

## 2018 Seed Grant Guidelines

For the 2018 Seed Grant program year, United Way of New York City is continuing to accept applications related to urban farming projects as well as additional projects that provide organizations with the ability to develop or improve upon innovative ways of confronting emergency food and/or nutrition needs of low-income individuals. These projects may include nutrition education, wellness programs, organizational enhancements, as well as outreach and benefits access related services in three categories:

1. **Resource Enhancement and Community Partnerships:** Projects that increase or enhance healthy food access and emergency food resources or create a diversified resource base through community partnerships.
  - Examples are projects to develop and/or utilize food growers, food hubs, farmers' markets, community garden and urban farming programs—including rooftop farms, and indoor/outdoor hydroponic systems—or other community resources. Nutrition education projects, including curriculum development, with an emphasis on a 'train the trainer' approach will also be considered.
2. **Organizational Capacity and Effectiveness:** Projects that increase organizational capacity and effectiveness to provide emergency food services and access to healthy foods.
  - Examples are projects that provide resources, technical assistance and/or training to emergency food providers for fundraising, bookkeeping, volunteer services, inventory management or other areas specific to emergency food services.
3. **Linkage to Services:** Projects that can link emergency food providers and their guests to services that could reduce dependence on emergency food.
  - Examples include projects to expand outreach referral services to connect at risk individuals to medical care and social services and technology to develop training programs for at risk individuals to create linkages and increase skills for future job placement.

**Note:** Projects that address a persistent need within the emergency food network and can be replicated for broader use are of particular interest.

### Seed Grant Details

#### Seed Grant Eligibility

- Applicant is a community-based organization located in New York City that works with a low-income, homeless, and/or food-insecure population.
- Applicant is a nonprofit with 501(c)(3) status with adequate facilities and resources to sustain the proposed project after the one-year grant.
- Organizations that hold a direct contract with HPNAP (ie. Food Pantries, Soup Kitchens, Food Recovery Operations, and Special Nutrition Initiatives) are eligible to apply for Seed Grant funding if the funding requested is to support a new project not already receiving HPNAP funds.
- Project budget must not exceed \$30,000.
- Seed Grants are one-time only grants and non-renewable. Organizations can apply for Seed Grant funding annually if the project description is unique (i.e. different site, different service or target population, or different service plan from a past Seed Grant project).
- Applicant has a bank account and can provide proof upon request.
- Applicant submits a complete application on time.
- Multiple applications (i.e. two applications in two distinct categories) will not be considered – one application per organization.

***\*Special Eligibility Requirements for urban farming projects in Category 1. Resource Enhancement and Community Partnerships:***

- Own or lease the proposed land/rooftop space or provide documentation to support its right to use the land/rooftop space indefinitely.
- Have at least 1,000 square feet of land or rooftop space dedicated for this project.
- Provide a letter from a structural engineer verifying feasibility of project, if applying for a rooftop farm.

**Seed Grant Selection Criteria**

In the project proposal, applicants must clearly state how the project will address the needs of the target population, how the project fits within the applicant’s general scope of community services, and how the project will be sustained/maintained/continued after the grant period.

Applications meeting the eligibility criteria will be reviewed by the grant review committee and scored based on the following:

- Strength, originality, and feasibility of described project
- Relationship of deliverables and budget to project description and goals
- Alignment of project with the organization’s mission and community need
- Ability to demonstrate continuation of project after Seed Grant period
- Fiscal solvency of applying agency
- Ability to meet the outcomes.
  - o Applicants are encouraged to identify a expert or organization that will provide step-by-step technical assistance. UWNYP can assist with selection of this expert, if needed. A memorandum of understanding describing the proposed statement of work may be submitted with the application.
- Description of a reasonable project budget.
  - o This is a one-year start-up grant and funding is intended for costs that contribute directly to program outcomes and position the organization to sustain the project after the grant year ends.
- ***For urban farming projects in Category 1. Resource Enhancement and Community Partnerships Resource Enhancement and Community Partnerships:***
  - o Description of a plan for distributing the farm-grown produce to a low-income, food insecure population **free of charge** during the one-year grant period.
  - o The produce may be sold after the grant period, if needed, provided it is not cost-prohibitive for the target population.

**Seed Grant Implementation Timeframe**

Project implementation timeline can be determined by applicant and can extend through a total of one year from April 1, 2018 through March 30, 2019. Project objectives, outcomes, budget, reporting timelines, and site visit schedules will be agreed upon prior to the distribution of funds.

- 80% of grant funds will be distributed upon contract execution in April 2018.
- The balance will be paid upon submission of an Interim Report and contingent upon completion of outcomes.

**\*All Materials MUST be submitted online by 5PM FEBRUARY 7<sup>TH</sup>, 2018\***

### **Application Overview**

**Step one:** Review the Online Form (administrative information and required documents) to see what type of information is required. You must enter all the information in the online form at the same time as you submit the application. The application cannot be saved for later submission. We suggest working offline on the answers, then typing them in when submitting the required documents.

**Step two:** Download the Word document ‘Seed Grant Application Parts 2 to 4’. Answer the questions and upload it. PDF format is preferred.

**Step three:** Download the Excel document ‘Seed Grant Budget Template’. Enter the required information and upload it.

**Step four:** Upload required documents and complete required information in the online form. **Required**

### **Documents Checklist:**

- Completed Seed Grant Application Parts 2 to 4 (PDF preferred)
- Completed Seed Grant Budget Template(Excel format required)
- Copy of Federal Exempt Status Certificate 501(c)(3) (PDF preferred)
- Current Organizational Chart -- highlight staff involved in grant (PDF preferred)
- Resumes and job descriptions of staff involved in grant -- combine into one document (PDF preferred)
- Current Organizational Budget (PDF preferred)

### **Optional Documents:**

- Financial Audit, if available (PDF required)
- Upload up to three additional supporting documents, such as audit, letters of support or agreement regarding land use, partnerships, consultancy services etc. (PDF required)

## Instructions for Completing the 2018 Seed Grant Application

### Part 1: Online Form - Administrative Information and Uploading Required Documents

Provide the contact information for the grant contact person. This contact person should be the staff member responsible for this project throughout the entire grant period. Also include the Executive Director's (ED) contact information and information about your organization. Provide basic information about the proposed project: category, project summary, total dollar amount requested. The final question is check box that serves as the ED signature.

*Note: Urban farming projects must include size of the proposed urban farm and description of who owns the land.*

In the **proposal summary** provide grant reviewers with a brief snapshot of the project and what you hope to accomplish.

Ex. ABC Organization will start a farm in the backyard behind our headquarters. We will recruit xx community members from the food pantry and our other programs to join our Gardening Team. Staff member Lisa Jones will be responsible for the Gardening Team and all aspects of this project. We will use grant money to hire XYZ Urban Farming Consultant to provide trainings to the Gardening Team and guide us through the process of starting a farm. Vegetables from the farm will be distributed in the food pantry and to the Gardening Team.

### NOTE: Parts 2 to 4 are submitted as a Word document

#### Part 2. Current Organization Information

- A. What is your organization's mission?** *To help you in stating your organization's mission, answer the following questions: Who are you? What do you do? Whom do you serve? Why do you exist? Be sure to include the scope of program services.*
- B. What is the target population of your organization's work?** *How do they learn about your organization? You may upload samples of flyers, brochures, or outreach materials.*

#### Part 3. Seed Grant Project Description

- A. Provide a summary statement of the project.** *Expand on the proposal summary provided in Part 1. Provide a full description of the project and the planned events, workshops, and other associated components, as well as what you plan to accomplish.*
- B. Statement of Need:** *Who will benefit from this project? Describe how will the project will address the needs of the community and how will the community benefit. Describe your target population and/or the geographic area for this project, as well as the reason you chose this population and/or geographic area.*
- C. Goals:** *Describe the goal(s) for this project and how you will measure success and effects on the target population.*
- D. Project Plan:** *Describe your plan for this project. How will you get started? Will you enlist the services of experts or organizations to provide fee based consultancy services, such as trainings and step-by step technical assistance? How will you engage community members or recruit participants? Who will be involved/trained to perform the day-to-day activities? How will you recruit them? For urban farming projects, please describe how you will distribute/use the farm grown produce.*

Grant reviewers like well-defined and planned out projects. They want to know whether applicants have thought out all the necessary steps to meet the goals, whether they have the organizational capacity to meet the goals and sustain the project after the grant period ends. For urban farming projects, describe your plan for starting an urban farm in detail. How will you go about doing this? Will you enlist the services of experts or organizations to provide fee based consultancy services, such as trainings and step-by step technical

assistance? How will you engage community members? Who will be involved/trained to perform the day-to-day farming activities? How will you recruit them? How will you distribute/use the farm grown produce? Please explain.

- E. Alignment with Organizational Mission & Services:** *This grant is intended to enhance your organization’s ability to provide additional services to your target population and community. Describe how this project is aligned with your mission and program services. How will it be integrated into existing programming and services?*

This section is important as it helps the grant review committee understand how this funding fits within your organization’s scope of work and how it will benefit the target population.

The Seed Grant project must fit within your organization’s mission to your target population and function as an extension to the blanket of services currently provided to the community. This section asks you to describe in detail how your project will help improve your organization’s services in the context of your mission.

- F. Project Sustainability:** *This is a one-time grant designed to help community based organizations acquire the materials and skills necessary to start a project or enhance existing project. Describe how you will continue the project after the grant period. Include the role of staff, volunteers, community members, and additional funding sources.*

This is a grant designed to help you acquire the materials and skills necessary to start a project. Please provide a detailed description of how you plan to sustain the project in year two and beyond. Describe the role staff members and others (such as, community members, volunteers, and interns) will play a role in long-term project maintenance. Describe other funding sources available for this project. Projects that employ a train the trainer approach can contribute to sustainability.

#### **Part 4: Project Plan Details**

##### **Program Goals, Activities and Deliverables & Outcome Measures**

The project aims to address problems within the target community and population identified in Part 2B. Use this guide to complete the chart.

**Goals:** The goals of your project should reflect what you intend to accomplish by having this Seed Grant. Each goal should be listed on the table in a separate row. These goals should be simple, measurable, and meaningful to your project. Examples are as follows:

- A. Project Description is *to provide Smart Shopping classes to Ex-Offender fathers.*

**GOAL** is to teach fathers how to support the nutrition needs of themselves and their children on a limited budget

- B. Project Description is *to start a farm to produce fresh vegetables for distribution in the agency’s Food Pantry.*

**GOALS** are 1) to improve the nutritional intake of the hungry in the community by providing farm, fresh produce to community members; and 2) to train community volunteers in farming/gardening.

**Activities and Deliverables:** The project Deliverables are the steps or activities your project will take to accomplish your goal or goals. Each goal can have more than one deliverable.

Deliverables must be specific and measurable! On the chart, please keep all deliverables for the same goal in the same box. You may use additional sheets if necessary.

Using the examples above, the deliverables are as follows:

- A. GOAL is to teach fathers how to support the nutrition needs of themselves and their children on a limited budget.

**DELIVERABLES** 1) to develop a workshop manual; 2) conduct 10 Smart Shopping classes with 10 fathers each; 3) take 10 trips to the supermarket and provide \$25 stipend to fathers to purchase food based on a 2-day menu they develop; and 4) collect receipts from \$25 stipend and review men

- B. GOALS are 1) to improve the nutritional intake of the hungry in the community by providing farm, fresh produce to community members; and 2) to train community volunteers in farming/gardening.

**DELIVERABLES** Goal 1- 1) prepare soil of two lots; 2) plant, cultivate, and harvest produce. For Goal 2- 1) Consultant will conduct 24 training sessions (2 per week) with 16 students each; 2) Consultant will develop a “How To” manual for other emergency food providers.

**Outcomes:** The project outcomes are the intended effect the activities and deliverables have on the target population.

**Responsibility for Deliverables:** The individual who is responsible for each deliverable should be placed in this column next to the deliverable of their responsibility. Please note that only those individuals who will be completing the deliverables of the project should be put in the budget. Seed Grants will not fund staff who are not directly responsible for completing deliverables, and will not fund “support” staff like maintenance workers, accountants, office staff, or Executive Directors. If consultants will be the only staff completing deliverables, then there should be no staffing requests in the Personnel budget.

**Timeline for Deliverables:** Each deliverable should have a timeline. This timeline should reflect how long it will take to complete each deliverable. Please indicate the timeline for each deliverable in MONTHS. These timelines should be realistic and appropriate for the completion of the deliverable

## **Part. 5 Seed Grant Budget**

Download the Seed Grant Budget Excel document and follow the instructions on each budget worksheet (Materials/Supplies, Travel, Postage/Printing, Consultancy, Personnel Staff, Stipend/Non-staff, and Other) in the document. The completed Seed Grant Budget Spreadsheet must be uploaded to the online application.

### **Budget Justification and Reporting**

Provide itemized expenses for each category and justification in each worksheet related to your funding request. Expenses for each item must be related to the project. Material receipts, invoices, as well as proof of payment for items purchased with Seed Grant funds (as well as fuel, car rental, and documentation of miles) will be required as part of both the interim and final report, along with justifications for each item. Time sheets and/or payroll copies for each personnel staff and stipend/non-staff personnel will be required as part of the interim and final report. Consultant hires must be justified. Note that a consultant can be an organization or an individual with demonstrated knowledge, expertise, and proven capabilities and in your project type. A signed statement of work would be required.

## **Budget Requirements**

- Personnel Staff plus Stipend/Non-staff costs may not exceed one-third of the total grant budget. Fringe benefits will not be covered.
- Personnel Staff funded in the grant must be responsible for carrying out outcomes listed in Part 3 and only for direct involvement in the outcomes. Please include the position title, person's name, hourly rate, number of hours per week as well as the number of weeks the person will work on the project outcomes. See example in Excel budget worksheet.
- Stipend/Non-staff budget line is intended to support the recruitment of youth interns or community members of the target population as opposed to the employment of new agency staff.
  - The hourly remuneration for Stipend/Non-staff will not exceed \$13.50/hour which is competitive with the New York City minimum wage.
- Supervisory positions, including Executive Directors, will not be funded.
- Seed Grants are intended to fund direct project costs. Items over \$200 in the 'Other' category must be pre-approved by UWNYP prior to fund distribution.

*\*\*For additional information on completing this grant, please refer to our [Guidelines for Completing the Seed Grant Application](#), and/or attend a Seed Grant Application Workshop.\*\**