Increasing Access to Healthier Food for All in our Home Region

Walmart Foundation, Northwest Arkansas Giving



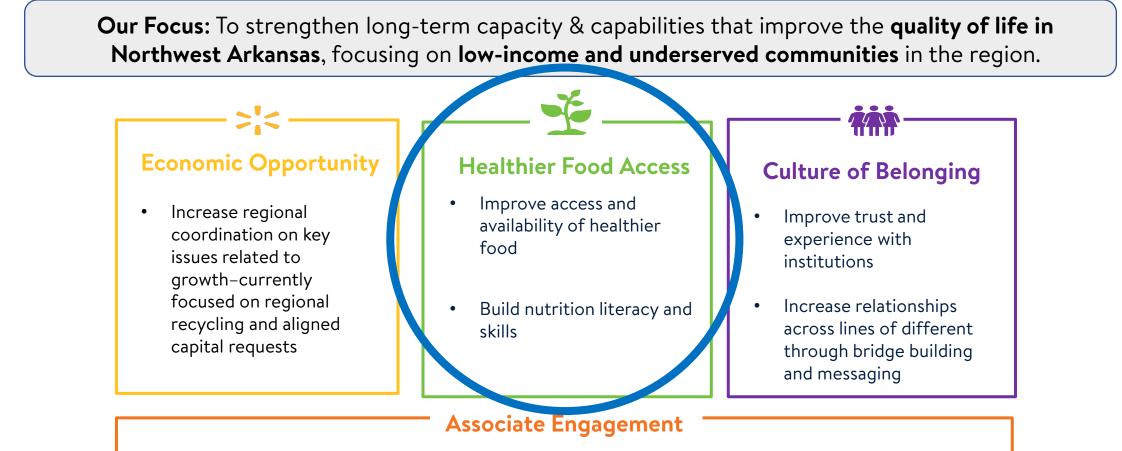
Agenda Items

- Overview of Walmart Foundation & Northwest
 Arkansas Giving Program
- 2. Review the Request for Proposals Timeline
- 3. Proposal Scoring & Review
- 4. Check Lists
- 5. How to Apply Cybergrants Application Process
- 6. Additional Resources

Overview of Walmart Foundation & Northwest Arkansas Giving Program



Our Northwest Arkansas giving priorities champion the work we do globally in our home region.



• Make it easier for associates in Northwest Arkansas to connect and engage with regional non-profits through events, volunteering and board service.

Increasing Access to Healthier Food for All in Northwest Arkansas

We seek to find innovative and creative solutions to connect people in Northwest Arkansas with healthier food options, all while promoting culturally relevant nutrition education.

For over a decade, we've made significant strides in improving food access for those in need through food donations and by strengthening the charitable meal system. In 2021 alone, Walmart stores, clubs and distribution centers in the U.S. donated more than 696 million pounds of food, 64% of which were fruits, vegetables, dairy products and meats. And since 2006, we have provided more than 7 billion pounds of food from our network of stores, clubs and distribution centers to Feeding America food banks.

As we continue to make investments in addressing food insecurity and making healthier foods accessible, we are pleased to release this request for proposal to serve our **Home Region Northwest Arkansas**.

Increasing Access to Healthier Food for All in Northwest Arkansas

AWARDS:

We expect to provide approximately **\$700,000** in funding for all projects under this RFP.

Requests: \$20,000-\$100,000

LENGTH OF GRANT:

12 months – 18 months

<u>Purpose of request</u>: We are seeking proposals that work to systematically improve access and availability to healthier food for underserved communities, and collaboration with local nonprofits to meet the area's long-term needs.

Programs should focus one of the following areas:

- Nutrition education and increasing the ability of individuals to access food when they
 need it most. Examples can include but are not limited to Gardening programs,
 Cooking Matters etc.
- Improving access to federal nutrition programs.
- Evolving food recovery models.
- Collaboration between local nonprofits to meet the area's long-term needs is encouraged.

While there may be variety in the approach, all projects considered in this opportunity MUST:

□ Increase access and availability

A Meet an unmet need in our community that their organization is uniquely positioned to address

- □ Capture core metrics to measure success of the project.
- Collaborate with other organizations
- □ Incorporate diversity, equity and/or inclusion in project design and implementation.
- □ Funds are not to be used to purchase food.

Request for Proposals Timeline



Timeline



Proposal Scoring & Review



Proposal Scoring

Experience and Track Record of the Organization

- Trust, experience and reach with the population served
- Experience implementing programs
- Diversity of staff/board and representative of population served

Sustainability

• How the program will be sustained and integrated into the organization's work following the end of the grant

Budget

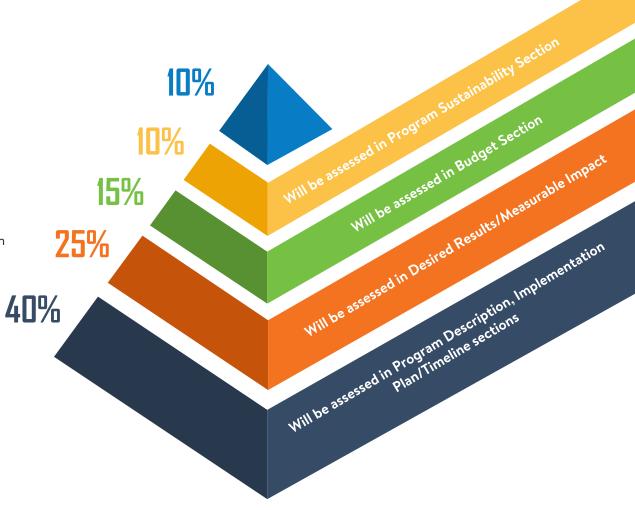
- Cost Effectiveness
- Clarity in line items and descriptions as it relates to the project implementation plan

Desired Results/Measurable Impact

- How will you measure the success of the program?
- What do you hope to learn and/or test?
- How will this program inform future program decisions or organizational impact in the community?

Proposed Plan for Program Design and Execution

- Does the program align with one of key strategic areas specified in the RFP?
- Is the plan feasible with the proposed timeline?
- What level of innovation or creativity does the project involve?
- Are relevant partners thoughtfully engaged or consulted?
- Is the population served engaged in the decision making (beneficiary feedback)?



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Final Check Lists

A resource for making sure you have everything in order

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Before hitting submit review the following check lists

Programs should focus one of the following areas:

- Nutrition education and increasing the ability of individuals to access food when they need it most. Examples can include but are not limited to: Gardening programs, Cooking Matter Classes, etc.
- □ Improving access to federal nutrition programs.
- Evolving food recovery models.
- □ Collaboration between local nonprofits to meet the area's long-term needs.

While there may be variety in the approach, all projects considered in this opportunity MUST:

- Increase access and availability
- A Meet an unmet need in our community that their organization is uniquely positioned to address
- **C**apture core metrics to measure success of the project.
- **Collaborate with other organizations**
- □ Incorporate diversity, equity and/or inclusion in project design and implementation.

Length of Grant:

- Up to 12 months no longer than 18 months (grants will tentatively start July 2023)
- If applying as a pair or group of organizations, one organization must serve as the grantee applicant and take accountability for the overall project.
 Collaborative proposals should clearly define roles of each organization and any amounts to be transferred by the grantee applicant to the collaborator.
- Partnership letters must be included in the proposal (upload in the section supporting documentation)
- Funding provided by the Walmart Foundation cannot be used for any activities that exclusively benefit or involve Walmart stores or business (example Walmart gift card purchases).

Checklists continued

Eligibility Checklist

Organizations applying must meet one of following criteria:

- An organization holding a current tax-exempt status under Section 501(c)(3) of the Internal Revenue Code, listed on the IRS Master File and conducting activities within Northwest Arkansas.501(c)(3) organizations must be recognized as public charities other than Type III supporting organizations.
- A recognized government entity: state, county or city agency, including law enforcement or fire departments, that are requesting funds exclusively for public purposes.
- A K-12 public or nonprofit private school, charter school, community/junior college, state/private college or university.
- A church or other faith-based organization with a proposed project that benefits the community at large, such as food pantries, soup kitchens and clothing closets.

Award Conditions

- Organizations that have already received a Northwest Arkansas grant but have not completed an impact report may not be eligible to apply or receive a new grant.
- Grant request amount should **not exceed 30% of the applicant's total operating budget** for the most recent fiscal year. Example if your agency's annual operating budget on your most recent 990 is \$100,000 your request must not exceed \$30,000 over a one-year period.
- Overhead/indirect costs (non-program-related expenses) may not exceed 15% of the total program budget.
- U While the majority of grants are one year, No-cost extensions may be requested for up to an additional 12 months, if necessary.
- Funding provided by the Walmart Foundation cannot be used to provide services, compensation, or preferential treatment to Walmart stores or Walmart affiliated businesses. This funding cannot be used to purchase food for charitable distribution.

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Just a bit more...

Funding Exclusions – We do not provide grant funding for:

- Association/chamber memberships
- Athletic sponsorships (teams, events)
- Faith-based organizations when the proposed grant serves private interests rather than conferring a benefit to the community, in general
- Unrestricted funding
- Political causes, candidates, organizations, or campaigns
- Grants to individuals, to include scholarships (tuition, room and board or any other expense related to college, university, or vocational school attendance)

One Last Thing:

• Check the scoring rubric and check to make sure each area is covered in your grant

Good Luck and thank you for applying!

How to Apply: CyberGrants Application Process



How to Access the Application:

<u>Step 1:</u>

Use the following link: <u>http://www.cybergrants.com/walmart/shortform</u>

<u>Step 2:</u>

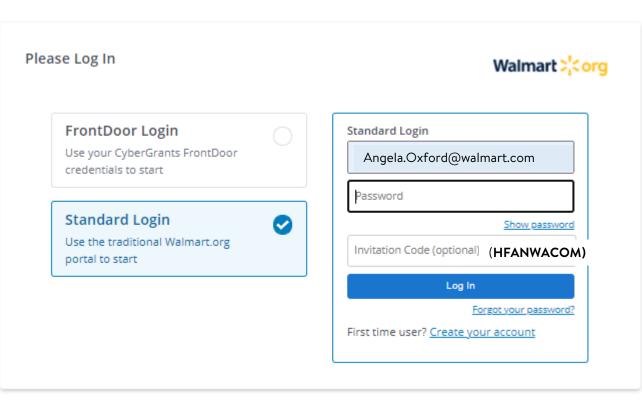
On the log-in screen please use the *standard* log-in field and enter your email.

<u>Step 3:</u>

Enter invitation code - **HFANWACOM**

 You will need to use this invitation code every time you log-in to the system. This will also ensure the application is directed to me for review. If you log in without the invitation code, you will not be able to start or edit a new proposal.

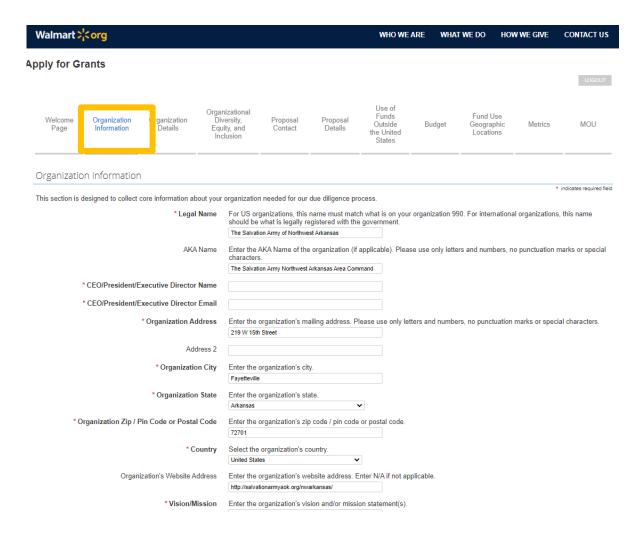
If you need help with the CyberGrants, there is a "Need Support" button that you can click at the bottom of the website page. This will connect you with the CyberGrants help desk.





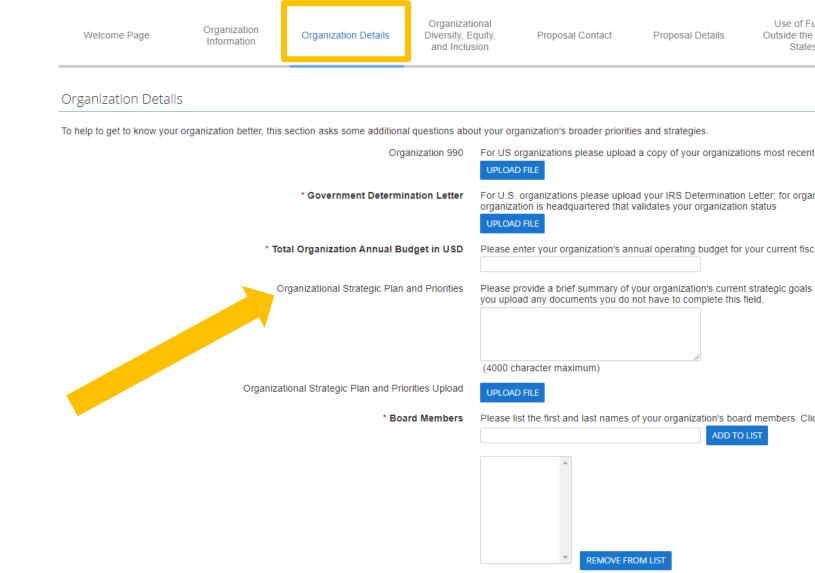
Organization Information

- Use this section to provide information on organizational profile.
- Legal name must match what is on your organization's 990 and should be what is legally registered with the government.
- Upload your organization's IRS Determination Letter and your most recent 990 or 990 EZ in the appropriate fields.



Organization Details

 Organizational Strategic <u>Plan and Priorities:</u> Please provide a brief summary of your organization's current strategic goals and priorities. This is the section to cover what your organization does holistically.

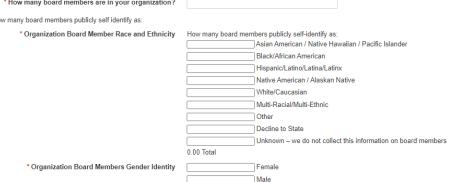


* Walmart Associate Board Members Are any of these board members Walmart associates or Sam's Club Associate

Organizational Diversity, Equity and Inclusion (DEI)

Use this section to provide information about your organization's DEI journey.

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Proposal Details

Project Title: Enter the title of the proposed program

Focus Area: Select Healthier Food for All

Proposal Details:

- <u>Grant Request Description:</u> Provide an accurate 1-2 • sentence summary of what this grant will do.
- <u>Problem Statement:</u> **Define the unmet need that the grant** will specifically address. Why is it important to your organization? Why is your organization uniquely suited to address it? If you have been funded in the past, please address how insights from your past work are informing this project.

Program Description:

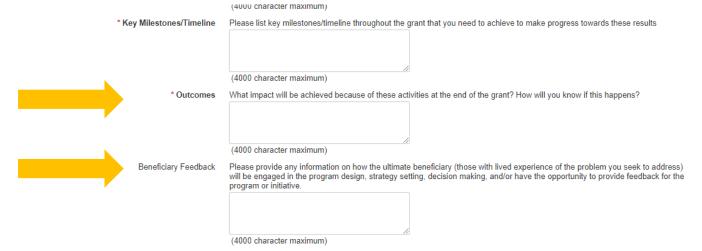
- Requested Length of Grant: 12 18 months
- Key Activities/Workstreams: Provide an overview of the ٠ proposed program the grant will support. Ensure this is specific to this project.
- Key Milestones/Timeline: How and when will the work be implemented? Address program sustainability here.

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	-					-			-				
		* Proje	ect Title	Enter the	title of the propo	osed program – tł	is will be used a	is a public title o	n our website for the	grant (if funded)			
	* Focus Area				Please choose the Walmart.org program area to which this proposal applies. Learn more about Walmart.org priorities here (<u>https://walmart.org/what-we-do</u>).								
		* C	ategory	Please cl	hoose the genera	al giving category	that best aligns	with this specifi	c proposal.				
	* Grant Request Description				Please provide a one to two sentence description of grant request (will be used as a public description of the grant if funded).								
		nant Request Des	cription	i lease p		io sentence des	sipaon of grant i	equest (will be	used as a public des	cription of the grant	in landed).		
		* Problem Sta	atement	What pro	blem are you tryi	ing to solve with t	his proposed gra	ant and/or ques	tion(s) are you trying	to answer?			
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		* Potential Grant		Over wha months.	at time period do	you anticipate us	ing this potentia	l grant funding f	or the proposed activ	vities? Please enter	the number of		
				monuna.									
	* Ke	ey Activities/Works	streams	What wo	rk/activities will y	ou do with this gr	ant funding to so	olve this problen	n?				
				(4000 ch	naracter maximur	n)	11						
		* Key Milestones/T	imeline	Please lis	st key milestones	/timeline through	out the grant tha	it you need to a	chieve to make prog	ess towards these	results		

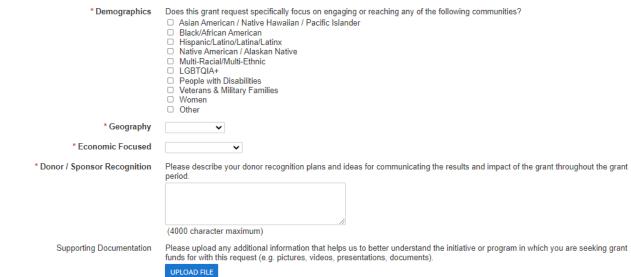
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Program Details (cont.)

- <u>Outcomes:</u> Consider the Key Activities/Workstreams section. What impact will result from those activities? What change are driving within the community? What will be different because this grant? You will report on these.
- <u>Beneficiary feedback</u>: Please provide any information on how the people with lived experience of the problem you seek to address will be engaged in program design, strategy setting, decision making, and/or have the opportunity to provide feedback for the program or initiative.
- <u>Supporting Documentation</u>: *If you are proposing a new collaboration, use this space to upload a letter of support from your proposed partner.* Other examples of helpful supporting documentation would be your organization's annual report. Please *do not* use this category to convey key details about the current proposed project term.



What is the primary way you define your target beneficiaries for this investment?



Budget

- This section should reflect the PROJECT BUDGET, not your organizational budget.
- Please include the budget template here that provides more details about what is included in each of the high-level budget categories.
- You can download the template from this page of the application.
- If you do not include the template, it may slow the review process as there may be need to clarify questions regarding budget.

Walmart <mark>> < org</mark> CONTACT US WHO WE ARE WHAT WE DO HOW WE GIVE Apply for Grants Use of Organizationa Funds Fund Use Welcome Organization Organization Diversity. Proposal Proposal Outside the Budget Geographic Metrics MOU Page Information Contact Details Dotails Equity, and United Locations Inclusion States Budget * indicates required field Below is a link to a template which aligns to what is budget workeheet fields. In ease it's helpful for ehering/communicating with internal stakeholders, please feel free use the template to record your work before entering in the application itself (if needed Walmart.org Grant Application Budget Template I fyou do not have any line-item expenses for a particular category below, please enter N/A for text fields and 0 in any amount fields for that catego * High Level Budget Personne Program Implementation (excluding personnel time) Materials, Equipment and Supplies Re-grants Sub-contractors/consultants Other Direct Costs Travel Indirect Costs (up to 15% as a % of Total Direct Costs inclusive of Re-grants) \$0.00 Total Committed Funders and Partners Please list any funders or partners that have already committed to working with you on this project if applicable. Please provide the amount of funds committed by each funder to this project. (500 character maximum) Committed Funders and Partners Upload Use this field to upload any letters of support or documentation if applicable. UPLOAD BUDGET UPLOAD FILE **TEMPLATE HERE** Potential Funders or Partners Please list any potentic funders or partners that you hope to engage on this project. (please!) (500 character maximum)

SAVE AND PROCEED

Metrics

- The metrics section corresponds to our strategic areas.
- Complete the metrics that match the scope of your project.
- If a metric is required but your project is not conducting related activities, you may put "0."

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Apply for Grants								
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Welcome Organization Organization Ďiv Page Information Details Equi	izational ersity, Proposal ity, and Contact lusion	Proposal Details	Use of Funds Outside the United States	Budget	Fund Use Geographic Locations	Metrics	MOU	
Metrics								
This section contains questions about quantitative metrics you w	ill need to collect for the spec	ific program for whi	ch you are applying	for fundin	g. Please provide e	stimates for all relev	 indicates required field vant metrics below. 	
If this page is blank, please move to the next page.								
* Pounds of Food Distributed	Please project the pounds	of food distributed t	that will be distribute	ed with this	s funding			
* Meals Provided	Please project the number	of meals that will b	e distributed with th	is funding				
Number of SNAP Assistance Sites	Provide the projected number of application assistance sites opened or supported as a result of this funding request.							
Households Given SNAP Information	Provide the projected num	ber of households g	given information on	SNAP en	rollment as a result	of this funding requ	est.	
Households Assisted with SNAP Application	Provide the projected num	ber of households r	eceiving SNAP app	lication as	sistance as a result	of this funding requ	est.	
Households Enrolled (demographics)	Ser		s enrolled as part of			rams as a result of	this funding	
Households Enrolled in SNAP	Provide the projected num	ber of households t	o be enrolled in SN/	AP as a re	sult of this funding r	equest.		
Households Assisted with Application	Please provide the projecte If no households were assi		eholds assisted with	applicatio	n for federal benefit	s as a result of this	funding request.	
Households Enrolled			m, enter 0. n Assistance Progra			result of this funding	g request. If no	

MOU

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MOU

* indicates required field

The following is a template of the Memorandum of Understanding that we ask an organization to sign if it is awarded a grant.

In an effort to be fully transparent about the relationship we seek to develop with our funding partners, please make sure the appropriate leaders within the organization review this document and are in agreement with its contents before submitting a proposal. The organization's acceptance of these terms is a prerequisite for Walmart's or the Walmart Foundation's consideration of the organization's grant application.

Please note: review and agreement to the terms of the MOU does not create any agreement on behalf of Walmart or the Walmart Foundation to approve the organization's grant application or to provide any donation to the organization. The MOU takes effect should you receive funding without a signed grant agreement. In most cases, grants above \$250K will require a fully executed grant agreement.

To review and save a copy of the MOU, please follow the directions below.

- Click on the link below to display the MOU.
- . Then click on File/Save to save a copy of the agreement to your computer.
- Once saved, you may print a copy.
- · Next you must answer the questions below.
- . Then click 'Save and Proceed' to continue with the application.

Memorandum	of	Understanding 🔁
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* MOU Applicant's Name	Please enter your name, not the organization's name.
* MOU Applicant's Title	Please enter your official title with the organization.
* Due Authority	The person completing these sections affirms that they are representing the applicant organization and have the authority to accept these conditions on behalf of the organization and bind it to these obligations and statements.
* Acknowledgment of Terms and Conditions	By acknowledging the terms and conditions, the person completing this section of the application is affirming that they are an officer of the organization with binding legal authority and that by submitting this request for funding, the requesting organization acknowledges that Walmart and/or the Walmart Foundation has not previously made any promise to provide the funding requested herein and that the requesting organization has not relied to its detriment upon any statement by Walmart and/or the Walmart Foundation or its representatives to obtain the funding requested.

SAVE AND PROCEED

Further clarification on how to approach specific questions:

Problem Statement

- What is the unmet need that the grant will address?
- Why is it important and why is your organization uniquely positioned to address this?
- Please remember to discuss or highlight how your leadership and/or staff reflect the community in which the intervention is being implemented.
- Key Activities/Workstreams- be clear on what the program will do
 - What and how will implement the proposed program?
 - Who will you partner with?
 - How will the funds be specifically used for in relation to the overall program that may have other funding sources?
- Key Milestones/Timeline
 - Be conscious of the timeline for implementing this grant.
- Outcomes- include specific and measurable goals and outcomes
 - What is the impact you anticipate seeing?
 - Describe how you will achieve these results.
 - How will you evaluate the program's performance?
 - What are the specific lessons you hope to learn?
- Beneficiary Feedback

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• How is the voice and feedback of the of the population you are serving included in the development and execution of the program? Principles of human-centered design



Support Contacts & Best Practices

Organization Support:

- <u>"Needs Support" link</u>
- wmsupport@cybergrants.com for general CyberGrants needs, technical issues, issues within the application.
- frontdoor@cybergrants.com for assistance with FrontDoor registration, update organization profile or add a person to the record

Best Practices:

- Log in early to ensure you can access your account and the correct application type.
- With your proposal, be sure to upload the correct documents:
 - IRS Determination Letter
 - 990 or 990 EZ
 - Detailed budget spreadsheet
- □ Thoroughly review the scoring criteria.
- □ If you refer to us as a funder at any point in your proposal, refer to us as the "Walmart Foundation" not "Walmart."
- If your organization was funded previously, please ensure your report from past funding is complete in the system.

Additional Resources



Resources & Links to Learn More

- Walmart.org Northwest Arkansas Giving
- <u>Walmart.org Northwest Arkansas Giving Guidelines</u>
- <u>Arkansas Advocates for Children and Families</u>
- Gretchen Swanson Center for Nutrition
- <u>ReFED: Food Recovery</u>
- Information on Local Community Grants (Store Grants \$250-\$5,000)