Phone: 703-305-2867

Fax: 703-605-0363
Email: leslie.byrd@fns.usda.gov

Frequently asked questions and answers about this solicitation will be posted on the FNS website as they accrue during the application period, to assist applicants as they write their proposals. Please visit <http://www.fns.usda.gov/fsp/outreach/default.htm> often during the application period to access these questions and answers. Please contact Ms. Byrd if you cannot access this website and need a hard copy of the questions and answers.

SECTION IV: REVIEW AND AWARD PROCESS

APPLICATION SCREENING, REVIEW AND SELECTION

The application screening, review, and selection process is as follows:

1. FNS will screen all applications received by 5:00 p.m. Eastern Time on February 19, 2008 to ensure their completeness and conformity to the requirements of this announcement.
2. Applications without the required letter from the State or local food stamp offices, partnering organization(s), and required 424, 424A and 424B standard forms will be considered incomplete/non-responsive and **will not** be forwarded to the review panel for consideration. FNS **will not** forward to the panel any applications in which the technical proposal, excluding all attachments noted, exceeds the maximum proposal page limit of 15 pages.
3. Applications that meet the screening requirements will be referred to the appropriate technical review panel composed of USDA staff, possibly other Federal agency staff and other individuals committed to furthering the goals of the FSP.
4. Each panel will rank the applications assigned to them by score from highest to lowest.
5. The selection official will consider each panel's recommendations; however he or she may consider other USDA or FNS priorities such as geographic, demographic or socioeconomic diversity, and agency priorities in addition to the scores assigned by the technical review panels.

The selection official may also determine that, based on their scores, few of the applications are of technical merit. In such a case, FNS may make fewer awards or smaller awards than expected or make no awards. In addition, FNS reserves the option to select one or more lower rated applications in order to achieve a diversity of projects and regional representation.

6. Applicants will be notified of the funding decisions in writing.
7. Applicants selected to receive an award must sign a grant agreement, which contains the terms and conditions of the grant.

DETERMINATION OF AWARD AMOUNTS

As part of the technical review process, FNS will review applicants’ budgets to ensure that all costs are reasonable, allowable and necessary. Applications selected and approved for funding with budgets that are realistic, well justified, and supported will likely be funded at the requested amounts. However, FNS reserves the right to fund applications:

- Out of rank order to achieve priorities identified earlier; or
- At lesser amounts if FNS determines that the project can be implemented with less funding; or
- At lesser amounts if Federal funding is not sufficient to fully fund all applications that merit awards.

Note: The maximum grant award amount is \$75,000.

TECHNICAL REVIEW

The technical panel will evaluate each forwarded proposal according to how well it addressed each of the technical evaluation criteria below.

Technical Evaluation Criteria for Models A, B and C

1. Quality of Targeting and Need for Project	20 points
The local need for the outreach project is clearly presented and supported by data, including appropriate food stamp participation and estimated non-participation rates for seniors or Hispanics. The project’s target population is at least 51 % seniors (Model A), Hispanics (Model B), or Hispanic seniors (Model C).	9
Activities reach as many eligible, non-participating persons as possible within the target population.	9
Documented barriers illustrate the need for the project for the target population.	2
2. Soundness of Program Design, Plan, and Evaluation	30 points
The proposed plan (goals, objectives, time frames and action steps) is comprehensive, feasible, measurable and reasonable to meet the needs given the resources allotted.	9
The plan demonstrates a workable relationship with the State or local food stamp offices and other community partners with roles and responsibilities clearly defined.	9
The self-evaluation is detailed, well thought out, feasible, reasonable, and appropriately links the project goal with identified	5

process and qualitative measures.

The plan can be replicated by other organizations. 4

The project can be sustained once grant funding ends. 3

3. Organizational Experience and Management Capabilities 20 points

The organization is credible and capable and has the capacity to undertake the project as presented. The organization has appropriate experience with the target population. 10

The project director and other key staff are clearly identified and possess appropriate experience and qualifications, including language skills, as demonstrated by their resumes or biographical sketches. 10

4. Budget 25 points

A line item budget clearly demonstrates how the funds will be spent, by whom, and for what purpose. 10

Costs are reasonable, allowable and necessary. The proposal contains appropriate costs that relate to the scope of the outreach project. 10

The budget narrative is clear and comprehensive. Each cost is justified and the proposal clearly demonstrates how costs were determined. 5

5. Presentation 5 points

The application is well presented, well organized, well written, free of major typographical and grammatical errors, and the font is Times New Roman, 12 point.

SECTION V: APPLICATION FORMAT CHECKLIST

The suggested application format is included below in a checklist. Read the checklist carefully and use it to help you order the pages of, prepare and format your application to make sure you have included all required components before submitting it to FNS.

Standard Forms (required)	<input type="checkbox"/>	SF 424 Application for Federal Assistance including:
	<input type="checkbox"/>	Data Universal Number (DUNS)
	<input type="checkbox"/>	Catalog of Federal Domestic Assistance number (CFDA #10.580)
	<input type="checkbox"/>	SF 424A (Budget Summary)
	<input type="checkbox"/>	SF 424B (Assurances – Non Construction Programs)
	<input type="checkbox"/>	SF LLL (Disclosure of Lobbying Activities). Indicate on the form whether your organization intends to conduct lobbying activities. If your organization does not intend to lobby, write “Not Applicable.”
Optional Survey	<input type="checkbox"/>	Optional Survey on Ensuring Equal Opportunity for Applicants
Table of Contents	<input type="checkbox"/>	Table of Contents for technical proposal and all attachments
Technical Proposal (15- page limit) Refer also to the template on page 24 of this RFA.	<input type="checkbox"/>	Executive Summary (1 page suggested). Indicate if you are applying under Model A (outreach to seniors), Model B (outreach to Hispanics) or Model C (outreach to Hispanic persons who are 60 years of age or older). An organization may only submit one application for this RFA.
	<input type="checkbox"/>	Name and Address of Organization
	<input type="checkbox"/>	Name, Title, and Contact Information for Project Director
	<input type="checkbox"/>	Declare Target Population – seniors (Model A); Hispanics (Model B); or, Hispanic persons who are 60 years of age or older (Model C).
	<input type="checkbox"/>	Description of the target population for outreach activities, specifically whether the target audience is comprised of 51 percent or more seniors (for Model A), Hispanics (for Model B), or Hispanic persons who are 60 years of age or older (for Model C).
	<input type="checkbox"/>	Location of Project (County and/or City; and State)
	<input type="checkbox"/>	Executive Summary. Provide a brief overview of your project, including the barriers you are trying to address, your goals, outreach strategy, and evaluation approach. (500 words suggested)
	<input type="checkbox"/>	Part 1: Quality of Targeting / Need (1-2 pages suggested)
	<input type="checkbox"/>	Describe your community with regards to the population you intend to target – seniors or Hispanics. Use data, including

		<p>food stamp participation data, census data and local data if available, to justify the need for outreach activities to the target population in your community. The attachment on pages 43-45 of this RFA contains web resources that may help you locate data to demonstrate the need.</p>
	<input type="checkbox"/>	<p>List barriers to food stamp participation faced by seniors or Hispanics in your community to illustrate the need for this project.</p>
	<input type="checkbox"/>	<p>Part 2: Soundness of Project Design, Plan, and Evaluation (6-7 pages suggested, not including optional attachment as noted) Please see the attachment on page 50 of this RFA for lessons learned from previous outreach grant projects.</p> <p><input type="checkbox"/> Description of the overall project plan and how it meets the needs and addresses identified barriers.</p> <p><input type="checkbox"/> Description of the roles and responsibilities of partners.</p> <p><input type="checkbox"/> Description of the roles and responsibilities of the State and local food stamp office.</p> <p><input type="checkbox"/> Measurable goals, objectives, action steps, and time lines. Explain the overall goals for the project and the objectives you will complete to reach those goals. You may use a narrative or a table format or both to display goals and objectives as well as action steps, and the timelines. A template for a table is provided in the template on page 29 of this RFA. If you choose to use a table, it may be an attachment.</p> <p><input type="checkbox"/> Description of the self-evaluation approach to collect and analyze information to determine the results of the project.</p> <p><input type="checkbox"/> Description of how confidentiality and privacy will be maintained.</p> <p><input type="checkbox"/> Description of how the project will be sustained both administratively and financially once the grant has ended.</p> <p><input type="checkbox"/> Description of how the project can be replicated by other organizations such as organizations that serve seniors or Hispanic populations.</p>
	<input type="checkbox"/>	<p>Part 3: Organizational Experience and Management Capabilities (3 pages suggested, not including the three noted attachments)</p> <p><input type="checkbox"/> Mission of the organization and how many months/years the organization has been in operation and/or providing services.</p> <p><input type="checkbox"/> Credibility, capability and capacity to manage the project</p> <p><input type="checkbox"/> Past experience, or staff/volunteers with prior outreach experience with, or extensive knowledge of, seniors or Hispanic populations.</p> <p><input type="checkbox"/> Names of project director and other key staff and a description of their roles and responsibilities. Note if the</p>

		<p>project will include use of volunteers and if so, how they will be trained and how turnover will be handled.</p>
	<input type="checkbox"/>	<p>Include as an Attachment: Resumes or brief biographical sketches for key staff showing their experience with similar projects and qualifications, including language skills.</p>
	<input type="checkbox"/>	<p>Include as an Attachment: Position descriptions for key staff yet to be hired.</p>
	<input type="checkbox"/>	<p>Organizational chart (optional). You may attach an organizational chart to explain the relationship between your organization, your partners and the State or local food stamp office; the chain of command; and how communications will occur between your organization and participating entities. You will not receive or lose any points for submitting or not submitting an organizational chart with your application.</p>
	<input type="checkbox"/>	<p>Part 4: Budget (3 pages suggested, not including the two noted attachments)</p> <input type="checkbox"/> Budget narrative that explains and justifies each cost and clearly explains how the amount for each line item was determined.
	<input type="checkbox"/>	<p>Explanation of how the project is cost effective. Describe how the project strives to minimize costs while maximizing the effectiveness of outreach activities. Describe how the project is economical.</p>
	<input type="checkbox"/>	<p>Include as an Attachment: Line item budget. The line item budget is not the same as the SF 424A. The line item budget is a detailed breakdown of the information placed in the SF 424A. Note: one way to display your line item budget is with a chart with a column for each proposed year of the project, as well as the total cost for the life of the project. You may include columns for contributions from non-Federal sources, if applicable. A sample line item budget is presented in the attachment on page 36 of this RFA.</p>
	<input type="checkbox"/>	<p>Include as attachment: If indirect costs are a part of the budget, a copy of the negotiated and approved indirect cost rate agreement between the applicant and the applicant's cognizant agency must be provided.</p>
<p>Attachments (not included in 15-page limit)</p>	<input type="checkbox"/>	<p>Letter of Acknowledgement from the State or Local Food Stamp Office (required, one page limit). You may use the template on page 27 of this RFA to assist you or the State or local office in developing this letter. The letter must be on the letterhead of the State or local food stamp office and signed by an authorized official. The letter should include a brief description of the role (if any) the State or local food stamp office will play in the project, as well as a description of the following commitments if they are applicable to your project: amount of time to be dedicated; cooperation with project implementation; and</p>

		cooperation with the evaluation activities.
	<input type="checkbox"/>	Letter of Commitment from Partners (required, if applicable, one page limit) such as other community or faith-based organizations, health clinics, employers, retailers, or housing authority, if any, that will play a major role in the project must be included. The letters must be on letterhead and signed by an authorized official. The letter should include a brief description of the role the partner will play in the project, as well as a description of the following commitments if they are applicable to your project: amount of time to be dedicated; cooperation with project implementation; and cooperation with the evaluation activities.
	<input type="checkbox"/>	Letter of Endorsement (optional, one page limit per organization) from organizations and/or members of the community familiar with your organization may be included. You will not receive or lose any points for submitting or not submitting letters of endorsement with your application.
	<input type="checkbox"/>	Attachments noted above under “Technical Proposal”:
	<input type="checkbox"/>	Project Plan Table (optional). You will not receive or lose any points for submitting or not submitting a project plan table with your application.
	<input type="checkbox"/>	Resumes or Biographical Sketches
	<input type="checkbox"/>	Position Descriptions
	<input type="checkbox"/>	Organizational Chart (optional). You will not receive or lose any points for submitting or not submitting an organizational chart with your application.
	<input type="checkbox"/>	Line Item Budget
	<input type="checkbox"/>	Indirect Cost Rate Agreement (if applicable)
	<input type="checkbox"/>	Non-profit organization Assurance Statement (required for non-profit organizations). Complete the Assurance Statement on page 28. Do not include the documents referenced below at this time. Public organizations do not have to submit the assurance statements. The statement is an assurance that your non-profit organization, upon request, will provide FNS with a:
		Copy of the IRS Determination Letter, form 501(c)(3), or proof of application for exempt status under section 501(c)(3) of the Internal Revenue Code
		List of the Board of Directors
		Most recent audit of your organization’s financial records. (If your organization has not had an audit, a financial statement signed by the Treasurer of the Board will suffice.)
Proper Format	<input type="checkbox"/>	White paper
	<input type="checkbox"/>	Ready for copying (black and white, single-sided, unstapled, unbound, on 8 ½ by 11 paper.)
	<input type="checkbox"/>	Technical proposal is no more than 15 pages in length (excluding

		attachments as noted.)
	<input type="checkbox"/>	Signature of your authorized representative.
	<input type="checkbox"/>	No slides, tapes, brochures, pamphlets, or other such items.
	<input type="checkbox"/>	Font is Times New Roman, 12 point.
	<input type="checkbox"/>	Documents have been proofed with spell check and checked for grammatical errors.
Correct Number of Copies	<input type="checkbox"/>	An original application with an original signature of the authorized representative and two copies.

SECTION VI: TEMPLATES

1. TECHNICAL PROPOSAL OUTLINE

Note to Applicants: It is FNS' goal to simplify the application process as much as practicable to assist grant applicants. To that end, the following pages contain a blank outline of the suggested proposal format. Use this outline to insert your own information to complete certain sections of the proposal. This application format is not required, although using it will assist reviewers in locating important information. You will not lose points for not using this template.

To aid you in completing your 15-page proposal, FNS provides an electronic copy of this template in Word at <http://www.fns.usda.gov/fsp/outreach/default.htm>. To use it, right click on the document, select "Save Target As", browse to the directory you want to use, and save the document to your computer. Then simply input the information for your proposal under the headings for each section as you would with any Word document. Refer to the application instructions carefully so that no required elements are left out of your application narrative. Do not exceed the 15-page proposal limit (excluding attachments noted herein and on the checklist on pages 19-23 of this RFA.)

Note that the complete application requires elements in addition to the technical proposal. Please refer to the checklist on pages 19-23 of this RFA for the complete application format.

Executive Summary (1 page suggested)

Name and Address of Organization:

Name of Project Director:

Title of Project Director:

Phone Number of Project Director:

Email for Project Director:

Target Population(s) - Select either Model A (outreach to seniors); Model B (outreach to Hispanics); or Model C (outreach to Hispanic persons who are 60 years of age or older):

Location of Project (City and/or County; and State):

Executive Summary (overview of the problem including barriers, goals, outreach strategy, and evaluation approach; suggested length is 500 words):

Part 1: Quality of Targeting / Need (1-2 pages suggested)

Characteristics of target population within the community (provide supporting data):

Describe how outreach activities will target populations which are comprised of at least 51 percent seniors (for Model A), Hispanics (for Model B), or Hispanic persons who are 60 years of age or older (for Model C):

Method for targeting:

Barriers to food stamp participation among the target population:

Need for grant funding for food stamp outreach activities to the target population within the community (provide supporting data):

Part 2: Soundness of Program Design, Plan, and Evaluation (6-7 pages suggested, not including optional attachment)

Overall project plan and how it meets the need:

Roles and responsibilities of partners:

Roles and responsibilities of State or local food stamp agencies:

Goals, objectives, timeline and action steps (if you use a table, it may be an attachment):

Evaluation approach:

Protection of confidentiality and privacy:

Sustainability:

Replicability:

Part 3: Organizational and Management Capacity (3 pages suggested, not including three attachments as noted)

Mission:

Credibility, capability, capacity:

Experience and/or expertise or knowledge of staff:

Names of project director and key staff and description of roles and responsibilities:

Training plan for staff and volunteers (if any):

Resumes or brief biographical sketches for key personnel (include as an attachment):

Position descriptions for vacancies to be filled (include as an attachment):

Organizational chart showing chain of command and lines of communication (optional, include as an attachment). You will not receive or lose any points for submitting or not submitting an organizational chart with your application.

Part 4: Budget (3 pages suggested, not including two attachments as noted)

Budget narrative:

Justification of costs (reasonable, allowable and necessary):

Line item budget (include as an attachment):

Indirect Cost Rate Agreement (if applicable, include as attachment):

Attachments

Letter of Acknowledgement from State or local Food Stamp Office (required)

Letters of Commitment from Partners (required if partners play a role in the project)

Letter of Endorsement (optional). You will not receive or lose any points for submitting or not submitting letters of endorsement with your application.

Project Plan Table (optional). You will not receive or lose any points for submitting or not submitting a project plan table with your application.

Organizational Chart (optional). You will not receive or lose any points for submitting or not submitting an organizational chart with your application.

Resumes or Biographical Sketches

Position Descriptions

Line Item Budget

Indirect Cost Rate Agreement (if applicable)

Non-profits only: Private non-profit organizations must submit the assurance statement with their application package (see attachment on page 28).

2. LETTER OF ACKNOWLEDGEMENT FROM STATE OR LOCAL FOOD STAMP OFFICE (REQUIRED)

Note to Applicants: To aid you in completing your proposal, FNS provides an electronic copy of this template in Word at <http://www.fns.usda.gov/fsp/outreach/default.htm>. Use of this template is not required. You will not lose points for not using this template. To use the electronic template, right click on the document, select “Save Target As”, browse to the directory you want to use, and save the document to your computer. Then simply input the information for your letter as you would with any Word document.

(On letterhead of State or local Food Stamp Office)

<Date>

<Name of Project Director>

<Title>

<Name of Applicant Organization>

<Address of Applicant Organization>

<City>, <State> <Zip>

Dear <Name of Project Director>,

Thank you for the information about your outreach grant proposal to be submitted to the United States Department of Agriculture’s Food and Nutrition Service. There are <estimate how many> people in our community/county who may be eligible for these important benefits but are not participating in the Food Stamp Program. <Add information regarding unserved seniors or Hispanic persons in your community, if available.>

<Provide a few basic sentences describing the State or local office role, if appropriate>

We recognize that participation in the Food Stamp Program supplements the food budget for eligible low income people enabling them to eat healthier and also provides an economic stimulus to our community via the redemption of food stamp benefits in our local stores. We hope your outreach effort can serve to educate and inform potentially eligible low-income community members about food stamp benefits, help them make an informed decision about participation, and encourage them to apply for benefits if they choose to do so. When potential clients are well informed, it helps our staff conduct the certification process more efficiently.

We wish you success with your proposal. Please do not hesitate to contact me or <designated staff person> at <phone number or email address> should you need further assistance.

Sincerely,

<Signature of Authorized Representative>

<Name and Title of Authorized Representative>

3. PRIVATE, NON-PROFIT ASSURANCE STATEMENT (REQUIRED FOR NON-PROFIT ORGANIZATIONS ONLY)

Non-profit organizations must complete the information below, sign and include this assurance statement with their proposal.

FNS provides an electronic copy of this format at <http://www.fns.usda.gov/fsp/outreach/default.htm>.

Assurances:

Check <input checked="" type="checkbox"/> each item below to indicate you have read and understand each statement.	Assurance Statement
	<p>Upon request, my non-profit organization will provide FNS with:</p>
	A copy of the IRS Determination Letter, form 501(c)(3), or proof of application for exempt status under section 501(c)(3) of the Internal Revenue Code.
	A list of the Board of Directors.
	The most recent audit of the organization’s financial records. (If your organization has not had an audit, a financial statement signed by the Treasurer of the Board will suffice.)

By signing below, the organization and organization’s representatives certify that the above assurances are met. If any of the above assurances cannot be met by the organization to the satisfaction of FNS, the organization may be eliminated from consideration for a grant. Public organizations are not required to submit the documents listed above.

Name and Address of Private, Non-profit Organization:

Name of Authorized Representative:

Signature of Authorized Representative:

Date:

4. PROJECT PLAN TABLE (OPTIONAL)

Note to Applicants: To aid you in completing your proposal, FNS provides this template of a project plan table. Use of this template is not required. You will not lose points simply for not using this template. An electronic copy of this template in Word is available at <http://www.fns.usda.gov/fsp/outreach/default.htm>. To use the electronic template, right click on the document, select “Save Target As”, browse to the directory you want to use, and save the document to your computer. Then simply input the information for your table as you would with any Word document. Add additional rows as needed.

Goal 1:					
Objective 1.1:					
Action Steps	Responsible Person	Time Frame		Data Elements	Evaluation Method
		Start	End		
1.1.1					
1.1.2					

Goal 1:					
Objective 1.2:					
Action Steps	Responsible Person	Time Frame		Data Elements	Evaluation Method
		Start	End		
1.2.1					
1.2.2					

Goal 2:					
Objective 1.1:					
Action Steps	Responsible Person	Time Frame		Data Elements	Evaluation Method
		Start	End		
2.1.1					
2.1.2					

5. QUARTERLY PROGRESS REPORT

Note: This report format is designed not only to inform FNS of the progress of your grant but also to help you track data and information for your self-evaluation. Report positive, negative and inconclusive results. This helps FNS learn what does or doesn't work and to try to identify the reasons. Although results may be inconclusive, the processes used may be worthy of study. The more details provided about the project, the more useful the self-evaluation is to FNS and to you.

Grant Number:

Report Submission Date:

Reporting Period:

Grant Recipient (name and address):

Project Director (name, phone number, email address):

Target Population (circle one and elaborate with brief narrative explanation):

Seniors (Model A)

Hispanics (Model B)

Hispanic Persons 60 Years of Age or Older (Model C)

Staffing/Budget Information (include paid/volunteer staff and grant/other funding and in-kind contributions):

Progress This Reporting Period (include training of staff and volunteers; turnover in staff and how it impacts the project):

Process Evaluation Findings to Date: (For example: number of people pre-screened, potentially eligible and not eligible for benefits based on pre-screening, who received application assistance, and referred to the local office by the project; and the number of applications submitted to the local office by the project.)

Qualitative Evaluation Findings to Date: (For example: follow-up provided to project participants and the type of frequency of the follow-up; type of application assistance provided; the challenges faced and the approach taken to address/overcome the challenges; the steps taken to sustain the project; and the relationship with other partnering organizations and their project responsibilities.)

Note: For the evaluation sections above, please provided detailed information on the: results, types of data/information collected, method of data collection and analyses, limitations on its use and interpretations and conclusions.

Significant Achievements/Accomplishments This Reporting Period:

Case Examples of Individual or Family Success Stories This Reporting Period (How did you help one individual or family transform their lives through your outreach effort? Is someone who was once in need now receiving food stamp benefits that helps them eat healthier? You may change names, use pseudonyms, or use first names only, etc., to protect privacy and confidentiality. You may provide several stories if you wish.):

Difficulties/Challenges or Barriers to Participation Encountered and Resolutions Taken or Planned:

Adjustments/Deviations from Project Plan:

Planned Activities Next Reporting Period (Schedule of Activities):

Lessons Learned:

Signature of Authorized Official _____ **Date** _____

6. FINAL PROGRESS REPORT

Note: This report format is designed not only to inform FNS of the progress of your grant but also to help you track data and information for your self-evaluation. Report positive, negative and inconclusive results. This helps FNS learn what does or doesn't work and to try to identify the reasons. Although results may be inconclusive, the processes used may be worthy of study. The more details provided about the project, the more useful the self-evaluation is for FNS and you.

Grant Number:

Report Submission Date:

Project Start/End Dates:

Grant Recipient (name and address):

Project Director (name, phone number, email address):

Organizational Description (include how the organization's structure, type, size, location, etc., impacted the implementation of the project):

Target Population (circle one, and discuss the extent of the organization's involvement with the target population before the project, and how these links affected the results of the project):

Seniors (Model A)

Hispanics (Model B)

Hispanic Persons 60 Years of Age or Older (Model C)

Summary of Project:

Staffing/Budget Information (include paid/volunteer staff and grant/other funding and in-kind contributions):

Overall Goal:

Barriers to Participation (discuss how issues regarding non-participation were identified, addressed, overcome/reduced):

Final Summary Progress Report of the Project from Start to Finish:

Final Process Evaluation Findings: (For example: number of people pre-screened, potentially eligible and not eligible for benefits based on pre-screening, who received application assistance, and referred to the local office by the project; and the number of applications submitted to the local office by the project.)

Final Qualitative Evaluation Findings: (For example: follow-up provided to project participants and the type of frequency of the follow-up; type of application assistance provided; the challenges faced and the approach taken to address/overcome the challenges; the steps taken to sustain the project; and the relationship with other partnering organizations and their project responsibilities.)

Note: For the evaluation sections above, please provided detailed information on the: results, types of data/information collected, method of data collection and analyses, limitations on its use and interpretations and conclusions.

Major Achievements/Accomplishments (include training of staff and volunteers):

Case Examples of Individual or Family Success Stories (How did you help one individual or family transform their life through your outreach effort? Is someone who was once in need now receiving food stamp benefits that helps them eat healthier? You may use pseudonyms, change names, or first names only, etc. to protect privacy and confidentiality. You may provide several stories if you wish.):

Lessons Learned:

Major Difficulties/Challenges and Solutions Developed (include issues that may have affected the project outcome, such as changes in: staffing, collaborative arrangements, target population/participant characteristics, etc.):

Conclusions (whether project participants demonstrated changes in awareness, knowledge, attitude, behavior, and if these changes are likely the result of the project's interventions):

Recommendations for Replication by Other Organizations (include discussion of what changes you would make or what you would do differently):

Sustainability Plan (strategy to continue the project after FNS grant funding ends):

Other Comments (include feedback from project staff, volunteers, food stamp office contacts, project clients, etc.):

Signature of Authorized Official _____ **Date** _____

SECTION VII: SAMPLES AND RESOURCES

1. SAMPLE PROJECT PLAN TABLE

Note to Applicants: The following is a basic example of how to present a project plan using a table. Your plan will be more detailed and more comprehensive. This example is presented to give you basic guidelines and a sample format. A plan may have more than one goal. Each goal may have several objectives.

Goal 1: Manage a pre-screening and application assistance project to increase the number of eligible people participating in the Food Stamp Program in [insert] County through a partnership with [insert partnering organization].					
Objective 1.1: Use the FNS pre-screening tool to pre-screen 100 people per month throughout the grant project period at the job-training site on Main Street.					
Action Steps	Responsible Person	Time Frame		Data Elements	Evaluation Method
		Start	End		
1.1.1 Purchase computer equipment, software and Internet service.	Nancy Fletcher, Outreach Director	4/1/08	4/15/08	N/A	Items purchased on time. Items meet specifications for pre-screening project.
1.1.2 Obtain FSP informational materials such as posters, brochures, etc.	Nancy Fletcher, Outreach Director	4/1/08	4/15/08	N/A	Materials obtained on time. Materials are appropriate for target audience of working poor.
1.1.3 Set up Food Stamp Information Desk at job training site.	Nancy Fletcher, Outreach Director	4/1/08	4/15/08	N/A	Desk is set up on time.
1.1.4 Install computer and Internet service at Information Desk.	Nancy Fletcher, Outreach Director	4/16/08	4/18/08	N/A	Installation occurs properly and on time. Security and inventory control

					for equipment is provided.
1.1.5 Train job training assistants to use FNS pre-screening tool.	Nancy Fletcher, Outreach Director	4/18/08	4/18/08	N/A	Training occurs on time. Assistants can use tool and answer basic questions.
1.1.6 Create and use log sheets to track use of pre-screening tool.	Nancy Fletcher, Outreach Director	4/1/08	4/15/08	Number of people pre-screened. Number of people estimated to be eligible. Number of people estimated ineligible.	Log sheet is created on time. Assistants know how to use log sheets correctly. Log sheets meet data collection needs for project self-evaluation while maintaining confidentiality.
1.1.7 Use Spanish pre-screening tool to pre-screen job training site participants for food stamps.	Betsy Curtis, Outreach Assistant	4/19/08	Ongoing	As above in #6.	Log sheet is used to track data elements on a monthly basis.

Goal 1: Manage a pre-screening and application assistance project to increase the number of eligible people participating in the Food Stamp Program in [insert] County through a partnership with [insert partnering organization].					
Objective 1.2: Assist 100 percent of persons estimated to be eligible for food stamps through pre-screening to apply for benefits if they so choose.					
Action Steps	Responsible Person	Time Frame		Data Elements	Evaluation Method
		Start	End		
1.2.1					
1.2.2					

Applicant would complete another table for this objective as above.

2. SAMPLE LINE ITEM BUDGET

Note to Applicants: The following is a basic example of one way to set up a line item budget for a one year project. For a two year project, an option is to set up a similar table to display the second year budget; and a third table to show the total for both years. Your line item budget may be organized differently. It may include different line items according to the nature of your project or it may not include non-Federal resources. This example is presented to give you basic guidelines and a sample format. You will not lose points for not using this format. Remember also that your line item budget must be accompanied by a budget narrative which explains and justifies each cost and clearly explains how the amount for each line was determined. Your line item budget may be an attachment to your proposal and is not part of the 15-page limit.

SAMPLE LINE ITEM BUDGET

Name of Organization:

Grant Period: June 1, 2008 to May 31, 2009

	Federal				Year 1				Total
	Base Salary	% Time	Fringe 20 %	Total	Base Salary	% Time	Fringe 20 %	Total	
I. Personnel									
Fletcher, Project Director	\$60,000	0.5	\$12,000	\$42,000	\$65,000	0.1	\$13,000	\$19,500	\$61,500
Curtis, Outreach Assistant	\$40,000	0.2	\$8,000	\$16,000	\$40,000	0.1	\$8,000	\$12,000	\$28,000
Subtotal				\$58,000				\$31,500	\$89,500
II. Other Direct Costs									
Copying				\$500				\$100	\$600
Telephone				\$300				\$100	\$400
Computers				\$1,500				\$0	\$1,500
Postage				\$750				\$25	\$775
Supplies				\$500				\$25	\$525
Subtotal				\$3,550				\$250	\$3,800
III. Travel									
	Cost per Trip	# Trips	Total		Cost per Trip	# Trips	Total		
Local Travel	\$25	24	\$600		\$25	12	\$300		\$900
Long Distance Travel	\$300	2	\$600		\$300	1	\$300		\$900
Subtotal			\$1,200				\$600		\$1,800
IV. Contractual									
Acme Design and Print			\$4,000						
Subtotal			\$4,000				\$0		\$4,000
Total, Personnel and Direct Costs				\$66,750				\$32,350	\$99,100
V. Indirect Costs 10 %				\$6,675					\$6,675
Total				\$73,425				\$32,350	\$105,775

3. TIPS FOR PROPOSAL WRITERS

GENERAL TIPS

The following tips are provided as a courtesy to grant applicants. The use or inclusion of any or all of these suggestions does not guarantee selection to receive a grant award.

Getting Started:

1. Read the RFA carefully, more than once. Take notes.
2. Make sure you understand the maximum award amount per project, the page limit, the FNS contact for questions, and instructions for how to submit your application.
3. Obtain DUNS and CCR numbers if you do not already have them. A CCR number is only needed for applications which are submitted electronically.
4. Follow the RFA instructions. Be sure that your plan will meet the needs of FNS.
5. Allow sufficient time to get letters back from the State or local offices and partners and write and proofread your proposal.
6. Manage your time wisely in order to meet the grant application deadline.
7. Ensure that your organization's leadership is supportive of the grant application and all that an award will entail.
8. If the grant process seems burdensome, consider partnering with a local organization so you can focus on service delivery while they lead grant administration matters.
9. Check the FNS website for frequently asked questions and answers.

Writing Your Proposal:

1. Use the suggested format (see the template on pages 24-26 of this RFA for a "fill in" outline and the checklist on pages 19-23) or structure your proposal according to the technical review criteria.
2. Include all required components of the application.
3. Edit your application for spelling, content, and grammatical errors. Provide a polished product that will reflect well on your organization. Do not take on more than your organization can handle. Conducting focused outreach activities is more effective than doing many activities that are broad in scope.
4. Write your proposal so that someone who knows nothing about your organization or the proposed project can understand your ideas.
5. Carefully address each of the technical evaluation criteria listed on pages 17-18. These criteria will be used by the technical evaluation panel to score your application. Be sure to declare if you are applying for a grant under Model A (outreach to seniors); Model B (outreach to Hispanics); or, Model C (outreach to Hispanic persons 60 years of age or older).
6. It is important to submit a detailed plan that cites specific examples of outreach activities your organization will carry out.
7. Stay within the 15-page limit.

8. Include page numbers
9. Include a table of contents.
10. Write out all acronyms and abbreviations on first use.
11. Don't use jargon.
12. Keep your goals realistic.
13. Cite research that supports your goals when appropriate. You may want to use current information from the U.S. Census Bureau and local government data.
14. Ask several people who weren't involved in writing the proposal to read it and give you suggestions for improving it.
15. Check the FNS website for frequently asked questions and answers.

Preparing Your Budget:

1. Be reasonable with your funding request and ensure that it adequately matches the scope of work proposed.
2. Make sure the cost elements listed in the budget match the technical proposal activities.
3. Use spreadsheets for extensive computations to ensure accuracy of calculations. Make sure that the numbers add up correctly and are consistent across displays in both the narrative and spreadsheet.
4. Make sure your budget corresponds to your goals and objectives.
5. Make sure you demonstrate that the proposed costs are reasonable and necessary to carry out project activities. Be sure to provide a clear justification for these costs.
6. Make sure it is very clear to reviewers how budget figures were developed. They should have to do no more than a few simple calculations to see where the numbers came from. (For example: 2 trips x \$300 each = \$600 long distance travel.)
7. Check the FNS website for frequently asked questions and answers.

Submitting Your Proposal:

1. To meet the application deadline, your application package must be submitted to FNS by 5:00 p.m. Eastern Time on February 19, 2008. If applying via www.grants.gov, you must have a confirmation that your application was successfully uploaded before the deadline.
2. Make sure documents requiring a signature are signed and dated.
3. Make sure all required forms are included and signed by an authorized representative.
4. Include the required letter of acknowledgement from the State or local food stamp office and letters of commitment from partners.
5. Submit your application by the deadline or earlier.

ADDITIONAL RESOURCES:

This request for applications is all-inclusive and should answer your questions. However, some other federal government agencies have developed technical assistance resources for grant writing. The following websites are provided for general information only. **Not all of the information on the following websites will be relevant to this request for applications.** The use or inclusion of any or all of the suggestions does not guarantee selection to receive a grant award.

White House Office of Faith and Community-Based Initiatives

- Developing Quality Grant Proposals (PowerPoint)
http://www.whitehouse.gov/government/fbci/quality_proposal.pdf
- Guidance to Faith and Community-based Organizations on Partnering with the Federal Government
<http://www.whitehouse.gov/government/fbci/guidance/index.html>

United States Department of Education

- How to Write a Quality Grant Proposal (Video Web Cast)
<http://www.connectlive.com/events/edproposals/>

**United States Department of Health and Human Services
Substance Abuse and Mental Health Services Administration**

- Training and Technical Assistance Resources <http://162.99.3.50/FBCI/fbci.aspx>

United States Department of Labor (DOL)

- Online Video Workshop on DOL Grant Applications and Grants Management
<http://www.dol.gov/cfbci/grantsapply.htm#calls>

Grants.Gov

- Resources Page
<http://www.grants.gov/resources/resources.jsp>

4. FREE FSP OUTREACH MATERIALS FROM FNS

Title	Description	How to Obtain
Questions and Answers about the Food Stamp Program	Basic brochure about FSP benefits, this resource highlights eligibility requirements, and how to apply. Available in English and Spanish.	View and download at: www.fns.usda.gov/fsp/outreach/Translations/English/313Brochure-08.pdf Order free copies at www.fns.usda.gov/fsp/outreach/order-form.htm . Document number FNS-313.
Informational Food Stamp Program Resources Translated into Spanish	Five documents which provide general information on the FSP have been translated into Spanish and 34 other languages. The “I Speak” section allows an applicant to indicate what language they speak so accommodations can be made.	View and download at http://www.fns.usda.gov/fsp/outreach/Translations/Spanish/sp-default-spanish.htm http://www.fns.usda.gov/fsp/outreach/Translations/I_speak.pdf
10 Steps to Help You Fill Your Grocery Bag Through the Food Stamp Program	Low literacy flyer outlines ten steps to follow to apply for food stamp benefits. Available in English and Spanish.	View and download at www.fns.usda.gov/fsp/applicant_recipients/10steps.pdf
Food Stamp Application Envelope	Helps potential recipients compile all of the necessary materials to apply for benefits. Features a verification documents checklist	Order free copies at http://www.ntis.gov/foodstamp/default.aspx . Document number FSP-02 (comes with FSP-01 “10 Steps to Help You Fill Your Grocery Bag Through the Food Stamp Program.”)
Food Stamps Make America Stronger Posters	Colorful posters directing people to the national toll-free FSP information line and featuring diverse audiences. Some available in Spanish.	View, download or order free copies at http://www.ntis.gov/foodstamp/default.aspx Document number FNS-333 (Crowd); FNS-335 (Girl); FNS-351 (Girl – in Spanish); FNS-337 (Senior Man); FNS-339 (Woman/Girl); FNS-341 (Black Male); FNS-343 (Senior Woman – in Spanish); FNS-345 (Hispanic Male – in Spanish); FNS-347 (Woman in Wheelchair); FNS-349 (Veteran).
Food Stamps Make America Stronger	Similar to the posters, these flyers feature diverse	View, download or order free copies at http://www.ntis.gov/foodstamp/default.aspx

<p>Flyers</p>	<p>audiences. Some available in Spanish.</p>	<p>px. Document number FNS-334 (Crowd); FNS-336 (Girl); FNS-352 (Girl – in Spanish); FNS-338 (Senior Man); FNS-340 (Woman/Girl); FNS-342 (Black Male); FNS-344 (Senior Woman – in Spanish); FNS-346 (Hispanic Male – in Spanish); FNS-348 (Woman in Wheelchair); and FNS-350 (Veteran).</p>
<p>Food Stamps Make America Stronger Bookmark</p>	<p>Vibrant in color, bookmark promotes the FSP online prescreening tool and national toll free information line in English on one side and Spanish on the other.</p>	<p>View and download at http://www.ntis.gov/foodstamp/default.aspx Order free copies at http://www.ntis.gov/foodstamp/default.aspx. Document number FSP-16.</p>
<p>Food Stamps Can Help You Now Flyer</p>	<p>Features basic information about the immigrant eligibility restorations as a result of the 2002 Farm Bill and includes the national toll free number. Available in English and Spanish.</p>	<p>Download at www.fns.usda.gov/fsp/outreach/pdfs/FSPinsertoutline.pdf (English) or www.fns.usda.gov/fsp/outreach/pdfs/FSPinsertSPoutline.pdf (Spanish)</p>
<p>Common Food Stamp Myths Concerning Elderly Households Flyer</p>	<p>Features ten common myths about food stamp benefits and the elderly and refutes them with simple facts about the FSP.</p>	<p>Download at http://www.fns.usda.gov/fsp/outreach/pdfs/myths-elderly.pdf</p>
<p>Common Food Stamp Myths Concerning Immigrants Flyer</p>	<p>Features ten common myths about food stamp benefits and immigrants and refutes them with simple facts about the FSP.</p>	<p>Download at http://www.fns.usda.gov/fsp/outreach/pdfs/myths-immigrants.pdf</p>
<p>Food Stamp Program Photo Library</p>	<p>Photographs for use in communicating FSP outreach messages. FNS requests that these pictures be used only for promotion, informational and educational purposes of a non-profit nature.</p>	<p>Download at http://grande.nal.usda.gov/foodstamp_album.php Order free print quality files by contacting FNS.</p>
<p>Food Stamp Program Public Service Announcements (PSAs).</p>	<p>Audio files and scripts for radio PSAs and television PSAs can be used as is or customized for local areas. A few PSAs target seniors and</p>	<p>Download at http://www.fns.usda.gov/fsp/outreach/radio/default.htm http://www.fns.usda.gov/fsp/outreach/psa</p>

	Hispanic populations.	s.htm
State/Local Food Stamp Agencies Outreach Toolkit	Provides outreach information for those working in State and local Food Stamp Program offices.	Download at http://www.fns.usda.gov/fsp/outreach/tool-kits_state.htm
Community Partner Outreach Toolkit	Is full of great resources and how-to's. The toolkit has step-by-step guidance for activities ranging from developing partnerships to conducting media relations.	Download at http://www.fns.usda.gov/fsp/outreach/tool-kits_partners.htm

<p>Participation Data</p>	<p>tion.htm</p>	<p>characteristics of households receiving food stamp benefits. Also includes evaluation reports for past FNS outreach grant programs from 1993-1994 (see “Food Stamp Client Enrollment Assistance Demonstration Projects: Final Evaluation Report, July 1999”) and 2001 (see “Research Grants to Improve Food Stamp Program Access Through Partnerships and Technology: 2001 Program Evaluation Summary – September 2004), and 2002 (See “Evaluation of Food Stamp Research Grants to Improve Access through the Use of New Technology and Partnerships”).</p>
<p>Food Stamp Program Regulations</p>	<p>http://www.fns.usda.gov/fsp/rules/Regulations/default.htm</p>	<p>All Selected Grantees’ outreach activities must comply with current FSP regulations.</p>
<p>Seniors Views of the Food Stamp Program and Ways to Improve Participation (Washington State)</p>	<p>http://www.ers.usda.gov/publications/efan02012/</p>	<p>Explores factors that influence FSP participation among the elderly and identifies ways to improve their participation based on findings from focus groups.</p>
<p>Economic Impact of Food Stamp Benefits</p>	<p>www.fns.usda.gov/fsp/researchers/ers_reports.htm www.ers.usda.gov/publications/fanrr26/fanrr26-6/ www.ers.usda.gov/Briefing/GeneralEconomy/linkages.htm</p>	<p>Links to studies about the economic benefits of food stamps. Includes research conducted for USDA’s Economic Research Service (ERS), which is USDA’s main source of economic information and research.</p>
<p>Impact of Food Assistance on Nutrition and Health</p>	<p>www.ers.usda.gov/publications/fanrr19%2D3/</p>	<p>A comprehensive review that compiles and synthesizes published research about the impact of domestic food assistance programs on participants’ nutrition and health outcomes. There are several volumes to the report.</p>
<p>United States Census Bureau</p>	<p>www.census.gov</p>	<p>Data on income and poverty levels, including data by county and State.</p>

	(Search on “Elderly” or “Hispanics” for more information on the target populations.)	
HealthierUS	www.healthierus.gov	Central point of credible, accurate information to help people lead healthier lives.

6. TECHNICAL GUIDANCE ON CONFIDENTIALITY AND PRIVACY REQUIREMENTS

Confidential information, for purposes of this grant, refers to information or data of a personal nature about an individual, or information or data submitted by or pertaining to an institution or organization. Confidential information must not be disclosed without prior written consent of the individual, institution or organization, unless other Federal, State or local laws apply. Safeguards are required to limit the use or disclosure of personal information obtained from applicant households to persons directly connected with the administration or enforcement of the FSP.

Whenever the Grantee is uncertain about the proper handling of material under the grant, or whether the material in question is confidential information, the Grantee should obtain a written determination from the FNS Grants Officer.

Project management must be aware of and apply principles of respect for confidentiality of personal information, and ensure that project staff are aware of and acknowledge their responsibilities. Employee and volunteer staff's access to confidential information indicates a level of trust bestowed upon them by the project management and project participants. Project staff needs to be held responsible for their actions, and be aware of and acknowledge their responsibilities.

Staff need guidance in determining the sensitivity of the information to which they have access and to protect the information they are processing from access by or disclosure to unauthorized personnel. Procedures need to be developed to properly control, label, store, and destroy information. Policies should also be established for security incidents and compromises, and potential threats and vulnerabilities to be immediately reported. A sample employee/volunteer confidentiality agreement follows.

Sample Employee/Volunteer Confidentiality Agreement

You are participating as an employee <or a volunteer> in a project to inform and educate potentially eligible low-income people about the benefits to participating in the Food Stamp Program (FSP). This project includes collecting confidential information about individuals to help them decide if they are eligible and help them apply to receive food stamp benefits. An important part of the project is respecting participants' privacy, and treating personal information that they voluntarily provide as confidential. Confidential information must not be disclosed without prior written consent of the individual, and disclosure is limited to persons directly connected with the administration or enforcement of the FSP.

In signing this agreement, you acknowledge your responsibilities to:

- Maintain privacy of personal information;
- Ensure that all sensitive data, whether processed manually or with computers, receives the same degree of protection;
- Follow procedures to log-off and secure information, not allowing it to be left unattended;

- Protect information from theft, fraud, misuse, loss, unauthorized access or modification;
- Access or attempt to access only the data or resources specifically authorized;
- Protect against unauthorized disclosure or use, and protect information from casual inspection or unauthorized retrieval; and
- Report promptly to the supervisor any violations or breaches of security, or unusual processing results or observed irregularities with sensitive data.

Any questions about your responsibilities should be discussed with your supervisor.

To be completed by the employee/volunteer:

I, _____, have read and understand my responsibilities to protect confidential information and will perform my duties accordingly.

Signature Date

To be completed by the employee's/volunteer's supervisor:

I, _____, certify that _____ has been provided with the responsibilities to protect confidential information, I have discussed the responsibilities with him/her, and have answered or obtained answers to his/her questions.

Signature Date

Informed Consent

If your evaluation involves methods such as surveys or interviews (versus methods such as observations), you must respect the participant's right to informed consent. It is extremely important that the project participants are aware of the evaluation, and cooperate voluntarily. Grantee staff must explain the evaluation activities and what will be required of the participants as part of the evaluation effort. Grantee staff must be clear that participants' names will not be used and that information they provide will not be linked to them. Participants must have the right to refuse to give any personal information or to answer questions. If they choose to participate, they must be allowed their rights to confidentiality and privacy.

The participants must sign an informed consent document, which documents that they understand their role in the evaluation, know what is expected of them, agree or disagree to participate, and understand that they have the right to refuse to give any information. A sample informed consent document appears below. Grantees may revise the form for low literacy or translate it into other languages, depending on the population being served by the project.

Sample Informed Consent Document

We would like you to participate in the evaluation of <project name>. Your participation is important to us and will help us assess the effectiveness of the project. As a participant in the project we will ask you to <complete a questionnaire/answer questions in an interview/other task>.

We will keep all of your answers confidential. Your name will never be included in any reports and none of your answers will be linked to you in any way. The information you provide will be combined with information from everyone else participating in the study.

You do not have to participate in the evaluation. Even if you agree to participate now, you may stop participating at any time or refuse to answer any question. Refusing to be part of the evaluation will not affect your participation or the services you receive from the project.

If you have any questions about the study, you may call *<name and phone contact>*.

By signing below, I confirm that this form has been explained to me and that I understand it.

Please check one: I agree to participate. I do not agree to participate.

Signature

Date

7. LESSONS LEARNED FROM EVALUATION OF FY 2004 AND 2005 OUTREACH GRANTS

The following lessons learned are from the evaluation and administration, of the FNS outreach grants awarded in fiscal years 2004 and 2005. Applicants should review the lessons learned and incorporate them into their proposals as appropriate. You can also get more information about past grant awards, past recipient organizations and evaluations by clicking on the FNS website at:

<http://www.fns.usda.gov/fsp/outreach/grants.htm>

1. ***Engage the Local Food Stamp Office:*** Time and time again, Grantees report that the local office plays a critical role in the success of an outreach project. Keeping the local food stamp office informed of the status of planned outreach activities and their outcome ensures your organization gets the support it needs. Similarly, your organization plays a critical role of informing the local office of new needs and trends within the community (e.g., language needs) and about services that are poor or lacking. The more your organization puts into the relationship with the local food stamp office, the more your organization will get out of the partnership. To be successful, there should be frequent communication between the Grantee and local office. If the local office seems reluctant to support your organization's outreach activities, try scheduling a one-on-one meeting with the local office supervisor and staff. At the meeting, you can showcase your outreach activities and results. Focus on this being a win-win situation for both the local office and your organization. The mutual goal is having clients who are better prepared for the certification interview.
2. ***Targeted Outreach Approaches and Face-to-Face Interactions:*** A more targeted outreach approach, which will reach a greater percentage of potentially eligible individuals, has a better response rate than a broadcast approach (posting flyers, mailing brochures, etc). Approaches that incorporate a personal touch are more effective. People seem to respond better to face-to-face interactions where the staff or volunteer can establish a personal connection with the individual and answer questions. Such personal connections allow trust to develop between the organization and the public and often serve as a client's first exposure to the Food Stamp Program. As one Grantee put it, "approaches that provided the most assistance were the approaches that used the most time."
3. ***Partnerships.*** Partners with longstanding roots in the community and established relationships with the target populations can be the most helpful. Partner organizations must buy in to the outreach activities, particularly at the management level. Specifically, partners need to understand the project and be willing to commit staff to it. Partners must clearly understand their role throughout the outreach activity. Partners must understand the FSP or be willing to learn about it (and changing policies).
4. ***Use of Pre-Existing Materials.*** By utilizing the print media that FNS offers, Grantees save themselves time and effort because they do not have to "reinvent the wheel." The radio ads and PSAs offered by FNS were helpful in reaching people who cannot read or do not read well. Grantees have saved time by contacting past

Grantees and replicating their informational emails, flyers and marketing material. By using pre-existing materials, Grantees can focus more on serving potential clients and on planning their activities.

5. **Prescreening:** Some Grantees indicated that they did not anticipate the pre-screening process to be so difficult for clients to understand. As such, it is important to know the community you serve, including their language needs, general literacy level and any special accommodations they may need (e.g., large font for elderly populations). Multiple pre-screening formats may be needed to fit the diverse needs of partners, volunteers and clients. Paper or stand alone pre-screener for portable computers may be needed (as opposed to those requiring connection to the Internet) depending on the hardware at the site and clients' comfort with new technologies. If a client is struggling, the client may benefit from having an advocate or volunteer guide them through the pre-screening process. This ensures that the client does not get "lost" during the process. It is very important to emphasize that the person must submit an application and verification materials in order to actually apply for food stamp benefits. Following up with clients by phone following a pre-screening event has been very successful.
6. **Application Assistance:** Application assistance must be appropriate for the target populations. Even when completed application forms are sent electronically to the food stamp office, follow-up with appointments and verification requirements may be required. More intensive assistance, including multiple follow-up calls and interactions, may be required for especially hard-to-reach populations to ensure success. For example, elderly clients may require outreach to their family members. Non-English-speaking populations require translators.
7. **Use of Volunteers:** Volunteers can be especially important for outreach activities, but they must be used effectively. Volunteers should only be asked to do activities that match their skill and comfort level in working with sensitive financial information and new technologies (if used). All volunteers must be trained to generally understand the FSP. Those asked to do prescreening and provide application assistance must understand policies and procedures in more depth. Software and Internet-based assistance require extensive volunteer training.
8. **Protecting Clients' Privacy:** Outreach locations should provide clients with some measure of privacy as many clients may not be willing to discuss the program publicly. Potential clients may resist *intensive* outreach in very public spaces where they fear a friend or neighbor could see them. This does not eliminate information dissemination in public locations, but it could limit the type of pre-screening and application assistance that can be provided there. Another option may be to offer business cards with contact information and information regarding the FSP so clients can discreetly take the card.
9. **Providing Food Stamp Information at Work Sites:** Employers may be less receptive to allowing a new program in their workplace if they do not understand the program or if they have had a prior bad experience with it. When talking about the FSP with employers, it is important to get their impressions of the program and any concerns

they may have upfront so you can dispel the myths and address any issues. The time you invest at the beginning in developing strong partnerships with employers pays off in the end by contributing to the success of outreach to working individuals.

10. ***Sponsored Immigrant Families with Children:*** Some low income immigrants are not eligible for food stamp benefits because their sponsor cannot qualify, but these groups can be helped by shifting the focus of the outreach effort to target immigrant families with children. All low income immigrant children under the age of 18 are eligible to receive food stamp benefits without the qualification of the sponsor. The adult household member can opt out of the food stamp case and receive benefits for the children only. Pre-screening services can be offered to all immigrants with additional questions asked during the pre-screening session to identify adult sponsored immigrants early in the process and advise them of alternatives.

8. GLOSSARY OF TERMS

424, 424A and 424B Standard Forms: These financial forms are required and must be completed and submitted with your application package in order for your application to be complete and for your organization to be eligible for a food stamp outreach grant. The forms are *Application for Federal Assistance* (SF 424); *Budget Summary* (SF 424 A); and *Assurances of Non-Construction Programs* (SF 424B).

Allowable Activities: Food stamp outreach activities that are eligible for Federal reimbursement under this grant.

Applicant: For purposes of this grant, a private non-profit or public organization that is applying for a food stamp outreach grant from FNS.

Application Assistance: Provision of help to clients in completing the food stamp application and gathering verification documents. Application assistance is usually provided by community-based outreach workers. It may include delivery of signed application to the local office. Application assistance does not include interference with the food stamp interview. Application assistance provides support to the client during the application phase which can lead to a more complete application, fewer trips to the local office, and easier processing for the eligibility worker.

Central Contractor Registration Number (CCR): A CCR is needed to access the www.grants.gov website and file an application for a food stamp outreach grant online / electronically. For more information on obtaining a CCR, click on <http://www.ccr.gov/>

Co-Madres: A person who is perceived by some Hispanic communities to be a leader, educator or confidant.

DUNS Number: The DUNS number serves as a means of tracking and identifying applications for Federal assistance and is required to be included on all applications for Federal assistance.

Elderly: *See definition of "Seniors"*

Fiscal Year: The Federal Fiscal Year that runs from October 1st of one year through September 30th of the following year.

FNS: The U.S. Department of Agriculture's Food and Nutrition Service (FNS). FNS is the Federal agency that oversees the administration of the Food Stamp Program.

FSP: Acronym for the Food Stamp Program.

Hispanic: A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish Culture.

Grantee (Selected Grantee): For purposes of this RFA, a recipient of a food stamp outreach grant from FNS for FY 2008 or 2009. Grantees are eligible to receive Federal

funds as reimbursement for pre-approved outreach activities as outlined in their proposal, in compliance with this RFA and as specified in the grant agreement with FNS.

Indirect Cost Rate: A rate typically computed by summing all indirect costs then dividing the total by the Modified Total Direct Costs. The resulting percentage is applied to each grant to determine their share of the indirect or overhead costs. Indirect cost rates applied in the outreach grant budget must be documented through an indirect cost plan that is approved by a cognizant agency.

Letter of Acknowledgement from the State or Local Food Stamp Office: A letter that formally indicates that the State or local food stamp office is knowledgeable of the organization's proposed outreach activities and application for a food stamp outreach grant. The letter may also describe the roles and responsibilities of the local food stamp office in the project.

Letter of Commitment from Partners: A letter that acknowledges the formal role that a specified partnering organization will play in the organization's food stamp outreach activities.

Letter of Endorsement: A letter from an organization, agency, group or individual that is in support of your organization's application for a food stamp outreach grant.

Lobbying: Any activity or material to influence Federal, State, or local officials to pass, or sign legislation or to influence the outcomes of an election, referendum, or initiative. Lobbying is not allowed with Federal funds.

Model A: For purposes of this grant, a model that conducts outreach activities targeted towards seniors.

Model B: For purposes of this grant, a model that conducts outreach activities targeted towards Hispanics.

Model C: For purposes of this grant, a model that conducts outreach activities targeted towards Hispanic persons who are 60 years of age or older.

Nutrition Education: A set of learning experiences designed to facilitate the voluntary adoption of eating and other nutrition-related behaviors conducive to health and well being for those on a limited budget.

Non-Profit Organization: *See Private Non-Profit Organization*

Outreach: Educational and informational efforts promoting the nutrition and other benefits of participating in the FSP which are directed to nonparticipating but potentially eligible persons. Also known as program informational activities.

Outreach Plan: An official written document that describes outreach activities to be delivered. It should clearly describe goals, priorities, objectives, activities, procedures used, and resources including staff and budget, and evaluation method.

Partnering Organization: Another organization, association, business or agency that is committed to carrying out food stamp outreach activities in collaboration with your organization as outlined in the proposal. Organizations often rely on partnering organizations for resources and support.

Prescreening: The process by which potentially eligible low income people are asked basic eligibility questions (not the complete application) in order to estimate potential eligibility for food stamps. Sometimes, pre-screening also includes an estimate of the amount of benefits they could receive. Pre-screening is a way to educate low income people who don't know they could be eligible for benefits. Pre-screening may be done on a computer or on paper.

Private Non-Profit Organization (Not-for-Profit Organization): An incorporated organization that exists for educational or charitable reasons, and from which its shareholders or trustees do not benefit financially.

Program Informational Activities: Activities to inform low-income households about the availability, eligibility requirements, application procedures and the benefits of the FSP. Program Informational Activities are also known as outreach.

Promotores: A person who is perceived by some Hispanic communities to be a leader, educator or confidant.

Public Organization: Public organizations are governmental entities.

Public Service Announcement: An advertisement in a newspaper, on radio or television at no cost to the sponsor as a public service to the community by the media organization.

Recruitment: An activity intended to persuade an individual who has made an informed choice not to apply for food stamp benefits to change his or her decision. Recruitment is unallowable.

RFA: Request for Applications (RFA). This document is considered an RFA. An RFA is a formal announcement regarding a grant opportunity, and it specifies the criteria for the grant.

SF 424, SF 424A and SF 424B Standard Forms: *See 424, 424A and 424B Standard Forms (beginning of Glossary section).*

Selected Grantee: *See Grantee*

Seniors: Persons who are 60 years of age or older.

State or Local Food Stamp Office: The agency of State government, including the local offices, which is responsible for the administration of the Food Stamp Program.

Target Population: A group of individuals who are the focus of food stamp outreach activities as described in the organization's grant proposal under this RFA.

Unallowable Activities: Food stamp outreach activities that are not eligible for Federal reimbursement under this grant.