WIC Community Innovation and Outreach Project

WIC Community Innovation and Outreach Project: Round 2 Subgrants Request for Application

Fillable Application Template for the online application portal

Purpose:
The purpose of the WIC CIAO Subgrant Project is to assist WIC State and local agencies, including Indian Tribal Organizations (ITOs) and territories, and nonprofit entities and organizations (including community-based 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, and redemption of benefits, and to reduce disparities in program delivery.

Funding:
- Total funding available: Approximately $14.8 million is expected to be available under this RFA. The total funding amount is subject to change based on availability of funds.
- Minimum request amount: $100,000
- Maximum request amount: $1,000,000

Eligible Applicants:
Eligible WIC CIAO applicants include the following:
• WIC agency (including current WIC CIAO subgrantees):
  o WIC State agency, including a geographic state, a territory, or an Indian Tribal Organization (ITO) that administers the Program (7 CFR 246.2).
  o WIC local agency, including Indian Tribal Organizations (ITOs) that administer the Program.

• Nonprofit entity: (including current WIC CIAO subgrantees): 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 Tribe. Examples include, but are not limited to, community-based organizations, community health centers, hospitals, public housing sites, Indian health service facilities, Intertribal consortia, colleges and universities, cooperative extension services, migrant health centers and camps, faith-based organizations, nonprofit advocacy organizations and coalitions.

• A Head Start entity: A prenatal - age 3 Early Head Start, ages 3-5 Head Start, Early Head Start-Child Care Partnerships (EHS-CCPs), Migrant Seasonal B-5 Head Start, American Indian Alaska Native Early Head Start and Head Start, State Head Start Associations, and/or any combination of the previously mentioned program(s) or organizations.

Additional considerations for WIC CIAO subgrantees

• WIC CIAO subgrantees who are granted a no cost extension after July 1, 2024 are ineligible to apply.
• Funding through this RFA will not be considered for renewal of a Round 1 subgrant (i.e., the proposed project is not a continuation of the same Round 1 activities).
• While current WIC CIAO subgrantees can apply for funding under any of the Project Tracks, the project must be substantially different from their Round 1 subgrant.
• Current WIC CIAO subgrantees will not be given a preference under this RFA based on their participation in Round 1.

Select Deadlines/Milestones:

• Letter of Intent deadline: July 25, 2024 (11:59 PM ET) (highly encouraged, but not required to submit full application)
• Application deadline: September 6, 2024 (11:59 PM ET)
• Subgrants awarded: January 2025
• Project start date: January 6, 2025
• End of project period: December 31, 2026

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.HelloWIC.org
Application Profile

Singular or Primary Applicant Organization Information
Singular or Primary Applicant Organization Name
Street Address
City
State/Territory/Tribal Nation
Zip Code
Phone Number
Website
EIN
Unique Entity ID from SAM.gov (if available; not required)

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

Singular or Primary Applicant Budget Manager
Title
Email
Phone Number

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

Singular or Primary 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
- Head Start entity
Brief description of Agency/Organization (200 word limit)
WIC CIAO Eligibility Status

Singular or Primary Applicant is: a WIC State agency; a WIC local agency; an Indian Tribal Organization (ITO); a Head Start agency, or a nonprofit entity.

- Yes
- No

If yes, Singular or Primary Applicant Type (select only one):

- WIC State agency
- WIC local agency
- WIC Indian Tribal Organization-State agency
- WIC Indian Tribal Organization-local agency
- Head Start agency
- Nonprofit: Anti-Hunger Organization
- Nonprofit: Child Care Organization
- Nonprofit: Food Bank
- Nonprofit: Food Policy Council
- Nonprofit: Health Care Sector Organization
- Nonprofit: Indian Health Services Facility
- Nonprofit: Intertribal Consortia
- Nonprofit: Legal Aid Organization
- Nonprofit: Organization Serving Latino, Hispanic Populations
- Nonprofit: Social Services Non-Profit
- Nonprofit: University, Institute
- Nonprofit: Other
  - If selected “Nonprofit: Other,” please describe.

If no, your organization does not appear eligible to apply.

Section 1. Application Overview

Are you applying as a Singular Applicant or as a Primary Applicant of an Multi-Organization Applicant Team?

Eligible applicants may apply as a Singular Applicant (for Project Tracks 2, 3 and 4) or as part of an Applicant Team (for all Project Tracks).

- Singular Applicant
- Primary Applicant

If yes, proceed to Section A. If no, proceed to Section B.
A. Applicant Team Information
If applying as the Primary Applicant of your Applicant Team, add Applicant Team member organizational information below. Do not fill out this section if you are submitting as a Singular Applicant.

+ Add applicant team member organization
(An additional section will appear for each applicant team member organization, repeating the (1) Applicant team member type, (2) Name, and (3) Description and role on the project)
Applicant team member partner type drop down (check all that apply):
- WIC State agency
- WIC local agency
- WIC Indian Tribal Organization-State agency
- WIC Indian Tribal Organization-local agency
- Head Start agency
- Nonprofit: Anti-Hunger Organization
- Nonprofit: Child Care Organization
- Nonprofit: Food Bank
- Nonprofit: Food Policy Council
- Nonprofit: Health Care Sector Organization
- Nonprofit: Head Start Organization
- Nonprofit: Indian Health Services Facility
- Nonprofit: Intertribal Consortia
- Nonprofit: Legal Aid Organization
- Nonprofit: Organization Serving Latino, Hispanic Populations
- Nonprofit: Social Services Non-Profit
- Nonprofit: University, Institute
- Nonprofit: Other
  - If selected “Nonprofit: Other,” please describe.

B. Current WIC CIAO Subgrantee Information
Is the Singular Applicant, Primary Applicant or any member of the Applicant Team currently participating in a Round 1 WIC CIAO Subgrant Project?
- Yes
- No

If no, proceed to Section C.
If you or at least one organization in your Applicant Team are currently participating in a Round 1 WIC CIAO Subgrant Project, please select the role(s) served. The definitions for the roles are listed below:

A) Singular Applicant or Primary Applicant (e.g., led development of proposal, key staff in my agency/organization are funded through the project).

B) Applicant Team member (e.g., helped with development of proposal, key staff in my agency/organization are funded through the project).

C) Project Contractor or Consultant (e.g., my agency/organization is not involved in all parts of the project, we are funded to complete a specific role, we were not involved in Mentor Team meetings or project reporting activities).

D) Project Partner (e.g., my agency/organization signed a letter of support for this application and partner on some activities, but key staff are not funded through this project and we were not involved in Mentor Team meetings or project reporting activities).

Please check all that apply:

A) Singular Applicant or Primary Applicant

B) Applicant Team member

C) Project Contractor or Consultant

D) Project Partner

If (A) or (B):

- Please identify the Applicant Team member(s) participating in a current WIC CIAO Round 1 project AND the specific roles(s) they served.
- To date, are you meeting your project goals and completing project activities on time? Please explain. If not, please explain how activities in Round 2 will be completed on time.
- Please explain how your new proposal for Round 2 is substantially different from your current WIC CIAO subgrant project.
- Please explain any changes in the project’s key personnel and partners from the current WIC CIAO subgrant project to the Round 2 proposal.

(300 word limit)

If (C) or (D):


Please identify the Applicant Team member(s) participating in a current WIC CIAO Round 1 project AND the specific roles(s) they served.

To the best of your knowledge, please explain how your proposed Round 2 project differs from the Round 1 subgrant project you are currently involved in.

(300 word limit)

C. Subgrant Project Summary

Geographic Area Served by the Project (State, Territory/Tribal Nation): _______________ (drop down)

Geographic Area Served by the Project (County): ________________________________ (drop down options: County, Multi-County, All Counties in the state)

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

Project Priority Population: ________________________________ (dropdown options below) AND (open text box)

Project Priority Population drop down list (check all that apply)

- Hispanic Communities
- Black and African American Communities
- Native American and Alaska Native Communities
- Another Race or Ethnicity
- Communities of Color
- Haitian Creole Communities
- Native Hawaiian and Pacific Islander Communities
- Immigrant families, families seeking asylum, refugees
- Eligible Children
- Rural Communities
- Families with limited English proficiency / English as a second language
- Families with limited transportation options
- Families with limited access to health care or health insurance
- Families enrolled in SNAP
- Military families
- Migrant farmworkers
- Kinship providers and grandfamilies
- College students
• Families utilizing subsidized child care
• Other
  o If selected “Other,” please describe.

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

D. Project Track (select only one):

• Project Track 1: WIC Agency and Nonprofit Organizational Partnerships: Leverage existing partnerships between WIC State and/or local agencies and nonprofit entities to improve the WIC participant experience and meet the goals of WIC CIAO.
• Project Track 2: WIC Program Champions and Navigators: Apply community champion and/or navigator models that connect families to similar programs (e.g. SNAP or Medicaid) to meet the goals of WIC CIAO.
• Project Track 3: Head Start/Early Head Start Partnerships: Build or improve partnerships between WIC State and/or local agencies and Head Start and/or Early Head Start to improve the WIC participant experience and meet the goals of WIC CIAO.
• Project Track 4: Innovative Outreach Project: Implement an innovative project that includes outreach strategies that will be adapted for diverse communities to meet the goals of WIC CIAO.

Summary: Please provide a brief narrative overview of your proposed project. Please include the Project Track, proposed goals, outreach activities, how the subgrant proposal addresses an opportunity to strengthen WIC in your community, and how lessons learned will be applicable to other communities.

(300 word limit)
Section 2. Subgrant Project Design

Section A: Community Description

Needs and Barriers to WIC

1. Assess community needs and barriers to WIC, including:
   - Identify the priority population(s) this project intends to serve and the specific barriers they face that result in disparities in WIC awareness, engagement, enrollment, use of benefits, and/or retention.
   - Describe which of the above barriers to WIC the project will address.
   - Explain how your agency or organization used staff knowledge and/or data (e.g., community-level data, WIC administrative data) to identify the priority population(s), your community’s barriers to WIC, and the need for the project.

   (500 word limit)

Community Resources and Impact on Disparities

2. Explain how the project will leverage community assets and impact disparities, including:
   - Define what existing community strengths and resources this project will use to improve WIC.
   - Describe the applicant’s history of serving, representing and/or focusing on the identified priority population(s).
   - Describe how the applicant / applicant team’s leadership or staff are reflective of the priority population identified or have lived experience with WIC. Please identify specific key staff for the project.
   - Describe ow the project will reduce the identified disparities.

   (500 word limit)
Community Engagement

3. How will your subgrant project engage community members who are eligible for WIC and incorporate their input (e.g., community members might be engaged through community conversations, town halls, focus groups, community advisory board, or leadership roles in the project)?

(300 word limit)

Section B: Subgrant Project Goals and Project Track

Project Goals

4. Define the goal(s) of your project based on the selected Project Track and briefly describe how the goal(s) address opportunities to strengthen WIC awareness, participation, redemption of benefits, and/or retention, and reduce disparities in program delivery with a focus on local context and the identified priority population.

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

(200 word limit)

Project Workplan

Please upload, as an attachment to this application, your project workplan using this template included in RFA Appendix A.

The work plan should be used to build the steps needed to achieve each goal under the Project Track selected. For each goal, the applicant should outline the outreach activities, by quarter, that will be used to achieve that goal. Under each outreach activity, a series of specific actions should be described that include the priority population, the Key Performance Indicators (KPIs) affected, and the specific applicant and applicant team member staff responsible for completing each activity, and the activity timeline. For each goal, the applicant should outline the outreach activities, by quarter, that will be used to achieve that goal. Under each outreach activity, a series of specific actions should be described that
include the priority population, the Key Performance Indicators (KPIs) affected, and the specific applicant and applicant team member staff responsible for completing each activity, and the activity timeline.

Project Track and Outreach Strategies

5. Provide a narrative description of your WIC CIAO Subgrant Project. Describe your proposed outreach strategies within your selected Project Track. This section should align with your work plan activities.

- Briefly provide details about each outreach strategy and how it will help achieve your goal.
  - Please specifically identify those outreach strategies that you will start by the end of the first quarter (3 months) of your project.
- If you have multiple outreach strategies under the same goal, include how these outreach strategies complement each other to accomplish that goal. Please do this for each goal.
- 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.

(1,000 word limit)

Project Track and Innovation

6. Please describe how your proposed goals and outreach strategies align with the purpose of your selected Project Track while meeting the unique needs of your priority population(s). Include how your outreach strategies will be innovative (i.e., a novel strategy that will improve upon an existing outreach strategy included under the Project Track; and/or build the evidence base for the Project Track;) and/or be adapted for diverse communities and circumstances; and/or a partnership that is unique or uniquely valuable).
Sustainability

7. Assuming success in achieving subgrant project goals, please describe how the innovation will be sustained (financially and operationally) beyond the end of the grant period. Please note any ways the subgrant project is expected to build capacity in the organization/community and/or make partnerships and resource-sharing (e.g., with other nonprofits, coalitions, businesses) more sustainable.

Section C: Evaluation Questions and Support

The Project Team (FRAC, UnidosUS, the Indigenous Food and Agriculture Initiative, and the Center for Nutrition and Health Impact) will be responsible for the overarching WIC CIAO evaluation, using a standard set of evaluation activities across all subgrantees. Subgrantees are expected to support the Project Team in data collection activities related to the standard set of evaluation activities. Subgrantees may choose to conduct their own evaluation activities using their internal staff or preferred evaluation partner(s) (e.g., evaluation/research firm, university, etc.). The Project Team will be available for guidance and technical assistance (e.g., evaluation development, implementation, and analysis).

See RFA Section III-C: Participation in the Evaluation of WIC CIAO for full details on subgrantee requirements for evaluation activities.

Key Performance Indicators (KPIs)
8. Which of the following Key Performance Indicators (KPIs) are applicable to your proposal? For additional information on each KPI, please see Section III-C, Table 3 of the RFA. (select all that apply in online application portal):

- This project will affect WIC awareness. In other words, this project will affect the identified priority population(s)’ and/or partner(s)’ awareness of WIC, including knowledge of the program and the services it offers.
- This project will affect WIC engagement. In other words, this project will affect the number of WIC services or WIC CIAO subgrant project strategies that the identified priority population engages with. The project will also affect their satisfaction with WIC services and/or WIC CIAO project strategies that the priority population engages with.
- This project will affect WIC enrollment. In other words, this project will affect the number of people from the priority population who became certified to receive WIC benefits, regardless of whether they actually used the WIC benefits.
- This project will affect WIC participation. In other words, this project will affect the number of WIC-eligible individuals certified to receive WIC benefits each month and who used at least some of their benefits each month.
- This project will affect WIC retention. In other words, this project will affect the proportion of individuals who remained enrolled in WIC (i.e., were not transferred to another agency or terminated) over time.

Standard Evaluation Agreement

9. Please indicate that you have read Section III – C, Table 3 of the RFA and agree to participate in the standard evaluation activities for your subgrant project. Please note that projects who do not agree to participate in the standard evaluation activities will not be considered for funding. [checkbox in online application portal]

- Yes, I have read Section III – C and agree to participate in the standard evaluation activities for my subgrant project.
- No, I do not agree to participate in the standard evaluation activities for my subgrant project.

Supporting the Evaluation

10. What resources or supports do you have to support collecting the standard evaluation activities? This could include:

- Any previous experience you have gathering information and feedback from the identified priority population(s) (e.g., collecting surveys, tracking outreach strategy contacts).
- Existing resources within your organization or new resources (e.g., personnel, funding) included in this proposal.
• Any relevant evaluation information or data that you are currently collecting or will have access to during the grant period. Examples of this could include things like data on WIC enrollment, participation, or retention that is collected by the WIC local agency, or reports of contacts at outreach events.

(200 word limit)

Potential Challenges

11. Specific to your project, please describe anticipated or potential challenges for supporting the standard evaluation activities and how those challenges may be overcome. When responding, please consider the potential challenges your organization may face in distributing a survey to your project's priority population, providing the Mentor Team with WIC administrative data, recording reach data (i.e., the number/proportion of people, especially from your project’s priority population(s), who came in contact with your project’s outreach strategies), and participating in a Project Team interview. Also, describe 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)

Additional Evaluation Questions

12. Do you plan on conducting additional evaluation activities, specific to your project, that are outside of the standard evaluation activities (outlined in Section III-C, Table 3 of the RFA)? Of note, additional evaluation activities will not impact chances of project funding. [checkbox in online application portal]

• Yes
• No

12 a. If you selected yes to the previous question, please describe the additional evaluation activities you plan to conduct and who will be responsible for conducting these activities. Note: any additional evaluation activities described here should also be reflected in your budget.
Section D: Subgrant Project Management Plan

Project Management

13. Describe a plan for how the applicant or applicant team will ensure that activities are completed (1) on time, (2) within budget, and (3) with desired outcomes to a high-quality standard. Please address all three of these areas in your answer and explain the applicant team’s experience managing grants. Explain how the project will incorporate feedback loops to continuously assess and adapt strategies as needed throughout the subgrant period.

Project Readiness

14. Describe the feasibility of beginning your project implementation after the three-month start-up period. Will data sharing agreement(s) be in place? Is your project utilizing existing staff and/or leveraging long-standing partnerships? What are potential delays (e.g., bureaucratic barriers) that could occur and how would you alter your project to make sure you can start your outreach strategies after the three-month start-up period?
Feasibility

15. Describe the feasibility of fully implementing the proposed outreach strategies during the two-year subgrant period. What are potential delays that could occur in your project timeline, how would you alter your project to make sure it stays on track to be completed within two years?

16. List the key staff/positions that will be involved in the project. For each, include:
   - Title, organization, and core responsibilities related to the proposed project, including start-up and close-out activities
   - Full time equivalent (FTE) commitment planned
   - Relevant expertise and experience (for current employees) or qualifications (for employees to be hired)
   - How the staff will be managed throughout the project (e.g., who will they report to)

For all key staff/positions included in this response, provide a resume in Section 3: Attachments: Staff Resumes Upload section below. You do not have to include a job description for positions to be hired.

17. My organization/agency will hire additional staff to assist with this project.
   - Yes
   - No

If yes, how long after funds are awarded do you anticipate filling positions? What are strategies your organization could take to expedite the hiring process? How will you leverage existing staff positions and minimize hiring new staff to be able to implement the project?

18. Does your project involve any subcontracting to another organization(s)?
If yes, please describe the subcontracting process and timelines that you would need to complete to obtain subcontracts and launch your subgrant. What are strategies your organization could take to expedite the sub-contracting process?

(300 word limit)

Section 3: Attachments

Subgrant Project Budget and Budget Narrative

Subgrant project budgets may include expenses related to personnel, contractors, and approved meetings, conferences, and training travel expenses (whether in-person or virtual). All funding requests should be in whole dollars. See Section IV-D of the RFA for detailed budget information.

When preparing the budget and budget narrative, double check that the staff and other resources needed to accomplish the project’s work plan are reflected in the project budget, and vice versa. Applicants’ budgets must include costs that support the completion of all grant requirements within the grant period including start up activities, implementation, and close-out activities (i.e., close-out meetings, final reports). Applicants must be able to leverage existing staff (specifically all key personnel) and utilize partnerships with members of their applicant team and other entities to begin work as soon as possible, if awarded grant funds.


Staff Resumes

Résumé or biosketch, no longer than two pages, for each key project staff member (i.e., funded through the WIC CIAO subgrant and/or serving key roles in the project).

WIC State Agency Letter of Support

A letter of support from a WIC State agency is required for all applicants except WIC State agencies. A WIC State agency could be either a geographic state, a territory, or an Indian Tribal Organization (ITO) that administers the Program (7 CFR 246.2). A letter of support demonstrates the State agency’s willingness to support the project including by providing WIC administrative data.

- Tribal governments encountering difficulty obtaining a letter of support should reach out to the WIC CIAO Project Manager immediately at wic-ciao@frac.org for additional technical assistance. The LOS requirement may be modified on a case-by-case basis for Indian Tribal Organizations or
other governmental instrumentalities of a federally recognized Indian Tribe not currently administering WIC per 7 CFR 246.2. If the LOS is not obtained by the application deadline, Tribal organizations should still apply on time.


**Letters of Commitment from Applicant Team Members**

Letter(s) of commitment from applicant team member organizations are required if applying as part of an applicant team. Applicant teams must have a signed letter of commitment from every applicant team member organization documenting their relationship and understanding of their roles and responsibilities if funded. Letters of support from other organizations attesting to the ability of the applicant(s) to carry out the project are welcomed but are not required.


**IRS Letter and/or Head Start Designation Letter**

Governmental information letter from Internal Revenue Service (IRS) (for state and local agencies, including Indian Tribal Organizations) or Head Start Designation Letter (for Head Start agencies) or 501c3 letter of determination from IRS (for nonprofit organizations). If you have two or all three types of documentation, please combine them into one file and upload below.

**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 2023 and 2024.

**Financial Management Questionnaire**

A completed financial management questionnaire that includes questions on the organization’s financial management/accounting system and internal control environment to meet requirements of 2 CFR 200, Subpart D – Post Federal Award Requirements – Standards for Financial and Program Management; especially, 200.302 (Financial Management), and 200.303 (Internal Controls) is required.

The questionnaire is provided here: Financial Management Questionnaire
Section 4: Review and Submit

Assurances

19. Check all assurances that apply. Applicants should meet all assurances to receive funding.

- 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]