

West Virginia Farmers' Market Matching Fund Grant Application



Proposal Narrative

The narrative portion of the project proposal, including the supplemental budget summary, must be single-sided and not exceed 10 pages (Times New Roman font, 12 pt. pitch, single-spaced, 8.5x11 inch-paper). Optional letters of support and biographies of key personnel are encouraged, and do not count against the 10-page limit.

In order to expedite the application review process, the narrative must be organized under the following headings:

1. Project Title. Must capture the primary focus of the project.

2. Applicant/Organization Information. Provide the applicant/organization name, contact name, mailing address, telephone and fax number, and email address for the person responsible for the application, financial information, and the proposed budget request.

Organization Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone/Fax/E-mail: _____

Name of Responsible Applicant: _____

Phone/Fax/E-mail: _____

Financial Institution Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone/Fax: _____

PROPOSED MATCHING FUNDS REQUESTED:

Grant Request: \$ _____ Matching Funds: \$ _____

3. Primary Project Manager Information. Provide the name, mailing address, telephone and fax number, and email address for the person(s) responsible for managing and/or overseeing the project.

Project Manager Name(s): _____

Mailing Address: _____

City/State/Zip: _____

Phone/Fax/E-mail: _____

4. Entity Type/Eligibility Statement. Indicate the entity type of the applicant/organization, i.e., an agricultural cooperative, local government, nonprofit corporation, public benefit corporation, economic benefit corporation, regional farmers' market authority or other entity type. Provide an explanation of how the applicant/organization qualifies as an eligible entity. *Applications that do not contain sufficient information to determine the eligibility of the applicant will not be considered.*

5. Executive Summary. The proposal summary, not to exceed 200 words, must include the following: a project description, goals to be accomplished, stages of work and resources required, expected timeframe for completing all tasks and results, and the primary project manager responsible for the project.

6. Goals of the Project. Provide a clear statement (one or two sentences) that includes the ultimate goal(s) and objective(s) of the project.

7. Background Statement. Provide information regarding past, current, and/or future events, conditions, or actions taken that justify the need for the project.

8. Workplan and Resource Requirements. Provide a statement that includes the planned scope of work, anticipated stages and timelines, and the resources required to complete the project. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, the resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner.

9. Expected Outcomes and Project Evaluation. Describe what is to be accomplished, the expected results, and how success will be measured at the completion of the project (quantitative and evaluation measurement of project’s impact).

10. Beneficiaries. Describe which persons, organizations, and/or entities will benefit from the project work or research outlined in the proposal and how they will benefit.

11. Site Selection Criteria and Evaluation. Describe criteria utilized in selecting market site and supporting documentation that demonstrates same.
(Label as Attachment 11)
