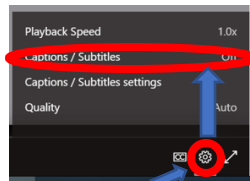
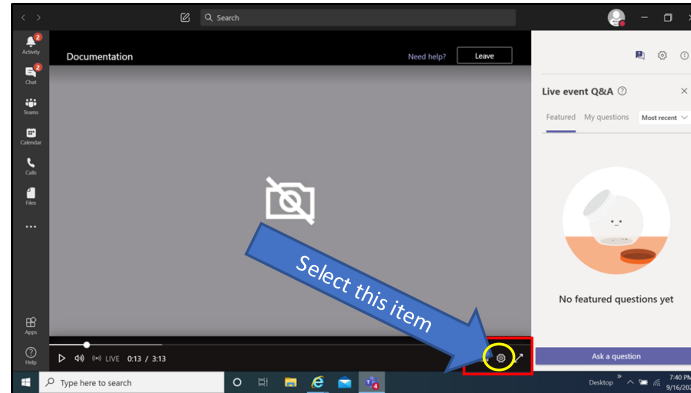
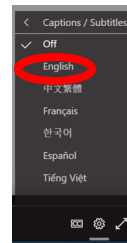


# FY24 SNAP Outreach Grant Program Information Session

How you can view the multi-lingual closed captions



When you select it a menu appears,  
choose **captions / subtitles**



You then select  
the language of choice



It will then display the language chosen

## Disclaimer

The translations provided in this application use what is referred to as mechanical translation technology. Although this method of translation is very effective and provides a high rate of accuracy it is NOT 100% word for word accurate. Things that may affect it are the quality of the microphone used and potentially a person speaking that may have an accent.



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# **FY24 SNAP Outreach Grant Program Information Session**

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**February 7, 2024**

*Prepared by Montgomery County Office of Grants Management*

# Welcome!

- This meeting will be recorded and posted for future viewing on the Office of Grants Management online application portal
- The slide deck will also be posted in the same location for your reference

Online Application Platform Home Page:

<https://mcmdgrants.smapply.org>

Grant Program Page:

<https://mcmdgrants.smapply.org/prog/OFSR-SNAP>

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# Information Session Agenda

- Provide an overview of the program
- Walk through the application platform
- Open up for participant questions (put your questions in the Q&A box)

Any questions we cannot answer during the Information Session will be addressed and posted on the platform.

# Office of Food System Resilience

- OFSR was created based on the recommendation of the Montgomery County COVID-19 Food Security Task Force and established by the County Council in July 2022 under [Bill 20-22](#).
- The mission of the OFSR is to develop and implement interagency budgetary, regulatory, and operational strategies to build a more equitable, efficient, resilient, and sustainable food system in Montgomery County.

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# OFSR Values & Priorities

**OFSR Core Values:** Equity, Systems Focus, Innovation, and Data Analysis

## **Strategic Priorities**

- Build racial equity and social justice in the local food system.
- Expand local food production (including commercial farms, urban agriculture, community production).
- Strengthen processing and distribution infrastructure.
- Guide strategic investment in food security.
- Coordinate capacity for future crises (plans, mechanisms).
- Establish food system strategies for climate change adaptation and mitigation.
- Increase economic opportunities in food systems.

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# Strategic Plan to End Childhood Hunger Programs: Overview

**Special Appropriation #24-37** allocated \$11.06 M to support the implementation of the Strategic Plan to End Childhood Hunger, including a variety of new grant programs, a retail food access program, and an expansion of existing initiatives. The impact of this funding includes:

- **Expanded Reach to Residents:**
  - **Expansion of existing programs** projected to facilitate **more than 1.5 million** contacts with Montgomery County families; **New programs** will increase food access and security for up to **16,000** households
- **Positive Economic Impacts:**
  - Reduce costs associated with addressing health challenges amongst children and families
  - Expand procurement opportunities for local food producers
- **Bolstered Community Networks to Address Root Causes:**
  - Strengthen cross-sector relationships amongst residents, schools, community-based organizations, and government
  - Enhanced dignity, safety, and flexibility for families accessing food through diversified, equitable, and culturally-relevant pathways



# Key Program Details

<b>Total Funding Available:</b>	<b>\$200,000</b>
<b>Award Range:</b>	<b>\$20,000 Minimum to \$100,000 Maximum</b> <i>Final award amounts may be lower than \$20,000</i>
<b>Performance Period:</b>	<b>March 15, 2024 to March 15, 2025</b>
<b>Where to Apply:</b>	<a href="https://mcmdgrants.smapply.org/prog/OFSR-SNAP">https://mcmdgrants.smapply.org/prog/OFSR-SNAP</a>
<b>Application Opening:</b>	<b>Friday, January 26, 2024</b>
<b>Application Deadline:</b>	<b>Monday, February 26, 2024 at 11:59 PM</b>



# Program Goals

The goal of this program is to support innovative approaches to **reach Montgomery County families with children ages zero (0) to five (5) that are eligible, but not yet enrolled in Supplemental Nutrition Assistance Program (SNAP).**

This program is intended to provide funding for MDHS designated Community Based Organizations (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.

Applicants will outline how the program service delivery will work from start to finish within the Strategy Narrative. [Details are outlined in the NOFO Section II: Application Tasks – C. Project Strategy](#)

# Target Population

Montgomery County **families with children** aged 0-5, in **underserved communities**, that are eligible for but not currently enrolled in SNAP.

[January 20, 2021 Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government](#)

"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 (LGBTQ+) persons;
- persons with disabilities;
- persons who live in rural areas; and
- persons otherwise adversely affected by persistent poverty or inequality."

# Eligibility

- Applicants **must be a Maryland-based organization, formally designated by the Maryland Department of Human Services (DHS) as a “Community Based Organization” that is authorized to assist residents with applying for SNAP benefits.**
- All activities and expenditures under this grant program **must be provided in Montgomery County.**
- Current Montgomery County contract or grant award winners must be current on all reporting obligations for other awards and those reports must reflect substantial progress towards the goals of their grant agreement(s).

# DHS Designation

Before applying, please verify that your organization is formally designated by DHS: <https://dhs.maryland.gov/supplemental-nutrition-assistance-program/snap-outreach-program/snap-outreach-community-based-organizations/>

## Are you interested in receiving DHS designation?

- Community based organizations who wish to participate in SNAP Outreach Programs should **contact Adrienne Bennett via email at [adrienne.bennett@maryland.gov](mailto:adrienne.bennett@maryland.gov)**.
- More information at [SNAP Outreach Program - Maryland Department of Human Services](#).

# Funding Priorities (1 of 2)

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 meet these needs;
- Demonstrate existing relationships with the target population, including organizational partnerships and/or existing outreach and engagement mechanisms;

# Funding Priorities (2 of 2)

Priority in awarding funding will be given to proposals that:

- 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.

# Eligible Activities

Eligible activities that will be considered 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.

# Submission Guidelines

- Submissions must come through the County's SM Apply online application portal at <https://mcmdgrants.smapply.org>
- All applications must be fully submitted online by **Monday, February 26, 2024 at 11:59 PM**
- Applicants requesting an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options.



# Application Tasks

- **Applicant Information (Reusable) Task:** Organization contact info and supporting documents (data fields and uploads)
- **Applicant Background (Reusable) Task:** Organization size and leadership demographics (*data collected will never be seen by Review Committees or used for awarding*)
- **Project Strategy Task:** Project data & narrative (3 page limit, PDF upload)
- **Project Budget Task:** Project cost details (No page limit, MS Excel upload)
- **Budget Narrative/Justification Task:** Brief explanation of the Project Budget (2 page limit, PDF upload)
- **Project Staffing Plan Task:** Outline of staff roles (2 page limit, PDF upload)
- **Project Work Plan/Timeline:** Implementation schedule (1 page limit, PDF upload)
- **Performance Plan and Performance History:** Outline of metrics and outcomes both to be achieved and already achieved (2 page limit each, PDF uploads)
- **Optional Supporting Documents to be Uploaded Task:** Optional additional uploads, including the Food Security Screening Mechanism for the proposed project (no limit, PDF uploads)

Full Task requirements and guidance on the [FY24 SNAP Outreach Grant Page](#)

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# General Training Materials

OGM has provided additional trainings specific to each Task focused on more detailed explanations of the Task, optional templates, and past Review Committee feedback on what they felt was useful. The PowerPoint slides from these trainings are available on the MCG Grants Portal home page.

Training Topic	Link to PowerPoint slides
<b>Applicant Information and Applicant Background Reusable Tasks</b>	<a href="#"><u>View Session 1 Slides</u></a>
<b>Project Strategy and Project Work Plan/Timeline Tasks</b>	<a href="#"><u>View Session 2 Slides</u></a>
<b>Project Budget, Project Budget Narrative/Justification, and Project Staffing Plan Tasks</b>	<a href="#"><u>View Session 3 Slides</u></a>
<b>Performance Plan and Performance History Task</b>	<a href="#"><u>View Session 4 Slides</u></a>

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# Project Strategy Narrative

- The Strategy Narrative should answer specific questions about program service delivery, organizational capabilities and impact on the grant program's target populations.  
[Details are outlined in the NOFO Section II: Application Tasks – C. Project Strategy](#)
- If an organization prefers, they may submit their strategy narrative in an alternative format such as a video or audio recording. The submission will still need to address the questions within the NOFO. *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.*
- If a question does not apply to your proposal, please indicate that it is not applicable within the Strategy Narrative.

# Project Budget

**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 including food purchases, transportation, infrastructure like refrigeration or shelving, and all additional operational costs for this program.
- Program Budgets may also include indirect costs such as: legal, accounting, liability insurance, audits, and the like.
  - 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:** 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.

**If applying as a collaboration,** please include the appropriate division of budget between the two or more organizations that are applying.

# Project Budget Narrative Task

- Include the purpose of an expenditure and an explanation of how costs were calculated. This may also be achieved through notes in the budget.
- Specify how your project would be affected if partial funding were awarded. State whether your project could be completed with a smaller amount, and how your projected outcomes would be affected by any funding reduction.
- Please describe how the proposed program will align with your current programs. How will this create new and/or expanded services for your clients?
- If your organization does work regionally or has other funding sources, 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.

# Project Staffing Plan

The Staffing Plan should detail at a minimum for the incumbent, position to be filled, and/or contractors to be supported by the project:

- The name of the position;
- Expected salary or hourly rate for the position;
- Percentage of staff time to be dedicated to the proposed project;
- 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.
- If applying as a collaboration, please note the organizational affiliation of each staff member.

# Performance Plan and History

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.

To measure the impact of the project on the target populations, include any of the following related to your project:

- **Key Performance Indicators (KPIs) and metrics** - Provide an outline of metrics to be collected, targets for each metric, the data collection method for each metric and any qualitative evaluation methods.
- **Milestones** - Provide an outline of the milestone to be achieved, a target date to achieve each milestone and the impact achieving it will have on the organization.
- **Qualitative/Other Evaluation:** - Provide an outline of any qualitative or other evaluation methods the program will be using.

# Performance Plan and History

- This Grant Program recommends reporting on specific metrics and evaluation mechanisms. [Details are outlined in the NOFO Section II: Application Tasks – H. Performance Plan and I. Performance History.](#)

Organizations should expect mid-cycle and end-of-cycle financial and performance reporting, modeled on the submitted Performance Plan, as a grant requirement.



# Ethics Questions

- **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 organization.** Answering "yes" to either question does not exclude your organization from being eligible to apply.
- 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.*

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# Other **REQUIRED** Preparations

- **Register and create a profile on the online application platform** for each team member who will be working on your application.
- **Verify that your organization is registered with the Maryland State Department of Assessment and Taxation (SDAT).** Click [here](#) to go to the SDAT Business Express site to confirm. Even if your organization is registered in another jurisdiction, you must be registered with SDAT for Montgomery County to finalize an award with your organization.
- **If your organization is not in Good Standing with SDAT, take the necessary steps to get back into Good Standing.** SDAT will advise what steps are required. Montgomery County cannot finalize an award with you or organization if you are not in Good Standing. Your application for a grant could be disqualified if you are not in Good Standing.
- **Register with the Montgomery County Central Vendor Registration System (CVRS)** by clicking [here](#). If you or your organization receives an award from the County then you will need to be registered with CVRS to receive payments.

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# Review Process

- The Office of Food Systems Resilience will recruit an independent Review Committee made up of qualified neutral individuals in Montgomery County Government, and possibly the broader Montgomery County community, selected for their experiences in the grant program's subject area, grants administration, and/or project management.
- The panel members will review and score applicant proposals based on the criteria and priorities established in the NOFO.
- Final decisions will be made based on the scores, reconciliation of funding across categories, and other factors such as the applicant's past performance on previous County awards.

# Scoring – 100 Possible Points

## **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;
- 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.

# Scoring – 100 Possible Points

## **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, are based upon robust research on a sourcing strategy, and achieve the stated outcomes for the target population/community.

# Scoring – 100 Possible Points

## **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.

# Scoring – 100 Possible Points

## **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.

# Scoring – 100 Possible Points

## **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.



# Award Notification

- Award notification letters are expected to be released roughly 3 weeks after the application deadline via email.
- For successful applicants, the award agreement will contain funding restrictions; programmatic, administrative, and policy requirements; reporting documents including total budget along with the amount of grant funding for the program; and payment terms.
- Documentation standards are very high as we are subject to audits and must follow official procedures. If you are unable to provide documentation of how the funds were used, your organization may be required to return the grant funds to the County.

# General Recommendations

- **Read the guidelines and instructions in the NOFO and follow them.**
- Develop, coordinate, and finalize your application offline and then upload all materials into the application.
- Uploads in PDF format are preferred (except the Program Budget, MS Excel please) but other formats are also welcome.
- **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.

# Review Committee Feedback: the Seven Cs

1. **Concise** - Be concise, when possible. Review Committee Members (RCM) have difficulty absorbing information from long narratives.
2. **Concrete** – Be specific and direct in how your proposed project will achieve its stated goals. RCMs often see gaps in how a project will work.
3. **Clarity** – RCMs prefer that you include the question you are answering or add sub-headings for clarity. Application task uploads should also include the title of the application task, organization name and project title as headers.
4. **Connection** - All elements of your application should show a clear connection with the grant priorities and scoring criteria, as outlined in the NOFO.
5. **Consistent** - All elements of your application should be consistent with each other. RCMs often note a lack of consistency between budget and narratives.
6. **Cite** - Feel free to reference other application sections/Tasks (i.e., budget) in your narratives. Specifically cite the application Task name so the RCM can go directly there. Hyperlinks to external sources (i.e., news article, research paper, your website, etc.) can be helpful too. Overall, no need to repeat information that is in other places in your application or external source.
7. **Complete** – Before clicking Submit, go back and make sure you finished all Tasks, filled out all fields, and **uploaded the right attachment in the right place.**

# Further Questions?



## *Montgomery County Office of* **Grants Management**

**Ali Hoy**

**Outgoing Grants Program Manager**

**Office of Grants Management**

**240-773-3384**

**[grants@montgomerycountymd.gov](mailto:grants@montgomerycountymd.gov)**

**OGM Website**

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