

USDA Farm to School Grant Program: *Support Service Grants*

March 13, 2014

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Today's Presenters

Matt Russell, *Grant Manager*

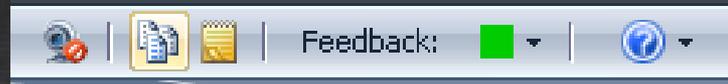
Laura Brown, *Program Analyst*

Kimberly Shields, *Grant Officer*



Housekeeping

- To access PDFs of the presentation slides:

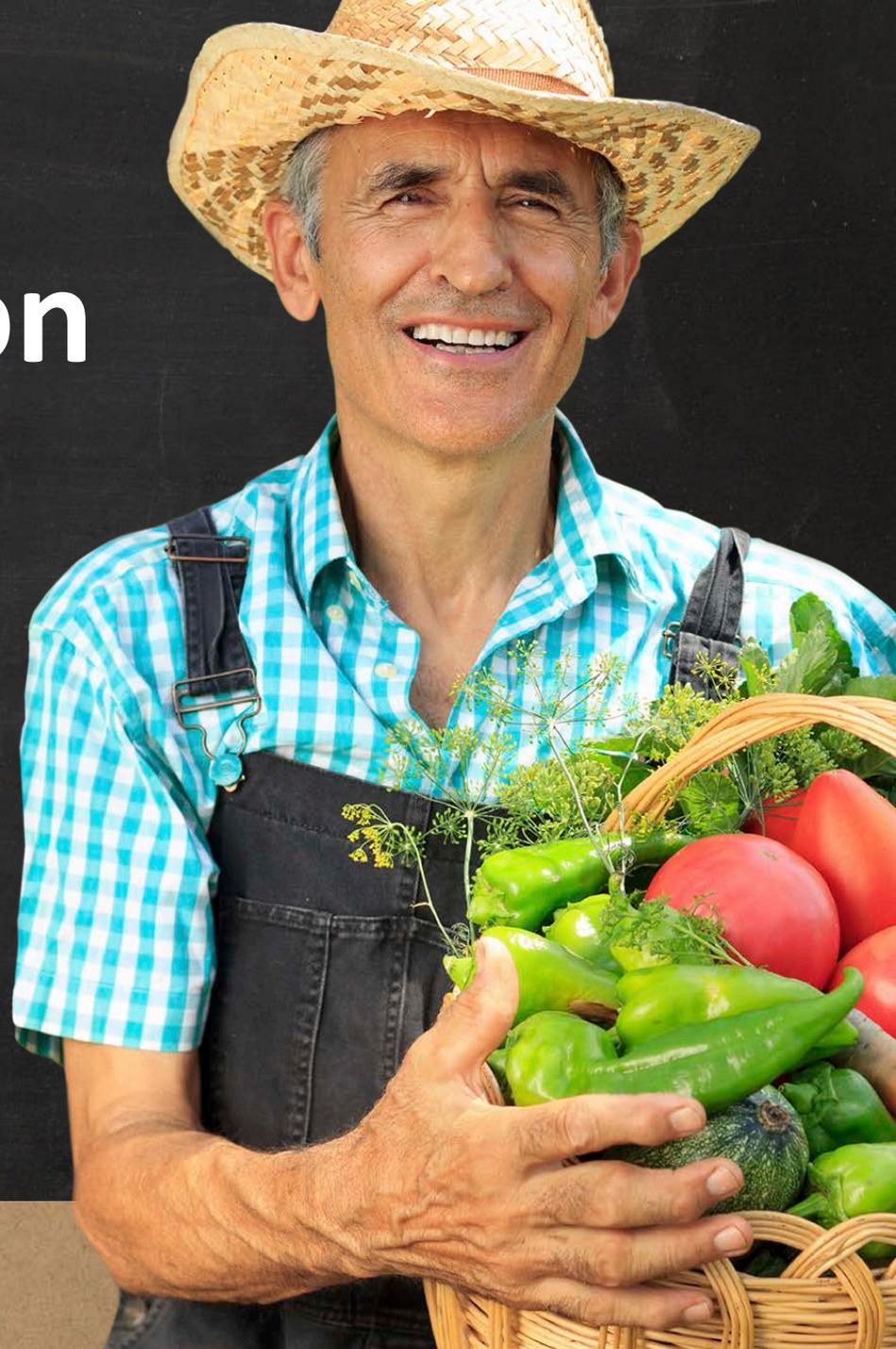


- To make a comment or ask a question:



- » Type your question or comment using the Q&A tab
 - » Ask your question or comment on the phone at the end of the webinar by pressing *1
- Please turn off your computer microphone, all audio will be through the phone.
 - The webinar will be recorded and available on the USDA Farm to School website

Poll: Who is on the line?



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Agenda

- » Background Info
- » Today's Topic: Support Service Grants
- » Scoring
- » Budget & Match
- » Registration Process, Forms and Format
- » Resources
- » Questions?

Background Information

- » What is farm to school?
- » Authority and Purpose
- » USDA Context
- » Eligibility Requirements
- » Types of Grants



What is farm to school?

- » Local Procurement
- » Food, agriculture, & nutrition-based curriculums
- » Experiential activities: school gardens, farm field trips, cooking classes, science class, etc.



Authority and Purpose



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Authority

Authority for this grant program comes from the Healthy, Hunger-Free Kids Act of 2010 (HHFKA), which amended Section 18 of the Richard B. Russell National School Lunch Act (NSLA) to establish a farm to school program.

Purpose

To improve access to local foods in eligible schools through grants and technical assistance.

Agency

The USDA Food and Nutrition Service (FNS) is charged with implementing the farm to school program.



Local: Yours to Define

Vegetables

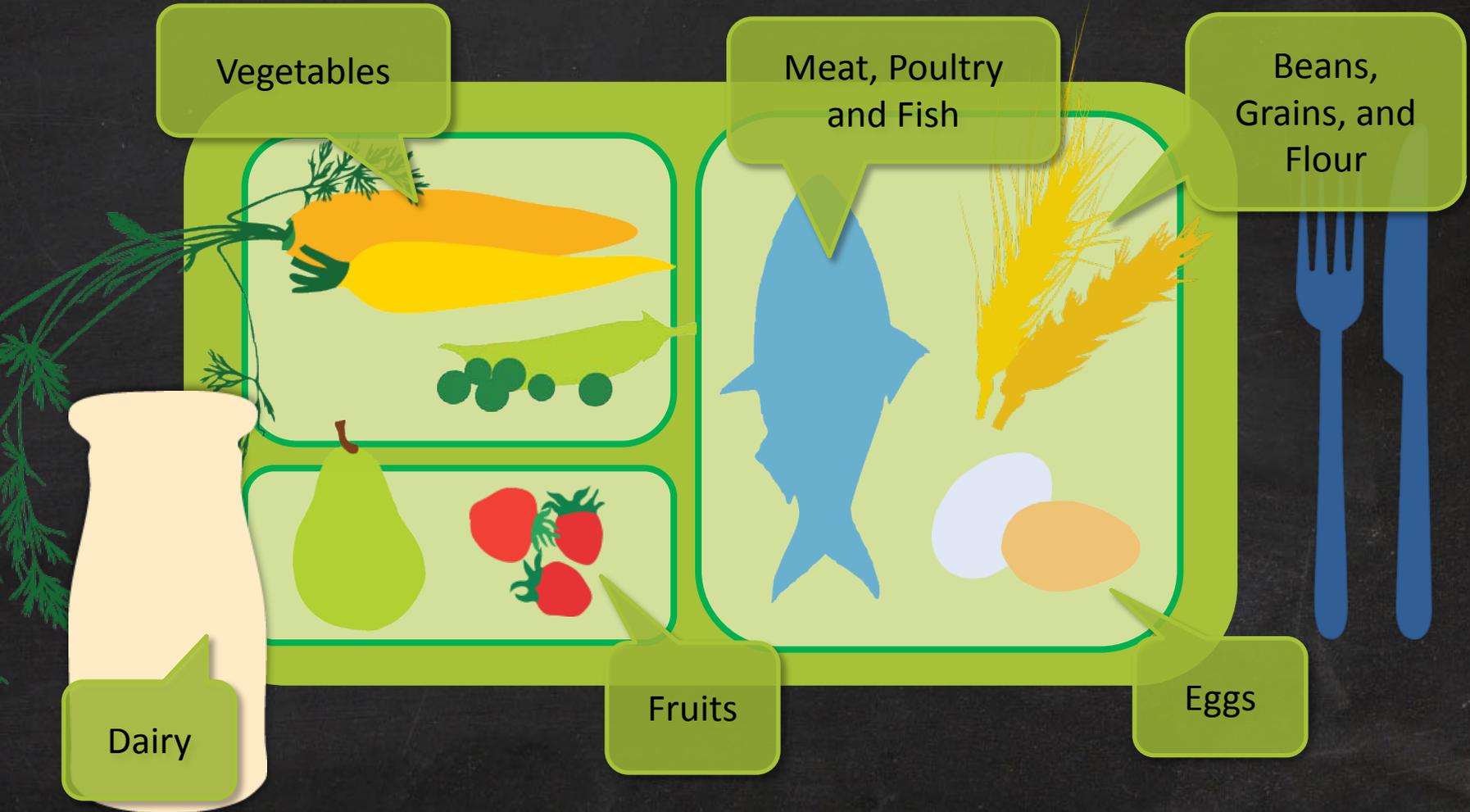
Meat, Poultry
and Fish

Beans,
Grains, and
Flour

Dairy

Fruits

Eggs



USDA Context

Competitive Grants For:

- » Training;
- » Supporting operations;
- » Planning;
- » Purchasing equipment;
- » Developing partnerships; and
- » Implementing farm to school programs.



USDA Context

Integrated

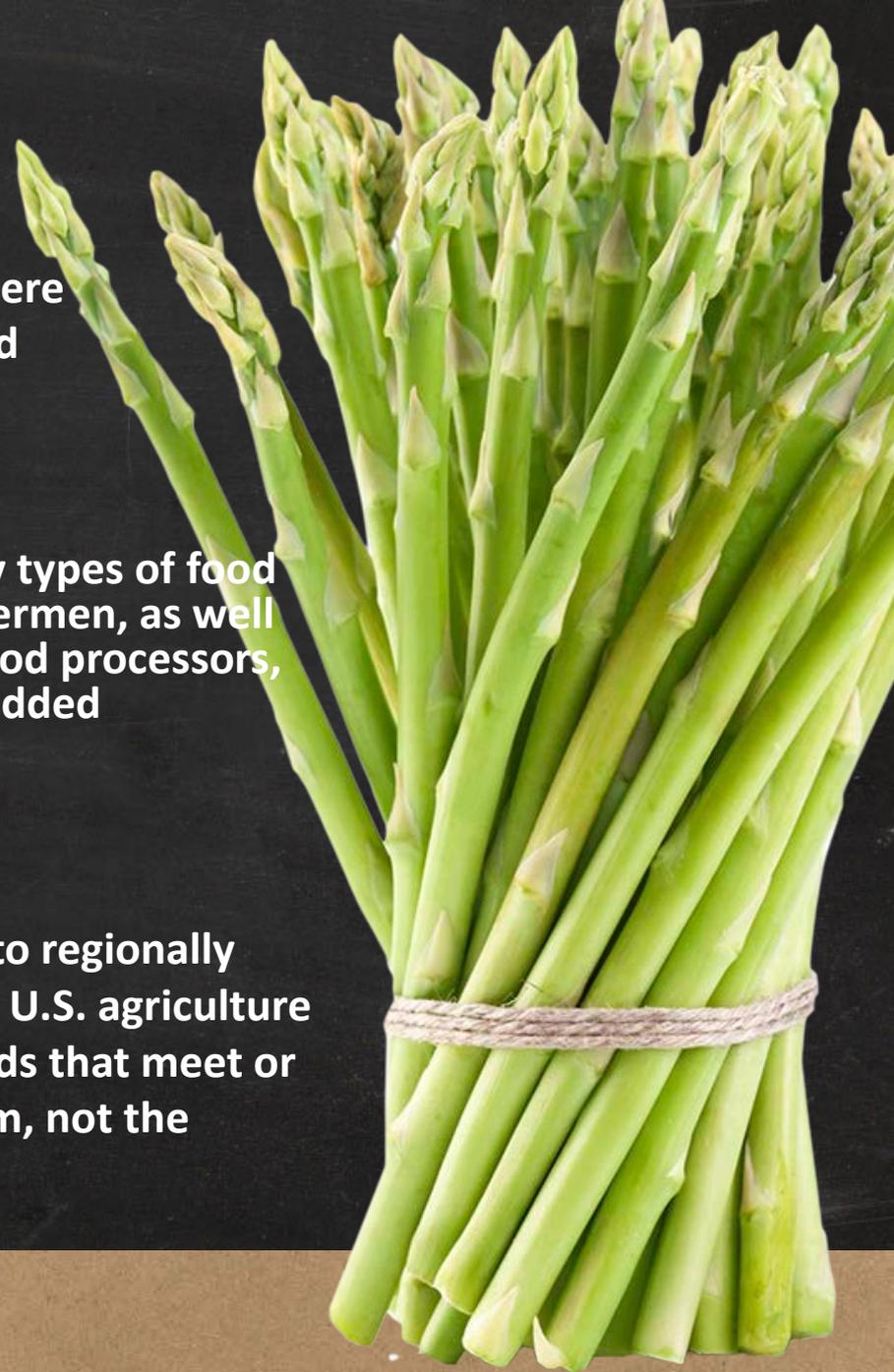
Best when an integrated approach is taken where cafeteria changes are supported and reinforced throughout the school learning environment.

Inclusive

As it relates to procurement, inclusive of many types of food producers, such as farmers, ranchers, and fishermen, as well as many types of food businesses, including food processors, manufacturers, distributors, and other value-added operations.

Ultimate vision

American school children have regular access to regionally sourced foods. School cafeterias championing U.S. agriculture and proudly promoting regionally sourced foods that meet or exceed school nutrition standards are the norm, not the exception.



General Eligibility Requirements



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Who can apply?

Eligible schools (K-12 School Food Authorities (SFA's) that participate in the National School Lunch or Breakfast program);

- » State and local agencies;
- » Indian tribal organizations;
- » Agricultural producers or groups of agricultural producers; and
- » Non-profit entities.

For what kind of project?

Funding is intended only for those projects that will ultimately benefit children in grades K-12 served through the National School Lunch and Breakfast Program.



NOT eligible as lead entity:

- Institutions of higher learning;
- Cooperative extension service;
 - My university is a non profit 501.c.3 – still not eligible
 - My extension program is a state agency – still not eligible
- Individual parents, individual teachers; and,
- Hospitals.

Ineligible project types:

- Pre-school or head start programs;
- Adult care programs.



Types of Grants



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Four Types of Grants

- Planning grants – March 11, *recording available soon*
- Implementation grants – March 12, *recording available soon*
- Support service grants – TODAY'S TOPIC
- Conference/Event grants – March 14, 1:00 p.m. EST

Distribution of awards

- Planning grants will represent approx. 25% of total grant funding
- Implementation and support service grants will represent approx. 75% of total grant funding
- \$500,000 are available in conference/event grants. USDA expects to award at least one national level conference/event and one conference/event in each of the 7 FNS regions (\$25,000 - \$50,000 each)
- USDA will seek to ensure geographical diversity to the extent possible.

How many projects can I apply for?

- You can serve as the lead on only one application. You must choose between submitting a planning grant, implementation grant, or support service grant, and in either case, may only submit one application.
- **HOWEVER**, you may submit an application for a planning, implementation, or support service grant **AND** submit a conference/event letter of intent.
- You may be listed as a collaborator or partner on more than one application.



Support Service Grants



- The basics
- Intent and who can apply
- Allowable activities
- Requirements and T&TA
- Application
- Proposal narrative
- Scoring
- Budget
- Submit Application



Support Service Applicants

- Funding range = \$65,000 - \$100,000
- 1-2 years
- Only 10% of the budget can go toward food costs (and only educational uses of food)
- 25% match is required

Important Dates

- Application Deadline: 11:59 p.m. EST, April 30, 2014
- Award notices: Early FY 2015 (November 2014)

Applications must be submitted via grants.gov

- More information available on grants.gov website



Intent and Who Can Apply



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Intended to

Help entities working with schools or school districts to further develop and provide broad reaching support services to farm to school initiatives.

Who can apply?

State and local agencies, Indian tribal organizations, agricultural producers or groups of producers, and non-profit entities that have evidence of strong community support and partnerships.



Allowable Activities



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Activities such as:

- Aggregating local food supply to more effectively meet the needs of school districts;
- Readying producers to participate in the school food market by providing Good Agricultural Practices (GAP) and other food safety training;
- Testing products or conducting school food market feasibility analyses;
- Developing new local food products or formulations to meet the needs of schools;
- Improving infrastructure to accommodate new ingredients or menu items;
- Forming statewide or regional networks or coalitions of varying kinds;
- Providing technical support in the form of face-to-face trainings, consultations, webinars, etc.;
- Hosting networking or other meet and greet events designed to bring school food service directors in contact with regional producers, processors, manufacturers and distributors;
- Developing promotional campaigns in support of farm to school initiatives;
- Strategic planning to expand or coordinate efforts; and,
- Conducting farm to school evaluation efforts.



Grantee Requirements and T&A



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Grant recipients will be required to:

- Participate in an orientation webinar and periodic webinars throughout the course of the support service grant.
- Attend one face-to-face meeting, possibly timed to coincide with a national conference that provides exposure to farm to school best practices and networking opportunities. (Applicants must include travel costs for at least one project representative, preferably the project director, in their grant budgets to attend this meeting.)
- Complete standardized evaluation activities as determined by USDA.



Application



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MUST Have

- Evidence of existing community support
- Minimum of 3 letters of support detailing the degree to which your F2S efforts are supported by external partners
- 25% match of total project cost, in form of cash or in-kind contributions
- Will be deemed ineligible without three letters of support or without complete application materials submitted to grants.gov

ENCOURAGED to Have

- Funded collaborations where a USDA investment would be additive or readily leveraged
- Supply chain partnerships with regional producers, processors, manufacturers or distributors
- Evidence of F2S program maturity and/or success to date
- Submissions that reach more than one school are preferred
- Projects that include a focus on innovative procurement strategies are preferred



Proposal Narrative

- **Background Info**
 - Organizational Information
 - Experience in Farm to School Initiatives
 - Farm to School Lessons Learned to Date
- **The Project**
 - Proposed Project
 - Key Project Partners
 - Objectives, Activities, and Timeline
 - Evaluation Plan
 - Sustainability
- **Quality Assurance and Staffing**
 - Project Management and Quality Assurance
 - Staffing
 - Financial Management System



Scoring



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Scoring

- Initial screening for eligibility and completion
- Panel review: one external reviewer, two USDA employees

Criteria: Support Service Grants

- | | |
|------------------------------------|--------|
| • F2S Experience, Track Record | 25 pts |
| • Alignment with F2S Program Goals | 25 pts |
| • Project Design and Management | 20 pts |
| • Evaluation | 10 pts |
| • Sustainability | 10 pts |
| • Budget Plan | 10 pts |



Priority Consideration



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Free or Reduced Price Meals

HHFKA mandates that priority consideration be given to schools or school districts serving a high proportion of children who are eligible for free or reduced price meals.

Need a high percentage to apply?

No!

Priority Consideration

The selecting official will take into account the free and reduced price meal eligibility rates, but extra points will not be assigned.

Geographic Diversity

USDA will seek to ensure geographical diversity to the extent possible.



Budget & Budget Narrative



SF-424A: Budget information (Completed online)

- Required form - Completed electronically on grants.gov
- A hard copy can also be downloaded from the grants.gov website



BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY						
Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Farm to School	10.575	\$	\$	\$ 36,465.00	\$ 12,980.00	\$ 49,445.00
2.						0.00
3.						0.00
4.						0.00
5. Totals		\$ 0.00	\$ 0.00	\$ 36,465.00	\$ 12,980.00	\$ 49,445.00
SECTION B - BUDGET CATEGORIES						
6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY					Total (5)
	(1)	Federal	(2) Match	(3)		
a. Personnel	\$	14,000.00	\$ 7,000.00	\$	\$	\$ 21,000.00
b. Fringe Benefits		4,200.00	2,100.00			6,300.00
c. Travel		4,450.00	1,000.00			5,450.00
d. Equipment		0.00	0.00			0.00
e. Supplies		5,500.00	1,700.00			7,200.00
f. Contractual		5,000.00	0.00			5,000.00
g. Construction		0.00	0.00			0.00
h. Other		0.00	0.00			0.00
i. Total Direct Charges (sum of 6a-6h)		33,150.00	11,800.00	0.00	0.00	44,950.00
j. Indirect Charges		3,315.00	1,180.00			4,495.00
k. TOTALS (sum of 6i and 6j)	\$	36,465.00	\$ 12,980.00	\$ 0.00	\$ 0.00	\$ 49,445.00
7. Program Income		\$	\$	\$	\$	\$ 0.00



Budget Narrative



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For each line item, provide full details, such as:

- Salaries – By position, identify position title, percentage of time or hours dedicated to the project, and job duties.
- Travel – Identify number of trips, number of staff traveling, average cost per trip, purpose of trip(s), mode of transportation.
- If known, identify any sub-awardees (i.e. partners)
- Describe the activities including the related costs that the sub-awardee will perform

Be sure to provide an explanation as to how the line item amounts were derived; i.e. provide the calculations of the line item amount. Ex: Salary = \$5000 (\$50per hr x10hrs per wk x 10wks).

A sample budget narrative is available on the grant website:
<http://www.fns.usda.gov/farmentoschool/farm-school>



Indirect Costs



Indirect costs are those costs benefiting more than the proposed grant project, such as utility costs for the project location, salary costs for the payroll clerk, etc.

- » If claiming indirect costs, provide negotiated indirect cost rate approval letter
- » An applicant may propose indirect costs within their budget proposal without an approved rate. However, if a proposal is recommended for funding, an indirect cost rate proposal must be submitted prior to the award.

Match



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MUST provide

A 25% match of total project cost from non-federal sources

- Include a description in the budget narrative and identify the entity who will be providing the support
- Federal grant award + match

Sample Calculation

Grant Request: \$65,000

Match Amount: \$25,000

Total Project Cost: \$90,000

Match Percent: 28 % (match amount / total project cost)

USDA Percent: 72 % (grant request / total project cost)



Examples

- **Cash** – salary paid to an employee of the partner organization for project related activities
- **In-kind** – value of loaned or donated equipment, based on fair market value or value of volunteer time spent on project activities.
 - Hourly wages should be based on the current wage rate in the community

Documentation of Matching Funds

- Time sheets of volunteer hours worked
- Documentation of the value of loaned or donated equipment, such as an invoice, property records, etc.

Registration, Forms, and Format



Required registrations

In order to submit a grant proposal on grants.gov, you must first register with the following:

- **Data Universal Numbering System (DUNS):**
www.dnb.com, or 1-888-814-1435
 - Effective 10/1/10, all applicants and awardees for a Federal grant must obtain a universal identifier
 - Contact Dun & Bradstreet to obtain a number
 - <http://fedgov.dnb.com/webform/displayHomePage.do>
 - No fee
 - May take several days!

Register with System for Award Management (SAM)

- After obtaining a DUNS number, applicant will need to register with SAM
 - To register, visit: www.sam.gov
 - Free on-line registration database
 - May take 3-5 business days

Register at grants.gov

- After obtaining a DUNS number and registering in SAM, applicant will need to register at grants.gov
- http://www.grants.gov/applicants/get_registered.jsp
 - No cost registration
 - Registration takes between 3-5 business days

Required forms to be submitted

- Coversheet
- Budget Forms SF-424 Forms (SF-424, SF-424a, and SF-424b)
- Disclosure of Lobbying Activities (SF-LLL)
- Statement of Assurance Regarding Felony Conviction or Tax Delinquent Status

Required Format of Application

- Table of contents
- Narrative response (10-page max)
- Paper size 8 ½ x 11, 12pt font, Times New Roman or Arial, numbered pages

MUST be submitted via grants.gov by 11:59 p.m. EST, April 30, 2014!

- Tip: Submit your application 1 week early!
- Tip: Follow the rules regarding file naming conventions



Confirm receipt and acceptance of your application:

- Grants.gov will send several confirmations
- Be sure to read all the confirmations carefully!



Farm to School Resources

- USDA Farm to School Website and E-Letter
(at www.fns.usda.gov/farmtoschool)
- Email questions to farmtoschool@fns.usda.gov
- Farm to School Regional Leads



Questions?

Dial *1 on your phone or use
the Q&A tab

Questions anytime at:
farmentoschool@fns.usda.gov
Or
202-720-0092 (Laura Brown)

