

## **Sample Grant Proposal**

*This document contains sample language to help guide organizations planning to submit a proposal for Farm Aid funding. This is not a complete proposal nor does it represent the only type of project that Farm Aid will consider for funding. Proposals are not strictly required to follow this format, but you are encouraged to do so. If you have any questions about this sample funding request, proposal submission or the Farm Aid funding cycle, please contact Hilde Steffey at [hilde@farmaid.org](mailto:hilde@farmaid.org) or 617-354-2922.*

### **1. Complete Proposal Cover Sheet (download at: [www.farmaid.org](http://www.farmaid.org))**

#### **2. Introduction/Proposal Summary (200 word maximum)**

The Family Farms for Good Food Alliance requests \$10,000 under the Taking Action to Change the System grant category to support our on going Successful Farms Campaign. The Campaign works to advance economic and environmental sustainability for family farmers in Minnesota. Protecting farmer's rights, expanding local markets, educating the public, as well as government officials, about state and federal food and farm policies that speak to the interests of family farmers and providing educational opportunities to area farmers through our Farm Walks program where producers learn about on-farm sustainability techniques from other farmers are all integral to this goal.

### **3. Body of the Proposal**

#### **3a. Project description (300 words maximum)**

The Successful Farms Campaign works to create an environment in which family farmers are a thriving part of our state's economy, have access to open and fair markets, and have the tools and resources needed to meet consumer demand for sustainably produced local foods. Over the past 30 years, farm numbers in Minnesota have declined. At the same time area processing plants, transportation infrastructure and farmer-to-farmer learning opportunities have also declined. The Family Farms for Good Food Alliance is working with Our Area Community Development Organization to develop local infrastructure, which will support local food processing and open new market opportunities for family farmers. We are working jointly with Cooperative Extension and our state land-grant University to develop our Farm Walks curriculum, which will acquaint more farmers with sustainable production techniques. Our policy efforts are conducted in alliance with the National Successful Farmers Coalition and other member organizations. Additionally, The Family Farms for Good Food Alliance will broaden our support base through outreach to local food and farm enthusiasts. To that end, we are working with six independent food co-ops in four major cities in the state to recruit members and are also enlisting supporters from among several local citizen action groups.

#### **3b. Project Goals and Project Objectives (750 words maximum)**

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*Goal statements should reflect the end result that the project seeks to achieve. Goals statements should not include measurements or timelines. Goals can be short or long term but should support the overall mission of the organization and project.*

*Objectives are milestones or benchmarks on the way to the stated goal. Objectives should be attainable and measurable. Objectives should be specific to the program year of this grant request.*

**Goal 1** Promote and win federal policies that protect the rights of family farmers in the market place.

**Objective 1a** -- Expand the Successful Farms Policy task force to include 10 new farmers and five additional consumer representatives.

**Objective 1b** -- Through the Policy Task Force, train 10 farmer spokespeople who are comfortable speaking about Conservation Security, the Beginning Farmer Support Program and buy-local procurement.

**Objective 1c** -- Develop a phone tree system with 25 volunteers who have committed to calling 50 people each in 48 hours when we have an action alert that is time sensitive.

**Objective 1d** -- Create a moderated email list serve for our new e-alert system. Subscribe 500 activists by Dec. 15<sup>th</sup>.

**Objective 1e** -- Register and train 10 of our members to participate in the National Successful Farms Coalition fly-in in September to promote policy priorities.

**Goal 2** Promote and win state policies that open new marketing doors for family farmers seeking to produce income through on-farm and other direct sales methods.

**Objective 2a** -- In seven group meetings around Minnesota, gather farmer advice and observations regarding on-farm processing, packaging and sales challenges under current state rules and regulations.

**Objective 2b** -- Successful Farms Campaign coordinator will create written and online farmer feedback forms to collect input on said issues.

**Objective 2c** -- Engage Successful Farms Campaign coordinator to draft policy recommendations based on farmer and membership input.

**Objective 2d** -- Through the Policy Task Force forums, educate full membership about top state policy priorities including support for family-farmer friendly state rules and regulations regarding on-farm meat and produce processing, packaging and sales.

**Objective 2e** -- Engage state policy leaders in a series of three to five meetings around Minnesota to introduce concerns over current policy and educate them concerning potential adjustments that would benefit family farmers.

**Objective 2f** -- Train 10 of our members to participate in regular outreach and consultation with state policy makers to build awareness concerning our direct marketing policy priorities.

**Goal 3** Enhance environment for sustainable food production from family farms through farmer-to-farmer workshops

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**Objective 3a** -- Meet with farmer hosts of last year's Farm Walks to develop a list of 10 topics, farms and speakers.

**Objective 3b** -- Conduct 10 on farm workshops with more than 100 farmer participants in 10 key agricultural counties.

**Objective 3c** -- Activate the action alert system to invite full membership to farm walks and test the alert system.

**Objective 3d** -- Provide attendance scholarships to at least 25 farmer participants.

**Objective 3e** -- Use meetings, flyers, email reminders and interviews with previous participants to increase participation from 87 farmers last year to 100 this growing season.

**Goal 4** Grow Alliance membership by recruiting area consumers and local foods enthusiasts.

**Objective 4a** -- Bring at least two farmer speakers to membership meetings at five area food co-ops.

**Objective 4b** -- Table at seven area farmers markets and distribute local buying coupons to shoppers who sign up for Successful Farms email newsletter.

**Objective 4c** -- **Establish a 25-member** consumer issues task force to help guide future campaigns.

### **3d. Strategies and Timeline (600 words maximum)**

*Strategies should be organized in chronological order and reflect the steps that need to be taken in order to reach the goal and meet the target objectives.*

Goal 1 – Promote and win federal policies that protect the rights of family farmers in the marketplace.

January: Hire one new staff organizer full-time to coordinate the Successful Farms Campaign.

January through February: Recruit, train and appoint ten new farmers and five consumer representatives to the Successful Farms Policy Task Force

January through December: Working through the National Successful Farmers Coalition, maintain on-going staff contact with Congressional and regulatory offices to offer background support and monitor progress on key policy proposals.

March through December: Staff conducts information and recruitment drive to build effective membership phone tree, enabling rapid response to organizational and coalition action alerts. E-mail Action Alert Network established and membership e-mail database created.

March through June: Working with staff, enlist Policy Task Force members to conduct eight membership meetings in key localities around the state for the purpose of laying out in detail the policy priorities of the organization including promotion of the Conservation

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Security Program, Beginning Farmer Support Program and approval of a geographic preference in farm to institutional purchasing. Meetings will be held in Worthington, Mankato, St. Cloud, Marshall, East Grand Forks, Moorhead, Sauk Center and Le Seuer.

July: Recruit ten key organizational spokespersons and train them during a two-day workshop to participate in the National Successful Farmers Coalition fly-in in September.

September: Send ten spokespersons to Washington, DC for coalition fly-in.

October: Continue policy monitoring and backgrounding as necessary to build support for policy change. Maintain active phone tree and e-mail action network activity as needed.

#### 4. Budget Information

- Amount you are requesting from Farm Aid
- Organization's current operating budget
  - The Family Farms for Good Food Alliance budget should include itemized organizational income, staff expenses, overhead and any other organizational expenses.
  - Projected income to support the Alliance and its activities should also be included.
- Detailed Project Budget
  - The Successful Farms Campaign budget should include staff expenses, materials costs, cost of events, associated outreach costs and any other expenses that are full or partially attributed to this campaign.
  - Projected income (including additional grants, secured or pending) to support the Campaign should also be included.
- Most recent complete year's organizational audited financial statement (expenses, revenue and balance sheet), if available
- A copy of your IRS 501(c)(3) tax-exempt verification letter. If you do not have 501(c)(3) status, you must include the IRS 501(c)(3) and authorization from the organization acting as your fiscal agent.

#### 5. Supplemental Information

- History and major accomplishments (100 words maximum)
- Current programs and activities (100 words maximum)
- List of board of directors and staff members, including contact information

#### 6. Organizational Impact

- Number of members
- Percentage of members who are farmers
- Number of farmers reached through hotline, outreach and educational workshops
- Number of people in attendance at your meetings, conferences and seminars

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- Supporting material – **recent** newsletters and annual report, articles, news clippings, letters of support