

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

FY25 Nutrition Benefits Outreach
Grant Program

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 2025 Nutrition Benefits Outreach (NBO) Program from [qualified state-designated SNAP community-based organizations \(CBOs\)](#) to conduct nutrition benefits outreach and application and enrollment assistance to Montgomery County families with children. \$300,000 in total grant funding is available for innovative approaches to reach and provide enrollment support to Montgomery County families that are eligible, but not actively enrolled, in SNAP and other federal and state-level nutrition benefits programs. FY25 Nutrition Benefits Outreach Grants applicants may request funding between \$50,000 and \$150,000. The performance period of these grant awards will be from on or about June 1, 2025 to May 31, 2026. Awards will be eligible for renewal annually, pending successful performance outcomes, grant administration compliance, and fund appropriation, **for additional one-year grant periods of June 1, 2026- May 31, 2027, and June 1, 2027- May 31, 2028 (dates are approximate and subject to change).**

Key Program Dates:

- **Program Opens for Applications:** Tuesday, March 25, 2025 at 2:00 PM
- **MS Teams Live Online Grant Program Information Session:** Wednesday, April 2, 2025 from 12:00-1:00 PM
- **Submission Deadline:** Wednesday, April 23, 2025 at 11:59 PM

Key Program Resources:

- **Program Page:** https://gn.ecivis.com/GO/gn_redir/T/1ie9w61aye6kd
- **Information Session:** [Click to join the Information Session OR for an event recording](#)
- The Grant Program Standard Budget template is available here: <https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Budget.xlsx>
- The Grant Program Performance Plan template is available here: <https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Performance-Plan.xlsx>
- The Grant Program reporting requirements for awarded applicants are available to review: <https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Reporting-Requirements.pdf>

*****NEW GRANT APPLICATION PORTAL INFORMATION*****

How to Apply:

1. **Log into the Euna (eCivis) Portal to create an application profile**
<https://portal.ecivis.com/#/login>
2. **Download and review the Euna (eCivis) applicant user guides for assistance prior to the Grant Program Information Session.**
 1. [Logging into Your eCivis Portal Account](#)
 2. [Reviewing and Submitting your application](#)
 3. [Transfer Application Ownership](#)

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 OGM 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

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SECTION I – GRANT PROGRAM INFORMATION

A. Background

The OFSR, in partnership with the OGM, is soliciting grant applications for the County’s FY 2025 Nutrition Benefits Outreach Program from qualified community-based organizations (CBOs) currently designated by the state of Maryland as SNAP outreach partners in Montgomery County ([listed here](#)) to conduct nutrition benefit outreach and enrollment assistance for Montgomery County households with children.

The County’s [Strategic Plan to End Childhood Hunger](#) outlines recommendations to implement innovative approaches that connect eligible Montgomery County families with enrollment and/or recertification support for participation in the Supplemental Nutrition Assistance Program (SNAP), Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), and other federal and state-level nutrition benefits.

SNAP is our nation's first line of defense against hunger, but many eligible residents are not receiving benefits to which they are entitled. Similarly, enrollment in and redemption of benefits through programs such as WIC, SUN Bucks, and the Farmers Market Nutrition Program has the potential to be expanded to hundreds of additional eligible Montgomery County households. Expanding nutrition benefits outreach and enrollment through designated CBOs will maximize Montgomery County families' use of benefits to enable greater healthy food access at grocery stores, farmers markets, and other retail locations.

This grant program will focus on funding CBOs that have the capacity to:

- Conduct outreach to potential applicants through events, communications & resource sharing;
- Provide direct nutrition benefits enrollment and recertification support to residents;
- Refer clients to other assistance programs and accept referrals from community-based organizations and County agencies (*see Section II, E. Performance Plan for a definition of referrals within the context of this grant*);
- Conduct trainings and capacity building initiatives with other organizations to support broader nutrition benefits outreach & enrollment efforts; and
- Participate in meetings and events with partners in the SNAP Working Group hosted by the Montgomery County Food Council.

Applicants may request funding between \$50,000 and \$150,000, which will be eligible for renewal annually through mid-2028 for successful applicants, pending successful performance outcomes, grant administration compliance, and fund appropriation.

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 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 administer 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 communities¹,” particularly those who are eligible for, but not currently enrolled in, the Supplemental Nutrition Assistance Program (SNAP) and/or other federal and state-level nutrition benefits programs. According to estimates by the U.S. Census Bureau in 2023, roughly 1 in 10 (or more than 27K) Montgomery County children live in households with incomes below 130% of the federal poverty line, 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 application and enrollment support for SNAP and other nutrition benefits programs.

C. Funding Priorities

The goal of the FY25 Nutrition Benefits Outreach program is to support projects that address and mitigate critical barriers for Montgomery County families in accessing nutrition assistance benefits. The OFSR anticipates that total funding requests will exceed the amount of resources available for FY25 Nutrition Benefits Outreach Grants.

Priority in awarding funding will be given to proposals that:

- Offer consistent benefits outreach and enrollment services onsite at Montgomery County food assistance provider locations, schools, and/or with other community or government partner agencies;
- Demonstrate a clearly defined community engagement and outreach strategy for connecting with the target population of this grant, including existing referral relationships with community partners and agencies;
- Demonstrate a history of effective nutrition benefits outreach, application, and enrollment support in Montgomery County, particularly with families with children;
- Provide technically, culturally, and/or linguistically proficient services to the target population/community; and

¹ 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.

- Commit capacity to provide non-SNAP eligible or denied SNAP applicants with application support for the MC Groceries Program, as well as recertification assistance for current MC Groceries participants, for households identified through direct SNAP Outreach efforts as well as those referred by County government case managers.

D. Eligible Organizations

Lead applicants must meet all of the following **Grant Program Eligibility 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 in Montgomery County with applying for SNAP benefits; and
- 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.

Montgomery County Eligibility Conditions:

- The organization must be currently registered and in Good Standing with the Maryland State Department of Assessments and Taxation (SDAT);
- The organization’s principal place of business must be located in Montgomery County; if a national or regional organization, it must have a location in Montgomery County through which it provides related services;
- All activities and expenditures under this Grant Program must be provided in Montgomery County, and be exclusively for Montgomery County residents;
- Current Montgomery County contract or grant award winners must be in performance compliance and 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.

Additionally, all successful applicants will be required by their grant agreement to:

- Attend 75% or more of the monthly SNAP Work Group meetings hosted by the Montgomery County Food Council during the grant period;
- Ensure that all application and enrollment services provided through the grant are advertised and open to the public;
- Accept referrals from organizations funded by OFSR through the Community Food Assistance Grant Program and School-Based Food Assistance Grant Program; and
- Post public nutrition benefits outreach events on the OFSR’s food resource calendar and be listed as a SNAP resource on the [OFSR’s food resources page](#).

E. Award Amounts and Duration

Award sizes will vary with a minimum award of \$50,000 and a maximum award of \$150,000. The grant will be awarded for a 12-month performance period lasting from on or about June 1, 2025-May 31, 2026. Awards will be eligible for renewal annually, pending successful performance

outcomes, grant administration compliance, and fund appropriation, **for additional one-year grant periods of June 1, 2026- May 31, 2027, and June 1,2027- May 31, 2028 (dates are approximate and subject to change).**

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

NOTICE: This grant program application and future grant opportunities released through the Office of Grants Management will no longer be using SM Apply to accept grant applications. This grant program will be using a new grant platform called Euna Grants (eCivis). Instructions for setting up an account are listed below. An information session will be held to walk through this process.

How to Apply:

1. **Log into the Euna (eCivis) Portal to create an application profile**
<https://portal.ecivis.com/#/login>
2. **Download and review the Euna (eCivis) applicant user guides for assistance**
 1. [Logging into Your eCivis Portal Account](#)
 2. [Reviewing and Submitting your application](#)
 3. [Transfer Application Ownership](#)

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 Euna Grants account, select the FY25 Nutrition Benefits 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 Wednesday, April 23, 2025 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 FY25 Nutrition Benefits Outreach Grant Information Session will be held on April 2, 2025 from 12:00-1:00 PM. 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.

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 Tasks, 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 Keynote). **Applications will be considered incomplete if any part of any section is missing.**

Please note that 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 Form

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 Lead Organization as registered with the Maryland State Department of Assessment and Taxation (SDAT)
- Lead Organization’s Maryland SDAT Department ID Number
- Lead Organization’s Federal Tax Identification Number
- Lead Organization’s website (optional)
- Contact Information for the Lead organization’s point-of-contact (POC)
- Contact Information for the Lead Organization's Legally Authorized Signatory
- Upload: Most recent IRS 990 Form for Nonprofit Organizations or an explanation of why your organization is exempt from filing 990s
- Upload: Current board list with names, affiliation and contact information, as applicable

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 Lead and Support organization 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.

Applicants can verify their status with SDAT via this link:

<https://egov.maryland.gov/BusinessExpress/EntitySearch>

B. Project Strategy Task

Organizations must provide the following information and documents using data entry fields or uploads.

- **Project Title** – If awarded, Project Title will become the grant agreement name
- **Project Overview** – Brief description of the project (100 words maximum)
- **FY25 Nutrition Benefits Outreach Grant Project Funding Request** – Total amount requested through this grant proposal
- **Total Project Cost** – Total annual cost of project from all funding sources

Organizations applying must provide the following information using narrative entry fields.

- Outline how the program service delivery will work from start to finish, specifically addressing the following questions (*2,500 character limit each*):
 - Describe your organization's current process and capabilities for conducting benefits outreach and SNAP enrollment and recertification services for Montgomery County residents. Provide details regarding staff resources, successful outreach and enrollment strategies, and the format of services offered to the community.
 - Describe your organization's community engagement and outreach strategy to connect with the target population of this grant, including communications, in-person events, and resource sharing.
 - Outline the approach your organization currently takes and will take to collaborate with other CBOs in Montgomery County and/or with other community-based organizations and agencies to make and accept referrals (*see Section II, E. Performance Plan for a definition of referrals within the context of this grant*) that connect residents with benefits programs.
 - Describe your organization's capacity for referring residents to other programs that they may be eligible for, including but not limited to: WIC, SUN Bucks, SFMNP, MC Groceries, school or community-based food assistance distributions, etc.
 - If applicable, please describe how your organization will connect clients with non-food income supports.
 - Describe your organization's strategy to conduct trainings and engage in capacity-building initiatives with other organizations to support broader nutrition benefits outreach and enrollment efforts.
 - List the zip codes in Montgomery County that your organization currently serves.
 - List any additional zip codes in Montgomery County that your organization would have the capacity to serve if funded through this grant program.
 - Describe your organization's capability to implement this project in a culturally, linguistically, and/or technically proficient way.

If awarded funding, would your organization agree to the following during the grant program term (answer Yes or No)*:

1. Attend a training related to the MC Groceries Program and provide non-SNAP eligible or denied clients with application and/or recertification support for the MC Groceries Program, both for households identified through direct SNAP Outreach efforts, as well as those referred by County government case managers?

2. Partner with OFSR-funded organizations through the Community Food Assistance Grant Program and School-Based Food Assistance Grant Program to consistently offer nutrition benefits outreach at partner sites?

*This task is not required of successful applicants. Applicants that indicate “Yes” for this question will be allocated additional points (*See Section III: Scoring of Applications for more details*).

C. Project Budget Task

The Project Budget Task includes several data components related to the proposal:

- Description of Lead Organization's Grant and Financial Management Practices
- Lead Organization: Upload of Current Federal Negotiated Indirect Cost Rate Agreement (NICRA) (optional)
- Lead Organization: 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.
- Lead Organization: Upload of Previous fiscal year budget to actuals
- Lead Organization estimated staff size serving Montgomery County in 2025 (in total FTEs)
- Upload of total current-year budget (revenues and expenses), including funding sources, for Montgomery County programs, services, and other initiatives
- Upload of Project Budget (No page limit, MS Excel format preferred)

The Grant Program Standard Project Budget template is available here:

<https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Budget.xlsx>

The Program Budget will be uploaded as an attachment to the application, using the provided template. The budget template for this proposal includes:

- 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.
 - The “Staffing” section of the budget should detail the staff assigned for the program, staff positions, and percentage (%) of time spent on the program.
 - It should also demonstrate how staff benefits and contractor costs contribute to the overall staff budget and include detail on other funding sources that are supporting staff costs for the proposed project.
 - Include operating costs associated with the proposed project, such as resource development, room rentals, transportation, etc.
 - 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%.

- 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.

For the Staffing section, please note:

- 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.
- Do not double count staff time paid for by other Montgomery County, Federal, State, District of Columbia, or private foundation grants.

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

In addition to a Program Budget, the proposal must answer the Budget Narrative questions below that describes how the proposed costs were calculated and their justification. If an organization wishes to include quotes or back up for prices listed in the budget, they may upload these items at the end of this section of the application.

Applicants should address the following:

- Brief description of each staff member and contractor role and responsibilities in relation to the proposed project *(2,500 character limit)*;
- Outline the purpose of proposed operating costs and an explanation of how costs were calculated. *(2,500 character limit)*;
- Specify the source of additional secured or anticipated revenue(s) supporting the proposed project, including other Montgomery County government funding and non-Montgomery County government funding (private foundation grants, state funding, federal funding, etc.), and in-kind funding. *(2,500 character limit)*;
- 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. *(1,000 character limit)*;
- Specify any shifts in project costs that you anticipate if the grant award were to be renewed for one or two additional year(s). Please note that if renewed, the annual award amount will not change besides an inflationary adjustment; pending Council appropriations. *(1,000 character limit)*;
- 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. *(1,000 character limit)*

E. Performance Plan and History Task

Part 1: Performance History Narrative

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. The outcomes described in the Performance History may be the result of projects funded by previous County grants and/or contracts, 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? *(2,500 character limit)*

Part 2: Performance Plan

The Performance Plan outlines how you will measure success for your proposed project. This Grant Program **requires** reporting on specific metrics and evaluation mechanisms listed below. Organizations must submit a Performance Plan that connects their proposed strategy to these required metrics and can include additional relevant metrics or milestones.

Organizations must provide the following information and documents using data entry fields or uploads.

- Description of Lead Organization's Data Collection and Management Practices
- Upload of Most Recent Annual or other Organization Reports (optional)
- Upload of Project Budget (No page limit, MS Excel format preferred)

The Grant Program Performance Plan template is available here:

<https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Performance-Plan.xlsx>

The Performance Plan should define:

- The program's objectives and related activities, including:
 - Outreach strategy, including intended audience(s) and actions that will be implemented to connect that audience with nutrition benefits enrollment and outreach support ;
 - Key Performance Indicators (KPIs) and targets for each activity;

Data collection mechanisms and management;

- Timeline for implementation of the proposed program over the 12-month initial grant performance period;
- Projected outputs and outcomes, using the key metrics outlined in the [Reporting Requirements attachment](#) and the Milestone estimates below; and
- Responsible staff (aligned with the Project Budget request).

Milestone Estimates: In this section, applicants should provide estimations of 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 of

program implementation. Additionally, applicants should estimate the following figures at the end of two years and three years, in the case that the award is renewed:

- 1) Total number of households engaged through Nutrition Benefits Outreach activities;
- 2) Total number of households pre-screened for SNAP eligibility;
- 3) Total number of SNAP applications submitted;
- 4) Total number of nutrition benefit outreach events;
- 5) Total number of referrals to other food supports (such as food assistance providers, school-based food assistance, other nutrition benefits programs); and
- 6) Total number of referrals to non-food income supports

A referral within the context of this grant is defined as: the formal process of connecting a client to another service provider, program, or agency for support. Additional information regarding acceptable referrals within the context of this grant program can be found in the "Reporting Requirements attachment" below.

Organizations applying must provide the following information using narrative entry fields.

- Milestone estimates should be submitted as unduplicated figures and not double-count residents. **If providing unduplicated service data will not be possible, please explain the barriers to doing so.** (1,500 character limit); and
- Additionally, applicants should indicate any anticipated changes in annual performance metrics for future years (as proposed in the Performance Plan) if the award is renewed for subsequent year-long performance periods. (1,500 character limit)

The metrics that successful applicants will be **required** to report on through mid-grant cycle financial and performance report submissions are outlined in the [Reporting Requirements attachment](#). These metrics may be referenced in your application.

F. Applicant Background 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. 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.

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

Responding to these questions is optional and will have no impact on application reviews.

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.

Depending on the volume of applications, number of Review Committee members, and whether they all review each application, OGM may employ a [statistical rescaling](#) of scores to put applications on a more level playing field.

Each criterion is attributed a specific weight out of a total of 100 points. **10 additional points are possible for applicants that meet the criteria outlined in “Additional Points” below.**

Criterion A: Project Goals and Grant Program Priorities (1-3 rating; weighted at 25/100 points)

In line with the priorities for the FY25 Nutrition Benefits Outreach Program, the proposal:

- Offers consistent benefits outreach and enrollment services to Montgomery County residents;
- Demonstrates a clearly defined community engagement and outreach strategy for connecting with the target population of this grant, including existing referral relationships with community partners and agencies.
- Commits capacity to provide residents with support for accessing additional benefits and resources, including: WIC, SUN Bucks, FMNP, the MC Groceries Program, food distributions, non-food supports, etc.;
- Demonstrates a history of effective nutrition benefits outreach, application, and enrollment support in Montgomery County, particularly with families with children; and
- Provides technically, culturally, and/or linguistically proficient services to the target population/community.

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 and other parts of the proposal, and outlines a clear staffing plan; 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 25/100 points)

- Applicant demonstrates a strong existing relationship with the target population and can effectively perform outreach to promote, engage, and/or connect the target population with the proposed project;
- Applicant demonstrates capability to conduct trainings and capacity building initiatives with other organizations to support broader nutrition benefits outreach and enrollment efforts; and Applicant demonstrates capacity and expertise to make and accept referrals for clients in collaboration with other community-based organizations and government agencies.

Criterion D: Performance History and Performance Plan (1-3 rating; weighted at 15/100 points)

- Performance History provides a strong justification for the Performance Plan and other evaluation methods;
- Applicant demonstrates in their Performance Plan a clear work plan and process to measure/evaluate its project and comply with the required metrics and evaluation of participants;
- Proposal outlines reasonable and achievable performance milestones, effective program data tracking and reporting processes, and sound program evaluation methods.

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's contingency plans for a lower than requested funding amount is realistic and still results in desired outcomes albeit at a lower level.

Additional Points (10 total possible points; 5 points each):

- The applicant agrees to provide non-SNAP eligible or denied clients with application

and/or recertification support for the MC Groceries Program, both for households identified through direct SNAP Outreach efforts, as well as those referred by County government case managers;

- The applicant agrees to partner with OFSR-funded organizations through the Community Food Assistance Grant Program and School-Based Food Assistance Grant Program to offer nutrition benefits outreach at these partner sites.

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, ACKNOWLEDGMENTS, 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 the 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 grant 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.