



**New Jersey Food Security Initiative
Call for Proposals Applicant Webinar
February 20, 2024**



Welcome!

We will begin shortly

Agenda

Welcome: Steve Hayward, Communications Manager | FRAC

- Zoom Q & A
- Zoom Chat

Overview of the New Jersey Food Security Initiative Call for Proposals:

- Jackie Bavaro, NJ Food Security Initiative Program Manager | FRAC
 - Purpose
 - Available Funding
 - Eligibility
 - Priority Areas
- Susan Beaudoin, Senior Program Manager WIC and Root Causes | FRAC
 - Selection Criteria
- Irene Lewis, SNAP Policy Analyst | FRAC
 - Evaluation & Monitoring
 - Reporting
- Nomi Small, Network and Events Coordinator | FRAC
 - How to Apply

Question & Answer

Overview

Purpose:

The New Jersey Food Security Initiative (NJFSI) is launching this Call for Proposals to support implementation of initiatives with strong potential to achieve changes in practices, policies, systems, and/or environments that increase food security and improve nutrition to advance health equity in New Jersey, with impact that can be **sustained** once grant funding ends.

Proposals are expected to align with NJFSI Priorities, help leverage momentum within the state, and engage cross-sector partners. This should include community-based, grassroots organizations, and/or residents with **lived experience** of hunger, food insecurity, and poverty in New Jersey.

Available Funding:

- A total of \$1,000,000 is available for four to six one-time awards ranging from \$175,000–\$225,000.
- Grants will begin in June 2024 and continue for 15 months, inclusive of an optional three-month planning period.

Eligibility:

- **Eligible Applicants:** Applicants must be (a) based in New Jersey; and (b) classified as a 501(c)3 nonprofit organization, a public or private academic institution or school district, or a state or local government agency.
- **Organizations that are not eligible to apply may serve as a partner in a proposal submitted by an eligible organization.**

NJFSI Priority Areas:

1. **Improve Community-Accountable Food Security Benefits Programs in New Jersey.** Streamline state/local benefits outreach, application, and recertification practices and processes that enhance customer service, increase accountability to residents, and improve community purchasing power.
2. **Anti-Hunger Policy Outreach and/or Implementation.** Enhance equitable implementation and monitoring of current federal/state/county anti-hunger policies that center equitable food access and food security.

Tips for Prospective Applicants:

- Project ideas are listed on pages three and four of the Call for Proposals.
- Prospective applicants are encouraged to refer to [*Hunger and Its Solutions in New Jersey: Landscape Analysis of Current Initiatives, Recommended Action, and Emerging Opportunities for Further Investment*](#) for additional project ideas (see recommended actions on page five).

Selection Criteria

Selection Criteria:

Competitive proposals will demonstrate the following nine attributes, which will serve as proposal review criteria:

1. A clear description of the proposal, including the needs it seeks to address, who will benefit, the goals you hope to achieve during the grant period, key activities and, if relevant, how the proposal is informed by or adapted from an evidence-based approach from within or outside New Jersey (20 points);
2. Alignment with one or both NJFSI priorities that are the focus of this funding opportunity (5 points);
3. Strong potential to increase food security and improve nutrition to advance health equity in New Jersey by impacting practices, policies, systems, and/or environments in ways that can be sustained once grant funding ends (15 points);
4. A team with substantive experience in designing, managing, and implementing similar initiatives, including centering the needs of residents who have experienced food insecurity due to limited food access and poverty (10 points);

Selection Criteria Continued:

Competitive proposals will demonstrate the following nine attributes, which will serve as proposal review criteria:

5. Active engagement of community-based, grassroots organizations, and/or residents who have experienced food insecurity due to limited food access and poverty in New Jersey in the proposal development process and in project planning, implementation, and/or evaluation, and funds budgeted to support their participation (15 points);
6. Relationships and cross-sector collaboration among New Jersey-based organizations whose involvement will be critical to the project's success and that will catalyze collaboration among key partners (15 points);
7. A clear understanding of potential challenges and realistic ideas for mitigating them (5 points);
8. Measurable outcomes that can feasibly be accomplished within the grant period (10 points) and plans for sharing progress and results with residents/populations most impacted; and
9. A budget that aligns with the proposal's focus and scope and includes (if appropriate) a commitment of in-kind resources (5 points).

Evaluation & Monitoring

Evaluation & Monitoring:

The Gretchen Swanson Center for Nutrition (GSCN) will evaluate NJFSI overall, including the degree to which the overall initiative achieved its stated goals as well as learning related to implementation. Grant project directors and key staff are expected to help inform this evaluation by:

- Participating in a one-hour exit interview (via Zoom) with GSCN to discuss their perspective on NJFSI and their funded project.
- If applicable, providing non-proprietary administrative data (i.e., information that is already being or will be collected during the grant period) that is relevant to evaluating the progress and/or impacts of NJFSI overall and/or assessing individual projects supported by NJFSI. GSCN will work with awardees to execute any necessary agreements (if applicable) and identify data that is suitable and feasible and will require minimal effort from the grantee to share.
- If applicable and feasible, working with GSCN to help recruit participants to engage in survey, interview, and/or focus group data collection that GSCN will lead. These data collection efforts will help GSCN explore the impacts of NJFSI overall and/or its individual projects on people helped by the funded projects.

Reporting:

Grantees will be expected to meet FRAC/NJFSI requirements for the submission of narrative and financial reports, as well as periodic information needed for overall project performance monitoring and management, including the following:

- Grantee orientation kick-off meeting (via Zoom)
- Quarterly check-in/update meetings with FRAC/NJFSI staff (via Zoom)
- End-of-project narrative report, including tracking of project outputs and outcomes
- End-of-project expenditure report

How to Apply

How to Apply:

Proposals for this funding opportunity must be submitted via [FRAC's online application system](#). Applications in progress can be saved and completed in multiple sessions.

Applications must include:

- Clear and complete responses to the nine narrative questions
- lead applicant organization info
- project director(s), project staff, & key partners info
- high-level timeline with key milestones
- 15-month budget and budget narrative.

Proposals are due on Monday, April 1, 2024, at 11:59 p.m. Late submissions will not be accepted for any reason. NJFSI anticipates notifying applicants of funding decisions in May 2024, with project start dates anticipated for June 2024.



Questions?



Thank You!

For more information, please contact:
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