



Fresh, Local & Equitable:
Food as a Creative Platform for Neighborhood Revitalization
A Collaborative Funding Opportunity from the Kresge Foundation's
Arts & Culture and Health programs

FREQUENTLY ASKED QUESTIONS
(DRAFT REVISION as of January 7, 2016)

ABOUT ELIGIBILITY

Who can be a lead applicant? What types of organizations are eligible to apply for funding?	Kresge welcomes proposals from non-profit organizations and local government agencies that are leading multi-sector, mission-driven food enterprises. Lead applicants could range from community development corporations to food hubs, local economic development departments, community action agencies, arts groups and others. The most competitive proposals will be lead by organizations that are deeply embedded in and trusted by residents of the neighborhood that is the focus of the proposed project. A lead applicant may be any 501(c)3 or a local government entity that located in an urban area in the US or US territories.
Can the applicant be fiscally sponsored?	Yes, the lead organization may have a fiscal sponsor.
Are existing Kresge grantees eligible to apply?	Yes, existing Kresge grantees are eligible to apply.
Are Kresge staff open to phone consultations about potential FreshLo ideas?	In the course of our communications, we are not able to have separate conversations on specific projects in relation to this grant. Questions or specific inquiries can be directed to the Program Office at freshlo@kresge.org
Will submitting a grant to FreshLo impede our ability to apply to Kresge for other initiatives?	No. Each application to each program at Kresge is evaluated independent of other applications.
Can community organizations be on more than one grant proposal?	Yes, an organization can be included in more than one proposal as long as the distinct roles are clear. However, we will strive for geographic balance in our funded cohort, so the likelihood of funding multiple projects in the same city is extremely small.



Will Kresge consider funding regional or city-wide food system initiatives through this RFP?

The focus of this funding opportunity is on neighborhood-scale initiatives that use food as a strategy for creative community revitalization. Regional or city-wide food system strategies will not be considered.

Will the Kresge Foundation consider funding food-oriented development projects in rural areas?

The Kresge Foundation works to expand opportunities for people with low-incomes in America's cities. Given this mission, we do not fund rural projects.

Our proposed project is in a city with less than 30,000 residents, but we are in a metropolitan area or county with greater than 30,000 residents. Are we eligible to apply?

No. FreshLo is intended to fund neighborhood-scale work in cities with at least 30,000 residents. We have set this threshold at the city level, not the metro or county level.

We had been funded several years ago for a food planning grant and are currently implementing work developed through that initial plan. Can we apply for a planning grant from Kresge to build on what we have already begun or since some implementation is in place, are we too far along to qualify for this?

A proposal may be for any project or piece of a project that matches the goals of this funding opportunity. Projects may be new or in-progress, or FreshLo funding could support an expansion of an ongoing project that allows for new partners to become engaged, or to integrate new disciplines or sectors. What is paramount is that there is community leadership, focus on a neighborhood, and a cross-discipline approach to food-oriented neighborhood revitalization.



ABOUT USE OF FUNDS

What are the eligible uses of these grants?

Planning grant funds may be used for: project management, partnership development, community engagement and outreach, strategic communications, policy development, business planning support, personnel involved in the planning process. Proposals may include study components as a way to inform project planning. Ultimately, by the end of the planning period, the grantee should have a proposal for implementation of a neighborhood-scale project.

Planning grants CANNOT be used for: capital construction costs, real estate acquisition, major equipment purchases, exclusively research projects, indirect costs in excess of 20%, or purely rural projects.

Can a "Community Organizer" be funded during Planning Phase to engage community residents?

Yes, a Community Organizer could be a funded position in the budget. A lead applicant must be an organization. We will not fund individuals directly. An individual may engage an organization as a fiscal sponsor to apply for this grant.

Can funding be used to hire a consultant to lead the planning process and draft implementation plan? If so, how detailed does the budget need to be?

We will be prioritizing projects that are community-led. Consultants may be engaged for supporting discreet pieces of planning and these pieces should be discussed in the proposal. If you will be using a consultant, you should be clear about the role of the consultant and associated costs should be reflected in the budget.

If the project collaboration includes a for-profit partner, for example a local grocery store, can any of the grant funds be used to pay the for-profit for services related to the project?

In the planning phase, grants must be used for planning activities. Some of those activities may be provided by different partners, such as relevant for-profit entities or sub-contracted consultants with clear roles and activities.

ABOUT APPLICATION MATERIAL



How do we begin the application process? Is a Letter of Intent (LOI) required?

We have found that first-time users with Fluxx have many questions. Instructions specific to the FreshLo grant application process are:

Using Google Chrome, [create an account](#). Once your account is approved, you will receive login credentials via email.

Once you have an account with Fluxx, please login and on the left of the screen click on "Grant Opportunities." Scroll down until you see "Start an RFP." A Letter of Intent (LOI) is not required.

Under the "Grant Request Information" section, select the "Fresh, Local and Equitable: Food as a Creative Platform for Neighborhood Revitalization" and click "save" in upper right corner of the screen. Once you "save" the system will generate the narrative questions.

Trouble entering information? Remember to click "edit" to unlock the form. If you have questions about Fluxx, please email grantsinquiry@kresge.org.

What is the Letter of Request?

This letter is a formal request to apply for a FreshLo planning grant, written on the lead applicant's letterhead and signed by an authorized representative for contracts. These letters are normally fairly succinct and direct.

Is a full audit a requirement for application?

If you do not have a full audit, we will consider and review a 990 and other available financial documents.

Is there a word limit or page limit for the application narrative?

We strongly suggest keeping the application narrative at 10 pages or fewer. The online Fluxx grant management system does not have a word limit function when the application is entered, but we respectfully ask that you keep the total narrative within the equivalent of 10 pages (for example, if you are originally composing your narrative in Word, using standard 12 point type and one inch margins).



Are matching funds required?

No, there is no financial match required for planning grants. We have not made a determination about matching requirements for the implementation phase. That said, we anticipate that most projects will require additional funding sources to be successful. So if you have other funding partners in place or plan to approach them, please let us know.

Is there a desired budget format? How much detail is required?

At a minimum, the budget should include category level detail- for example travel, meeting costs, sub-contracts to partner organizations and FTE support requested for each position. An accompanying budget narrative is appreciated.

Is there a budget size requirement?

There is no requirement on total budget size.

We are a lead applicant organization that is applying with a fiscal sponsor. What information about the fiscal sponsor is required?

The fiscal sponsor should be listed in the appropriate question within Fluxx and can be included in a Letter of Commitment addressed to Kresge Foundation. Aside from the audit or 990 form for the fiscal sponsor no additional information is needed about the fiscal sponsor. The application materials should be related to the lead applicant organization.

Does the planning grant need to include an outline of the implementation plan?

The planning period may be used to develop the implementation plan, so you do not need a detailed implementation outline at this time.

Please clarify the desired or specific project outcomes. Is Kresge looking economic-based results such as job creation or household economic security for participants/ neighborhood, or results that reflect different improvements in the neighborhood?

We are not proscribing outcomes or measurement strategies for either the planning or implementation phases. We recognize that communities have different needs and priorities and so impact will manifest differently for each neighborhood. We anticipate that by the end of the implementation phase, funded sites will be sharing success in terms of economic development, new creative placemaking developments or features, opportunities to access healthy food, social cohesion and other dimensions that primarily benefit residents with low-incomes in the focus neighborhood.



Please explain what you need for Letters of Commitment.

The Letters of Commitment can be addressed to the Kresge Foundation and should be written by any partner you expect to substantially engage to advance the planning and implementation of your project. The letters should detail any sort of programmatic, financial or in-kind commitments that partners are making toward the success of the project.

How can we demonstrate the resident trust to you? Is that the letters of commitment?

A strong relationship with a neighborhood can be demonstrated in many ways, e.g., history of past projects, summits or events; knowledge of neighborhood demographics, engagement with community leaders, understanding of community's unique assets and needs. The history of resident engagement can be demonstrated both in the proposal narrative as well as in letters of commitment.

ABOUT SELECTION

How is scoring done on the proposals submitted?

The Kresge Foundation engages a range of experts in the field to help us thoroughly and equitably assess grant applications. Priority areas for assessment include strong community engagement and leadership; prioritization of equity; the involvement of multiple sectors and disciplines; demonstration of a high degree of readiness to implement an arts and culture-infused, health-focused, cross-sectoral vision of food-oriented development. We also seek to fund a balanced cohort that represents a diverse set of geographies, approaches, partners and communities engaged. Strong proposals will be uniquely place-based, leveraging the distinct qualities and assets of the community in which the proposed initiative will occur.

When will the decision/award for the planning grant be made?

The Planning awards will be announced on April 1, 2016 and funding will be available at that time.

What is the actual planning period and grant timeframe?

April 1, 2016 to April 1, 2017
The planning period begins as soon as the funds are distributed. The funds may be spent at any time during the planning period.



<p>Is this RFP a one-time opportunity, or does Kresge plan to offer it on a regular basis?</p>	<p>This is the first time that the Kresge Health and Arts and Culture programs have collaborated on a funding opportunity related to food. This funding opportunity is exploratory in nature. We plan to learn from the field regarding the readiness to embrace and employ a comprehensive vision for food-oriented development, which in turn will inform future funding strategies. While we have not made decisions regarding subsequent planning grant opportunities, once the planning grants are complete, grantees will be eligible to apply for two-year implementation grants.</p>
<p>What is the expectation regarding participation in convenings? Should we build travel costs into our planning grant budget?</p>	<p>We plan to convene all FreshLo planning grant partners once during the planning phase, at a location to be determined. We plan to cover the majority of travel costs over and above your planning award; you should only budget for roundtrip air travel for 1 or 2 project personnel.</p>

ABOUT IMPLEMENTATION GRANTS

<p>Will implementation grants be offered by invitation only?</p>	<p>This current Planning Grant opportunity is open to all right now. After Planning grants are awarded, only Planning grantees will be allowed to apply for Implementation grants. Earning a Planning award does not guarantee earning implementation funding. We plan to award approximately 16 planning grants and subsequent implementation grants for strong implementation proposals.</p>
<p>What funds are available for implementation grants?</p>	<p>For Planning grantees who successfully complete an implementation plan by the end of the planning period, the Kresge Foundation will offer Implementation awards of \$100,000 per year for two years.</p>
<p>What activities and costs are implementation grant funds allowed to cover?</p>	<p>We will use what we learn during the planning period to inform how the grants can be used, but capital construction costs or large-ticket items like vehicles, walk-in freezers or equipment that requires significant replacement reserves are not an acceptable use of funds. USDA and most federal agencies define equipment as \$5,000 and above, which is a useful guidance.</p>

ABOUT DEFINITIONS

Urban: A city with a minimum population of 30,000

Neighborhood: A geographically defined and recognized part of a city that is characterized by a common sense of identity, place or other attributes.



Creative Placemaking: While several definitions of creative placemaking have been developed, at Kresge we use the term to refer simply to the *deliberate integration of arts and culture in comprehensive community revitalization*.

Equity: Both the Kresge Health and Arts and Culture programs support PolicyLink, a national research and action institute that is dedicated to advancing social and economic equity. PolicyLink’s working definition, which has been adopted by many others, is “*just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.*”

Low-income population: Applicants should be clear about how they define low-income appropriately for their communities and projects. Referring to federal poverty guidelines may be useful.

Food Oriented Development:

Food Oriented Development (FOD) refers to development within a region that seeks to generate strong markets for local food producers, food enterprises, including food-related retail, such as grocery stores. Often the development bears a strong theme of both local and sustainable, such as organic produce and humanely and sustainably raised livestock and poultry. FOD can occur all along the supply chain within a region, from “farm to fork” and can therefore create jobs and income from rural to urban areas of a region.

Economic Development: In context of this opportunity - using food oriented development to expand economic opportunity (create or sustain living-wage jobs, expand micro- enterprises, promote enterprise-level training, contribute to neighborhood revitalization).

Food System: Broadly, the system encompassing all entities, processes, infrastructure, and policies necessary to produce and deliver nutrition to a population.

Major Equipment: Planning grants may be used for appropriate equipment, but not capital costs or large-ticket items like vehicles, walk-in freezers or equipment that requires significant replacement reserves. USDA and most federal agencies define equipment as \$5,000 and above, which is a useful guideline.