

A Grantee's Perspective



**Getting the Grant: Opportunities and Tips
for Grants to Support Good Food Charter
Goals**

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Find the right grant for you



Find the grant that fits for your program.

**Not a good practice to create a program that
meets the parameter of a grant. Is that the work
you really want to be doing?**

Is this Grant Right for our Farmers Market?

- Read the RFP Carefully!
Check for:
 - Eligibility
 - Funded Activities
 - Award Amount
 - Matching Fund Requirement
 - Timeline and Duration
- Not sure if the grant is a good fit for you?
Communicate directly with the potential funder



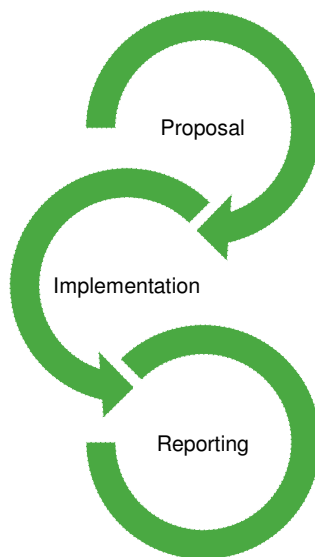
Pay Attention to Detail

- Page Limits and File Type
 - Required Margins and Font Sizes
 - Line Spacing
- Spelling, Language and Word Choice
 - Evaluation Criteria
- Supplemental Materials Required
 - Deadlines

Reread the Proposal with the Eyes of a Reviewer

- Did you provide all the required information?
 - Did you answer clearly and succinctly?
 - Did you leave out jargon and acronyms?
 - Did you highlight the parts you want read?

Your Work Plan
can Guide you
through the
entire grant
process



Work from the Proposal for Implementation

Objective

Tasks	Timeline	Resources Required	Responsible Party

Break the project down into tasks.

Use the Work Plan as Your Implementation Guide

Project Tasks	Timeline	Resources Required	Responsible Party
Objective 1: Develop and implement a certificate program for farmers market managers to build the skills necessary for enhancing the long term viability of farmers markets.	Oct. 2009 thru Sept. 2011	- 1 day free conference call capabilities - Project Manager (paid) and Development Committee (volunteer and in-kind)	Project Manager (paid) and Subcontractor for Online Education (paid)
Develop promotional materials to advertise the certificate program as an opportunity for training, education, networking and information sharing for market management.	April 2010 thru Oct. 2010	- Design: flyers, brochures and promotional materials - Develop press releases	Project Manager (paid) and Communications Specialist (paid)
Organize and carry out six day-long educational programs required for the certificate program. The day-long programs will be organized by topic: (1) Vendor Governance, Rules and Enforcement; (2) Business Planning; Market Growth Management and Record-keeping; (3) Human Relations and Conflict Management; (4) Marketing and Outreach; (5) Food Safety; (6) Fundraising.	Oct. 2010 thru May 2011	- Speaker fees for educational programming - Room rentals and refreshments - Resource materials	Project Manager (paid) and MIFMA Professional Development Committee (volunteer and in-kind)
Evaluate day-long educational programs.	Oct. 2010 thru May 2011	- Evaluation forms	Project Manager (paid) and MIFMA Professional Development Committee (volunteer and in-kind)
Video and audio record all educational programs required for the certificate program.	Oct. 2010 thru July 2011	- Resources, software and time built into subcontract	Project Manager (paid) and Subcontractor for Online Education (paid)

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Project Tasks	Timeline	Resources Required	Responsible Party
Video editing and creation of two online learning modules as part of the MIFMA Cyber Institute.	Jan. 2011 thru August 2011	- Resources, software and time built into subcontract	Project Manager (paid) and Subcontractor for Online Education (paid)
MIFMA Cyber Institute website development for online learning modules.	Jan. 2011 thru Sept. 2011	- Resources, software and time built into subcontract	Project Manager (paid) and Communications Specialist (paid) and Subcontractor for Online Education (paid)
Launch of Cyber Institute and evaluation of learning modules.	Aug. 2011 thru Sept. 2011	- Resources, software and time built into subcontract	Project Manager (paid) and Subcontractor for Online Education (paid)
Recognize certified market managers.	Aug. 2011 thru Sept. 2011	- Certificates - Development of press release	Project Manager (paid) and Communications Specialist (paid)
Objective 2: To provide professional development opportunities for the MIFMA Board and members to assure the viability of the statewide association.	Oct. 2009 thru Sept. 2011	- Registration fees - Lodging - Mileage reimbursement	Project Manager (paid) and MIFMA Board member (volunteer)
Provide support for MIFMA Board members and Association Managers to attend conferences and manage on-site specific management. Board development and sustainability, and fundraising.	Oct. 2009 thru Sept. 2011	- Registration fees - Lodging - Mileage reimbursement	Project Manager (paid) and MIFMA Board member (volunteer)
Develop professional expertise for the MIFMA Board members, Association Manager and active members by attending out-of-state farmers market meetings, training, conferences and other educational programs.	Oct. 2009 thru Sept. 2011	- Development of standardized evaluation form	Project Manager (paid) and MIFMA Board member (volunteer)

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Shift your Work Plan into a Reporting Template

- Reports will be compared side-by-side with the proposal
- Format is key
- Looking for at least one distinctive measurable result per objective

The table below outlines the activities performed to meet the three outlined objectives.

Project Tasks	Activities Performed/Goals Achieved
Objective 1: To provide training and technical assistance to Michigan farmers markets in order to increase the number of farmers markets accepting Bridge Cards.	
Develop a resource manual to describe the step-by-step process of implementing a Bridge Card program at a farmers market.	- A resource manual was written, edited, and designed to describe the step-by-step process of implementing a Bridge Card program at a farmers market (with funding for editing and design from another source). The resource manual is now available online at http://web2.msue.msu.edu/bulletin2/product/accepting-bridge-cards-at-michigan-farmers-markets-downloadable-pdf-1172.cfm . - 111 copies of the resource manual were printed and distributed to project partners and farmers markets seeking to begin accepting Bridge Cards in 2012.
Provide one-on-one training and technical assistance to farmers markets seeking to start a Bridge Card program. Training and technical assistance will be made available to as many farmers markets as are interested.	- Technical assistance was provided to both farmers markets and specialty crop producers interested in starting to accept Bridge Cards in 2012. Approximately 3-4 emails and 3-4 phone calls were exchanged daily on this topic and it is estimated that 8 hours/week were spent providing technical assistance during the months of January through December.
Provide one educational webinar for market managers to provide step-by-step instruction for EB7 use at farmers markets.	- A webinar was held on Monday, February 6, 2012 entitled "Accepting Bridge Cards at Michigan Farmers Markets". The webinar was promoted in the January issue of the MIFMA newsletter available at http://mifma.4134.userever.com/newsletter-jan12 , and by email. - 39 market managers registered for the webinar and 29 attended the live webinar. The webinar was recorded and is available at http://msucrfs.adobeconnect.com/p1v1eq4kbfq . - The webinar was evaluated by 59% of attendees. The comments on the webinar were positive and 89% of attendees said they would recommend this resource to another market manager that was considering starting to accept Bridge Cards at their farmers market.

Contact

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MIFMA advances farmers markets to create a thriving marketplace for local food and farm products.