WIC Community Innovation and Outreach Project

WIC Community Innovation and Outreach Project: Round 1 Subgrants Request for Application

Fillable Application Template

Purpose:

The purpose of WIC Community Innovation and Outreach Project (WIC CIAO) is to assist WIC State and local agencies, including Indian Tribal Organization (ITOs), and nonprofit entities and organizations including community-based organizations and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribe to develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, redemption of benefits, and reduce disparities in program delivery.

Funding:

- Total funding available: Up to $10 million will be available under this RFA.
- Minimum request amount: $100,000
- Maximum request amount: $1,000,000

Eligible Applicants:

- WIC agency: Any WIC State or local agency, including Indian Tribal Organizations (ITOs) that administer the Program.
- Nonprofit entity: An association, cooperative, or other organization with IRS 501(c)(3) status and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribes may apply. Examples include, *but are not limited to*, community-based organizations, community health centers, hospitals, public housing sites, Indian health service facilities, colleges and universities, cooperative extension services, migrant health centers and camps, faith-based organizations, nonprofit advocacy organizations and coalitions.

Select Deadlines/Milestones:

- Letter of Intent deadline: February 9, 2023 (11:59 PM ET) *(highly encouraged*, but not required to submit full application)
- Application deadline**:** March 23, 2023 (11:59 PM ET)
- Subgrants awarded: April 28, 2023
- Project start date: May 1, 2023
- End of project period: November 1, 2024

For questions or requests for assistance regarding the RFA, instructions, application criteria, and deadlines, please contact wic-ciao@frac.org. Responses to questions sent before the application deadline will be posted on the project website at www.frac.org/wic-ciao.

Section 1: Application Overview

Organization Information

Applicant Organization Name
Mailing Address
Phone Number
Website
EIN
Unique Entity ID from SAM.gov (if available; not required)

Applicant Contact Name (for questions about the proposal)
Title
Email
Phone Number

Applicant Budget Manager
Title
Email
Phone Number

Applicant Authorized Signatory (authorized to sign grant agreements)
Title
Email
Phone Number

Applicant CEO/Executive Director
Title
Email
Phone Number

Applicant Type (check all that apply):
- WIC State agency
- WIC local agency
- WIC Indian Tribal Organization
- Nonprofit entity

Brief Description of Agency/Organization (200 word limit)

Applicant Team Information

If multiple partners are collaborating on this proposal, please add information about each partner

+ Add Partner
(An additional section would appear for each partner, repeating the (1) Partner Type, (2) Name, and (3) Description and Role on Project)

Subgrant Project Summary

Geographic Area (State, Territory): _____ *(drop down)*

Geographic Area (County)*: _____ (dropdown options: County, Multi-County, All Counties in the state)*

Geographic Area (County): _____ *(open text box for County or Counties covered)*

Project Priority Population: _____ *(open text box)*

Amount: $_____ (must be numeric whole number no less than $100,000 and no more than $1,000,000)

Priority Areas Used in Proposal (check one):
- Expand Partnerships
- Conduct Outreach Using Community-Level Data
- Combination of both

Summary: Include how the subgrant proposal addresses an opportunity to strengthen WIC in your community, proposed goals, how the proposal is innovative, and how lessons learned will be applicable to other communities. (300 word limit)

Section 2: Project Design

Community Assessment

1. Assess community needs and barriers to WIC, including:

- Identify the priority population(s) this project intends to serve and the disparities they face.
- A brief description of barriers to WIC in your community and the opportunities for improvement that the project will address.
- How your agency or organization used staff knowledge and/or data (e.g., community data, WIC administrative data) in identifying the priority population and barrier to WIC this project will address.

(500 word limit)

2. Explain how the proposed subgrant will leverage community assets and impact disparities, including:

- What existing community strengths and resources will this project use to improve WIC.
- The services currently offered and the populations currently served by the applicant(s) and how this relates to the priority population.
- How the project will impact disparities.

(500 word limit)

3. How will your proposal engage community members who are eligible for WIC and incorporate their input? (e.g., focus groups, surveys, interviews, community advisory board, leadership roles in the project)

(200 word limit)

Goals

4. Define the goal(s) of your proposal and describe how the goal(s) supports addressing opportunities to strengthen WIC, with a focus on local context and the identified priority population.

- Goals should be broad, reflecting what the subgrant project intends to accomplish. We recommend that your proposal have one to three goals.

As an attachment to this application, please submit one Work Plan for each goal (template included in the RFA).

(500 word limit)

Innovative Outreach Strategies

5. Describe your proposed outreach strategies.

- Include how your outreach strategies will address the opportunities for improvement in WIC you described in Question 1 and use the community resources you described in Question 2.
- Include how your outreach strategies will impact disparities in service delivery and/or strengthen the WIC program.
- If you have multiple strategies under the same goal, include how these outreach strategies work together to accomplish that goal.
- Explain your proposed outreach strategies and how they meet the WIC CIAO definition of innovation, defined as at least one of the following:
    - A new strategy that has not yet been evaluated for impact on WIC awareness, participation, enrollment, retention, and/or engagement.
    - A strategy that will substantially improve upon a known outreach strategy or adapt it for diverse communities and circumstances.

(1,500 word limit)

6. Please describe how proposed outreach strategies meet at least one of the Priority Areas for WIC CIAO.

- *If your subgrant involves expanding partnerships*: List any intended partners for the proposed subgrant and describe the plan for coordinating these partnerships. What is the role of each partner? How will the partnership increase WIC awareness and/or usage among underserved populations? Please describe whether partners engaged as part of this strategy will be compensated through a subcontract. WIC CIAO applicants are encouraged to include letters of support from potential partners as supplementary attachments to this application.
- *If your subgrant involves using conducting outreach using community-level data*: Describe the project's data sources, methods of attainment, access, and use throughout the subgrant. This can be data that you currently use or will use in the future.

(500 word limit)

Subgrant Project Implementation

7. Detail any potential challenges anticipated during subgrant implementation. Also, describe how those challenges may be overcome and how the WIC CIAO Mentor Team can be helpful to your organization/agency in navigating those challenges.

(200 word limit)

Project Sustainability

8. Assuming success in achieving subgrant goals, please describe how the innovation will be sustained (financially and operationally) beyond the end of the grant period.

(300 word limit)

Project Transferability

9. What steps will you take to ensure the proposed subgrant includes transparent project operations so that successful activities can be scaled or transferred to other communities and/or WIC agencies (of differing size, local context, priority population, or technological capabilities)?

(300 word limit)

Section 3: Evaluation Questions and Support

The Project Team will be responsible for the overall WIC CIAO evaluation, and subgrantees will support the Project Team to develop robust evaluation plans for their subgrants. Subgrantees that have the capacity, or existing evaluation partners, may choose to conduct their own evaluation activities in addition to the evaluation done by the Project Team. The Project Team will be available to assist with evaluation activities for any subgrantee that needs assistance.

Subgrantees will be expected to collaborate with the Project Team to support evaluation efforts. As part of evaluation activities, subgrantees may be asked to support data collection (e.g., administer surveys, participate in or support recruitment for interviews or focus groups, and share information on how the project is being implemented, etc.).

See RFA Section III-C: Participation in the Evaluation of WIC CIAO for full details on subgrantee requirements for evaluation activities and RFA Section IV, Technical Assistance, for information on the technical assistance available for subgrant evaluation.

Outcome Evaluation Questions

10. Which of the following outcome evaluation questions do you think are applicable to your proposal? (choose all that apply):
   ● Did this project affect WIC awareness?
   ● Did this project affect WIC participation?
   ● Did this project affect WIC enrollment?
   ● Did this project affect WIC retention?
   ● Did this project affect WIC engagement?

Additional Evaluation Questions

11. Are there any additional questions you think should be included in your subgrant evaluation? Descriptions and examples of process and outcome questions are included in Section III-C of the RFA.

(500 word limit)

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Evaluation Support

12. Please indicate ways you plan to support the Project Team's evaluation activities. This can include things such as but not limited to:
- Ways in which you plan to or currently communicate with or reach out to the priority population that you are working with for this subgrant. This could include things such as text messaging or text message platforms, in-person communication, webpages, phone calls, or social media messaging.
- Any previous experience you have collecting surveys, doing interviews/focus groups, hosting townhalls, or getting other forms of feedback from your priority population.
- Any relevant evaluation information or data sources that you are currently collecting or will have access to during the grant period. Examples of this could include things like data on WIC participation, enrollment, or retention that is collected by the WIC local agency, or summary reports of townhall meetings regularly held by community-based organizations.

(500 word limit)

[ ]

Potential Challenges

13. Specific to your proposed subgrant, please describe any anticipated or potential challenges for supporting the evaluation activities that will be part of the WIC CIAO subgrant evaluation. Also, describe how those challenges may be overcome and how the Project Team can be helpful to your organization/agency in navigating those challenges. If you do not anticipate any challenges at this time, or are unsure of what challenges you might face, please state that and include a justification for that statement.

(300 word limit)

[ ]

Evaluation Role

14. Please indicate what you would prefer your role to be in the subgrant evaluation. Please note that this question is for planning purposes and will not impact the scoring of the application; however, this information should be reflected in the work plan activities and budget.

- Our Applicant Team prefers to have the Project Team lead the evaluation for our project. We will provide support for evaluation activities.
- Our Applicant Team prefers to take a lead role in the evaluation for our subgrant. We will work with the Project Team to design the evaluation, and provide the Project Team support for evaluation activities.
- Our Applicant Team prefers to contract with an external evaluation partner for our project. Both our team and the evaluation contractor will work with the Project Team to design the evaluation, and provide the Project Team support for evaluation activities.
- Our Applicant Team is unsure of our preferred role in the evaluation at this time, however, we will provide support for evaluation activities.

Section 4: Subgrant Project Management Plan

Subgrant Project Management

15. Provide a description of the project management actions to be undertaken to manage the subgrant to ensure that activities are completed on time, within budget, and with desired outcomes.

Required project management actions include participating in the overarching evaluation of WIC CIAO led by the Project Team, monitoring and reporting, ensuring the data confidentiality of participants, and managing the use of grant funds. See RFA Section IV: Additional Requirements for more detail.

(500 word limit)

16. Detail any training that will be required for key project staff.

(200 word limit)

Project Readiness

17. Does the proposed plan include activities beginning within two weeks of execution of a subgrantee agreement with FRAC?

- Yes
- No

If no, how long will it take for the subgrant to be ready for implementation? Describe the feasibility of implementing the proposed innovative strategies during the subgrant period.

(500 word limit)

Communication

18. Describe the process you will use to ensure frequent and consistent communication between your organization/agency and subgrant partners (if applicable), as well as with the WIC CIAO Mentor Team.

(300 word limit)

Staffing Needs

19. List the key staff/positions that will be involved in the project. For each, include:

- Title, organization, and core responsibilities
- Full time equivalent (FTE) commitment planned
- Relevant expertise and experience (for current employees or qualifications for employees to be hired)
- How personnel will be managed throughout the project

(500 word limit)

20. My organization/agency(s) will hire additional staff to assist with this project.

- Yes
- No

If yes, how long after funds are awarded do you anticipate filling positions?

(200 word limit)

Contracting

21. Does your project involve any subcontracting to other organizations?

- Yes
- No

If yes, please describe the subcontracting process and timelines that you would need to complete in order to obtain subcontracts and launch your subgrant.

(300 word limit)

Section 5: Attachments

Project Work Plan

Describe the activities or steps that you will use to achieve each of the strategies proposed during the subgrant period. As appropriate, identify meaningful support and collaboration with key stakeholders in planning, designing, and implementing all activities, including development of the subgrant.

WIC CIAO has provided a work plan template, which can be accessed here: https://frac.org/wp-content/uploads/WIC-CIAO_RFA_Work-Plan-Template_Final.docx

Project Budget

WIC CIAO has provided a budget template, which can be accessed here: https://frac.org/wp-content/uploads/WIC-CIAO_RFA_Budget-Template_Final.xlsx

Project Budget Narrative

WIC CIAO has provided a budget narrative template, which can be accessed here: https://frac.org/wp-content/uploads/WIC-CIAO_RFA_Budget-Narrative-Template_Final.docx

Staff Resumes

Attach the professional resumes of all key project staff identified in this application.

State Agency Letter of Support

A letter of support from the appropriate WIC State agency stating their support for the submitted application is required. The letter must include the State agency's agreement to provide any data needed for program implementation and/or evaluation. A template is provided here: https://frac.org/wp-content/uploads/WIC-CIAO_RFA_Letter-of-Support_Final.docx

Letters of Support from Partners

Letters of support are required from partners if those partners are applying as part of the Applicant Team. Letters of support from other organizations attesting to the ability of the applicant(s) to carry out the project are welcome, but are not required. A template is provided here: https://frac.org/wp-content/uploads/WIC-CIAO_RFA_Letter-of-Support_Final.docx

IRS Letter
Governmental information letter from Internal Revenue Service (IRS) (for State and local agencies, including Indian Tribal Organizations) or 501c3 letter of determination from IRS (for nonprofit organizations).

Negotiated Indirect Cost Rate Agreement
Negotiated Indirect Cost Rate Agreement (NICRA) from a federal agency, if applicable. If an organization/agency does not have a NICRA, the indirect cost rate is capped at 10 percent.

Organization Financials

A copy of your organization's most recent audited financial statements and IRS Form 990.

Organization Budget

A copy of your organization's overall line item budget for 2021 and 2022.

Section 6: Review and Submit

Assurances

22. Check all assurances that apply. Applicants should meet all assurances to receive funding. Applicants meeting most but not all assurances may be considered if Technical Assistance from the WIC CIAO Mentor Team can address the assurances not met.

- The responsible financial officer at my organization/agency is authorized to enter into a contractual relationship with the Food Research & Action Center (FRAC) and will sign the contract provided by FRAC.
- My organization/agency has accounting staff that can send quarterly financial reports to FRAC.
- My organization/agency can hire new staff for this project in a timely fashion, if there is funding for the position(s) through this award, or if my organization/agency has fiscal capacity for additional staff outside of this award.
- My organization/agency has the capacity to rectify any problems related to contracting and wiring funds.
- My organization/agency will protect the confidentiality and privacy of WIC participants and/or community members under this award.
- My organization/agency will work with the Project Team to obtain all relevant Institutional Review Board (IRB) approvals, to assure the safety of human subjects (e.g., WIC clients or staff, and others) as part of the evaluation.
- My organization/agency has access to, or is applying in partnership with an agency that has access to, WIC administrative data (MIS data) and will generate the data required to carry out the proposed project. This data may be shared with FNS or a contractor working on behalf of FNS.
- My organization/agency commits to collaborating with the Project Team on project evaluation, including providing the data needed to evaluate the intervention and support the recruitment of staff and participants for interviews for the overarching evaluation.
- My organization/agency will work with FNS, including any FNS contractor, to provide data needed for evaluation.
- My organization/agency commits to sharing any de-identified data, code, interview guides, or other materials generated for this project so that it can be replicated in other communities. This data may be shared with FNS or a contractor working on behalf of FNS.
- My organization/agency commits to participate in the WIC CIAO Community of Practice.
- My organization/agency will comply with [Federal Program Regulations](#) for all proposed strategies (i.e., where "CFR" is noted in this RFA).

By submitting this application, I am verifying I am authorized to submit this application to FRAC, and agree to the terms of the RFA.

[Signatures]

[Submit Button]