Increasing Access to Healthier Food for All in our Home Region

Walmart Foundation, Northwest Arkansas Giving
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Overview of Walmart Foundation & Northwest Arkansas Giving Program
Our Focus: To strengthen long-term capacity & capabilities that improve the quality of life in Northwest Arkansas, focusing on low-income and underserved communities in the region.

- **Economic Opportunity**
  - Increase regional coordination on key issues related to growth—currently focused on regional recycling and aligned capital requests

- **Healthier Food Access**
  - Improve access and availability of healthier food
  - Build nutrition literacy and skills

- **Culture of Belonging**
  - Improve trust and experience with institutions
  - Increase relationships across lines of different through bridge building and messaging

- **Associate Engagement**
  - 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.
Purpose of request: 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.

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

While there may be variety in the approach, all projects considered in this opportunity MUST:
- Increase access and availability
- 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
Tuesday April 18th

**Info Session**
Webinar session regarding application process and upcoming deadline

**Sunday May 21 @ 11:59PM central**

**Proposals Due**
Must be submitted via Cybergrants. Please give yourself 2-3 business days for each Cybergrants technical questions

**June**

**Award Notifications**
Notifications regarding award selections will be shared as well as feedback for those grants not selected.

**July/August**

**Start of Proposed Project**
Please prepare to tentatively start the proposed project during July/August 2023. Projects should be 12-18 months.

**2023-2025**

**Moving Forward**
Grant Manager will work with the grantee on a plan to touch base throughout the grant period
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)?
Final Check Lists

A resource for making sure you have everything in order
Before hitting submit review the following check lists

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- 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
- 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.

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).
Eligibility Checklist
Organizations applying must meet one of the 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.
- 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.
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

Walmart
How to Access the Application:

Step 1:
Use the following link: http://www.cybergrants.com/walmart/shortform

Step 2:
On the log-in screen please use the standard log-in field and enter your email.

Step 3:
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.
• **Organizational Strategic Plan and Priorities:** 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.
Organizational Diversity, Equity and Inclusion (DEI)

Use this section to provide information about your organization’s DEI journey.
Proposal Details

Project Title: **Enter the title of the proposed program**

Focus Area: **Select Healthier Food for All**

Proposal Details:

- **Grant Request Description:** Provide an accurate 1-2 sentence summary of what this grant will do.

- **Problem Statement:** **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 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.
• **Outcomes:** 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.

• **Beneficiary feedback:** 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.

• **Supporting Documentation:** 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.
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.
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.”
MOU

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 the 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**

*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.

*Das 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 those obligations and statements.

*Acknowledgment of Terms and Conditions:* By acknowledging the terms and conditions, this 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.
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**
  • 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:

- **“Needs Support” link**
- **wmsupport@cybergrants.com** for general CyberGrants needs, technical issues, issues within the application.
- **fronitored@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
- Walmart.org Northwest Arkansas Giving Guidelines
- Arkansas Advocates for Children and Families
- Gretchen Swanson Center for Nutrition
- ReFED: Food Recovery
- Information on Local Community Grants (Store Grants $250-$5,000)