



*Governor's
Hunger Health and Nutrition
Initiative (HHNI)*

Oregon Farmers' Markets Association (OFMA)
PO Box 13272, Portland, OR 97213
503 525 1035

Grant Application Instructions 2009

The application does not need to be typed but must be printed legibly. Please use the space provided on the application. Attach additional sheet(s) if more space is needed.

I. GENERAL INFORMATION

HHNI Funds Requested/Total Project Cost—Fill in the amounts, rounded to the nearest dollar. Total Project Cost is the sum of the required match (25% minimum), plus the requested HHNI funding from the purposed project budget (page 4 of the application).

Name of Project—Provide a name, preferably five words or fewer, that can be used for the project on all related correspondence and agreements. Give the project a name that helps to define it. For example, “Yamhill Farmers' Market Senior Transportation,” or “Carlton Farmers' Market EBT Implementation”

Project Location—Identify the town and county where the proposed project will be implemented (e.g., Hillsboro/Washington county). Include multiple markets if the project includes more than one market.

Have you previously submitted an application to OFMA?—Mark “Yes” if you have previously submitted a grant application — either for the 2008 HHNI 2008 Demonstration Project Program or the 2008 FMPP Food Stamp Access Matching Grant Program — for this project, or a *similar* one.

II. CONTACT INFORMATION

Information in this section must be complete. The same person may serve more than one contact function.

Applicant—Eligible HHNI Grant applicants include Oregon Farmers' Markets only. Enter all contact information. If there is more than one applicant, a cooperative applicant agreement is recommended. However, if a cooperative applicant agreement is not used, please attach a separate sheet with contact information for each additional applicant, along with their signatures to attest to the conditions of the application.

Project Manager for the Grantee—Identify the market manager, board member, or other person who will shepherd the project from start to finish. This person will serve as OFMA’s main point of contact for the project, and will be responsible for securing signatures on the grant agreement, insuring that all signatories have copies, and verifying that all required attachments accompany the application and the Request for Payment form.

Fiscal Agent—A farmers' market or farmers' market association, or supporting organization (such as a downtown business association) may serve as the fiscal agent for an HHNI grant. Identify which of these entities will be responsible for tracking project income and expenses and for complying with the grant agreement terms. Enter all

contact information. If the fiscal agent is the applicant, you may write in "Applicant" and leave the contact information blank.

III. PROJECT INFORMATION

Market Setting—Check One Box Only

Primary Project Goal—Check One Box Only—Check the type of project which provides the best match.

Example: Your project, located at a market in a low-income neighborhood, involves outreach to local churches, community centers, etc. to promote your market. Because the project is related to building your market customer base, and to encourage low-income customers to attend the market, you would check only the Capacity Building box.

If you check Other, please be aware that your project may be rated lower than projects which clearly fall into the 3 primary grant categories.

Priority Concern addressed by the project—Check One Box Only—

1. Describe the current watershed PROBLEM(s) you are seeking to address—Describe the problem(s), not the solution(s). Discuss any known problems (e.g., inadequate resources for publicity, lack of funds to purchase EBT machine, need for culinary education to encourage purchases of vegetables, minimal use of Food Stamps at farmers' market, etc.).

2. Describe the SOLUTION(s) you are proposing to address the current problem(s) (attach a site map, project drawing, and color photos)—Describe the proposed solutions or practices (e.g., contracting with bus company to provide senior education, purchase of EBT machines and supplies, etc.) in sufficient detail for members of the HHNI Grant Team to understand what you are planning to do and how the practices will address the problem identified in item #1. Where applicable, include the number of customers your project hopes to reach, and whether your project could be easily duplicated by other farmers' markets.

3. Project Consistency—The project must be consistent with the market's goals and mission, local demographics, and existing customer base. For example, if your market is in an area of town with no low-income senior housing, applying for a grant for senior transportation would not be consistent with your demographics or current customer base.

4. Implementation—

A. List all stages or phases of your project, who will be responsible for implementation, the tasks involved, and the time frame for completing the tasks. For example, if your market wants to purchase and implement an EBT system, the first phase may include research of costs and suppliers, the second stage may include purchase of supplies and equipment, the next stage may include installation and implementation of the system, and tracking of usage, and the final stage would include reporting on the project.

B. Monitoring - list who will be responsible for monitoring the outcomes of the project, what will be measured by the monitoring, and how the monitoring will be accomplished. For example, if your market is implementing an EBT system, you might track the number of customers using the system, the costs (and long-term viability) of the system within your market, etc.

5. Final Project Report Responsibility— The applicant is required to submit a Final Project Report by September 1st, 2009. This report must be received for final disbursement of funds. List the person responsible for completing the final project report, along with contact information. If it's the same as the Project Manager, indicate "see Project Manager."

6. Have the required permits been obtained for the project?—Indicate whether required permits for the project have been obtained, or if permits are not needed. List the permits that have either been issued (attach copies), or remain to be obtained.

7. Research—Indicate whether research is being completed as part of the project. This could include research regarding frequency of use of EBT systems, research regarding techniques for encouraging low income customers to shop at farmers' markets, etc. If research is being conducted, indicate the primary research question.

8. Data—Indicate whether your project will generate data that could be beneficial for other Oregon farmers' markets. For example, will your market be gathering demographic information, information about customer habits or patterns, etc.?

9. Sharing of project data, resources, etc.—Indicate whether your project will generate information, techniques, ideas, etc that would be beneficial for other Oregon farmers' markets, and whether your market is willing to share that information. For example, if your project is implementing a Food Stamp promotion project, are you willing to share forms, tips, etc. with other markets.

10. Participating groups, partners, volunteers—List all groups involved with the project, and their respective roles.

11. Project Budget Estimate—Use the form provided in the application or attach a separate page following the same format. Refer to the attached sample budget. List the items, amounts, and sources of funding for expenses associated with the project. Include the dollar value of donated services and supplies in the table under the “Cost Share/In-Kind” column. List all items requesting HHNI funds under the “HHNI Funds” column. Fill in the amounts, rounded to the nearest dollar.

OFMA is requiring at least 25% match funding. Match funding sources may come from other grants, cash donations, "in-kind" donations, including donated labor or services, and donated supplies or materials. The Secured Match form, with signatures, may either be submitted with the project application, or submitted with the first payment request. Note: Evidence of secured match must be submitted to OFMA before initial dispersal of funds.

Description of Budget Line Item Expense Categories—Complete only the line items that apply to your project. Indicate the No. of Units and the Unit Cost wherever appropriate.

Project Management—Costs associated with managing the project on-the-ground. Includes payroll expenses. Ideally this will constitute a small percentage of the total grant request.

Contracted Services—List the labor that will be provided for project installation, the estimated number of hours, and the cost per hour. State who will provide the work (“Expense Category” column) and what they will do (“Description” column). Examples of Contracted Services are equipment operators, contracted bus drivers, outreach specialists, EBT machine assistants, etc.

Supplies/Materials—List all the supplies and materials needed for the project, such as EBT tokens, printing costs, paper, gasoline for transportation projects, etc. Group similar supplies on the same line. Indicate the No. of Units and the Unit Cost wherever appropriate. Supplies and materials must be directly related to the on-the-ground work.

Equipment— In the “Expense Category” column, list any equipment (including EBT machines) that will be rented and/or purchased. Indicate the No. of Units and the Unit Cost wherever appropriate.

Following project completion, equipment purchased with OFMA funds shall reside with the farmers' market applying for the grant, or the organization that is the fiscal administrator for the market (such as a downtown

business association.) The equipment will not be utilized for organizations or events other than the intended farmers' market. If equipment is purchased, state in the “Description” column, which approved entity will house and maintain the equipment.

Other Fees and Costs—List fees for permits, utilities company fees, or other expenses that don't fit into the other categories.

Project Totals—Add up the “Cost Share/In-Kind” column and enter the amount. Add up the “OFMA Funds” column and enter the amount (cannot exceed \$2,000). **(Note: The total of the “Cost Share/In-Kind” column must be at least 25% of the total “OFMA Funds” column.)**

Signatures—The applicant and fiscal agent must sign the application. If more than one market is involved, all applicants must sign the application, and a Cooperative Agreement must also be signed and submitted along with the application.

Attachments—Include attachments as appropriate or required. Check the corresponding box if you've attached an item to the application.

Sample Budget—Round expenses to the nearest dollar whenever possible. Please note that the following is just a sample, and is not meant to provide actual estimates of costs for a project.

Expense Category	No. of Units	Unit Cost	Cost Share/ In-Kind	HHNI Funds	Description (what will be purchased and who will provide it, if it is claimed as match.)
PROJECT MANAGEMENT (Payroll Expenses)					
X Farmers' Market	10 hrs.	\$20	\$	\$200	
CONTRACTED SERVICES (transportation companies, equipment operation, etc.)					
EBT machine operation	60 hrs	\$10	\$600	\$	2 volunteers to assist with EBT transactions
SUPPLIES/MATERIALS					
wooden tokens	1000	\$.035	\$	\$350	
carrying case	1	\$40	\$	\$40	
		\$	\$	\$	
		\$	\$	\$	
EQUIPMENT (see application instructions)					
EBT machine cost	1 unit	\$800	\$	\$800	
		\$	\$	\$	
		\$	\$	\$	
OTHER FEES AND COSTS (see application instructions)					
wireless access fee	6 months	\$20	\$	\$120	
monthly statement fee	6 months	\$6	\$	\$36	
annual fee		\$	\$	\$29	
suspension of service fee		\$	\$	\$35	
initial activation fee		\$	\$	\$95	
3-year warranty		\$	\$	\$150	
Project Total			\$600	\$1855	

Project Impact Form— All data are pre-project, and therefore, proposed, not completed. Provide values for each activity applicable to your application. Leave blank any activity or metric line that is not applicable. If you have difficulty answering any of the questions, please contact Valerie Blaha, HHNI Grant Coordinator, via OFMA's voice mail box at 503 525 1035, or by email at info@oregonfarmersmarkets.org.

HHNI FAQ Sheet

1) What types of projects are you seeking to fund?

The basic goal of the HHNI funding is to increase low-income access to farmers' markets. To that end, there are 3 primary areas of funding: a) facilitating low income customers' access to EBT machines at farmers' markets; b) assisting low income and/or food insecure senior citizens improve their access to farmers' markets; and c) assisting farmers' markets with capacity building in order to increase the number of food stamp recipients and other low-income and/or food insecure customers using farmers markets.

2) How much funding is available?

The contract OFMA currently has in place with DHS is for \$25,000.

3) What is the application deadline?

All applications for 2009 funding must be received by March 31st, 2009.

4) Can one market apply for funds for more than one project?

Markets may only apply for funds for one project per calendar year.

5) If our project is approved, when will we receive the funding?

Half of the funds will be released within 2 weeks of notification of approval, provided that OFMA has received all the necessary paperwork, including your Match form.

6) How much of a match is required? Can it include in-kind donations?

OFMA is asking markets to provide a 25% match. It can include financial support, or in-kind donations of time, supplies, etc.

7) Will recipients need to submit receipts for expenses? When do we do this?

Yes. Receipts should be submitted upon completion of the project, and no later than September 1st, 2009.

8) Do recipients need to submit a final report?

Yes, a final report must be submitted by September 1st, 2009 at the latest. Once OFMA has all of your documentation, including receipts, a final budget, and the final report, we will release the remainder of the funds to your market.

9) Who should be listed as the "fiscal agent" for a project?

The person who handles funds for your market is your "fiscal agent". It may be your market Treasurer, a downtown business association, etc.

10) Do our vendors need to do anything relating to our project?

OFMA is not requiring anything specific from vendors. However, if your vendors may benefit from increased sales due to EBT machines, marketing, etc., you might consider asking for some contribution on their part to offset project costs. That decision is up to your market.

11) How will the applications be judged?

OFMA has developed several "threshold" criteria, including the 25% match, completeness of application, whether the applications addresses 1 of the 3 primary project areas, and whether the market has been in existence for at least 1 year. If the application passes these threshold criteria, it is then scored on 10 additional project, administrative and financial criteria.

12) Who will be judging the applications?

Each application will be scored by 2-4 volunteers, including OFMA board members and other interested volunteers. Every attempt will be made to judge all applications fairly based on the scoring criteria.