MONTGOMERY COUNTY GOVERNMENT
Office of Grants Management
Notice of Funding Opportunity (NOFO)

FY24 SNAP Outreach Grant Program
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Program Summary: The Office of Food Systems Resilience (OFSR), in partnership with the Office of Grants Management (OGM), is soliciting grant applications for the County's FY 2024 SNAP Outreach Program from qualified state-designated community-based organizations (CBOs) to conduct Supplemental Nutrition Assistance Program (SNAP) outreach and application and enrollment assistance to Montgomery County families with children ages zero (0) to five (5). $200,000 in total grant funding is available for innovative approaches to reach Montgomery County families that are eligible, but not yet enrolled in SNAP. Eligible activities for funding include, but are not limited to:

- Training on SNAP eligibility and enrollment processes to community partners;
- Information resource creation (including informational materials for digital distribution or hard copy materials);
- Direct outreach to residents; and
- Support of SNAP and nutrition assistance applications that are new, in progress, or in process of recertification.

Funding may be awarded to new initiatives or to existing projects that could be expanded to address the priorities of this program. FY24 SNAP Outreach Grants applicants may request funding between $20,000 and $100,000. The performance period of these grant awards will be from on or about March 15, 2024 to March 15, 2025.

Key Program Dates:

- **Program Opens for Applications:** Friday, January 26, 2024
- **MS Teams Live Online Grant Program Information Session:** Wednesday, February 7th from 1:00-2:00 PM
- **Submission Deadline:** Extended to Monday, February 26, 2024 at 11:59 PM

Key Program Resources:

- **Online Grants Application Platform:** https://mcmdgrants.smapply.org/
- **Program Page:** https://mcmdgrants.smapply.org/prog/OFSR-SNAP
- **Click to join the Information Session OR for an event recording**

Grant Program Details, Submissions, and Support: Application details can be downloaded and application may be submitted through the Online Grants Application

Platform through the links above.

Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options. Applications that are incomplete, do not meet legal requirements, or are submitted after the deadline will not be accepted. For alternate ADA submission options please contact the Office of Grants Management using the contact information below:

Ali Hoy, Program Manager II
OGM
(240) 773-3384
grants@montgomerycountymd.gov

For any technical questions related to the application, please contact the OFSR using the contact information below:

Catherine Nardi, Program Manager
OFSR
(202) 816-9083
Catherine.Nardi@montgomerycountymd.gov

TABLE OF CONTENTS

SECTION I – GRANT PROGRAM INFORMATION

A. Background

The OFSR, in partnership with the OGM, is soliciting grant applications for the County's FY 2024 SNAP Outreach Program from qualified community-based organizations designated by the state of Maryland as SNAP outreach partners in Montgomery County to conduct nutrition benefit outreach and enrollment assistance for Montgomery County households with children ages zero (0) to five (5). The Montgomery County Council voted to approve Special Appropriation #24-37 to fund the implementation of programs related to the Strategic Plan to End Childhood Hunger, including $200,000 in grant funding for innovative approaches to connect Montgomery County families that are eligible, but not yet enrolled or maximizing, with Supplemental Nutrition Assistance Program (SNAP) benefits.

The Strategic Plan to End Childhood Hunger resulted from the passage of Resolution Number 19- 1235, which was introduced in the Montgomery County Council by then-Council President Gabe Albornoz in May 2022. In partnership with the County Executive Marc Elrich, the Department of Health and Human Services, the Office of Food Systems Resilience, and the Montgomery County Food Council collaborated to design a comprehensive strategy to end childhood hunger in the County, harnessing the expertise of more than 1,300 local residents and organizations. The Plan includes 14 recommendations to address food access barriers and reduce food insecurity across all childhood age groups; one of the approaches identified in the strategy is an expansion of SNAP outreach and enrollment initiatives.

SNAP is our nation's first line of defense against hunger, but many eligible residents are not receiving benefits to which they are entitled. The expansion of SNAP outreach and enrollment through designated Community Based Organizations (CBOs) will maximize Montgomery County families' use of benefits to enable greater healthy food access at grocery stores, farmers markets and other SNAP-eligible retail locations. This grant program will focus on funding CBOs that have the capacity to conduct outreach to families with children ages zero (0) to five (5), as this population of children cannot benefit from school meals and other school-based interventions proven to address food insecurity amongst older children[1]. Funding may be awarded to new initiatives or to existing projects that could be expanded to address these priorities; applicants may request funding between $20,000 and $100,000.

About the Office of Food Systems Resilience (OFSR): Bill 20-22 established the OFSR as a non-principal office of the County's Executive Branch. The OFSR works to make the County's food system more resilient and equitable to improve the health of residents, the

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[1] Montgomery County, Maryland Strategic Plan to End Childhood Hunger (2023). "Considering Age." https://www.montgomerycountymd.gov/ofsr/Resources/Files/StrategicPlan2023_rev9signed.pdf

economy, and the environment. The Office serves as the liaison between County agencies and community partners with the goal of addressing the conditions which lead to food insecurity for residents. The OFSR will work with the OGM to oversee the Grant Program.

About the Office of Grants Management (OGM): OGM is the central point of contact for all grants that the County receives or awards. OGM also develops countywide policies and procedures regarding grants management and ensures these are consistent with the County's racial equity and social justice goals, performs outreach regarding grants offered by the County and other grants functions. For additional information on other Montgomery County grant programs, please visit the OGM website.

B. Target Population

The target population for this grant program is Montgomery County families living in "underserved communities[2]," particularly those who are eligible for, but not currently enrolled in, the Supplemental Nutrition Assistance Program (SNAP). According to estimates by the U.S. Census Bureau, roughly 37,000 Montgomery County children live in households with incomes below 130% of the federal poverty line (FPL), which is the income eligibility threshold to qualify for SNAP. Although the number of eligible children missing out on SNAP benefits is difficult to measure, the current demand for SNAP enrollment assistance reported by CBOs indicates there are likely thousands of children in Montgomery County who could benefit from SNAP application and enrollment support.

C. Funding Priorities

The goal of the FY24 SNAP Outreach program is to support projects that address and mitigate critical barriers for Montgomery County families in accessing nutrition assistance benefits. This program is intended to provide funding for CBOs to build their capacity for SNAP outreach and enrollment assistance to Montgomery County families through dedicated SNAP outreach and enrollment staff; training and technical assistance for partner organizations; creation of outreach materials; and other related operating expenses.

Eligible activities for funding include, but are not limited to:

- Trainings for community partners on SNAP eligibility and enrollment processes;
- Information resource creation and distribution (including digital or hard copy materials);
- Direct outreach to and engagement with residents; and
- Support of SNAP and nutrition assistance applications that are new, in progress, or in process of recertification.

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[2] This program uses the same definition of underserved communities as the January 20, 2021 Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government. The term "underserved communities" refers to populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQIA+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

The OFSR anticipates that total funding requests will exceed the amount of resources available for FY24 SNAP Outreach Grants. Priority in awarding funding will be given to proposals that:

- Demonstrate a strong understanding of their target population's/community's needs and an effective program strategy to effectively meets these needs;
- Demonstrate existing relationships with the target population, including organizational partnerships and/or existing outreach and engagement mechanisms;
- Demonstrate a history of effective SNAP outreach and engagement and nutrition benefits enrollment support in Montgomery County, particularly with families with children;
- Provide technically, culturally, and/or linguistically proficient services to the target population/community; and
- Demonstrate a broad, data-informed base of impact through their proposal to their target population/community.

D. Eligible Organizations
Lead applicants must meet all of the following conditions:

- The organization must be **a Maryland-based organization, formally [designated by the Maryland Department of Human Services](#) (DHS) as a "Community Based Organization"** as an authorized organization to assist residents with applying for SNAP benefits.
- The organization must be currently registered and in Good Standing with the Maryland State Department of Assessments and Taxation (SDAT);
- The organization's primary service area must be Montgomery County; if a state-wide organization, it must have authorization through Maryland DHS to provide services in Montgomery County;
- All activities and expenditures performed using the funding from this grant program must be provided exclusively to Montgomery County residents;
- Current Montgomery County contract or grant award recipients must be current on all reporting obligations for other awards and those reports must reflect substantial progress towards the goals of their awards; and
- Proposed expenses must be for a new activity, expansion of existing activities, or a combination of both. County funding cannot be used to supplant other funding for already planned activities.

E. Award Amounts and Duration
Award sizes will vary with a minimum award of $20,000 and a maximum award of $100,000. The grant will be awarded for a 12-month performance period lasting from on or about March 15, 2024 through March 15, 2025. Programs must be run and be evaluated during this period. This grant program does not commit Montgomery County to make an award.

F. Application Review & Awards

The Office of Food Systems Resilience will recruit an independent Review Committee that will develop and submit recommendations for funding. The Review Committee will be composed of neutral, qualified individuals from Montgomery County Government, and possibly the broader Montgomery County community, selected for their experiences in the grant program's subject area, grants administration, project management, and/or ability to analyze programs from a Racial Equity and Social Justice lens. The panel members will review and score applicant proposals based on the criteria outlined in this program and submit recommendations for awards. Final decisions will be made based on the scores and such other factors and considerations as the County deems relevant at the time of award. These may include the expert opinion of grant administrators with prior experience with applicants, updates to priorities, or other factors.

G. Award Notification

Award notification letters are expected to be released roughly three weeks after the application deadline via email. For successful applicants, the Grant Agreement will contain the total amount awarded and funding restrictions; programmatic, administrative, and policy requirements; reporting requirements; and payment terms.

H. Submission Guidelines

Applications must be submitted through the Montgomery County Office of Grants Management - Grants Application Platform through the links posted on the first page of this document. Once the applicant clicks on the link, they will be prompted to create a SM Apply account, select the FY24 SNAP Outreach Grant Program, and then will be able to access the grant application. Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management (contact listed on the first page of this document) to discuss alternative submission options.

Applications are due no later than Sunday, February 25, 2024 at 11:59 PM. All applications will be recorded upon receipt. Applications received after the deadline will be disqualified and will not be forwarded to the Review Panel for funding considerations. Any additions or deletions to an application, unless requested by the Office of Food Systems Resilience, will not be accepted after the deadline. Applications with incomplete, illegible, or corrupted digital materials will not be considered.

I. Information Session

An FY24 SNAP Outreach Grant Information Session will be held on **Wednesday, February 7th at 1:00PM**. The link to participate in the Information Session live or to view an event recording afterwards can be found on the first page of this document or on the grant application page.

J. Terms and Conditions

- County reserves the right to accept or deny any or all applications if the County determines it is in the best interest of the County to do so. The County shall notify

the applicant if it rejects that applicant's proposal. The County reserves the right to suspend or terminate an outstanding Grant Program.

- The County reserves the right to issue addenda and/or amendments subsequent to the posting of a Grant Program.
- The County shall not be liable for any costs incurred in the preparation of applications in response to the Grant Program. Applicant agrees that all costs incurred in developing the application are the applicant's sole responsibility.
- The County may conduct pre-award on-site visits or request additional information to verify information submitted in the application and to determine if the applicant's facilities are appropriate for the services proposed.
- The County may enter into negotiations with an applicant and adopt a firm funding amount or other revisions for the applicant's proposal that may result from negotiations. The County shall provide the citations to the statute and implementing regulations that authorize the grant; all applicable federal, State, and County regulations; payment provisions identifying how the grantee will be paid for performing under the award; reporting requirements, including programmatic, financial and any special reports required by federal, state, or County law and/or the granting department; and compliance conditions that must be met by the grantee. If there are any conflicts between the terms and conditions of the Grant Program and any applicable federal, State, or County law or regulation, or any ambiguity related thereto, then the provisions of the applicable law or regulation shall control and it shall be the responsibility of the applicant to ensure compliance.

SECTION II – APPLICATION TASKS

Applicants are required to follow the content requirements and submission instructions listed within the online application platform and NOFO document. Please submit your proposal, as broken out by each of the Task, by filling out the data fields or uploading documents where applicable. Uploaded documents should have clearly titled sections and sub-sections. Document uploads should ideally be submitted as PDF documents with budgets uploaded as MS Excel file. The application platform **cannot read Mac formatted documents** (i.e. Pages, Numbers, and Key Note) so these should be submitted as PDFs or converted to MS Office formats. **Applications will be considered incomplete if any part of any section is missing.**

This Grant application uses "Reusable Tasks" in the online grants application platform. Reusable Tasks can be completed once and be reused without further edits across most applications through this platform. Organizations can update Reusable Tasks as information evolves over time and updated or new documents become available.

The Grant Program allows a range in award size from $20,000 to $100,000. In general, Review Committees have historically preferred concise narratives focused on the funding priorities, questions asked, and scoring themes rather than long narrative descriptions.

A. Applicant Information (Reusable) Task
Organizations must provide the following information and documents using data entry fields or uploads. The document uploads will be used to assess legal eligibility for the Grant Program and data fields will be used to populate any resulting grant agreement. Applicants should fill out this information as if they were drafting a contract using specific and exact information.

- Legal Name of Applying Organization as registered with the Maryland State Department of Assessment and Taxation (SDAT)
- Organization's Maryland SDAT Department ID Number
- Organization's Federal Tax Identification Number
- Organization's Montgomery County Central Vendor Registration Service (CVRS) Vendor ID
- Organization's mission statement
- Organization's website (optional)
- Contact Information for the organization's proposal point-of-contact (POC)
- Contact Information for the Organization's Legally Authorized Signatory
- Description of Organization's Grant and Financial Management Practices
- Description of Organization's Data Collection and Management Practices
- Upload of IRS Tax Exempt Determination Letter for Nonprofit Organizations as applicable

- Upload of Most recent IRS 990 Form for Nonprofit Organizations or an explanation of why your organization is exempt from filing 990s
- Upload of Current Federal Negotiated Indirect Cost Rate Agreement (NICRA) (optional)
- Upload of Current board list with names, affiliation, and contact information as applicable
- Upload of Public Copy of Most Recent Independent Audit Report, Financial Review, Agreed Upon Procedures. If not available, please submit a brief statement of explanation.
- Upload of Most Recent Annual or other Organization Reports (optional)

The County is required to check applicants' status of Good Standing (or equivalent status) with the Maryland State Department of Assessment and Taxation (SDAT) at the time of application review, finalization of grant agreements, and for payments during the life of a grant agreement. Although proof of Good Standing is not required as a component of the application, it is critical that applicants remain registered and in Good Standing with SDAT as applicants will be disqualified from a grant competition, delay or even lose a grant award, and/or face delays in grant payments if they are not in Good Standing. Co-applicants or named partners in the proposal should also be in Good Standing with SDAT and current on any reporting obligations to Montgomery County.

Applicants can verify their status with SDAT via this link:
https://egov.maryland.gov/BusinessExpress/EntitySearch

B. Applicant Background (Reusable) Task

The Office of Grants Management collects data through this Task for post-award analysis to understand application and award trends as well as how to support the diverse communities in Montgomery County. **Responding to these questions is optional.** Data collected through this Task will **not** be visible to Review Committees and will **not** be used in evaluation and scoring of applications.

In line with Montgomery County's Racial Equity & Social Justice goals, the Office of Grants Management is collecting the racial and ethnic information on the leadership of nonprofit organizations. The structure of this portion of the survey is based on federal standards for collecting racial data. Given the County's significant diversity, this survey is also collecting ethnic data. Note that the information entered should be based on how the person identifies themselves.

- Organization estimated staffing size serving Montgomery County in a given year
- Organization estimated budget, including by funding source, for Montgomery County programs, services, and other initiatives in a given year
- Organizational leadership, including CEO or Executive Director and Board Members (if applicable), race and ethnic information

C. Project Strategy Task
The Project Strategy includes each of the following components:

- **Project Title** – If awarded, Project Title will become the grant agreement name
- **Project Overview** – Brief description of the project (100 words maximum)
- **Collaborating Partner Organization Name, if applicable**
- **FY24 SNAP Outreach Grant Project Funding Request** – Total amount requested through this grant proposal
- **Total Project Cost** – Total cost of project from all funding sources
- **Upload of Strategy Narrative (3 page limit, PDF format preferred)**

The proposal's Strategy Narrative should answer the following questions*. If a question below does not apply to your proposal, please indicate that it is not applicable within the Strategy Narrative.

- Outline how the program service delivery will work from start to finish, specifically addressing the following questions:
  - Please describe the specific population/community that your organization will support and explain your relationship to this population/community. Why is your organization uniquely suited to have a positive impact on your identified target population of Montgomery County families?
  - What is the primary issue or need that this proposal will address?
  - How will the proposed project address this issue or need? Please explain in as much detail as necessary.
  - What are your organization's current capabilities to implement the proposed project? Please note your capacity, including human and financial resources, to implement SNAP Outreach and Enrollment initiatives, including past experience. Feel free to reference other Tasks in this application (i.e. Staffing Plan) for more detail instead of repeating it in this narrative.
  - What is your organization's capability to implement this project in a culturally, linguistically, and/or technically proficient way?
  - Overall, how will the requested funding have a positive outcome on your organization and the target population?
  - If a collaboration is being proposed, what work have your organizations previously done together? What skills, experience, capabilities, and/or connections does each organization brings to the partnership? How will the roles and responsibilities under the project be separated by organization?

* If an organization prefers, they may submit their strategy narrative in an alternative format such as a video or audio recording. Because of upload size limits, please post your videos to YouTube or a similar platform with shared access and provide a hyperlink to the video within your application. The submission will still need to address the questions above.

D. Project Budget Task
The Project Budget Task includes each of the following components:

- Organization estimated staff size serving Montgomery County in 2024 (in total FTEs)
- Upload of Previous fiscal year budget to actuals
- Upload of Organization total current-year budget (revenues/expenses), including funding sources, for Montgomery County programs, services, and other initiatives
- Upload of Project Budget (No page limit, MS Excel format preferred)

The Program Budget will be uploaded as an attachment to the application, preferably in MS Excel format. The budget for this proposal should contain:

- Expenses: detailed itemized cost information for all proposed expenses, including quantities and prices, plus any indirect costs.
    - Include staffing and fringe costs (as applicable) as well as program expenses and all additional operational costs for this program.
    - Program Budgets should also include indirect costs. Indirect costs may include general administrative costs such as: legal, accounting, liability insurance, audits, etc. Indirect costs may only be charged on direct operating expenses, not capital expenses. If applicants have a federal Negotiated Indirect Cost Rate Agreement (NICRA), then they must use that rate within their application. Applicants without a NICRA may use a rate of up to 15%.
    - If applying as a collaboration, please include the appropriate division of budget between the two or more organizations that are applying.
- Revenues: Please include the value of any cost-shares such as donations, other grants received, and in-kind or pro bono services that you anticipate being donated and that are related to this proposal.

The Grant Program does not require a standard budget template so applicants should use whatever format meets the basic requirements, provides sufficient detail, and provides the best overview of expected costs under the proposal.

In addition to other limitations set in this program, program funds **cannot be used**:
- For lobbying;
- To cover any expenses made prior to the grant award;
- To supplant (replace) funds from other grant sources; or
- To provide services that wholly occur outside of Montgomery County.

E. Budget Narrative/Justification Task (2 page limit, PDF format preferred)
In addition to a Program Budget, the proposal must include a Budget Narrative/Justification that briefly describes the proposed expenditures. If an organization wishes to include quotes or back up for prices listed in the budget, they may upload these items in the Other Supporting Materials section of the application.

In addition to including the purpose of an expenditure and an explanation of how costs were calculated, applicants should also address the following, if applicable:

- Outline the purpose of the expenditures and an explanation of how costs were calculated.
- Please specify how your project would be affected if total funding awarded were less than the amount requested. State whether your project could be completed with a smaller amount, and how your projected outcomes would be affected by any funding reduction.
- If your organization does work nationally, regionally, or has other funding sources, please provide us with information to reassure us that the Montgomery County funds will not simply enable you to shift current, non-County monies to operations outside the County but rather will allow you to add to or expand your work on behalf of services in Montgomery County.

F. Project Staffing Plan Task (2 page limit, PDF format preferred)
This section should detail the staff assigned for the program, staff positions, and percentage (%) of time spent on the program. If applying as a collaboration, please note the organizational affiliation of each staff member.

The Staffing Plan should detail at a minimum for the staff member(s) and/or contractor(s) to be supported by the project:

- The position title;
- Expected salary or hourly rate for the position;
- Fringe rate and summary of benefits provided;
- Percentage of staff time, in what phase of the grant period, will be dedicated to the proposed project;
  - o If an employee is 100% dedicated to this project and fully funded through grant funds from this program, all of their professional time, over and above routine administrative tasks, must be devoted to the proposed program's eligible work. If the staff will at times contribute to organizational efforts outside the grant project, be sure to include only partial salary for that person in the staffing and budget proposals.
  - o Do not double count staff time paid for by other Montgomery County, Federal, State, District of Columbia, or private foundation grants.
- Any relevant degrees, licenses, certifications, or other professional credentials related to the project;
- Outline of language skills and/or cultural competencies; and
- Description of the position role in relation to the proposed project.
- Resumes of incumbents in the positions and/or position descriptions of these positions may be uploaded as Other Program Materials if desired.

G. Project Work Plan/Timeline Task (1 page limit, PDF format preferred)
This section should include a work plan that details the proposed outreach strategy, including methods and audiences, the mechanisms that will be used for SNAP enrollment support, and an outline of the implementation schedule of the proposed program over the 12-month grant performance period. The Project Work Plan/Timeline must match performance period of the Grant Program listed on page 1 of this NOFO.

The implementation schedule over the performance period should list:
- The program's objectives and related activities;
- Timeline for implementation and completion; and
- Responsible staff (noting organization affiliation if applying as a collaboration).

H. Performance Plan and Performance History (2 page limit each, PDF format preferred)
The Performance Plan and Performance History outline how you will measure success for your proposed project as well as the history of outcomes achieved by similar projects that are being emulated or expanded through this proposal.

Performance Plan: This Grant Program **recommends** reporting on specific metrics and evaluation mechanisms listed below. Organizations are given flexibility to develop a Performance Plan that fits their proposed strategy that includes any other relevant KPIs and milestones. Applicants should propose targets for recommended and additional selected metrics and will report against those targets during mid-cycle and end-of-cycle reporting.

Key Performance Indicators (KPIs)/metrics: Provide an outline of the metrics to be collected, targets for each metric, and the data collection method for each metric. Both target outputs and outcomes should be addressed.

Organizations should expect mid-grant cycle financial and performance reporting, modeled on the submitted Performance Plan, as a grant requirement. The recommended metrics and associated notes are included in the table below.

Section	Metrics

Participation and Implementation	- Total number of households engaged through SNAP outreach activities, to include pre-screens and application sessions. (all unique[3])
	  - Household zip code
	  - Total number of children (ages 0-18) in household
	  - Total number of children (ages 0-5) in household

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[3] For this reporting, a unique household is defined as: a household served at least once throughout the reporting period. In addition, for each unique household, grantees will collect the household zip code, number of children 0-18, and number of children ages zero (0) to five (5). For example, the mid-cycle report may indicate 50 unique households served. From mid-cycle to end-cycle, if only 10 additional households received assistance, whether or not the 50 households reported in the mid-cycle report return for assistance, the end-cycle report should indicate that 60 unique household received assistance.

Outreach	• List of Languages Spoken during outreach efforts • Total number of pre-screens • Total number of contacts at outreach events • Total number of SNAP applications submitted
Support	• Total number of first-time applicants • Total number of repeat applicants • Total number of support sessions for currently enrolled households
Training	• Total number of trainings • Total number of individuals trained
Additional Impact	• Total number of households referred to additional community-based food assistance resources or services • Total number of referrals received by Community-Based Organization (grantee) from partner organizations (list all organizations)
Customer Satisfaction Survey (Qualitative Evaluation)	• Overall, how satisfied are you with the service provided by the outreach staff? • How clearly did the staff explain how the SNAP program works? • Was your SNAP application completed successfully with the help of the navigator? • Please provide any additional comments or suggestions to improve our service.

Milestone Estimates: The KPIs table above includes metrics that the OFSR will use to measure the awarded organizations' performance. In this section, applicants should estimate the following indicators that will be used by the OFSR to understand the anticipated impact of services. Applicants are asked to estimate the following figures at 6 months (mid-cycle) and 12 months (end-cycle) of program implementation:

1) Total number of households engaged through SNAP outreach activities;
2) Total number of households pre-screened; and
3) Total number of SNAP applications submitted.

Numbers reported should be unduplicated and not double-count residents. **If providing unduplicated service data is not possible, please explain the barriers to doing so.**

Qualitative Evaluation: The KPIs table above includes a qualitative evaluation in the form of a satisfaction survey. Organizations must provide satisfaction surveys among the households they serve while in their SNAP outreach efforts. The survey is intended to obtain information on the quality of service, strengths, and improvements of the overall SNAP outreach efforts.

• The OFSR will provide a digital and paper version of the satisfaction survey to each organization. Multi-language versions will be provided as well.
• The OFSR will also provide translated versions of the same survey.
• Each organization must share the survey with clients at the end of service.
• Organizations must promote the survey with clients and encourage their feedback.

Other Evaluations:
As an optional set of metrics, applicants are encouraged to set targets and a collection method for demographic information on the population to be served; as feasible and without impacting the program outcomes.

I. Performance History (2 page limit, PDF format preferred)
The Performance History is a summary of applicant organizational outcomes already achieved as evidence that the proposed project will have a meaningful impact on the target population. Applicants can summarize previous reports in the Performance History and/or upload the actual reports as Program Related Materials in the Supporting Documents to be Uploaded Task. The outcomes described in the Performance History may be the result of projects funded by previous County Grants, other funding sources, initiatives outside of the County that your proposals seek to emulate in the County or be based on research and/or other best practices. The central question to be answered is: How do the outcomes achieved in the past provide evidence that your proposal will achieve these outcomes in the future?

J. Optional Supporting Documents to be Uploaded Task

- Collaborative partner materials, if applicable (optional)
- Program Related Materials (optional)
- Other Supporting Materials (optional)

SECTION III – SCORING OF APPLICATIONS

Scoring Criteria

Applicant's proposal submissions will be evaluated using the following confidence ratings based on the below weighted criteria. Confidence ratings are another form of objective rating that allow evaluators to assign ratings more holistically. Confidence ratings provide evaluators the ability to look more holistically at the strongpoints and weak points of a proposal to capture raters' overall confidence in the applicant's likelihood to succeed, helping smaller organizations who may be stronger overall than some more seasoned larger organizations. Confidence ratings are identified by the federal government as an innovative practice that may help with reducing the lead time from solicitation to award.:

3 – Confident	The Reviewers are confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
2 – Somewhat Confident	The Reviewers are somewhat confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
1 – Not confident	The Reviewers are not confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.

Additionally, each criterion is attributed a specific weight out of a total of 100 points.

Criterion A: Project Goals and Grant Program Priorities (1-3 rating; weighted at 15/100 points)

In line with the priorities for the FY24 SNAP Outreach Program, the proposal:

- Demonstrates a strong understanding of the target population's barriers to accessing nutrition assistance benefits and an effective program strategy to address these barriers;

17

- Provide services, advocacy, or other support to the target population/community that is not already funded by other County resources;
- Provide technically, culturally, and/or linguistically proficient services to the target population/community;
- Demonstrate a broad, data-informed base of impact through their proposal to their target population/community; and
- Exhibits cultural proficiency, inclusivity of underserved community members, and the use of a racial equity lens in providing services within this proposal.

Criterion B: Sound Fiscal Management and Budget (1-3 rating; weighted at 20/100 points)

- Applicant demonstrates sound grant and fiscal management practices and will be able to submit financial reports and back-up documentation to meet administrative and audit requirements;
- Expenses listed in the Budget and Budget Justification are consistent with the Project Strategy, Staffing Plan, and other parts of the proposal; and
- Applicant's Budget and Budget Justification reflect reasonable and realistic costs needed to implement the proposal and achieve the stated outcomes for the target population/community.

Criterion C: Organizational Capability and Relevant Experience (1-3 rating; weighted at 30/100 points)

- Demonstrate a history of effective SNAP outreach and engagement in Montgomery County, particularly with households with children aged zero (0) to five (5);
- Applicant demonstrates the expertise to deliver the proposed outcomes to the target population;
- Applicant demonstrates a strong relationship with the target population and can effectively perform outreach to promote, engage, and/or connect the target population with the proposed project.

Criterion D: Performance Plan and Performance History (1-3 rating; weighted at 20/100 points)

- Applicant demonstrates in their Performance Plan a clear process to measure/evaluate its project and comply with the required metrics and evaluation of participants;
- Proposal's choice of KPI's/metrics, milestones, other evaluation methods, and ultimate outcomes fit the project strategy and Grant Program's goals;
- Performance History provides strong evidence that the project strategy will have the desired outcomes for the target population/community; and

- Performance History provides a strong justification for the Performance Plan's choice of KPI's/metrics, milestones, other evaluation methods, and ultimate outcomes.

Criterion E: Soundness of the Overall Proposal (1-3 rating; weighted at 15/100 points)

- Proposal clearly demonstrates the effectiveness of proposed activities and, if funded, will result in the accomplishment of their stated outcomes;
- The implementation plan within the proposal is realistic and achievable based on the proposed timeline; and
- Proposal' contingency plans for a lower than requested funding amount is realistic and still results in desired outcomes albeit at a lower level.

MISCELLANEOUS

- Those persons scoring the proposals on the Review Committee will confirm that they have no conflicts of interest.
- Neither the County Executive nor any elected official will be involved in the scoring of grants or determining winners and amounts of awards.
- Scores and award amounts are non-appealable.
- Scorers' comments and the scores themselves are deliberative and privileged and will not be released. However, applicants may request a feedback report from the Office of Grants Management summarizing the Review Committees feedback. Winners will be announced publicly, and successful grant applications and award letters may be subject to release (with redactions as allowed by law).
- County officials may decline to debrief with unsuccessful applicants why their proposal was not granted, or their funding request was not granted in full.

SECTION IV – CERTIFICATIONS, ACKNOWLEGMENTS, AND ASSURANCES

The applicant shall complete and return the Certifications, Acknowledgements, and Assurances listed with the application submission provided in the Application Certification section of the application in SM Apply online grants application portal. The specific items in this section are listed below:

Montgomery County Ethics Questions
Note that individuals employed by partner agencies such as Montgomery College, Montgomery County Public Schools, and WorkSource Montgomery do not count as Montgomery County Government employees for the purpose of this Grant Program. If you are unsure if a position applies please contact the Office of Grants Management for clarification.

Does your organization employ current employees or contractors of the Montgomery County Government? This applies for employees that are paid by your organization but are also paid by Montgomery County Government.

Does your organization's Board of Directors include current employees or contractors of the Montgomery County Government? This applies to volunteer board of director positions.

If you answered yes to either question, please describe the employee(s) role and function as it applies to your nonprofit organization. Answering "yes" to either question does **not** exclude your organization from being eligible to apply. Instead, we would like to receive this information upfront so that we can allow adequate time for the Ethics Commission to review.

Acknowledgements Agreed to by All Applicants
- ✓ Applicant acknowledges that this grant application may not be revised or altered after submission.
- ✓ Applicant acknowledges that if funding is awarded, the organization will enter into a non-competitive contract or grant with the County.
- ✓ Applicant acknowledges that awards may not be distributed as a lump sum, but may be reimbursed or provided on a fixed schedule after sufficient documentation is submitted to the administering County agency.
- ✓ Applicant acknowledges that any funds submitted for reimbursement must be spent AFTER the contract is finalized and a Notice to Proceed is secured.
- ✓ Applicant has cited in this application all individuals affiliated with the organization and this program who are employed by Montgomery County.

Assurances Agreed to by All Applicants

If the grant is awarded, the applicant assures that:

- ✓ The applicant will administer all awarded funds through this PBM Program.
- ✓ Funds received will be used solely for the documented activities within the submitted proposal.
- ✓ The applicant has read and will conform to the program guidelines and any other conditions imposed by the County in connection with the grant.
- ✓ The applicant organization intends to comply with the Title VII of the Civil Rights Act of 1964, indicating that no person will be excluded from participation or be denied the benefits of any program, activity or service on the basis of race, sex, sexual preference, color, religion, ancestry, age, national origin, or handicap. The applicant further agrees to make every attempt to ensure that the program is accessible to persons with disabilities.
- ✓ Please note that applications are subject to the Maryland Public Information Act (MPIA) (found at Md. Code Ann., State Gov't., §10-611 through -628 (MPIA) and the County must comply with the disclosure requirements of the MPIA when a request for documents is received.
- ✓ The applicant understands that all grantees that receive awards under this Grant Program must show proof of insurance prior to receiving the funds., when requested, must be able to show proof of all insurance coverage required by law.
- ✓ The applicant agrees that any time before final payment and three (3) years thereafter, the County may have the grantee's expenditure statements and source documentation audited.
- ✓ If there are any changes that need to be made to the grant application after submittal or if the organization ceases operations or becomes a subsidiary of another organization, you have the responsibility of notifying the appropriate County administrator.
- ✓ The filing of this application is made by the undersigned individual, officially authorized to represent the applicant organization by its governing board.
- ✓ I hereby certify that information submitted in the grant application is a true and correct statement of facts. I, as a designated legal representative of the Organization, further certify that this Organization shall abide by and be subject to all applicable Federal, State and Local laws and regulations pertaining to any subsequent grant that may be issued.