

Healthy Corner Stores Network

Request for Proposals for Grants and Technical Assistance

Released by the Community Food Security Coalition
April 3, 2008

Summary and Grant Specifics

On behalf of the Healthy Corner Stores Network, the Community Food Security Coalition requests proposals for grants to increase access to healthy foods through small-scale stores in areas of high poverty and/or food insecurity.

- **Grant Amount:** three grants up to \$20,000 will be awarded, plus additional technical assistance (up to \$5,000 per grantee). Applicants must provide a one-to-one match (cash and/or in-kind).
- **Grant Period:** 12 to 16 months, with the start date between July 1 and November 30, 2008, and the end date by November 30, 2009 (applicant may choose within this range).
- **Grant Deadline:** May 14, 2008 by 6:00 Pacific time (emailed).
- **Grant Eligibility:** U.S.-based nonprofit organizations with 501(c)(3) tax-exempt status.

Overview of Healthy Corner Stores Network

The Healthy Corner Stores Network (HCSN) supports efforts to bring healthier foods into corner stores in low-income and underserved communities, primarily by providing opportunities for peer learning and information sharing. The network coordinates quarterly national conference calls, occasional in-person meetings, an electronic mailing list with more than 200 participants, and a website with over 60 project profiles and dozens of resources: <http://www.healthycornerstores.org>

The HCSN is co-convened by the Community Food Security Coalition (Kai Siedenburger), The Food Trust (James Johnson-Piatt), and Public Health Law & Policy (Hannah Laurison and Heather Wooten). It was launched in May 2007 with funding from the UPS Foundation.

Overview of Grant Program

The purpose of this grant and technical assistance program is to improve community health in areas of high poverty and/or food insecurity, by increasing access to healthy foods through small-scale stores.

Eligible activities include the following:

- Working with existing small-scale stores to stock and sell more healthy foods, through changing their product mix, improving their store design or infrastructure, promoting healthier foods, and/or related activities.
- Attracting or developing a new small-scale store emphasizing healthy foods.
- Implementing complementary strategies to promote healthy eating in the target area, such as outreach, organizing, assessment, and/or policy education or advocacy. (Such strategies should be combined with efforts to make healthy foods more available through small-scale stores).

We will give priority to projects that:

- Have a track record of success (or strong potential for success) in work focused on the above purpose.
- Can demonstrate that this grant and related technical assistance would contribute significantly to the success of the project.
- Can demonstrate strong community engagement in and ownership of the project.
- Have developed strong partnerships with multiple organizations, agencies, and/or businesses and defined clear roles for each partner.
- Build on local assets and reflect local needs.
- Have potential to serve as models for practitioners in other areas.
- Are willing to document and share their experience via the HCSN and a final report.
- Can fulfill the one-to-one match requirement.

(This list is not in order of priority, and other criteria also may be considered.)

Grant funds may be used to cover staff time, consulting fees, materials development and printing, operating costs, and other direct costs for the proposed project, as well as a reasonable share of organizational overhead expenses (up to 10% of the grant total). Funds may not be used for lobbying or religious purposes, or for staff time on activities other than the proposed project.

CFSC will work with grantee organizations to help them clarify their technical assistance (TA) needs and interests, and to develop a plan to meet these needs. Up to \$5,000 in additional funding per project will be allocated to cover TA support. We can match grantees with consultants, and/or provide funds to pay for a consultant that the grantee identifies and CFSC approves.

Areas of TA covered by these funds will be finalized based on grantees' needs. Some of the areas in which we expect to be able to provide assistance include market assessment, business planning, store design, infrastructure and equipment, sourcing and handling produce, financial management and accounting, marketing and promotion, survey development, policy development, project management, and program evaluation.

Applicants that do not receive grants (and other groups) will have the opportunity to request small amounts of TA support from consultants funded through this grant, via CFSC.

Application Process and Content

To apply for a grant, submit an application containing all of the information requested below via email to coordinator@healthycornerstores.org by May 14 at 6:00 pm Pacific time. Send the application in Word or PDF format, preferably all in one file.

1. Cover sheet with the following information (one page*):

Date of Application:

Organization:

Name of Director:

Phone Number and Email Address:

Name of Grant Contact (if different from the director):

Phone Number and Email Address:

Website Address:
501(c)(3) Non-profit Tax I.D. Number
Project Summary (250 words or less)

2. Project Narrative (no more than seven pages) that includes:

- A. Brief statement of problem to be addressed and why this project is needed at this time (maximum one page)
- B. Organizational background (including mission, major activities, and qualifications for this project) (maximum one page)
- C. How community members have been engaged in planning this project, and/or how they will be involved in implementing it
- D. Key staff and partners and their roles
- E. Goals and anticipated outcomes
- F. Project activities
- G. Evaluation plan, including questions to be addressed, how outcomes will be assessed, and who will be involved.

3. Anticipated Technical Assistance Interests and Needs (less than one page)

Briefly describe the types of technical assistance (TA) that you anticipate would be helpful if your project is awarded a grant, and note whether there are any consultants that you have in mind. (It's fine if you are not sure about your needs and interests—we will help you clarify that if you receive a grant.)

4. Project Budget and Match

Provide a line-item budget for the proposed project, including brief notes or a narrative explaining costs (e.g. for salaries, amount of staff time and pay rate).

List all sources of match for this request, including the amounts and whether they are received, committed or projected/pending. A one-to-one match is required, and can include cash or in-kind match. The match does not all need to be secured by the beginning of the grant period, but should be secured by the end of 2008.

5. Appendices (Attachments)

- A. Project timeline
- B. Resume(s) for key project staff and partners (limited to two pages each)
- C. Organization's operating budget
- D. Support letters (optional, limited to four letters of one page each. These may be from project partners or other supporters.)

*All page limits are for 12-point font and one-inch margins.

Grant Review Process

We will acknowledge your application within a week of receiving it. We may also contact you to request additional information. We expect to notify applicants about the grant decisions in early June.

Grant applications will be reviewed by a committee of the HCSN conveners, technical assistance (TA) providers, and CFSC staff. Final decisions will be made by CFSC staff based on the committee recommendations. CFSC will administer the grants and coordinate the TA, with input and assistance from the other HCSN conveners and TA providers. Grant recipients will be required to provide two brief written progress reports and to participate in the evaluation of the TA program, and may be asked to share information about their work with other HCSN participants.

Questions about the grant process and requirements may be sent to coordinator@healthycornerstores.org. We strongly encourage you to notify us if you are planning to apply or seriously considering applying for a grant, so that we can share any updates about the grant process with you.