

Request for Application

Community Driven Changes - USDA Farmers' Market SNAP Support Grant

Funding provided by United States Department of Agriculture

Introduction

Appalachian Sustainable Agriculture Project (ASAP) is seeking qualified service providers, community organizations, and farmers markets to apply for funding and support to increase SNAP recipient participation at farmers markets.

Applicants must partner with at least one of the following farmers markets to ensure project implementation:

- Asheville City Market (Buncombe)
- East Asheville Tailgate Market (Buncombe)
- French Broad Food Co-op Tailgate Market (Buncombe)
- Haywood's Historic Farmers Market (Haywood)
- Mills River Farmers' Market (Henderson)
- North Asheville Tailgate Market (Buncombe)
- River Arts District Market (Buncombe)
- West Asheville Tailgate Market (Buncombe)

These markets are also eligible to apply for funding.

Desired Outcomes

1. Increase SNAP recipient awareness of farmers market(s).
2. Increase SNAP recipient participation at farmers market(s).
3. Assist farmers market(s) in improving existing SNAP programs or implementing new SNAP programs.
4. Provide SNAP users with the knowledge and experience needed to feel comfortable shopping at markets.
5. Assist farmers market(s) in creating market environments that are welcoming to diverse customer bases.

These SNAP support projects should be innovative, community-driven changes that mitigate the cultural, language, and social barriers that often deter SNAP recipients from shopping at farmers markets.

Application Deadline: March 17, 2017

Example of eligible projects include (but are not limited to): transportation services, cooking demos, market tours, kid activities, and classes. These ideas are provided to assist in understanding project scope, but are eligible for replication.

Awarded Amount: Up to \$1500.00. Requested project amounts must be \$1500.00 or less. Approved projects will receive 50% of their requested funding amount upon approval, and the remaining 50% following project completion. Invoices and proof of project completion must be provided to receive final award amount. Projects must be paid for in full by November 6, 2017.

Materials that will be provided through this grant:

ASAP, in conjunction with a local marketing firm, has developed a suite of materials to promote SNAP at market programs. **Including these items in your application is not necessary.** These materials, or similar materials, should not be requested in your project application. They will be provided to every farmers tailgate market community mentioned previously. The materials include: SNAP how-to brochures, SNAP posters, A-frame signs for markets, banners for markets, and vests for market managers.

Application Review and Selection Process

All applications will be reviewed by the Appalachian Sustainable Agriculture Project. All applicants will be notified when their application has been received, as well as the decision of the review committee regarding project approval. **Approved projects will be announced April 3, 2017.**

Projects will be evaluated using the following criteria:

- A. Project strength and ingenuity
- B. Experience in serving SNAP recipients
- C. Capacity to oversee proposed project
- D. Personnel capacity
- E. Community reach
 - 1. Number of SNAP recipients
 - 2. Longevity - ability to be maintained without future funding

Contact/Questions: Email **Contract Application, Project Summary**, and any questions to david@asapconnections.org. More information about ASAP can be found at asapconnections.org. For questions please email or call, 828-236-1282.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

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Application Guidelines and Format

- Please read this entire Request for Application (RFA) prior to submitting an application.
- Applying organization must be located in Buncombe, Haywood, or Henderson County.
- Applicants must be one of the following farmers markets or partner with one of the markets: Asheville City Market, French Broad Food Co-op Tailgate Market, Haywood's Historic Farmers Market, Mills River Farmers' Market, North Asheville Tailgate Market, West Asheville Tailgate Market, River Arts District Market, East Asheville Tailgate Market
- Applying organization must complete and submit all sections of the **Application and Project Summary**.
- One original must be submitted (mailed, emailed, or hand delivered) to:
 - David Smiley, david@asapconnections.org
Appalachian Sustainable Agriculture Project
306 W. Haywood St.
Asheville, NC 28806

Community Driven Changes - Application

INSTRUCTIONS: Please type or neatly print. Every question must either be answered or noted as N/A (not applicable). Additional sheets may be used if necessary. Appalachian Sustainable Agriculture Projects reserves the rights to verify any of the information provided in this application.

Organization/Business Name:

Name of Person Completing Application:

Title of Applying Person within Applying Organization/Business: _____

Partnered Farmers Market(s):

Date of Application: _____

Organization/Business Address:

Phone: _____ **Email:** _____

Class of Operation:

For Profit Nonprofit Public Authority or Government Agency

1. Does this organization currently provide services for or frequently engage SNAP recipients in Buncombe, Haywood, and/or Henderson County? If so, please indicate the service(s)/engagement provided.

2. Approximately how many individuals does your organization serve/engage with per month? _____
3. Approximately how many SNAP recipients does your organization serve/engage with per month? _____

4. Does this business/organization currently have a relationship with farms and/or farmers markets in Buncombe, Haywood, and/or Henderson County? If so, please explain.

The undersigned proposer affirms that foregoing information is true, accurate, and complete to the best of their knowledge.

Name/Position within Organization: (Please print)

Signature: _____ **Date:** _____

Community Driven Changes - Project Summary

INSTRUCTIONS: Describe your proposed SNAP support project. Provide a comprehensive plan that addresses all aspects of your proposed SNAP project. The proposal should be typed or neatly printed. Please complete all of the following sections. Attach additional sheets if necessary.

1. A mission statement and brief history of the applying organization:

2. A detailed outline of the proposed project:

3. Key barriers that are being addressed:

4. Personnel managing project:

5. Timeline for implementation:

6. Detailed project costs:

7. How will this project impact SNAP recipient awareness of farmers markets (number of SNAP recipients, customers at farmers markets, dollars spent at market, etc.) as well as SNAP recipients' participation at farmers markets? In what ways will this project help to make the market a more welcoming environment?

8. Identify specific farmers market(s), specific geographic areas, and specific community groups (if applicable) this project would impact.

9. What other information would you like to provide about the project?

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