FY 2017 FINI Grants Program

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Food Insecurity Nutrition Incentive Grant Program

Due Date for proposals: December 12, 2016, 5 p.m. EST (firm)

Only Submitted through Grants.gov
FINI Primary Goal

• FINI GRANT PROGRAM: to support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase.
For FINI Grants: Fruits & Vegetables

• NIFA Defines “fruits and vegetables” as any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium.) Including seeds and plants that produce eligible food intended for home preparation or consumption. (New)

• see P. 10 of the RFA for details
Examples of FINI Qualifying Fruits and Vegetables

• Included, but not limited to: frozen spinach, fresh apples, sundried tomatoes, 100% orange juice, canned artichoke hearts.

• Also, fresh herbs (eg., fresh basil, thyme, or mint) (new this year) are FINI qualifying fruits and vegetables. See p. 11 of the RFA for full details.
NIFA: Priority to Projects that:

• Maximize share of funds used for direct incentives to participants;
• Test innovative or promising strategies that contribute to our understanding of how best to increase fruit and vegetable consumption among SNAP participants;
• Develop innovative or improved benefit redemption systems that could be replicated or scaled;
NIFA: Priority to Projects that (continued)

• Use direct-to-consumer sales marketing;
• Demonstrate a track record of designing & implementing successful nutrition incentive programs connecting low-income consumers & agricultural producers;
NIFA: Priority to Projects that:
(continued)

• Provide locally or regionally produced fruits & vegetables, also include any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium), & especially culturally appropriate fruits & vegetables for the target audience; &

• Located in underserved communities, particularly Promise Zones & StrikeForce.
Update on FINI Promotional Materials (new November 1, 2016)

• FINI Grantees may promote or advertise their FINI projects using Federal and or matching funds, using any media, including: TV, radio, and billboards.

• Statements must present factual statements, intended to inform, not persuade.
The Term “Incentive”

• Means any financial or non-financial inducement that would increase the purchase and consumption of eligible F&V by SNAP clients.

• Examples of allowable: vouchers, coupons, and tokens for eligible F & Vs; other SNAP-Eligible items received for having purchased F & Vs; direct point of sale discounts on eligible F & Vs.

• See p. 10 of the RFA.
The Term “Incentive” cont.

- Examples of allowable non-financial incentives include, but are not limited to, giveaways of FINI qualifying fruits & vegetables; and nutrition education.

- Examples of unallowable incentives include, but are not limited to, giveaways of alcohol, tobacco, firearms, and lottery tickets.

- Incentives not allowed may not be paid for with either Federal or matching funds. (See pages 10 in RFA for incentive information.)
Program Area Description: FINI Pilot Projects (FPP)

- Funding level: Not to exceed $100,000
- Period of Performance: project period not to exceed one year.
- Program code: FPP
- FPPs are aimed at new entrants seeking funding for a project in the early stages of incentive program development. FPPs must have support from the state SNAP agency.
FINI Projects (FP)

• Funding level: Not to exceed $500,000
• Period of Performance: project period not to exceed four (4) years
• Program code: **FIP**
  – Aimed at mid-sized groups developing incentive programs at the local or state level
  – Should have established relationships with necessary partners & collaborators
  – Must have the support of the state SNAP agency
FINI Large Scale Projects (FLSP)

- Funding level: Awards of $500,000 or greater
- Period of Performance: project period not to exceed four (4) years
- Program code: FLSP
  - Designed to create or support multi-county, State-wide and regional incentive programs.
  - Should have established relationships with necessary partners & collaborators.
  - Must have the support of the state SNAP agency.
**FINI Eligible Applicants**

<table>
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<tr>
<th>1. Government agencies eligible</th>
<th>See pages 18 &amp; 19 in the RFA for full details</th>
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<td>Examples</td>
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<td>2. Non-Profit organization(s) eligible</td>
<td>Emergency Feeding Organization</td>
<td>Agricultural Cooperative</td>
<td>Producer network or association</td>
<td>Community Health Organization</td>
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<td>Non-Profit examples continued:</td>
<td>Public benefit corporation</td>
<td>Economic development corporation</td>
<td>Farmer’s Market</td>
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<td>Non-Profit examples continued:</td>
<td>A buying club</td>
<td>A SNAP-authorized retailer</td>
<td>State, Local, or tribal agency</td>
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FINI Eligible Applicants

• Note: All applicants must demonstrate in their application that they are a government agency or non-profit organization.
FINI Eligible Applicants
(continued)

• To be eligible to receive a FPP, FP, or FLSP grant, applicants must propose projects that:
  – Increase **the purchase of fruits and vegetables** by low-income consumers participating in SNAP by providing incentives at point of purchase; cont.
Also to be eligible to receive a FPP, FP, or FLSP grant, applicants must propose projects that:

- Agree to participate in the FINI comprehensive program evaluation;
- Include effective and efficient technologies for benefit redemption, systems that may be replicated;
FINI Eligible Applicants
(continued)

- Ensure the same terms and conditions apply to purchases made by individuals with SNAP benefits and with incentives under the FINI grants program as applied to purchases made by individuals who are not members of households receiving benefits as provided in 7 C.F. R. 278.2 (b);
(Cont.) 7 C.F.R. 278.2 (b) on page 13 of the RFA means:

~ 7 C.F.R. 278.2(b) is what we call the equal treatment provision of the regs. Basically it says that no retailer food store may single out SNAP clients for special treatment in any way.

This citation is intended to ensure that retailers don’t have special check-out lanes for SNAP clients or charge different prices for products based on a customer’s SNAP participation, etc.; and
FINI Eligible Applicants (continued)

• Lastly, include effective and efficient technologies for benefit redemption systems that may be replicated in other States and communities.
FINI Partners & Collaborators

• Only the applicant must meet the requirements mentioned earlier for grant eligibility. Project partners and collaborators need not meet the eligibility requirements.

• Promise Zone & Strikeforce: If you are a Promise Zone, complete & submit the Certified HUD Form, 50153; for Strikeforce, send in a copy of the designation.
New Users of Grants.gov

• Start the process early
• See the details for new & current users of grants.gov in the RFA
• Start the day before or early in the day to submit to grants.gov
• Do not wait until the last minute
FINI Evaluation

• Background:
• Evaluation is a critical part of the FINI grant program. NIFA seeks to determine best practices, including valuable lessons learned.

• FINI grant program requires a project self-evaluation by each grantee & participation in the program evaluation conducted by the independent evaluator.
FINI Pilot Project (FPP) Evaluation

• Must include a process analysis, a self-assessment of their success in developing a viable project.

• Document the process, challenges, & success of implementation & operations.
FINI Projects (FP) Evaluation

- Must include a process analysis, a self-assessment of their success in developing and operating a viable project. Preliminary results of this self-assessment must be included in the annual report to NIFA & to the independent evaluator.

- The process assessment should contain enough timely information over the course of the project to improve program outcomes.
FINI Large-Scale Projects (FLSP)

• Must include a rigorous: (1) process assessment that documents the process, challenges, & success of implementation & operations &

• (2) an outcome assessment that documents the project’s effectiveness in increasing fruit & vegetable purchases among SNAP participants.
FINI Large-Scale Projects (FLSP) continued.

• Outcome self-assessments must follow guidelines developed by the independent evaluation contractor in collaboration with grantees to ensure an appropriate level of comparability of methods, outcomes, and measures.

• Preliminary results are included in the annual report to NIFA & to the independent evaluator.
FINI Projects & FINI Large-Scale Projects: Evaluation

• Cooperation with the independent evaluator by:
  – Supporting implementation of evaluation requirements;
  – Meeting periodically with staff from NIFA, FNS, the independent evaluation contractor, and other FINI grantees
FINI Projects & FINI Large-Scale Projects: Evaluation (cont.)

• Cooperation with the independent evaluator by:
  – Facilitating access to or providing documentation of project implementation, operations, costs, and outcomes; and
  – Facilitating site visits & interviews with project staff, partners, & program participants. (see p. 25-29 of the RFA)
Specific Program & Incentive Information

• Additional important information that must be included in each type of proposals: See p. 27 & p. 28 of the RFA, regarding evaluation

• Section (g) important to include in every proposal: incentive level, type of incentive, type of SNAP retailer, etc. see p. 27 & p. 28 for details. Type the information requested in section (g) of your proposal.
FNS- Contacts

• Eric Williams, Evaluation Questions, Eric.Williams@fns.usda.gov

• Dan Cline- SNAP Policy Questions, Daniel.Cline@fns.usda.gov
Any questions you may have on SNAP policy and/or evaluation please contact:

FINI@fns.usda.gov
Wrap- Up

The discussion on match, cost-sharing or business for the projects is handled by the Office of Grants and Financial Management:

Susan Bowman, sbowman@nifa.usda.gov or Adriene Woodin, awoodin@nifa.usda.gov
FINI Webinar Link- Posted and Recorded

• The webinar will be posted roughly 4 days after this presentation:

  • http://nifa.usda.gov/program/food-insecurity-nutrition-incentive-fini-grant-program
Thank you for your time!

• Additional program questions: Jane Clary: jclary@nifa.usda.gov
• Dionne Toombs: dtoombs@nifa.usda.gov and Marly Diallo:
• mdiallo@nifa.usda.gov
Presented by:

- Adriene Woodin
  Branch Chief
  Awards Management Division
  Office of Grants and Financial Management
Agenda

• Pre-Award Requirements
• Program Specifics
• Matching Regulations
• Definitions
• Matching Do’s and Don’ts
• Incentives
Agenda

- Acceptable/Unacceptable Matching
- Common Project and Matching Costs and Required Information
- Matching Commitment Documentation
- Pledge Agreements
- Summary
- Contact Information
Pre-Award Requirements

- Organizational information is required:
  - Two years of audited financial reports or certified year-end balance sheets and income statements
  - Details of your cost accounting system
  - Policy on how salary compensation rates are determined (based on what data?)
  - Statement of purposes and powers (by-laws, etc.)
Program Specifics

• Program eligibility requirements:
  • Organization must be a government agency or non-profit, see RFA for further details
    • IRS non-profit tax-exempt letter required for documentation of status

• Requires 100% matching
  • Cash, in-kind, or third-party
Program Specifics

- **Statutory Time limitation**
  - Project period may not exceed five (5) years

- **Allows for full recovery of indirect costs**
  - Based on approved negotiated rate
  - **No Rate? You may:**
    - Request a NIFA negotiated rate, or
    - Request the 10% DeMinimus Rate

- **For information on the process, refer to:**
Matching Regulations

Governing regulations are:

- Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance)
  - Sub-part D: Post Federal Award Requirements Paragraph 200.306 Cost Sharing or matching
  - Subpart E: Cost Principles

- [http://www.ecfr.gov/cgi-bin/text-idx?node=2:1.1.2.2.1](http://www.ecfr.gov/cgi-bin/text-idx?node=2:1.1.2.2.1)
Definitions

• **Cash Matching**: The recipient’s cash outlay, including the outlay of money contributed to the recipient by non-Federal third-parties.

• **Examples**: The recipient’s cost to purchase an item of equipment for use on the project; Salaries for staff time committed to project; purchase of supplies; travel expenses for project staff.
Definitions

• **In-Kind Contributions**: The value of non-cash contributions of property or services. Includes use of facilities, use or donation of equipment, supplies, and other non-expendable property.
Definitions

• **Third Party Matching**: Any contribution to the project by an organization other than the recipient.
  - Can include cash or in-kind contributions. (Salaries from For Profit Organizations are not allowed for in-kind match)
Definitions

• **Incentive**: A financial or non-financial inducement that would increase the purchase and consumption of eligible fruits and vegetables
Matching Do’s and Don’ts

• Entire amount of required matching must be secured at time of award
• Matching must be for costs incurred specifically for project during project period
• No “contingencies” allowed (i.e. pending approval, submission, or earning)
Matching Do’s and Don’ts

• Summarize the sources and amounts of all matching in the budget justification as a separate narrative.
  • Do not combine with the Federal funds narrative.
Matching Do’s and Don’ts

• Funds used as matching:
  • Cannot be used as matching for another Federally-assisted project or program
  • May not be provided by another Federal agency
  • Must be for costs that are normally allowable under the Program and the Cost Principles
Incentives

• **Allowable Financial Incentives:**
  • Vouchers redeemable for eligible fruits and vegetables;
    • Generic gift cards (i.e. VISA/Master Card) would be unallowable. Could be used for non-program specific items.
  • Other SNAP-eligible items received for having purchased fruits and vegetables;
  • Direct point-of-sale discounts on eligible fruits and vegetables
Incentives

• Allowable Non-Financial Incentives:
  • Giveaways of eligible fruits and vegetables
    • May include tokens or coupons
  • Non-Financial incentives must be clearly explained on how it contributes to the overall objectives of program
    • Any non-financial incentives are expected to supplement the Snap program
Unallowable Incentives

• Giveaways of alcohol, tobacco, firearms and lottery tickets
• Items unallowable under Federal funds (entertainment, t-shirts, tote bags, water bottles, etc.)
What’s Not Acceptable Matching?

- Funds provided by another organization for use on another, similar project.
  - Funds can not be used twice.
- Income expected to be earned during the project period.
  - All matching must be in place at time of award. The income will not have been earned by then.
What’s Not Acceptable Matching?

• The value of equipment previously purchased by, or donated to the recipient.
  • The purchase or donation must be specifically for the project.
• Office furniture
• Loan Programs
What’s Not Acceptable Matching?

• Indirect costs if an approved negotiated rate has not been established (also pertains to sub-awards)
  • Indirect Cost Rates can only be applied to the federal portion of the award

• Contingency costs set aside for “unexpected expenses” or future usage
What Are Allowable Matching Costs?

• Any costs which would normally be allowable under the Cost Principles for Federal funds would be allowable as matching.

• Costs that are specifically identifiable and directly benefiting the project.
Common Project Costs and Required Information

• Federal and Matching funds may be used for the following expenses:
  
  • Note: The same level of detail required for justifying Federal funds is also required for justifying matching funds.
Common Project Costs and Required Information

- **Salaries/wages for project personnel**
  - Provide the annual or hourly rate of pay, time commitment (number of hours, percentage of effort) and the task to be completed.
  - Salary rates should be the normal rate of pay for that employee or job category
  - Note: Salaries for For-Profit Companies may not be used as matching
Common Project Costs and Required Information

• **Materials or Supplies**:  
  - Provide a list of materials or supplies expected to be purchased and an estimated cost for the item(s).

• **Travel Costs**:  
  - Provide the purpose and destination (if known), number of trips, number of travelers, and the cost per trip.
Common Project Costs and Required Information

- **Office Rent** - when there is a need for an office away from the main facility, office rent may be charged as a direct cost to the award. Provide:
  - An explanation of the need for office rental;
  - The monthly rental cost and usage information;
Common Project Costs and Required Information

• **Office Rent (cont’d):**
  - Facility must not be owned by the recipient organization and rent cannot be included as a part of the indirect cost pool.
  - Rent must be pro-rated to the project if space is shared or will not be used full time for project.
  - Provide information on how the cost is prorated to project.
Common Project Costs and Required Information

• **Meeting Space Rental:**
  • The cost of renting a meeting room at a community center, hotel, or other facility
    • Provide information on the location of the facility and the cost.
      • If the facility does not normally charge for usage, the costs of space rental for that location would be unallowable.
        • Must be normal and customary practice to charge space rental.
Common Project Costs and Required Information

• **Equipment Purchases:**
  • Provide details of the type of equipment and how it will be used.
  • Include the purchase price.
  • General purpose equipment for the direct benefit of the project are allowable.
    • Provide an explanation of use.
Common Matching Costs and Required Information

These items may be used to satisfy the matching requirements of the program:

• **Equipment:**
  - **Donated new equipment** – full purchase value of newly purchased equipment if acquired specifically for the project.
    - Identify the type of equipment and how it will be used on project.
    - Provide documentation of cost
Equipment (Cont’d):

• **Donated used equipment:**
  
  • Identify the type of equipment and how it will be used on project
  
  • Provide details on the amount of time it will be used for the project.
  
  • Only the depreciated value of the equipment at the time of donation may be used as matching.
    
    • Provide details on how the value was determined
    
    • Must show the original cost, year of purchase and depreciation method.
Common Matching Costs and Required Information

Equipment (Cont’d):

• **Loaned equipment:**
  • Provide information on the type of equipment and how it will be used on the project.
  • Provide documentation on the how the rental value was determined.
    • The matching cost amount may not exceed the fair rental or market value.
Common Matching Costs and Required Information

Equipment (Cont’d):

• Donations or loans of new or used equipment made prior to the project period cannot be considered.
  - Donations must be made specifically for use on project.
• Donated, loaned, or purchased equipment must be used specifically for the project or pro-rated accordingly.
Common Matching Costs and Required Information

- **Volunteer staff time** – same information as for salaries. (*not allowed from for-profit entities*)
  - Rate of volunteer labor should be consistent with that paid for similar work within the recipient’s organization or with that paid for similar work in the labor market.
    - Rate of pay is based on work to be performed on the project, not on the volunteer’s rate of pay in his/her place of employment.
Matching Commitment Documentation

• Recipient Matching Documentation:
  • Matching funds provided by recipient should be documented on budget and budget narrative
  • Letter of Commitment signed by the Authorized Representative (AR) may be required if matching information was not included in, or has changed from the original proposal
Matching Commitment Documentation

• **Third Party Cash Contributions:**

  • Project costs to be incurred either by the recipient organization with funds provided by the third-party, or by the Third Party itself.
  
  • Cost sharing commitments by a Third-Party must include Pledge Agreement from the contributing organization’s AR.
Matching Commitment Documentation

• **Third Party Contributions (Cont’d):**
  
  • Recipient organization should show third-party contributions in “Other Direct Cost” section of the budget and budget narrative
  
  • If recipient organization is using the third-party cash match to pay for own expenses (i.e. salaries, travel, etc.) details on how funds are being spent must be included in the matching cost budget narrative
Pledge Agreements

• Separate pledge agreements are required from each donor:
  • Must be submitted on donor organization letterhead with the name, address and telephone of organization.
  • Signature and title of AR of donor organization required.
    • Person signing must be an authorized official of the organization
    • Typed “signatures” not acceptable
Pledge Agreements

• Pledge agreements must include:
  • Title of project for which the donation is being made;
  • The total dollar amount or good faith estimate of the donation or contribution;
  • A statement the donation will be made during the grant period of (dates) and the yearly amount(s) of the donation
  • Include a statement whether the donation will be cash or in-kind and provide cost details
Summary

• Some matching may be deemed unallowable during the review process requiring additional matching resources.

• An award with required matching cannot be issued until all matching has been verified as allowable, reasonable and secured.

• Projects unable to meet the matching requirements will not be funded or the funding may be reduced.
Summary

• It is important that all matching is documented with letters of commitment and/or cost justifications for both recipient and Third-party donors

• Pledge amounts listed on letter should be consistent with amounts stated on the budget
SUMMARY

• The sources and amounts of all matching should be summarized as part of the budget justification as a separate narrative

• A separate budget justification should be included with the required detailed information on matching costs
  • How are matching funds being spent?

• The same level of detail required for justifying Federal funds is required for justifying matching funds.
SUMMARY

- If an expense is unallowable on the Federal budget, it is unallowable as matching (and vice-versa)
- Charging for use of equipment, space or land would not be allowable if organization does not normally charge for usage
Questions?

- For questions regarding award administration, please contact:
  - Awards Management Division – 202-401-4986
  - Susan Bowman – 202-401-4324 or sbowman@nifa.usda.gov
  - Adriene Woodin – 202-401-4320 or awoodin@nifa.usda.gov