

USDA Farm to School Grant Program: *Planning Grants*

March 11, 2014



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Housekeeping

- To make a comment or ask a question:



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 - The webinar will be recorded and available on the USDA Farm to School website

Poll: Who is on the line?



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Today's Presenters

Matt Russell, *Grant Manager*

Laura Brown, *Program Analyst*

Dawn Addison, *Grant Officer*





Agenda

- » Background Info
- » Today's Topic: Planning 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.

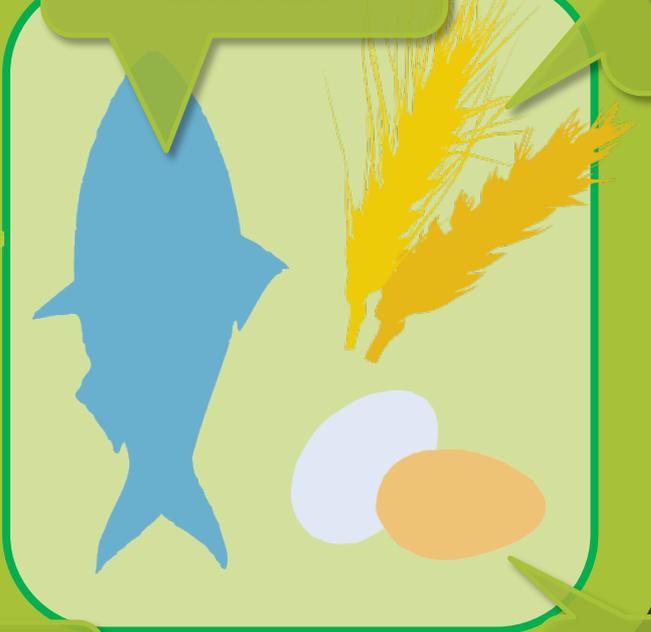


Local: Yours to Define

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



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/county agency – still not eligible
- Individual parents, individual teachers;
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 – TODAY's Topic
- Implementation grants – March 12, 1:00 p.m. ET
- Support service grants – March 13, 1:00 p.m. ET
- Conference/Event grants – March 14, 1:00 p.m. ET

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.
- Expect 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 or an implementation grant, and in either case, may only submit one application.
- HOWEVER, you may submit an application for p, i. or ss AND submit a conference/event letter of intent
- You may be listed as a collaborator or partner on more than one application.



Planning Grants



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- The basics
- Intent and who can apply
- Allowable activities
- Requirements and T&TA
- Evaluation protocols
- Priority consideration
- Requirements
- Proposal narrative



Planning Applicants

- Funding range = \$20,000 - \$45,000
- Must be completed in one year
- 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 on grants.gov

- Visit grants.gov for more information



Intent and Who Can Apply



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Intended to

Help school districts or schools organize and structure their farm to school efforts for maximum impact by embedding known best practices into early design considerations.

Intended for

School districts or schools that are just getting started in farm to school activities.

Who can apply?

K-12 SFA's, nonprofit private schools, charter schools, Indian tribal schools, others in National School Lunch or Breakfast Program.



Multi-district Submissions

In addition to individual submissions, USDA will consider submissions where a USDA investment might impact multiple SFA's and thus a broader geographic range than any one SFA might cover.

In this scenario, one lead SFA that is collaborating with multiple SFA's.



Allowable Activities



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Activities such as:

- Assess the school district or school's need and readiness for development of a farm to school program, and determine the tools, training and technical assistance needed to create a farm to school program;
- Identify obstacles and begin to explore options for addressing existing barriers;
- Align the farm to school plan with the school district or school's existing goals and commitments; integrate farm to school concepts in wellness policies or school board resolutions, and identify key internal allies;
- Engage a wide variety of internal and external collaborators in the design of a Farm to School Implementation Plan;
- Host stakeholder meetings, conduct trainings, attend professional development conferences and seminars;
- Conduct menu audits to determine reasonable first or intermediate steps school districts or schools can take to offer local or regionally sourced foods; and
- Assess local or regional product availability and identify key supply chain relationships necessary for successful implementation of a farm to school program.



Requirements and T&A



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Grant recipients will be required to:

- » Participate in an orientation call, monthly webinars, and regularly scheduled training and technical assistance throughout the course of the grant period.
- » Attend at least 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 to attend this meeting*)
- » Complete standardized evaluation activities as determined by USDA
- » Use USDA's Farm to School Planning Toolkit, and collaborate with USDA personnel and/or USDA training and technical assistance preferred providers in creating their Farm to School Implementation Plan.



Farm to School Team

Tip: This is a living document; update it as your team grows and changes!

BACKGROUND

(When was your farm to school team established and by whom? What activities to date (i.e. at the end of your initial planning period)?)

ALREADY COMMITTED MEMBERS

(What are the names, titles, and roles of people who have already committed to school team?)

(Member #1 Name)

(What is this person's title? Does he or she belong to an organization? Do you have any other roles that committee members play in your school? What role will he or she play on the team?)

Tip: You might also note other relevant roles that committee members play in their personal lives, as well as any helpful skills they might have. Does this member have a former student (in addition to being, say, the school's fundraising experience?)

For example:

Name: Shauna James
Title: Johnson School Vice Principal
Committee role: Farm to School Administrative Liaison
Other committees: School Wellness Committee, Curriculum Review
Other information: former health teacher; avid home cook; grower

ADVISERS

(Outside of the team, what people or groups will you look to for names, titles, and roles of people who have agreed to advise on needed basis?)

Tip: Your advisory committee doesn't necessarily have formal names, titles, and roles of people who have agreed to advise on needed basis?

NEEDED MEMBERS & ADVISERS

(What specific people or categories of people would you like to have on your committee but have not yet received a commitment from? What are your expectations for these members? What are your expectations for these members?)

For example: Some ideas for the types of people you might want to include are:

School food service representatives,
teachers,
students.

Vision, Goals, & Context

BACKGROUND AND CURRENT STATUS

(What led to your decision to establish a farm to school program? What activities to date (i.e. at the end of your initial planning period) that have readied you to stage? What benefits do you think a farm to school program can bring to your community?)

LONG-TERM VISION

(What is your long-term vision for a thriving farm-to-school program?)

Tip: Define "long-term" however you like! Your most ambitious farm to school vision.

NEAR-TERM GOALS & OBJECTIVES

(What are your near-term (1- to 2-year) goals and objectives for your program?)

Tip: Summarize your goals here, and use the attached worksheet to plan your near-term goals and objectives.

SCHOOL ENVIRONMENT & STUDENT POPULATION

(How big is your school or district? What types of students do you have, and how might this be relevant to your farm to school program? Do many of your students garden or farm outside of school? Is there space for one? How and how well do your students eat outside of school or closed?)

PROGRAM CONTEXT

(What existing programs and initiatives are relevant to your program?)

Child nutrition programs

(Which Federal Child Nutrition Programs does your school participate in? What percent of your students are eligible for these programs?)

Tip: The Federal Child Nutrition Programs include the National School Lunch Program, the Fresh Fruit and Vegetable Program, the Afterschool Snack Program, and the Special Milk Program. To find out if you are eligible, visit [this link](#).

State and Local Initiatives

(What State, local, and district-wide programs and initiatives are relevant to your program?)

Tip: Initiatives might include everything from a State Farm to School campaign, to a district-wide initiative to put

Local Foods Procurement

Module 3

BACKGROUND AND PROGRESS TO DATE

(How much local food do you currently serve? What types of local food have you been purchasing, and from whom? Through which Child Nutrition Programs do you serve local foods?)

Tip: Count your local foods purchases in terms of total dollars spent and percentage of dollars spent. If you don't know where the food you've been purchasing comes from, you should think about how you'll start collecting that data since it's important to have a baseline figure. If you want to explore farm to school data collection in more depth, see the Evaluation & Documentation module.

(To date (i.e. at the end of your initial planning period) what procurement-related activities have you participated in that have readied you to move into the implementation phase?)

LONG TERM VISION

(What is your long-term vision for local foods procurement in your school or district?)

NEAR TERM GOALS

(What are your near-term (1 to 2-year) goals for local foods procurement? What types of local foods do you hope to serve and how often do you hope to serve them? Do you plan to serve local foods through all of the Child Nutrition Programs you operate, or just some of them?)

Tip: To the extent possible, include specific target amounts and products.

For example: A school that operates the Fresh Fruit and Vegetable Program (FFVP) in an area with a long growing season might have a goal to source 40 percent of all FFVP foods locally. A farm in a rice-growing region might have a goal to start sourcing 50 percent of the rice served through the National School Lunch Program locally.

DEFINITION OF "LOCAL" OR "REGIONAL"

(How has your school or district chosen to define "local" or "regional"? How did you establish this definition?)

Tip: USDA allows you to define "local" or "regional" however you like; within a certain number of miles from your school, within the State, or within the county. You might also choose to define the terms differently for different types of products, involving food service staff, local growers, food distributors, and others in helping you define local will ensure that the definition suits your needs.

For example: A school could decide that because there are so many fruit and vegetable producers within their county, "local" fruits and vegetables must come from within county lines. However, if the county has only one dairy, then "local" milk, cheese, and yogurt might come from anywhere in the State.

Local or regional agricultural products

(What types of foods are produced within the area(s) you've defined as "local" or "regional"?)

Tip: To find out what grows locally, try looking for seasonality charts online, talking to farmers at a farmers' market, or calling your local agricultural extension office. And don't forget to include dairy, meat, poultry, fish, and grains in your survey.

Requirements



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MUST Have

- 25% match of total budget, in form of cash or in-kind contributions
- Will be deemed ineligible without complete application materials submitted to grants.gov

ENCOURAGED to Have

- Submissions that reach more than one school are preferred
- Projects that include a focus on innovative procurement strategies are preferred
- Optional attachments, including letters of supports or other documents that demonstrate community need or interest



Application



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Proposal Narrative

- » Farm to School Experience
- » School district and F2S background info
- » Need and readiness
- » Objectives, activities and timeline
- » Evaluation
- » Project management and quality assurance
- » Staffing
- » Dispersed benefit
- » Sustainability



Scoring



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Scoring

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

Criteria: Planning Grants

- | | |
|---|--------|
| • Need, Readiness and Likelihood of Success | 25 pts |
| • Alignment with F2S Program Goals | 25 pts |
| • Project Design and Management | 30 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.



Budget Form & 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 ($\$50 \text{ per hr} \times 10 \text{ hrs per day} \times 10 \text{ wks}$).

A sample budget narrative is available on the grant website:



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 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: \$45,000

Match Amount: \$20,000

Total Project Cost: \$65,000

Match Percent: 31 % (match amount / total project cost)

USDA Percent: 69 % (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



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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)

All required forms are completed electronically on grants.gov

Required Format of Application

- Table of contents
- Narrative response (5-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!



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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)

