

SNAP-Ed at MFF Request for Proposals (RFP)

FISCAL YEAR 2025





What is SNAP-Ed?

To improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.

Direct
Education



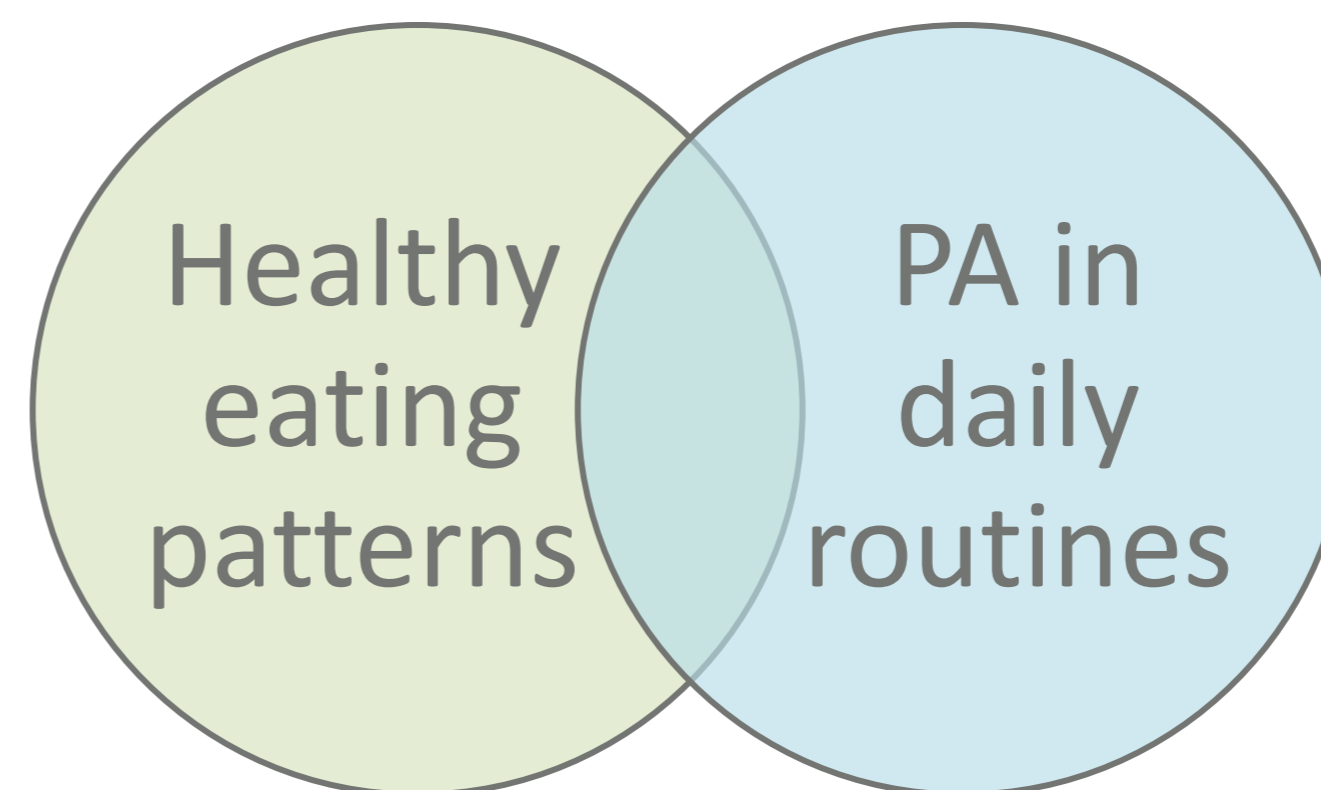
Policy, Systems,
and
Environmental
Change



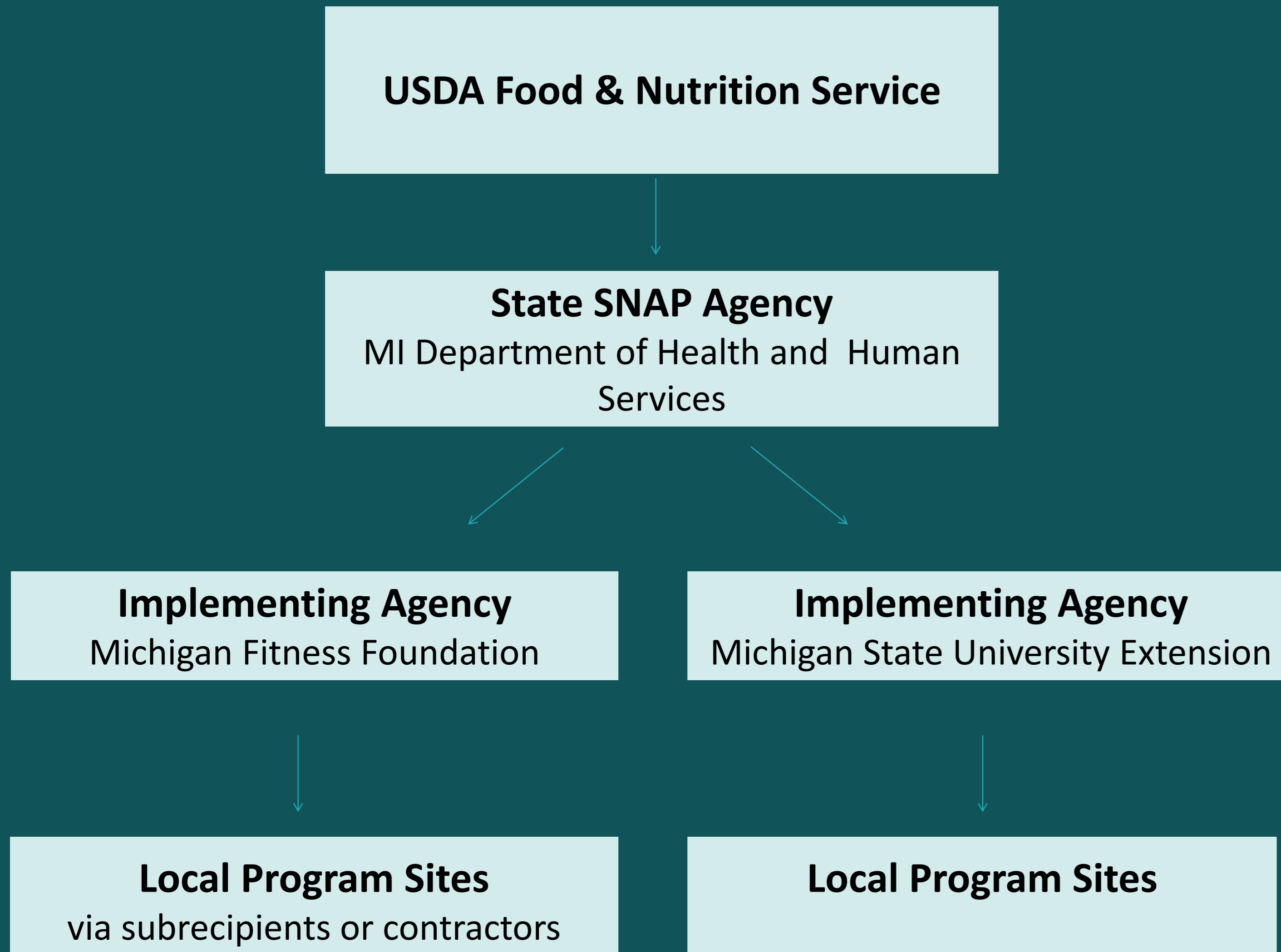
Comprehensive
Programming

SNAP-Ed Goals in Michigan

- Increased consumption of fruits and vegetables
- Increased physical activity (reduced sedentary behaviors)
- Increased access to healthy food and safe places for physical activity



SNAP-Ed in Michigan



Subrecipients

- Subcontractors
- Demonstrate capacity and expertise to *independently* design, deliver, and monitor a federally-funded program
- Propose a SNAP-Ed program aligned with community needs
- Submit a Request for Proposal (RFP)

Request for Proposal Process

STEP 1

Letter of Intent (LOI)

Due March 18 at 4:30 pm EST

STEP 2

Proposal Package

Due April 23 at 4:30 pm EST

STEP 3

Optional Conversation & RFP Review

May

STEP 4

Receive Notification of Provisional Funding

June

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Step 2:

Proposal Package

- Proposal components have been updated to reflect new requirements by USDA Food and Nutrition Service.

About

Selection Criteria

Documents

Questions

Technical Assistance

Submit Proposal Package

← Aligned with criteria to be a subrecipient

← Lists all required docs and helpful resources

← How to submit and access FAQs

← Recording from the info session will be posted here

← Submit by Tuesday, April 23, 2024 at 4:30pm EST

<https://snap-ed.michiganfitness.org/how-to-apply/request-for-proposals/proposal-package>

About
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Documents

Required forms

- [Program Narrative](#) 
- [Anticipated Programming Form](#) (Submit via Qualtrics)
- [Budget Worksheet](#) 
- [SNAP-Ed Compliance Assurances](#) 
- [Evaluation Assurances](#) 
- [Current and Pending](#) 

Instructions

- [Program Narrative Instructions](#) 
- [Anticipated Programming Form Instructions](#) 
- [Budget Worksheet Instructions](#) 

Other resources to assist you in completing the Request for Proposals (RFP)

- [De Minimis Certification](#) 
- [RFP Process Overview](#) 
- [FY 2024 Programming and Operations Manual](#) 

Program Narrative – What’s New?

There are some brand new and some reworded questions. The Program Narrative Instructions will be the best support tool for completing your narrative.

- Question #1 – new. This is fill in the blank. The budget number should match your proposed budget file. The direct education reach, indirect channel DE reach, and PSE reach numbers should match your anticipated programming form numbers
- Question #2 – new. This question has a word count limit of 500 words.
note – there are no word counts for the other questions
- Question #4 – updated.
 - See the PSE Strategy List on page 3 of the *Program Narrative Instructions*
 - See the examples on pages 4-5 of the *Program Narrative Instructions*

Support Documents

- Program Narrative Instructions

PSE Strategy list

- PSE strategies at community gardens
- PSE strategies at farmers markets PSE strategies at food pantries
- PSE strategies at retail food locations
- PSE strategies based on results from coalition work
- PSE strategies based on youth engagement/empowerment approaches
- PSE strategies for parks and open spaces
- PSE strategies in early childhood settings PSE strategies in schools
- PSE strategies to increase access to healthy foods
- PSE strategies to increase access to physical activity opportunities

Intervention/Strategy

PSE change strategies for food store

Using Stock Healthy, Shop Healthy Toolkit

Anticipated Programming Form (*Qualtrics*)

Included based on new USDA Food and Nutrition Service (FNS) reporting guidelines.

Support Documents

- Anticipated Programming Form Instructions

- Anticipated reach numbers
- Priority populations and program settings
- Evidence based direct education interventions
- Evidence based assessments/tools to support PSE strategies
- Collaborations

Recommended Order

Program Narrative & Anticipated Programming Form:

- 1 Anticipated Programming form**
 - Reach numbers
 - DE Intervention List
 - PSE Assessment/tool/ approaches list
 - Ex: HSAT

- 2 Program Narrative**
 - You will need your requested budget amount

Other required Proposal Package forms

Budget Worksheet

SNAP-Ed Compliance Assurances

Evaluation Assurances

Current and Pending

Budget Worksheet

Budget Worksheets

Request for Proposals (RFP) for Subrecipients

SNAP-Ed at Michigan Fitness Foundation (MFF)
Fiscal Year 2025
(October 1, 2024 – September 30, 2025)

- Support Documents**
- Budget Worksheet Instructions

[Organization Name]

The name of the applying agency has been inserted above and it will autofill on subsequent worksheets

BUDGET COMPLETE

show all rows on all tabs

Refer to the '**Budget Worksheet Instructions**' for information on how to complete the budget worksheets.
Carefully read **all** instructions.

1 Title Page

2 BUDGET SUMMARY

3 Staffing-Employee & Contract

4 Program Expenses

5 Travel

6 Admin-Space-Misc

- Input data in the “Title Page” tab and all yellow tabs.
- “Budget Summary” auto populates with data entered on other tabs, except for indirect costs.
- Gray tabs auto populate based on data entered on other tabs

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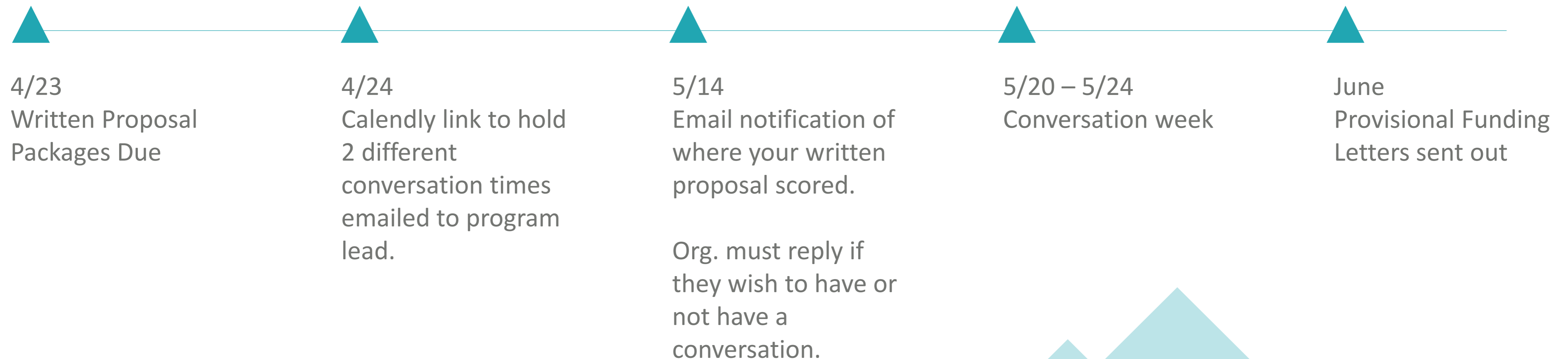
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Optional Conversation & RFP Review
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June

Optional Conversation

The conversation is optional for all organizations that submit an RFP as an opportunity to clarify your FY25 written proposal. MFF will share if your written proposal scored in the top or bottom half to help you and your organization decide if you want to have a conversation or not.

What to Expect - Timeline



Optional Conversation: Details

When?	May 20 – 24, 2024 <ul style="list-style-type: none">• Every RFP applicant will schedule TWO conversation times.• If you choose to have a conversation, you'll be notified of your conversation time. MFF will cancel one.• If you choose to not have a conversation, all hold times will be cancelled.
Where?	Virtually – Zoom
How long?	45 mins – 1 hour
Who should I bring to the conversation?	SNAP-Ed team members who can further clarify the submitted written proposal. Max 3 people. <ul style="list-style-type: none">• Existing/Anticipated Program Lead• PSE Lead (if not the Program Lead)• Other Organizational Representative (e.g., DE Lead, secondary program lead, organization member with program insights).
Who will we be talking with?	<ul style="list-style-type: none">• An external facilitator who has not reviewed your proposal.

Optional Conversation: How to Prepare

- Be familiar with your submitted written proposal
- Have in mind examples or stories that align with the questions/topics in the written proposal
- Think about who on your conversation team is best-positioned to kick-off a response and who else can join in with additional thoughts
- Submit questions via email or the submission box on the Subrecipient FAQ page. Responses will be posted on the FAQ page under the header '*Conversation*'

Coming Soon

- Email to schedule two conversation hold times
-

Questions during the Proposal Process?

Questions are responded to weekly and posted to the FAQ page. The last day to submit questions for the Proposal Package is April 17th. The last day to ask conversation questions will be May 15th.

Two ways to ask questions

1. Email SNAP-EdAtMFF-RFP@michiganfitness.org
2. Use the form on the 'Subrecipient FAQs' webpage

To see answered FAQs

- Click on the Questions tab, then 'Subrecipients FAQs' to see answered FAQs about the RFP.
- Save the direct page link: <https://snap-ed.michiganfitness.org/how-to-apply/request-for-proposals/subrecipient-faqs>

The screenshot shows a web form titled "Ask". It includes an "Email *" field with a text input box. Below the email field is a note: "Email addresses will only be used to ask clarifying questions if needed and will be kept private." There is a larger "Question" text area. At the bottom of the form, there is a checkbox labeled "I'm not a robot" next to a reCAPTCHA logo and the text "reCAPTCHA Privacy - Terms". An orange "Submit" button is located at the bottom right of the form.

Questions

Please type your questions in the chat box or unmute your line.

- Questions asked today will be compiled and posted to the Subrecipient FAQ page