“Pre-RFP” Webinar for USDA Grants

Or what you can be doing before a Request for Proposal is released...

Colleen Donovan
WSU Small Farms Program
March 17, 2015

This webinar will be available at http://csanr.wsu.edu/webinars/
or Google “CSANR webinars”
The AMSTA initiative shares knowledge through an in-person grant writing workshop in each US state, as well as additional tools and materials provided through the AMSTA website. Workshops will focus on effective grant-writing practices, with an emphasis on USDA's Farmers Market and Local Food Promotion Programs. Participation in an AMSTA workshop does not guarantee that an application submitted to USDA will be funded.
Webinar Plan

USDA grants available to support local food and farms

Pre-RFP project development & partnerships

The USDA grants system requirements
Acronyms as a Second Language

Carl suddenly realizes that he has wandered into the nonprofit sector.
United States Department of Agriculture

<table>
<thead>
<tr>
<th>Under Secretary for Natural Resources and Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Forest Service</td>
</tr>
<tr>
<td>• Natural Resources Conservation Service</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Under Secretary for Farm and Foreign Agricultural Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Farm Service Agency</td>
</tr>
<tr>
<td>• Foreign Agricultural Service</td>
</tr>
<tr>
<td>• Risk Management Agency</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Under Secretary for Rural Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Rural Utilities Service</td>
</tr>
<tr>
<td>• Rural Housing Service</td>
</tr>
<tr>
<td>• Rural Business Cooperative Service</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Under Secretary for Food, Nutrition, and Consumer Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Food and Nutrition Service</td>
</tr>
<tr>
<td>• Center for Nutrition Policy and Promotion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Under Secretary for Food Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Food Safety and Inspection Service</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Under Secretary for Research, Education, and Economics</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Agricultural Research Service</td>
</tr>
<tr>
<td>• National Institute of Food and Agriculture</td>
</tr>
<tr>
<td>• Economic Research Service</td>
</tr>
<tr>
<td>• National Agricultural Statistics Service</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Under Secretary for Marketing and Regulatory Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Agricultural Marketing Service</td>
</tr>
<tr>
<td>• Animal and Plant Health Inspection Service</td>
</tr>
<tr>
<td>• Grain Inspection Packers and Stockyards Administration</td>
</tr>
</tbody>
</table>

Source: [http://www.usda.gov/img/content/agencyworkflow.jpg](http://www.usda.gov/img/content/agencyworkflow.jpg)
Some USDA Programs for Small Farms

**Natural Resource Conservation Service**
- Environmental Quality Incentives Program
- Conservation Stewardship Program

**Risk Management Agency**
- Cooperative Agreements
- Risk Management Education

**Rural Development**
- Value Added Producer
- Renewable Energy for America Program

**National Institute for Food & Ag**
- Beginning Farmer & Rancher Dev Program (closed March 13)
- Community Food Projects

**Ag Marketing Service**
- Farmers Market & Local Foods Promotion Programs
- Specialty Crop Block Grant Program (WSDA)
- Federal-State Marketing Improvement Program
- Organic cost share programs

**Food & Nutrition Service**
- Supplemental Nutrition Assistance Program
- Farmers Mkt Nutrition Programs (FMNP)
- Farm to School

**Office of Outreach and Assistance**
- Socially Disadvantaged Farmers and Ranchers + Veteran Farmers and Ranchers Program (2501 Program) Due: April 13
Grants, Loans & Support

Know Your Farmer, Know Your Food (KYF2) is helping communities scale up local and regional food systems and strengthen their economies. Not every community will need the same assistance; and navigating USDA’s offerings is no small task.

We want to simplify the process and help communities put USDA programs to work for them, so we’re playing matchmaker. This page lists over two dozen programs at USDA that can help build local and regional food systems. This list is not the entirety of USDA’s offerings, but it is a great starting place.

Whether you are an individual farmer looking to extend your growing season, a cooperative of growers looking to rebuild a food hub, a farmers' market that wants to accept SNAP benefits, a community kitchen that needs cold storage to store locally procured meat, or anyone in between, this short guide to our programs might come in handy.

Also, for more details on how these programs can be put to work in your community, check out our blog and our program memos. In our program memos, USDA Deputy Secretary Perrigan mixes program information with real stories about how communities have successfully partnered with USDA to scale up local food systems and address challenges facing their communities. For the latest updates and announcements regarding programs, make sure to check out our blog.
Figure 13
Five-year total spending levels in the 2008 and 2014 Farm Bills for select programs related to locally and regionally marketed food

*Permanently funded programs. Figures represents increases over previous farm act levels only. Source: National Sustainable Agriculture Coalition, 2014.

Common Features, Different Details

- Purpose
- Deadlines
- Terms
- Funding
- Eligibility
Grants, Loans, and Support

Know Your Farmer, Know Your Food (KYF2) is helping communities scale up local and regional food systems and strengthen their economies. Not every community will need the same assistance; and navigating USDA’s offerings is no small task.

We want to simplify the process and help communities put USDA programs to work for them, so we’re playing matchmaker. This page lists over two dozen programs at USDA that can help build local and regional food systems. This list is not the entirety of USDA’s offerings, but it is a great starting place.

Whether you are an individual farmer looking to extend your growing season, a cooperative of growers looking to rebuild a food hub, a farmers’ market that wants to accept SNAP benefits, a community kitchen that needs cold storage to store locally procured meat, or anyone in between, this short guide to our programs might come in handy.

Also, for more details on how these programs can be put to work in your community, check out our blog and our program memos. In our program memos, USDA Deputy Secretary Vilsack makes program information with real stories about how community and local food systems and address challenges faced announcements regarding programs, make sure you check out these memos.

http://sustainableagriculture.net/publications/grassrootsguide/

Updated 2014 FB
- Notification of Funds Available or NOFA.
- Request for Proposal or RFP
- Request for Application, RFA
- Solicitation of Applications (NOSAs).

www.grants.gov
http://ofp.scc.wa.gov
What can you do right away?

One  Project Development

Two  Partnerships

Three USDA Requirements
<table>
<thead>
<tr>
<th>Project Description</th>
<th>Objectively verifiable indicators of achievement</th>
<th>Sources and means of verification</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>What is the overall broader impact to which the action will contribute?</td>
<td>What are the key indicators related to the overall goal?</td>
<td>What are the external factors necessary to sustain objectives in the long term?</td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td>What is the immediate development outcome at the end of the project?</td>
<td>Which indicators clearly show that the objective of the action has been achieved?</td>
<td>Which factors and conditions are necessary to achieve that objective? (external conditions)</td>
</tr>
<tr>
<td><strong>Outputs</strong></td>
<td>What are the specifically deliverable results envisaged to achieve the specific objectives?</td>
<td>What are the indicators to measure whether and to what extent the action achieves the expected results?</td>
<td>What external conditions must be met to obtain the expected results on schedule?</td>
</tr>
<tr>
<td><strong>Activities</strong></td>
<td>What are the key activities to be carried out and in what sequence in order to produce the expected results?</td>
<td>What are the means required to implement these activities, e.g., personnel, equipment, supplies, etc.</td>
<td>What pre-conditions are required before the action starts?</td>
</tr>
<tr>
<td><strong>Means:</strong></td>
<td></td>
<td>What are the sources of information about action progress?</td>
<td></td>
</tr>
<tr>
<td><strong>Costs:</strong></td>
<td></td>
<td>What are the action costs?</td>
<td></td>
</tr>
</tbody>
</table>

Source: Barreto 2010
Why good project development matters

• Does project fill a clear need?
• Serving people it says it will?
• Is proposal well-written?
• Do activities achieve objectives? Objectives achieve goals?
• Are people in charge of project qualified? Have the right skills?
• Are project partners fully committed, appropriate and reliable?
Who does project development?

- staff
- board
- partners
1. Take stock

- Where are you?
- What goals have you set?
- What are you good at?
- What's already funded?
- What's missing that you need to enhance strengths or address weaknesses?
Brainstorm ideas

- There are no dumb ideas.
- Don’t criticize other people’s ideas.
- Build on other people’s ideas.
- “Quantity over quality.”
Pick your best project ideas

ONE  Goals
TWO  Activities
THREE  Why this matters
Research your project

To estimate time:

\[ E = \frac{O + 4M + P}{6} \]

- E = Estimated time
- O = Optimistic time
- M = Most likely
- P = Pessimistic
Partnerships

If you want to walk fast, walk alone. If you want to walk far, walk together.

Ethiopian proverb

- Focus first on working project partners.
- Meet face to face, if possible.
- Clarify budget, matches, in-kind contributions early.
- What does partner need to be committed to work?

- Tackle letters of support once project is planned.
USDA Requirements

- DUNS number
- SAM
- CAGE code?
- Grants.gov
The **Data Universal Numbering System**, abbreviated as **DUNS** or **D-U-N-S**, is a proprietary system developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a "DUNS number" to a single business entity.


**FREE – do not pay for a DUNS #**
Welcome to the D&B D-U-N-S Request Service
for US Federal Government Contractors and Grantees

Dun & Bradstreet (D&B) provides a D-U-N-S Number, a unique nine digit identification number, for each physical location of your business.

D-U-N-S Number assignment is FREE for all businesses required to register with the US Federal government for contracts or grants.

Click here to request your D-U-N-S Number via the Web. If one does not exist for your business location, it can be created within 1 business day.

For technical difficulties, contact govt@dnb.com

• FREE
• One-time
• 866-705-5711

If you think you may already have a DUNS number, they can tell you.
Information for a DUNS #

- Personal Info
- Company Info
- Review Details
- Request Confirmation

When done, you’ll get an email that includes an Order ID#. You should get DUNS # in 1 to 2 biz days.
System for Award Management

- Massive database for anyone working with the federal government.
- Designates a e-Business Point of Contact (POC)
- Creates a special password called a Marketing Partner ID Number (M-PIN)
- Must be updated annually
- Free
- www.sam.gov

How long should it take?
Three to five business days or up to two weeks.

For SAM Customer Service, contact Federal Service Desk
www.fsd.gov
866-606-8220
BEFORE YOU START

1. DUNS number
2. Taxpayer Identification Number and Taxpayer name associated with TIN.
3. Bank routing number to set up EFT.
4. Designated e-Biz contact
System for Award Management (SAM) Tips for Registering
https://www.youtube.com/watch?v=WmyQfxdyDoo

WE help people with SAM all day long.

ONLY go to www.sam.gov
Grants.gov

Welcome Applicants to Grants.gov

About Grants.gov
Grants.gov is your place to FIND and APPLY for federal grants. The United States Department of Health and Human Services is proud to be the managing partner for Grants.gov—an initiative that is having an unparalleled impact on the grant community.

Get Registered
In order to apply for a grant, you and/or your organization must complete the Grants.gov registration process. The registration process for an Organization or an Individual can take between three to five business days or as long as four weeks if all steps are not completed in a timely manner. So please register early!

Organization Registration » Individual Registration »

Apply for Grants
Grants.gov provides an easy, free process to APPLY for federal grants. In order to apply for a grant, you and/or your organization must complete the Grants.gov registration process.

Apply for Grant Opportunities »

Track Your Grants
Grants.gov makes it easy to TRACK your federal grants that you have applied for. Enter the Grants.gov tracking number you received after submitting your application to track the processing status.

Track your Grants »

Visit Resources

Manage Subscriptions
STEP 1: Obtain DUNS Number

Same day. If requested by phone (1-866-705-5711), DUNS is provided immediately. If your organization does not have one, you will need to register with the Bradstreet website at http://fedgov.dnb.com/webform to obtain the number. *Information for Foreign Registrants. *Webform requests to be fulfilled in days.

STEP 2: Register with SAM

Three to five business days or up to two weeks, if you already have a TIN, your SAM registration will take 3-5 business days to process for an EIN please allow up to 2 weeks. Ensure that your organization is registered with the System for Award Management (SAM) at System Management (SAM). If your organization is not, an authorizing official of your organization must register.

STEP 3: Username & Password

Same day. Complete your AOR (Authorized Organization Representative) profile on Grants.gov and create your username and password for your organization’s DUNS Number to complete this step. Create a Username and Password.

STEP 4: AOR Authorization

*Same day. The E-Business Point of Contact (E-Biz POC) at your organization must login to Grants.gov to confirm you as an Authorized Representative (AOR). Please note that there can be more than one AOR for your organization. In some cases the E-Biz POC is also the organization. *Time depends on responsiveness of your E-Biz POC.

STEP 5: TRACK AOR STATUS

At any time, you can track your AOR status by logging in with your username and password. Login as an Applicant (enter your username as obtained in Step 3).

DOWNLOAD APPLICATION PACKAGE

To download an application package, enter the appropriate CFDA Number OR Funding Opportunity Number and click the “Search” button.

If you do not remember the Funding Opportunity Number for the grant opportunity, return to the Search Grants section to locate the grant opportunity.
“Pre-RFP” Right now

USDA grants available to support local food and farms

Project development & partners

The USDA grants system requirements

Now that the RFP is released:
- Read the Announcement carefully
- Look for specific requirements
- Figure out what parts of your best project ideas to highlight, cut, merge
- Focus on the project details
- Find out and estimate time needed for reports, reimbursements, grants management
- Ask questions
AMS Webinar to introduce the 2015 Farmers Market Promotion Program and Local Foods Promotion Program

March 25, 2015
8 am Pacific

ReadyTalk Login (registration available on March 25) - https://cc.readytalk.com/cc/s/registrations/new?cid=4vfcg3lheh5b. Test your computer for compatibility prior to the meeting. For ReadyTalk technical support, call 800.843.9166 or e-mail help@readytalk.com
In 2014, 12 projects in WA received grants totaling $792,650.

**Farmers Market Promo Prog**
- Bremerton Farmers Market
- Pike Place Market
- Sustainable Connections
- Transformation Sunnyside
- Washington State University Small Farms Program (with WSFMA)

**Local Foods Promo Program**
- Community Action of Skagit County*
- Farmstead Meatsmith
- Institute for Washington’s Future
- King Conservation District*
- North 40 Farm Food SPC
- NW Ag Biz Center
- Seattle Tilth

* Planning grant
We’ve reviewed USDA opportunities

Outlined next steps for your project planning and

Identifying project partners

Can tackle DUNS, SAM, CAGE and Grants.gov

Learned a little “Acronyms as a Second Language
THURSDAY, APRIL 16
9:30am to 2:30pm
Central Wash. Univ. Student Union Building | Ellensburg, WA 98926

TUESDAY, APRIL 21
9:30am to 2:30pm
Urban Grace Church | 902 Market Street | Tacoma, WA 98402

Workshops are FREE but please register.
To register, please email Colleen Donovan [colleen.donovan@wsu.edu] at least one week before the workshop you would like to attend. Space may be limited and we want to have enough materials for everyone.