



Community Outreach Grants

For Food Waste Reduction - up to \$10K



Application Packet

1537 Webster Street
Oakland, CA 94612

Contact: Maricelle Cardenas
mcardenas@stopwaste.org
www.StopWaste.org
510-891-6500

Table of Contents

Background2

Eligibility Requirements2

Outreach Campaign - Project Criteria2

Ineligible Uses of Grant Funds4

Grant Amount.....2

General Conditions5

Evaluation Process6

Evaluation Criteria6

Grant Awards.....6

Contract Specifications 7

Form A: *Application Cover Page*.....10

Form B: *Organizational Overview*.....11

Form C: *Project Implementation*13

Form D: *Statement of Economic Interest, Insurance Forms and Funding Agreement*...18

**StopWaste
Community Outreach Grant Program
Fiscal Year 2017 – 2018**

Background

StopWaste is a public agency responsible for reducing waste in Alameda County. The Agency is jointly governed by three boards, the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council.

To help reduce the amount of organics, specifically edible food going to landfill, a Community Outreach Grant Program was created to provide funding to nonprofit organizations who provide services to, or whose members are comprised of residents in Alameda County. The Agency is soliciting applications from nonprofit organizations that have the capacity and desire to work with their local community, membership or congregation to build awareness and engagement in reducing food waste.

The Agency recognizes the value that nonprofit organizations bring to their communities; local nonprofits provide a channel of communication that can help StopWaste expand its outreach efforts about the importance of preventing and reducing residential food waste. Local organizations are in the best position to train and educate their members by tapping into organizational knowledge of what motivates their membership and by making the food waste message relevant while addressing potential challenges for community members to implement food waste reduction behaviors. This grant is structured to utilize that potential.

Organizations will enter into an agreement with StopWaste to deliver a comprehensive outreach campaign to their membership with the assistance of the StopWaste Community Outreach Coordinator (COC). The campaign goal will be to utilize the Stop Food Waste (SFW) campaign materials to increase awareness of the food waste issue and collect detailed data tracking the adoption of behaviors that reduce wasted food at home among the organization's members. Grant funding shall not exceed \$10,000 per organization. Detailed grant activities can be found in the outreach campaign criteria section below.

Eligibility Requirements

Funding is available for nonprofit organizations located in Alameda County with an IRS 501 (c) status that provide services to, or whose members are comprised of Alameda County residents AND have a membership or constituent base of at least 50 persons. Please note: Fiscal Sponsors not applicable for Community Outreach grants.

Outreach Campaign Criteria

The organization will commit to the following outreach activities:

1. Host a meeting with at least 25 attendees participating in an interactive food waste presentation by the StopWaste Community Outreach Coordinator (COC). The group of 25 attendees must be comprised of at least 3 Board Members.

2. At least 20 of the participants (adults 18 years of age and older) in the initial meeting must participate in and complete the “Stop Food Waste (SFW) Challenge” over 6 consecutive weeks.

**All materials, outreach content, and coordination will be supported by the COC.*

Stop Food Waste Challenge

- a) Participants will complete a preliminary survey looking at behaviors around shopping, cooking, and food waste awareness in their household
 - b) Participants will do the “10-Minute Fridge Reality Check” (available at www.stopfoodwaste.org/resources) and record their findings to establish a baseline for food waste generated in their household
 - c) Participants will follow the baseline activity with a 6-week Challenge. The organization will send weekly emails (templates provided by the COC) reminding participants to implement at least ONE food waste reduction tool or tip from the SFW toolkit and providing links to required online survey forms
 - d) For the duration of the Challenge, participants will submit weekly online surveys tracking the successes and challenges of implementing food waste reduction tools
 - e) The organization will regularly check participants’ progress through the back-end of survey platform (log-in provided by COC) to ensure consistent participation, answer questions, and follow-up with any missing entries
 - f) After 6 consecutive weeks, participants will do another “10-Minute Fridge Reality Check,” record their findings and compare the amount of food waste generated with their baseline data collected at the beginning of the Challenge
 - g) Participants will complete a closing survey looking at the likelihood of sustaining the food waste reduction behaviors implemented during the Challenge and general feedback
 - h) The organization will provide a list of at least 20 members who completed the SFW Challenge
3. Once the SFW Challenge is completed, the organization will schedule one culminating event that outlines the overall purpose of the organization’s partnership with StopWaste, and summarizes the results of the Challenge, along with participants’ experiences and lessons learned to share with the larger organization community

Culminating Event

The organization will schedule an event in order to share the results, highlights and feedback from the Challenge participants. The event may coincide with an existing meeting. The event should aim to:

- be attended by at least 50% of the Challenge participants
- be attended by at least 20 additional organization and/or community members who did not participate in the Challenge

- include at least one participant from an outside organization whose work supports and aligns with the goals of the SFW Challenge (Examples: local food bank or pantry, community gardens, or parent groups)
- introduce attendees to the greater issue of food waste while providing SFW toolkits and accompanying materials provided by the COC.

**The COC will be present at the event and will support this event by providing presentation materials, resources, and collateral.*

4. Throughout the grant period (one-year), the organization will disseminate **at least six** reminders to practice food waste reduction behaviors to the larger organization community. This can take the form of social media posts, articles or reminders in a monthly newsletter/bulletin, integration into existing monthly meetings or events, or another method of the organization's choosing with the guidance and approval of the COC.

**A list of posts, article ideas, and reminders, will be provided by the COC, but organizations are encouraged to produce their own relevant content. For example, providing the community with updates on the ongoing food waste reduction work being done with the use of grant funds and lessons learned or quotes from Challenge participants.*

5. Upon completion of the four deliverables above, the organization will compile the cumulative results of outreach and provide the information to StopWaste in a final report (template will be provided by the COC). In addition, final results, highlights, and lessons learned should be shared with the broader community through an existing event/meeting or newsletter/bulletin.

*The organization must identify one primary member who will be the main point of contact for StopWaste and the COC throughout the grant period to coordinate on outreach activities and if applicable, one contact who will be responsible for invoicing and reporting.

Use of Grant Funds

StopWaste grant funds may *not* be used for the following purposes:

- Repayment of existing debt or pre-existing tax liens or obligations
- Payment of organizational overhead
- Payment of personnel hours not pertaining to work related to this grant
- Legal fees
- Loan or bank fees

Examples of acceptable uses for StopWaste grant funds:

- Materials, resources, and incentives to support completion of grant deliverables, including Challenge incentives, prizes, food purchased for events and meetings, etc.
- Infrastructure and materials for new and existing food gleaning and/or donation programs (including personnel hours)
- Printed education and outreach materials to encourage food waste reduction behaviors. Materials using SFW campaign ideas and messages must be approved by the COC before printing
- Any new or ongoing project addressing the issue of food in the landfill, including, but not limited to food waste reduction support, food rescue and/or donation, composting, and utilizing compost to grow food

Grant Amount

The maximum grant amount is \$10,000.

General Conditions

All materials submitted become the property of StopWaste, and will not be returned. Funds awarded are public funds and any information submitted or generated is subject to public disclosure requirements

The Agency reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to request modifications of the proposal, to accept or reject any or all proposals received, to grant full or partial funding of any request, and/or to cancel all or part of this grant solicitation at any time prior to awards.

Evaluation Process

Proposals will be reviewed and evaluated by StopWaste staff members. During the review process, program staff may contact the applicant for additional information or to clarify proposal content, and may elect to interview applicants or do a site visit prior to making a funding recommendation. However, an expression of interest by staff should not be construed as an indication of forthcoming grant approval.

Staff recommendations will be presented to the Executive Director for funding approval.

Evaluation Criteria

All submitted proposals will be evaluated and rated, according to the following criteria:

1. **Organizational Capacity** - Management and staff qualified to implement project and achieve stated objectives. The organization has the ability to reach both the audience type as well as the target numbers identified in grant objectives.

2. **Impact** - Extent to which the organization's efforts contributed increased awareness of food waste issues and adoption of food waste reduction behaviors in Alameda County. Assessment of proposals may also include consideration of such issues as geographic distribution of services, demographic diversity, extent of collaborative and community support and public education potential.
3. **Application Responsiveness** –Quality of responses to Forms A thru D

Grant Awards

Grants are available on a first come first served basis until the pool of funds dedicated to grant program is exhausted. Grant funds must be used to support new or ongoing activities and efforts to reduce the amount of food going to landfill.

All applicants will be notified of the results of the grant review process and the Agency decisions after the receipt of their proposals. For successful applicants, funds will be available for expenditure only after a funding agreement/contract between the Agency and the grantee is signed and fully executed, and required insurance coverage and W-9 forms are provided. The Agency will not be liable for any project costs incurred prior to the legal execution of the contract, unless mutually agreed upon in writing.

Should the grant recipient fail to sign the agreement, provide proof of insurance coverage, sign and provide W-9 forms, and implement the program within 60 days, unless previously stated in the grant application, funds will be de-obligated and revert back to StopWaste.

Payment Structure

- 1) The organization may submit an invoice for their initial payment once they have identified a primary contact within the organization, and conducted the in-person planning meeting with the StopWaste Community Outreach Coordinator to map out the completion of the grant deliverables.
- 2) Second payment will be available upon hand-over of at least 20 completed journals and materials from Stop Food Waste Challenges, a clear plan for the culminating event (planning support from the COC will be available), and a detailed plan and schedule for the use of grant funds for approved purposes
- 3) Final payment will be available with the completion of the final report

Contract Specifications

A standard contract or funding agreement will be entered into following the grant award. Following are excerpts from a standard contract used by StopWaste:

Insurance Requirements

It is a requirement of StopWaste that any individual or firm selected to receive a mini grant maintain the following minimum insurance during the term of the grant contract.

- **REQUIRED:** Comprehensive general liability insurance, including personal injury liability, blanket contractual liability, and broad-form property damage liability coverage. The combined single limit for bodily injury and property damage shall be not less than \$2,000,000.
- **REQUIRED:** Automobile bodily injury and property damage liability insurance covering owned, non-owned, rented, and hired cars. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.
- **REQUIRED:** Statutory workers' compensation and employer's liability insurance as required by state law.
- Upon request, Contractor shall submit to StopWaste certificates of insurance for the policies listed above. The certificates shall provide that the Contractor give written notice to StopWaste at least 10 days prior to cancellation of or any material change in the policy.

(Under special circumstances, exceptions may be made to the minimum insurance requirements, but only upon prior agreement by StopWaste).

Statement of Economic Interest

The individual or firm's project manager may be required to submit a Statement of Economic Interest Form (Form 700) as required by the State Fair Political Practices Commission. For a copy of a Form 700, please see the California Fair Political Practices Commission website at <http://www.fppc.ca.gov>

Acknowledgment

"All publicity or promotional materials concerning the Project, including press releases, feature stories, public service announcements, brochures and product literature produced during the term of this Agreement must be submitted to the StopWaste representative(s) for review and approval prior to distribution. StopWaste shall be acknowledged as a supporter in all aforementioned materials for the duration of this Agreement."

Submittal Requirements

1. Application:

A complete grant proposal must include all of the following forms and supporting documents to be eligible for consideration. The application should include the following:

- Form A:* Application Cover Page
- Form B:* Organizational Overview
- Form C:* Project Implementation
- Form D:* Contract Insurance, Statement of Economic Interest and Funding Agreement
- Governing Board roster, indicating officers, addresses and affiliations
- List of key project personnel involved in the project
- Proof of federal nonprofit status
- Proof of insurance (as identified in Form D)

We prefer applications to be submitted electronically as a single PDF file and sent directly via email to mcardenas@stopwaste.org with Subject line: *Community Outreach Grant Application* (PDF should not exceed 10 Megabytes).

Please note the following:

Incomplete applications will not be considered.

Application Cover Page

Applicant Information

Applicant: _____

Year Established _____ Federal ID Number: _____

State and Date of Incorporation: _____

Address: _____

City, Zip Code: _____

Website: _____

Contact Person: _____ Position: _____

Phone: _____ Email: _____

How did you hear about this grant program?

Type of Organization (faith based, community service oriented, etc.)

Number of Members in your Organization: _____

Number of individuals receiving services from your organization: _____

Geographic area of operations: _____

(To be completed by Executive Director or equivalent)

I certify that the information contained in this proposal is true and accurate to the best of my knowledge and belief. I further certify that this grant application is submitted with the full knowledge and endorsement of the governing board of this organization, which is empowered to enforce compliance with all contract conditions.

Signature(s): _____

Name and Title: _____

Date: _____

Organizational Overview

Please provide detailed but concise responses to the following four questions relative to your organization.

1. Briefly describe the history, purpose and primary activities of your organization.

2. Indicate the qualifications your organization has to deliver the proposed outreach campaign and note any similar projects previously implemented by your group.

3. Describe the types of activities and services the organization provides or intends to provide that address the issue of reducing food going to landfill.

4. Describe the membership/clientele base of your organization, including number of members and geographic location of members served.

5. List the other organizations in your community with whom you collaborate and how you've worked with them.

Project Implementation

Please provide detailed but concise responses to the following five deliverables, as they relate to grant deliverables. Groups will be evaluated based on how many people they reach and the effectiveness of their outreach initiatives to impact lasting change.

DELIVERABLE 1: Host a gathering with at least 25 attendees participating in an interactive presentation by the StopWaste Community Outreach Coordinator (COC). At least 3 of these attendees must be Board Members.

Describe method for organizing and promoting this meeting (include names of board members or equivalent decision makers):

DELIVERABLE 2: At least 20 of the initial event attendees must participate in and complete the Stop Food Waste Challenge.

Describe method for ensuring participation and completion of the Challenge. What is your primary mode of communicating with the participants? How will you follow-up with participants who are missing entries? How will you collect the final results, highlights, and feedback from the Challenge?



DELIVERABLE 3: Once the SFW Challenge is completed, the organization will schedule one culminating event that outlines the overall purpose of the organization’s partnership with StopWaste, and summarizes the results of the Challenge, along with participants’ experiences and lessons learned to share with the larger organization community and at least one key member of an outside organization.

Describe how the organization plans to share the SFW Challenge findings with the greater community and other organizations. Who will you invite and how will you ensure people will attend? How do you plan to share information about the Challenge- through a presentation, directly from participants, or another creative way?

DELIVERABLE 4: Throughout the grant period, disseminate at least six reminders to practice food waste reduction behaviors to the larger organization community.

Will you use social media, an existing newsletter/bulletin, or integrate the SFW message into existing meetings or events? What are some ideas for original content you’d like to share? Please feel free to attach a table or schedule with a detailed plan.

DELIVERABLE 5: Compile the cumulative results of the SFW Challenge and provide the information to StopWaste in a final report (template will be provided by the COC). In addition, results, highlights, and lessons learned should be shared with the broader community through an existing event, meeting, newsletter or through social media channels to inform the greater community about the Challenge.

Describe the communication approach/channel you plan to utilize to disseminate the final Challenge results to your community.

Use of grant funds: Grant funds may be used to support completion of deliverables, and any new and existing efforts to address the issue of food in the landfill.

Provide a detailed description of how you plan to utilize the grant funds received through this Community Outreach Grant. Include an estimated budget and schedule for how and when the funds are expected to be used. Please refer to the ineligible uses of funds listed on Page 5 of this application.

Grant Schedule: Upon completion of the deliverables, the organization will compile the results of the outreach activities and provide information to StopWaste. All grant activities need to be completed within 12 months of signing the contract, utilizing StopWaste tracking worksheets which will be provided by the COC.

Briefly describe the schedule the organization will develop to implement all grant activities by the above deadline and complete provided worksheets upon completion of grant activities.

A large, empty rectangular box with a thin black border, intended for the user to provide a detailed schedule for implementing grant activities. The box is currently blank.

Insurance, Statement of Economic Interest and Standard Funding Agreement

Please sign and return the statement below to indicate that you and your organization understands and will comply with StopWaste’s insurance policy requirements, standard funding agreement and will submit a Statement of Economic Interest Form if requested by StopWaste staff.

1. Insurance Requirements

It is a requirement of StopWaste that any individual or organization selected to receive grant funding maintain the following minimum insurance during the term of the Grant contract. As part of the application, grantee shall **submit to StopWaste certificates of insurance** for the policies listed below. The certificates shall provide that the grantee give written notice to StopWaste at least 10 days prior to cancellation of or any material change in the policy.

- **REQUIRED: Comprehensive general liability insurance**, including personal injury liability, blanket contractual liability, and broad-form property damage liability coverage. The combined single limit for bodily injury and property damage shall be not less than \$2,000,000.
- **REQUIRED: Automobile bodily injury and property damage liability insurance** covering owned, non-owned, rented, and hired cars. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.
- **REQUIRED: Statutory workers' compensation and employer's liability insurance** as required by state law.
- **Professional liability insurance**: The limit of liability shall be not less than \$1,000,000. (Depending on the scope of services agreed to under the terms of a contract, this requirement may be waived at the discretion of Agency staff.)

(Under special circumstances, exceptions may be made to the minimum insurance requirements, but only upon prior agreement by StopWaste).

2. Statement of Economic Interest

The individual or organization’s project manager may be required to submit a Statement of Economic Interest Form (Form 700) as required by the State Fair Political Practices Commission. For a copy of a Form 700, please see the California Fair Political Practices Commission website at <http://www.fppc.ca.gov>

3. Review and Acceptance of Standard Funding Agreement

The Agency’s standard funding agreement available at www.stopwaste.org/npggrants and, if awarded funding, the organization will comply with all of the terms set forth in the funding agreement. I will not request any changes to the basic agreement. I understand that Appendixes A of the funding agreement will be customized to the grant project in regards to scope of services, deliverables and time lines associated with funding request but that no other changes to the standard funding agreement will be made.

I understand that failure to comply with any of these requirements will result in StopWaste’s refusal to enter into a Grant contract with my firm.

Signature: _____ Name: _____

Title: _____ Date: _____