



FARMERS MARKET CAPACITY BUILDING & FOOD ACCESS GRANT

REQUEST FOR PROPOSAL

1. OVERVIEW

The Portage Health Foundation's (PHF) mission is to positively influence a healthier community through enhanced philanthropy and collaboration.

The Portage Health Foundation believes a vital factor to a healthier tomorrow involves improved access to fresh, nutritious and locally sourced foods. Farmers markets remain a critical access point for locally grown, healthful food in rural communities. The need for strengthening local and regional food systems has been further amplified by the effects on the national food supply chain due to the COVID-19 pandemic.

As part of the *Western UP Farmers Market Capacity and Needs Assessment 2020* conducted by MIFMA (Michigan Farmers Market Association), *funding for farmers market capacity building* was identified as an immediate need by the farmers market managers in our service area. It was recommended that this funding be utilized for farmers market infrastructure needs, development of educational programming, and expansion of market participation in food assistance programs (SNAP, WIC, etc.). The MIFMA Summary report can be accessed here: <https://www.wupfoodsystems.com/reports>

The intention of these grants is to provide immediate funding to build capacity and increase local food access within active farmers markets in Baraga, Houghton, Keweenaw, and Ontonagon counties.

All farmers market grant requests must align with the Portage Health Foundation's mission. Further, it is hoped and desired that proposals seeking funding will have identified key components to support sustainability and/or systems change to ensure ongoing delivery of services to meet community need.

For the purposes of this funding, a farmers market is defined as "a public and recurring assembly of farmers or their representatives selling direct-to-consumer food and food-products which they have produced themselves". In addition, active farmers markets must have established oversight by an eligible governing body (i.e., local unit of government, public institution of education, or 501(c)(3) non-profit organization) and primarily focused on the sale and distribution of local food and food products. Craft markets are not eligible for funding.

2. REQUEST FOR PROPOSAL SOLICITATION TIMELINE

January 26, 2021	RFP Publicly Announced
February 19, 2021 – 3:30 p.m. ET	Letter of Inquiry (LOI) Due
March 22, 2021 – 3:30 p.m. ET	Grant Applications Due
April 9, 2021	Grant Awards to be announced

All application information and LOI's forms can be found at www.phfgive.org/grants

3. ELIGIBILITY

To be eligible to apply for a grant under this program, the applicant must:

- Be an active farmers market with established oversight by an eligible governing body (i.e., local unit of government, public institution of education, or 501(c)(3) non-profit organization); (Note: Applicants must be current with their IRS tax exempt organization determination and have a current License to Solicit Charitable Contributions as required, unless exempt under MCL 400.283.)
- Be domiciled (Incorporated) in Baraga, Houghton, Keweenaw and/or Ontonagon counties of Michigan;
- Have filed their most recent 990, 990-EX or 990-N filing;
- Have a certified financial audit or reviewed financial statements as required by state law; (Note: for all nonprofits with annual gross receipts of \$250K or less, PHF requests CPA prepared compiled financial statements for their most recently completed fiscal year);
- Have adequate and demonstrated organizational capacity to successfully execute the proposed grant, including all reporting requirements.

TO BE CONSIDERED FOR A FARMERS MARKET GRANT, A PROPOSAL MUST:

- Include detailed budget and supplies list. Allowable expenses include: signage, tables, table coverings, chairs, tents, storage shed, supplies for outreach and educational programming (cooking demonstrations, etc.), supplies for participation in food assistance programs (tokens, EBT machine, etc.), advertising/marketing expenses, personal protective equipment (PPE), handwashing stations, waste receptacles, and general cleaning & sanitizing supplies.
- Must demonstrate how the grant activities will be sustained outside the grant period; and/or
- Identify why the request for funding is needed and how it will enhance access to services, programs, or activities that otherwise would not be possible.

APPLICATION EVALUATION CRITERIA:

The Portage Health Foundation will evaluate each application on the following criteria:

- Does the proposal have goals/objectives that advance PHF's mission?
- Does the proposal identify an unmet community need/health risk?
- Does the proposal have measurable goals and objectives?
- Does the proposal have a budget that identifies and covers all necessary expenditures?
- Does the proposal identify a plan for sustainability?
- Is there potential to achieve significant long-term impact by implementing effective models or supporting needed innovation;
- Does the proposal demonstrate the use of industry standards, best practices, or science-based methodologies as appropriate;
- Does the proposal demonstrate collaboration, including leveraging other resources; and
- Does the proposal have the potential to be replicated in other settings, including opportunities for learning, knowledge dissemination, and to inform public-policy?

The Portage Health Foundation Grants Committee and the Board of Directors have sole responsibility for all grant decisions.

APPLICATIONS EXCLUDED FROM FUNDING CONSIDERATION:

- Repayment or securing loans;
- Activities supporting religious organizations for religious purposes;
- Activities supporting political organizations for political purposes;
- Organizations that practice exclusivity based on race, color, religion, sexual orientation, gender, national origin, age, marital or veteran status;
- Proposals where granted funds will be used to maintain existing program(s) or solely fill a budget-gap for current services; and;
- For-profit businesses.

4. GRANT AMOUNT

The Portage Health Foundation expects to award up to \$35,000.00 towards successful proposals under this round of funding. There is no minimum grant amount and the maximum amount awarded per grant under this RFP will be \$5,000.00.

5. APPLICATION PROCESS

If an applicant has questions, they are encouraged to contact the PHF offices prior to formal submission of the application or refer the PHF's FAQ section on PHF's web page.

Letters of Inquiry and/or Applications can be mailed to:

Portage Health Foundation
400 Quincy St. - PO Box 299
Hancock, MI 49930

Or submitted via email to:

info@phfgive.org

6. GRANTEE OBLIGATIONS

If awarded, applicants must agree to:

- Identify the Portage Health Foundation (and partners if required) as the source of funding in any program communications;
- Set specific outcomes for the proposed program, monitor progress toward achieving expected outcomes, and report progress on a regular basis to the Portage Health Foundation;
- Participate in any data collection and evaluation activities conducted by the Portage Health Foundation and/or its partners; and
- Participate in grantee gatherings and other activities that support dissemination of knowledge.

7. ACKNOWLEDGEMENTS

Funding for this RFP has been made possible by the Portage Health Foundation. To learn more about PHF, please visit www.phfgive.org

You make the difference. Together we make it possible.

The Portage Health Foundation is a 501(c)(3) charitable organization that receives and contributes charitable donations which support the health needs of the community through enhanced philanthropy and community collaboration throughout Baraga, Houghton, Keweenaw and Ontonagon counties.