FY25 Nutrition Benefits Outreach Grant Program Information Session

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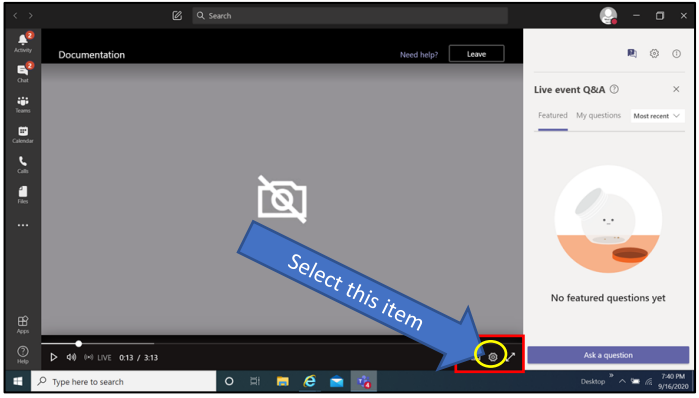

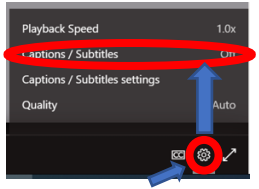

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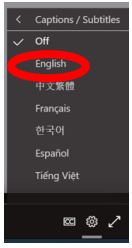


You then select the language of choice

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.

Montgomery County Office of Grants Management

FY25 Nutrition Benefits Outreach (formerly SNAP Outreach) Grant Program Information Session

April 2, 2024

Prepared by Montgomery County Office of Grants Management

Information Session Agenda

1. Provide an overview of the program details
2. Walk through the NEW eCivis application platform
3. 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.

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.

Grant Program Page:
https://gn.ecivis.com/GO/gn_redir/T/1ie9w61aye6kd

Where to access in progress applications: https://portal.ecivis.com/#/login

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.

OFSR Values & Priorities

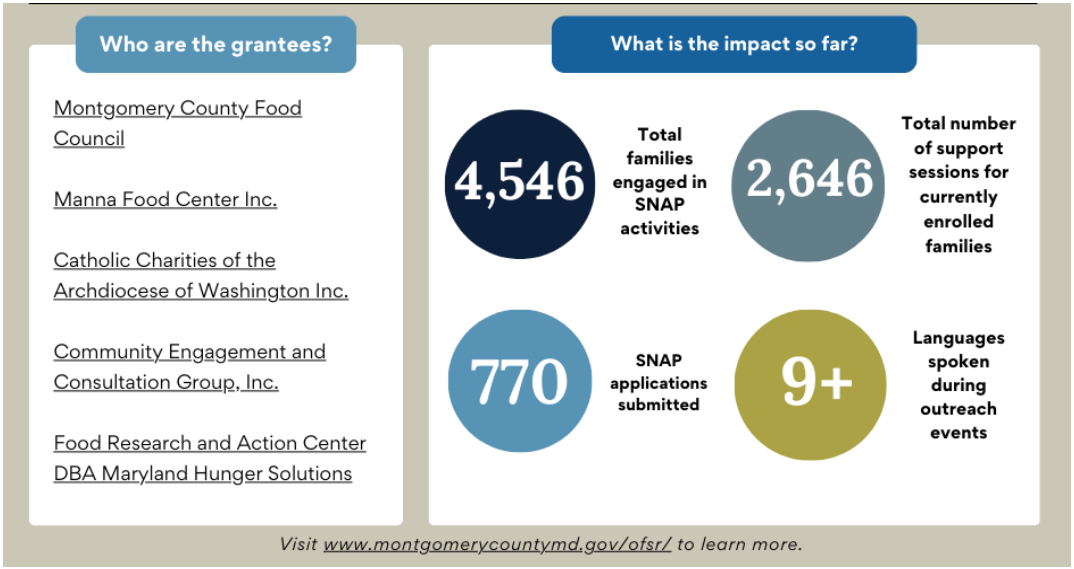
OFSR Core Values: Equity, Systems Focus, Innovation, and Data Analysis

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.

Nutrition Benefits Outreach Background

Special Appropriation #24-37 funded the implementation of the recommendations of the Strategic Plan to End Childhood Hunger, including the introduction of the FY24 SNAP Outreach Grant Program.



Key Program Details

Total Funding Available:	**$300,000**
Award Range:	**$50,000 Minimum to $150,000 Maximum** *Final award amounts may be lower than $50,000*
Performance Period:	**On/About June 1, 2025 to May 31, 2026**
Where to Apply:	**https://gn.ecivis.com/GO/gn_redir/T/1ie9w61aye6kd**
Application Opening:	**March 25, 2025**
Application Deadline:	**Wednesday, April 23, 2025 at 11:59 PM**

Program Goals

- The goal of this program is to support innovative approaches to reach and **provide enrollment support to Montgomery County families with children that are eligible, but not actively enrolled, in** Supplemental Nutrition Assistance Program **(SNAP) and other federal and state-level nutrition benefits programs** (i.e. WIC, SUN Bucks, and the Farmers Market Nutrition Program).
- This program is intended to **provide funding for qualified state-designated SNAP community-based organizations (CBOs)** to build their capacity to conduct nutrition benefits outreach and application and enrollment assistance to Montgomery County families with children.
- 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.

Target Population

Montgomery County **families with children** living **in underserved communities,** that are eligible for but not currently enrolled in SNAP and/or other federal and state-level nutrition benefits programs.

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."

Organization Eligibility

- 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.
  - 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/
  - More information at SNAP Outreach Program - Maryland Department of Human Services.
- 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

MCG 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.

Applicant Capacity

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.

Funding Priorities (1 of 2)

The OFSR anticipates that total funding requests will exceed the amount of resources available. 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

Funding Priorities (2 of 2)

Priority in awarding funding will be given to proposals that:

- **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.
- 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.

Grant Award Requirements

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.

Submission Guidelines

- Submissions must come through the online application portal. Create an account and then apply through the FY25 NBO Page: https://gn.ecivis.com/GO/gn_redir/T/1ie9w61aye6kd

- All applications must be fully submitted online by **Wednesday, April 23, 2025 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:** Organization contact info & supporting documents (data fields and uploads)
- **Project Strategy:** Project data, narrative questions & required uploads
- **Project Budget Task:** Project cost details and organization funding details (MS Excel upload)
- **Budget Narrative/Justification Task:** Explanation of the Project Budget (narrative questions)
- **Performance Plan and Performance History:** Outline of metrics and outcomes to be achieved (narrative questions and MS Excel upload)
- **Applicant Background:** Organization size and leadership demographics (*data collected will never be seen by Review Committees or used for awarding*)

Full Task requirements and guidance on the FY25 Nutrition Benefits Outreach Grant Page

- Grant Program Standard Budget template: https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Budget.xlsx
- Grant Program Performance Plan template: https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Performance-Plan.xlsx
- Grant Program reporting requirements for awarded applicants are available to review: https://montgomerycountymd.gov/ogm/Resources/Files/OutgoingGrants/FY25-NBO-Reporting-Requirements.pdf

Project Strategy Narrative

The Strategy Narrative should **answer questions about program service delivery, organizational capabilities and impact on** the grant program's **target populations**.

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 the NOFO Section III: Scoring of Applications for more details)*.

Project Budget

Expenses: detailed itemized cost information for all proposed expenses, including quantities and prices, plus any indirect costs. **If applying as a collaboration**, please include the appropriate division of budget.

- 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.

Use the Grant Program Standard Project Budget Template and upload required financial information about your organization.

Budget Narrative and Staffing

- The **Budget Narrative questions** are where you will **describe how the proposed costs were calculated and their justification**.
- Provide a **description of each staff member/contractor role and responsibilities** in relation to the proposed project. 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 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.
- 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**.

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.

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 grant performance period;
- Projected outputs and outcomes, using the key metrics outlined in the Reporting Requirements attachment and the Milestone estimates; and
- Responsible staff (aligned with the Project Budget request).

Use the Grant Program Performance Plan Template

Performance Plan Milestones

Milestone Estimates: applicants should provide estimations of the following indicators that will be used by the OFSR to understand the anticipated impact of services.

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.

Estimate the figures at 6 months (mid-cycle) and 12 months of program implementation. Additionally, applicants should estimate the figures at the end of two and three years, in case the award is renewed.

Additional information regarding acceptable referrals within the context of this grant program can be found in the Reporting Requirements Attachment.

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.

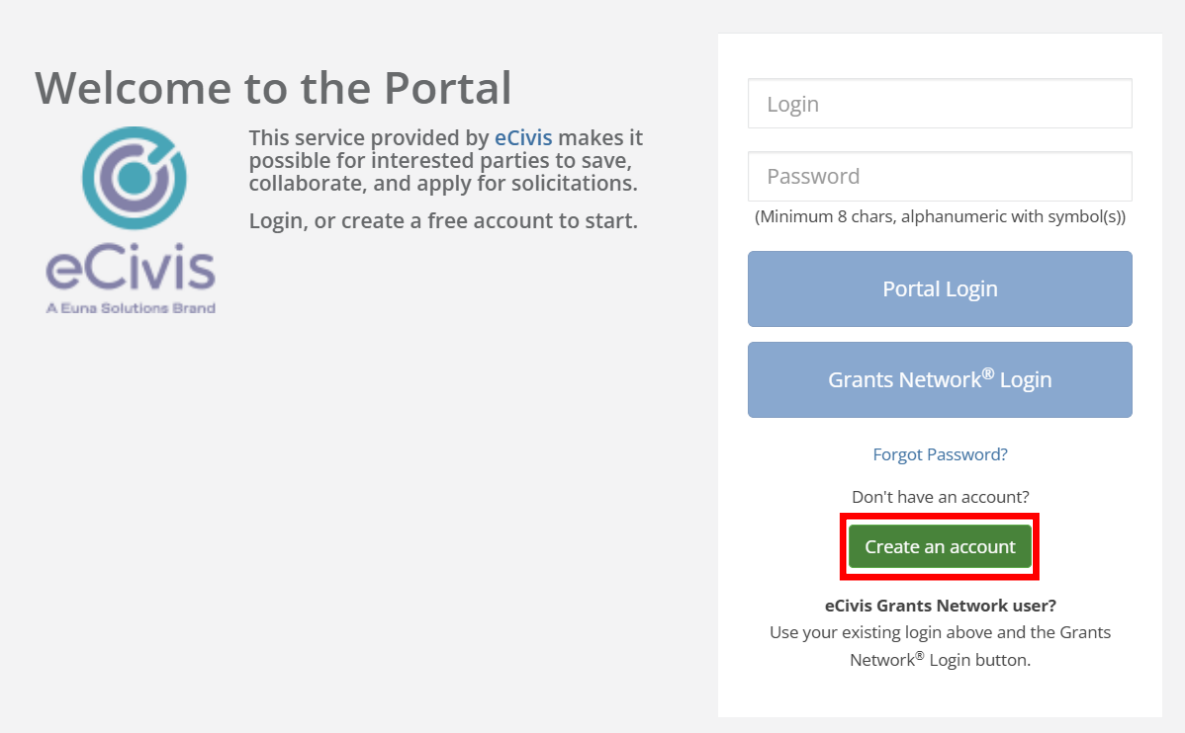
If you are unsure if a position applies please contact the Office of Grants Management.

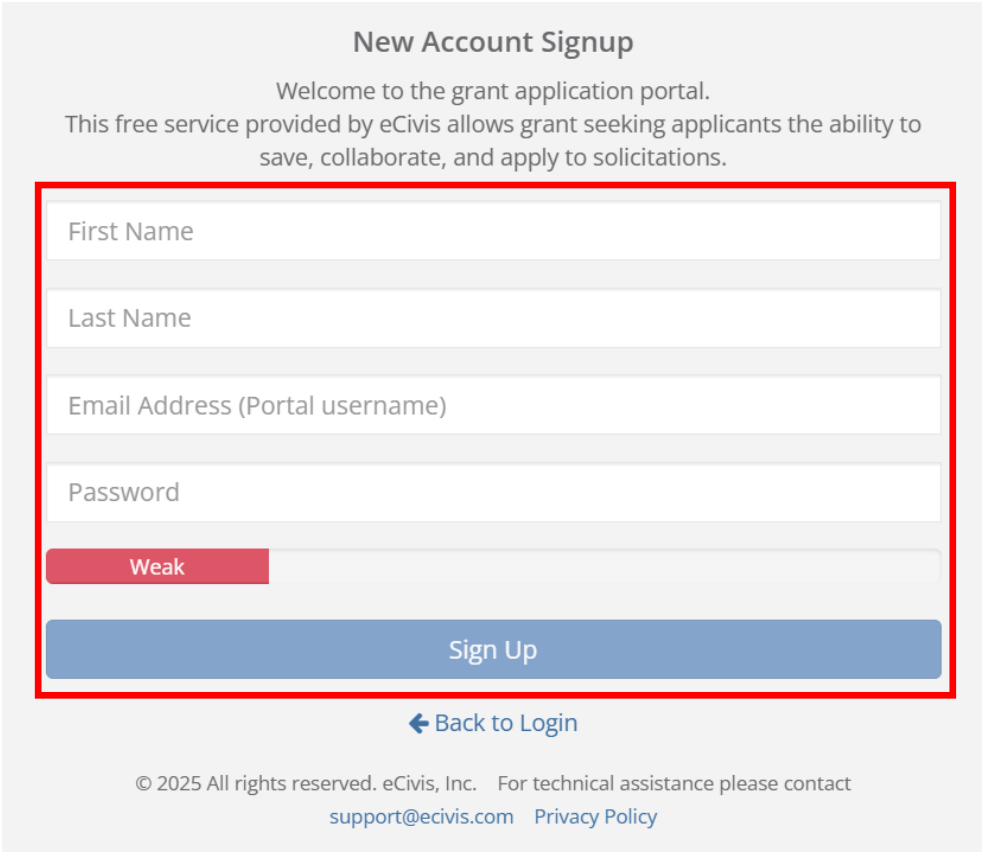
Euna (eCivis) Transition Action Items

1. **Log into the Euna (eCivis) Portal to create an application profile https://portal.ecivis.com/#/login**

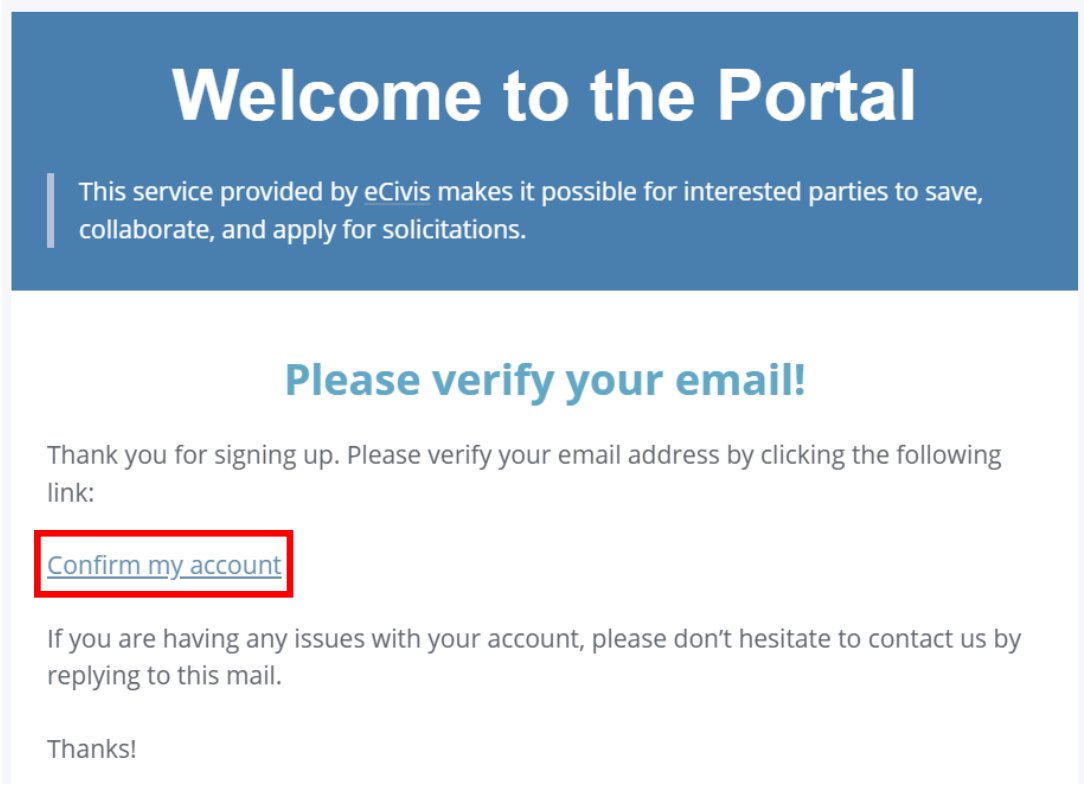
2. **Download and review the Euna (eCivis) applicant user guides**
    1. Logging into Your eCivis Portal Account
    2. Reviewing and Submitting your application
    3. Transfer Application Ownership
    4. Guide for Applicants, including budget assistance

Step 1: Open https://portal.ecivis.com/#/login and click on the green “Create an Account” button.

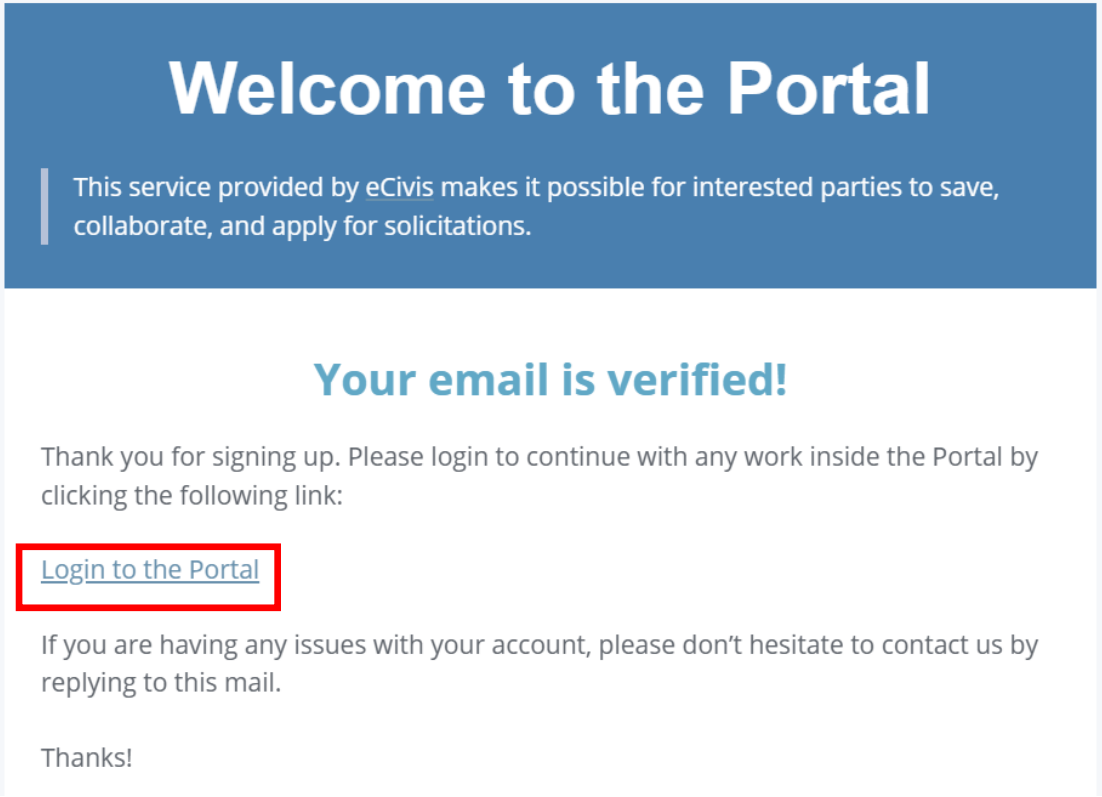




Step 2: Fill in the data fields for the profile owner and set a password. Then click the blue "Sign Up."

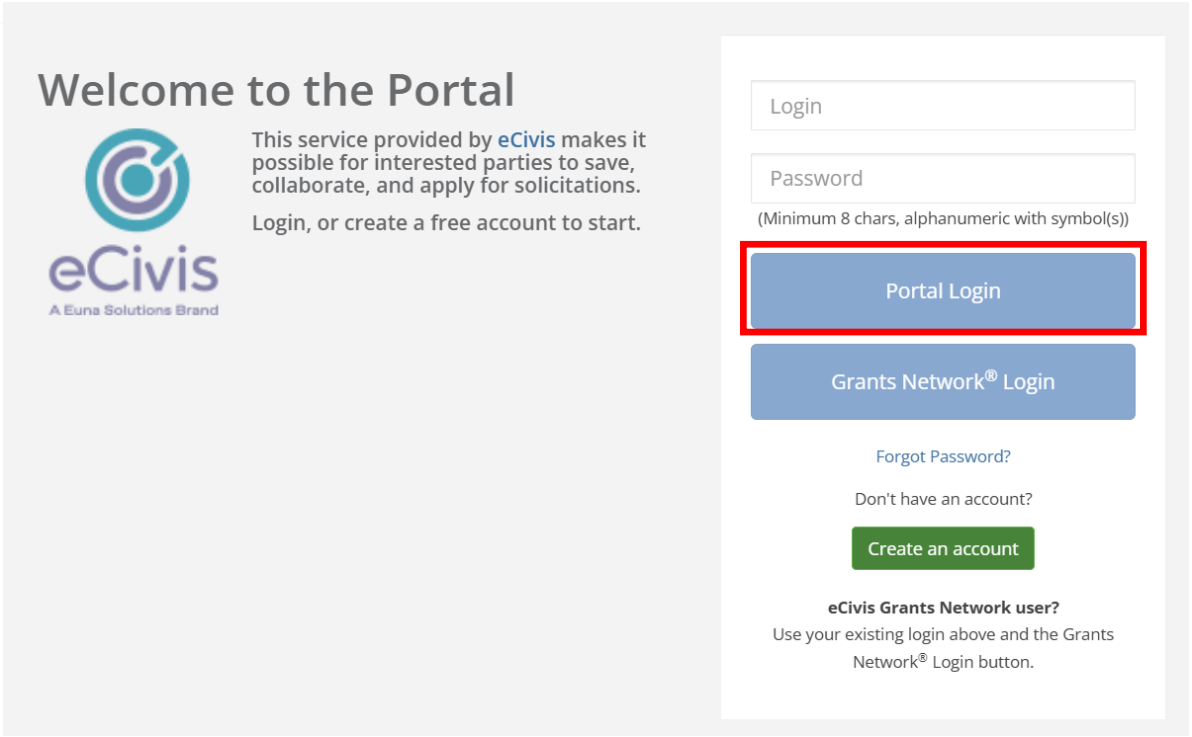


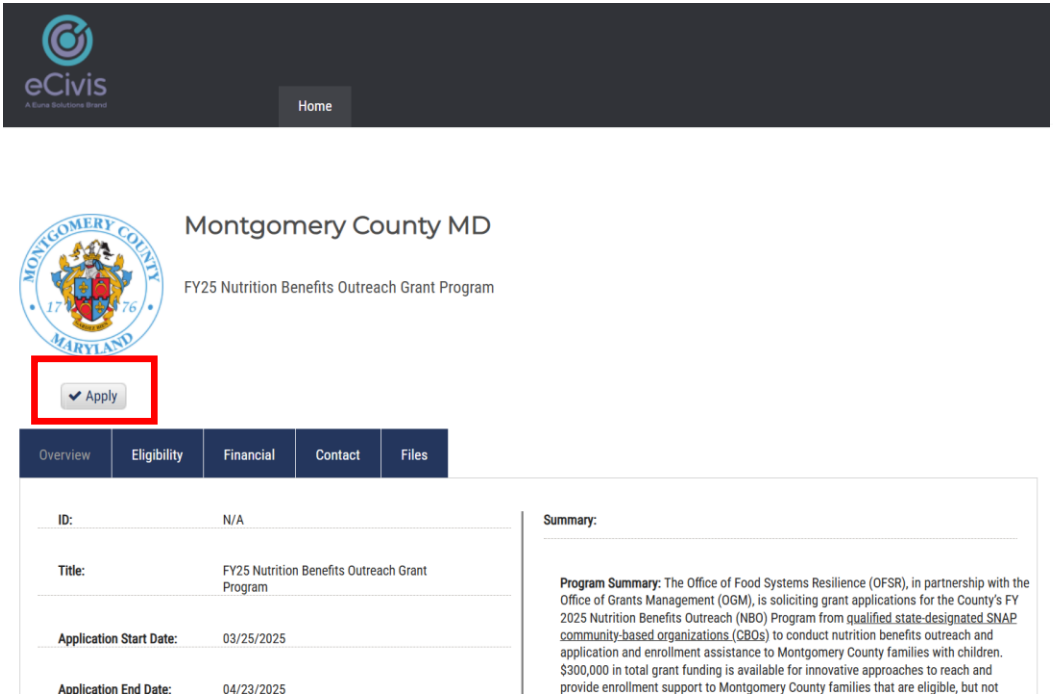
Step 3: Euna Grants (eCivis) will send an email to the account being registered for confirmation. Go to your email address, find the email from the platform, and click the "Confirm my account" link.



Step 4: Once your email is confirmed, click the "Login to the Portal" link.

Step 5: Type in your Login, Password, and then click on the blue "Portal Login" button to begin building your profile.



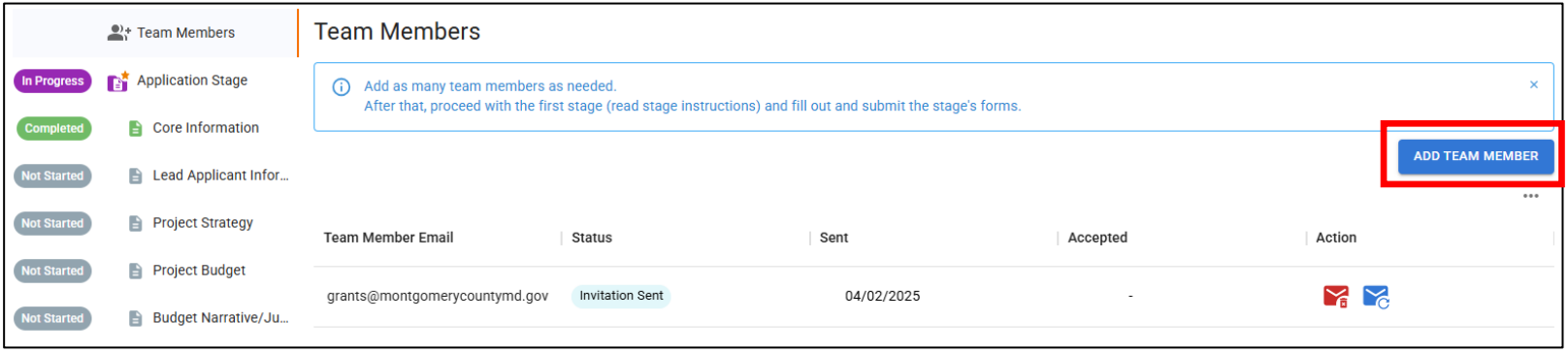


To apply for a competitive grant program, go to the Grant Program Page and click the grey "✓ Apply" button.

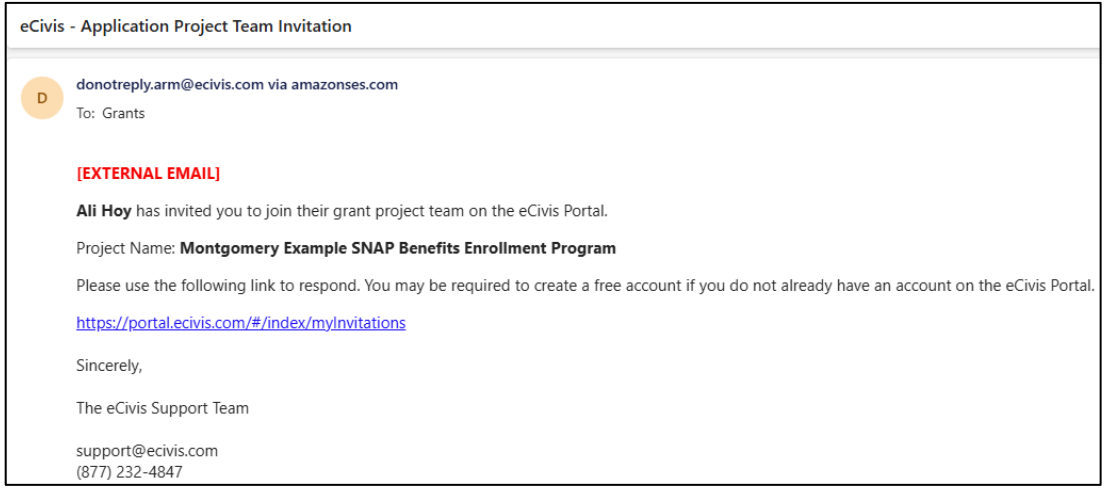
Tip: Do this while already logged in.

Grant Program Page:
https://gn.ecivis.com/GO/gn_redir/T/1ie9w61aye6kd

To add a Team Member to your application, click the blue “ADD TEAM MEMBER” button



Collaborator Email Reciept: The invited Team Member will receive an email invitation. When they log in, they will see the application under “My Invitations”



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 – 110 Possible Points

A. Project Goals and Grant Program Priorities (1-3 Rating; weighted at 25/100 points)

In line with the priorities for the FY25 NBO 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.

Scoring – 110 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 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.

Scoring – 110 Possible Points

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.

Scoring – 110 Possible Points

D. Performance Plan and Performance History (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.

Scoring – 110 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.

Scoring – 110 Possible Points

F. 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.

Award Notification

- Award notification letters are expected to be released roughly 4 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.

Other REQUIRED Preparations

- **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.

Support Links & Contact Info

Euna Grants (eCivis) Support: support@ecivis.com

- Can assist with account issues or technical issues in the grant application
- Their response time can take up to 24 hours (morning requests are often answered same day)
- User Guides for download
    1. Logging into Your eCivis Portal Account
    2. Reviewing and Submitting your application
    3. Transfer Application Ownership
    4. Guide for Applicants, including budget assistance

OGM Support: grants@montgomerycountymd.gov

Further Questions?

Montgomery County Office of
Grants Management

Ali Hoy
Outgoing Grants Program Manager
Office of Grants Management
240-773-3384
grants@montgomerycountymd.gov

OGM Website
https://montgomerycountymd.gov/ogm/
OGM online grants application platform
https://portal.ecivis.com/#/login