



**WIC Community Innovation and Outreach Project (WIC CIAO):
Round 2 Subgrants Request for Application (RFA)
Frequently Asked Question (FAQ) Document
July 19, 2024**

This document will be updated regularly based on questions from applicants up until August 30, 2024. New questions and answers will be listed in orange font, along with the date they were posted.

Email questions to the WIC CIAO Project Manager at wic-ciao@frac.org. The Project Team will make every effort to reply to emailed questions in a timely manner. Please note that the Project Team may be unable to help in the final 24 hours prior to the submission deadline and will not be able to provide feedback on specific proposal ideas.

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A. APPLICATION TIMELINE AND SUBMISSION

1. How can I apply? Where?

- To apply, submit your application in the [WIC CIAO online application portal](#). All applicants are required to register on the portal before commencing the application process. Applicants are encouraged to log on to the application portal and familiarize themselves with the proposal requirements well before the deadline. See RFA Section V: *Submitting an Application* for additional information on applying.

2. When is the WIC CIAO subgrant application due?

- Applications are due on September 6, 2024, by 11:59 p.m. ET.

3. Can I submit an emailed version of the application? Will paper submissions be allowed?

- Emailed applications and paper submissions will not be accepted. Applicants must submit via the [WIC CIAO online application portal](#).

4. Can I submit my application in Spanish?

- Yes, you can submit an application in Spanish through the [WIC CIAO online application portal](#). In the upper right-hand corner of the webpage, click on the world icon (see below). If your application is submitted in Spanish, it will be reviewed by Spanish speakers, it will not be translated to English first.



WIC Community Innovation and Outreach Project - Application Portal

Visit the [WIC CIAO Request for Application webpage](#) for additional information, including the full RFA and Application Template, and to register for webinars.

To access, complete, and submit the Letter of Intent, [please click here](#).

Sign In

Email

Password

5. How will I know that you received my application?

- When all required sections of the application are complete within the [WIC CIAO online application portal](#) the "Submit" button will become green and clickable. The submission is not fully submitted until you click the green "Submit" button. Once you click "Submit," you will receive a confirmation email to the email address you provided for the Applicant Contact in the Profile of the Application Portal. If you did not receive the confirmation email, please direct your questions to the WIC CIAO Project Manager at wic-ciao@frac.org.
- Be sure to check your spam folder(s) for replies, as emails from FRAC and the online application portal may be blocked by spam filters.

6. Can I get feedback on my proposal once it's been reviewed?

- No. The WIC CIAO Project Team is unable to provide individual critiques of submitted proposals.

B. LETTER OF INTENT TIMELINE AND SUBMISSION

7. How do I submit a Letter of Intent?

- The Letter of Intent (LOI) is a short, five question online form on the [WIC CIAO online application portal](#). You can also access the LOI directly through the [WIC CIAO LOI webpage](#). The nonbinding LOI is due by 11:59 p.m. ET on July 25, 2024.

8. Is the Letter of Intent required for the primary applicant and/or all partners?

- The LOI is *not* required by the primary applicant or an applicant team. The LOI is optional and if an applicant team chooses to submit a LOI, one letter can represent the application team. The LOI will *not* be considered in the subgrant review process. WIC CIAO applicants who do not submit a LOI by the specified deadline may still submit an application by the application due date of September 6, 2024.

9. Will applicants receive feedback on their Letter of Intent?

- No, the LOI is a short, five question online form. The LOI will *not* be considered in the review process. It is meant to provide useful information to the WIC CIAO Project Team about (a) RFA dissemination and (b) preparing for the subgrant review process.

C. WEBINAR INFORMATION

10. Will the webinars be recorded?

- Yes, the webinars will be recorded, and will be posted to [FRAC's YouTube webpage](#) and the [WIC CIAO Project website](#).

11. Will the webinar slides be posted publicly?

- Yes, the webinar slides will be posted to the [WIC CIAO Project website](#) after the webinar.

12. Where will questions asked during a webinar be posted?

- Questions asked during WIC CIAO RFA webinars will be posted in this Frequently Asked Question (FAQ) document on [WIC CIAO Project website](#).
- The FAQ document will be updated regularly based on questions from applicants up until August 30, 2024. New questions and answers will be listed in orange font, along with the date they were posted.

13. Are there any questions that you will not be able to answer during the webinars?

- We are unable to answer questions related to specific proposal ideas or to provide other proposal-specific technical assistance.

D. APPLICANT ELIGIBILITY

14. Who can apply?

- A WIC agency (including current WIC CIAO subgrantees):
 - WIC State agency, including a geographic state, a territory, or an Indian Tribal Organization (ITO) that administers the Program ([7 CFR 246.2](#)).
 - WIC local agency, including Indian Tribal Organizations (ITOs) that administer the Program.
- A 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.

- 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.

15. Can current Round 1 WIC CIAO subgrantees apply for renewal funding?

- No, Round 2 funding will not be considered for a renewal/extension of a Round 1 subgrant (i.e., the proposed Round 2 project is not simply a continuation of the same Round 1 activities).
- The Round 2 project must be substantially different from their Round 1 subgrant.
 - To be substantially different, a proposed WIC CIAO Round 2 Project must be an entirely new project (i.e., not a renewal or an extension of a Round 1 subgrant). While the proposed Round 2 project can build on lessons learned in Round 1, the Round 2 Subgrant Project should not have the same goals or outreach activities as a Round 1 Subgrant Project. A subgrantee's Round 1 Subgrant Project workplan will be compared to the Round 2 Subgrant Project workplan submitted with the application.

16. Is a Head Start entity (whether a city, county, school district, or other government Head Start entity) eligible to apply as a singular or primary applicant for a WIC CIAO subgrant?

- A city, county, school district, or other government entity that is designated as a Head Start grant recipient can apply as a singular or primary applicant or member of an applicant team. Singular or primary applicants should upload their Head Start grant award letter in Section 3 of the online application.

17. Are state or local government agencies, departments and programs or school districts eligible applicants?

- Non-WIC and non-Head Start state and local government agencies, departments and programs or school districts are not eligible to be a singular or primary applicant. They are eligible to participate as part of an applicant team.

18. Are 501(c)4 or 501(c)6 nonprofits eligible to apply for a WIC CIAO subgrant?

- No, only 501(c)3 nonprofits are eligible to apply as a primary applicant for a WIC CIAO subgrant. 501(c)4 nonprofits and 501(c)6 nonprofits are not eligible to apply as primary applicants.

E. LETTER OF SUPPORT FROM A WIC STATE AGENCY

19. Is the letter of support (LOS) from a WIC State agency required?

- Applicants are required to obtain a signed letter of support (LOS) from a WIC State agency demonstrating willingness to support their WIC CIAO Subgrant Project by providing WIC administrative data. Applicants can use these templates: [Letter of Support Template](#) or [Cartas de Apoyo](#) when preparing their LOS, depending on the preferred language of the State agency.
- This applies to all applicants except for WIC State agencies including Indian Tribal Organization (ITO) or Tribal government entities currently administering the WIC program per ([7 CFR 246.2](#)).
- Applicants should reach out to their relevant WIC State agency, including an ITO currently administering the WIC program per [7 CFR 246.2](#), as early as possible to obtain a signature on their LOS, since it may take several weeks.
- A list of WIC State agency contacts is available on the [WIC CIAO online application portal](#).
- Applicants who encounter issues in obtaining a signed LOS should reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for assistance before August 23, 2024.

Special note for Indian Tribal Organizations (ITO's) or Tribal Governmental Entities Not Currently Administering WIC: If you represent an Indian Tribal Organization (ITO) or other governmental instrumentality of a federally recognized Indian Tribe, but your ITO or Tribal government entity is not currently administering WIC per [7 CFR 246.2](#), you will need to include a letter of support (LOS) with your WIC CIAO application. This LOS requirement may be modified for Tribal governments on a case-by-case basis. If the LOS is not obtained by August 30, 2024, please reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for information on completing the application in the online portal.

20. Is a local, county, or other non-State WIC office considered a WIC State agency?

- There are only 89 WIC State Agencies (7 CFR 246.2) in WIC. State agencies enter into agreement with USDA, and submit an annual state plan to USDA. The 89 WIC State agencies include the 50 U.S States, 33 Indian Tribal Organizations, the District of Columbia, and five territories (Northern Mariana, American Samoa, Guam, Puerto Rico and the Virgin Islands). If you need help verifying, please contact wic-ciao@frac.org.

21. Is there a deadline for WIC State agencies to provide the signed LOS?

- The letter of support from a WIC State agency is a requirement to be considered for a WIC CIAO subgrant but may be modified for Tribal governments on a case-by-case basis. If a Tribal government wishes to request a modification, they should reach out to the WIC CIAO Project Manager at wic-ciao@frac.org prior to August 30; for all other applicants, we recommend applicants request their State Agency LOS at least six weeks prior to submission, and that they reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for assistance before August 23. There is no explicit deadline for the LOS beyond the full application deadline of September 6.

22. What can I do if I'm having trouble getting the Letter of Support (LOS) signed by a WIC State agency?

- WIC State agencies are aware of this funding opportunity and that organizations will be reaching out to seek letters of support (LOS).
- Applicants who encounter issues in obtaining a signed LOS should reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for assistance before August 23, 2024.

23. Can a WIC State agency provide as many letters of support (LOS) as requested?

- Yes, a WIC State agency can provide as many letters of support (LOS) as it deems appropriate.

24. Where can I find the WIC State agency contact list for the LOS?

- Once you've logged on to the online application portal, click "Edit" on the right-hand side of your screen (in the "Profile" box). You will find the link at the top of your "Profile" page (labeled "CLICK HERE for the List of WIC State Agency Contacts for Letter of Support"). See screenshot below.



F. LETTER OF COMMITMENT FROM APPLICANT TEAM MEMBERS

25. Is a letter of commitment from each partner required when submitting an application?

- 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.
- The letter of commitment is only required for applicants applying as an applicant team and is due at the time of application.
- Organizations must be included in the proposal's applicant team if staff members will be serving key roles in the project.
- Access the Applicant Team Letter of Commitment.
 - [English](#)
 - [Español](#)

G. PROJECT DESIGN

26. Do projects need to focus on a single community?

- No, projects do not need to focus on a single community. However, the proposal narrative should reflect appropriate understanding of the historical and systemic reasons for existing disparities in accessing WIC services. In addition, the narrative should reflect that the applicant/applicant team have thought through how their proposed goals and strategies will impact equity and anticipate potential unintended consequences.

27. For multi-state or national organizations, do WIC CIAO subgrant projects need to focus on only one state?

- It is possible to propose a project that includes outreach activities in more than one state. You will need to secure a signed letter of support from the WIC State agency in each state that you plan to conduct outreach in.

H. WIC CIAO EVALUATION QUESTIONS

28. Will additional pages be allowed for projects that select optional evaluation measures?

- No, additional pages for projects selecting to conduct optional evaluation measures will not be accepted. Please refer to and complete question 12a of the online application to describe any optional and additional evaluation activities you are planning to complete. Of note, additional evaluation activities will not impact chances of project funding.

I. BUDGET AND FINANCIAL QUESTIONS

29. Can the project lead, primary contact and budget manager be the same person?

- Yes, the primary applicant can have the same person serve as project lead, primary contact and budget manager.

30. Will there be any meetings that our staff will need to attend in person?

- No, there will be no required in-person meetings for WIC CIAO subgrantees.

31. Can I include expenses for digital marketing or advertising in my WIC CIAO project budget?

- Yes, expenses related to a digital marketing/advertising campaign are allowed. They should align with your larger project goals and Project Track.

32. Can I use a WIC CIAO subgrant to purchase a vehicle to provide mobile WIC?

- No, the purchase of a vehicle is not an allowable expense under this subgrant opportunity.

33. Are the travel costs associated with running a mobile WIC clinic an allowable expense?

- Yes, the travel costs associated with running a mobile WIC clinic would be an allowable expense.

34. What is the difference between a consulting/contracting line item and a partner regrant line item?

- The consulting/contracting line item is for expenses paid to entities that are not applicant team members.
- The partner regrant line item is for applicant team members whose staff will be serving key roles in the project.

35. Should I include evaluation expenses in the budget or is that part of the built in support?

- Every subgrant application should include the following in their budget related to evaluation:
 - Staff time to participate in and complete the activities outlined in the standard set of evaluation activities (RFA, Table 3).
 - Translation costs related to evaluation activities. These costs will need to be identified and accounted for in your requested budget. For example, Key Performance Indicators (KPI) surveys and corresponding recruitment materials will need to be translated into the language(s) of the priority population(s) for your proposed project.
 - Applicants are welcome to use any translation service they prefer, and translation costs/fees should be included in the requested funding amount. If the applicant does not have a preferred way to translate surveys/materials, the Project Team recommends including translation services at an estimated cost of \$500 per language for the KPI survey templates that will be provided by the WIC CIAO Project Team.
- Incentives for KPI survey respondents (i.e., individuals from the project's priority population(s) and/or partner(s)) as desired by the subgrant project (see Allowable Program Expenses above).
 - *To calculate these costs, we recommend estimating the number of people you expect to complete the pre-survey. Then multiply that number by 2, to cover the incentives for post-survey respondents. Take this number and multiply it by your desired gift card incentive amount. A gift card of \$10–\$25 dollars per survey is recommended.*
- Additional staff time, consulting fees, incentives etc. if opting to complete additional evaluation activities outside of the standard set.

36. Is equipment an allowable expense?

- Equipment (e.g., vehicles, laptops, cell phones, medical equipment) are not allowable expenses.

- Office supplies for general use, are not allowable although these may be covered under the 10 percent allowable overhead.
- Equipment and/or supplies needed to complete physical measurements (e.g. height and weight) and complete bloodwork requirements are allowable expenses.

37. Please clarify the cell phone & cell phone charge portions of the WIC CIAO budget.

- Cell phones are considered equipment, so the purchase of them for staff or WIC participants involved in WIC CIAO is not an allowable cost. You can, however, include funding for cell phone and internet use related to the project as a line item in your budget.

38. Can funding be used to purchase food?

- Budgets may include expenses related to meetings/conferences (e.g., Zoom accounts, travel to and from meetings/conferences, food and refreshments, etc.)

39. For the funding "floor" of \$100,000, is that annual costs or total costs?

- The \$100,000 floor is total costs.

40. For the line-item budget summary requirement, if a local WIC agency has a parent agency that is a major city, should an applicant submit the city budget or the WIC budget?

- A WIC agency budget is preferred, if it's available. If it can easily highlighted or found within an overall city budget, then that will be acceptable.

J. FUNDING

41. Can funding for this project supplement an existing project?

- WIC CIAO subgrant funding cannot supplement an existing project. The purpose of the WIC CIAO subgrant projects is to fund new, innovative outreach strategies to increase WIC awareness, participation, redemption of benefits, and reduce disparities in program delivery.

42. How many subgrants will be awarded?

- There is not a predetermined total number of WIC CIAO subgrants that will be awarded.

43. Is this a multi-year grant?

- The WIC CIAO subgrant is a 24-month grant with an anticipated start date of January 2025 and end date of December 2026.

44. Will renewal funding or subsequent rounds of funding be available through this funding opportunity?

- No. This is a one-time funding opportunity.

45. Will subgrantees funded through the Round 1 RFA be given a preference in Round 2?

- No, Round 1 subgrantees will not be given a preference in Round 2 based on their participation in Round 1.

46. Can FRAC provide information on other organizations in our area that are interested in applying so we can form a project team?

- No. We encourage potential applicants to reach out to State, Tribal, local and community-based organizations within their area for potential partnerships and collaboration.

47. When you say this is a "subgrant" does that mean that this funding is intended for organizations that already receive funding through the WIC program?

- No, we are using the term "subgrant" because the Food Research and Action Center is re-granting funding received through its WIC CIAO Cooperative Agreement with the United States Department of Agriculture Food and Nutrition Service.

K. WIC CIAO ONLINE APPLICATION PORTAL QUESTIONS

48. Are there page limits to any of the descriptive answers?

- There is a maximum word limit for questions that require a narrative response. The word limits vary by question and range from 200 words to 1,500 words. You will see word counts in parentheses next to the question.

49. Are citations needed when answering WIC CIAO subgrant application questions?

- No, citations are not needed. If you add citations, please include them in the narrative text box for the question.

50. Can additional users be added to work on the application in the portal?

- No, only one user per applicant organization/agency can access an application in the [WIC CIAO online application portal](#).