PROGRAM NARRATIVE INSTRUCTIONS
Request for Proposals (RFP) for Subrecipients

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

Formatting Guidelines:
- Standard paper size (8.5 x 11)
- At least 1" margins on all sides
- Easily readable font in black type, such as Arial, Calibri, etc.
- At least 11 pt. font size
- Tables, charts, and footnotes no smaller than 9 pt. font size
- Numbered pages

Insert information to complete the table below.
- Insert organization/agency name and type of organization/agency.
- Insert title of your proposed SNAP-Ed program (No more than 75 characters).
- Insert point person contact information for each applicable role. This is the person from your organization who is responsible for ensuring each set of activities is completed.

Organization/Agency Name:	
Title of SNAP-Ed Program:	
Type of Organization/Agency:	
Taxpayer ID or EIN#:	
Physical Address:	
Mailing Address:	
Authorized Organization Representative:	
Telephone:	
E-mail Address:	
Lead Program Contact:	
Telephone:	
E-mail Address:	
PSE Lead:	
Telephone:	
E-mail Address:	
Financial Representative:	
Telephone:	
E-mail Address:	

This institution is an equal opportunity provider.

1. *For FY 2025 we are requesting $_____ for _____ direct education reach, _____ indirect channel DE reach, and _____PSE reach.*

Fill in all underlined spaces above. Your reach numbers should match what is included in the Anticipated Programming Form.

2. **Describe your proposed SNAP-Ed program in 500 words or less. Include:**
   a. **Which community(ies) you plan to serve**
   b. **Who you plan to serve**
   c. **Where (settings) you plan to provide direct education (DE) and Policy, Systems, and Environmental change (PSE) strategies**
   d. **How you plan to deliver programming**
      i. **Summary of DE, including number of series, sessions, and frequency**
      ii. **Overview of PSE anticipated PSE work**
   e. **Who are key partners and what contributions will they make to help advance your SNAP-Ed work**

This should be a summary of your proposed SNAP-Ed program to set the stage for the details you will be outlining in Questions 3-5 below.

3. **Describe the data and information you used to make programming decisions for FY 2025, including new or emerging community learnings, needs, and assets and how you identified those. If you did SNAP-Ed programming in FY 2023, describe how you used your FY 2023 program evaluation findings to guide programming decisions.**

Things to include:
- Supporting data on community/focus population needs and/or assets, specific to your community(ies).
- Local, on-the-ground data and information that show community needs/assets.
- *If funded in FY 2023,* FY 2023 evaluation findings you used to make programmatic decisions.
- Unmet community needs you plan to address or community assets you plan to build upon through proposed programming.
- Barriers that could limit potential programming and opportunities that could facilitate potential programming.

*This should not be a community-wide needs assessment.

Source the data and information used in Question 3, including any community engagement efforts, community member involvement/input, partner organization conversations, etc., that helped you identify and prioritize needs and make decisions about proposed FY 2025 programming.

In Question 4, you will tie the needs and assets described to your proposed programming.

4. **Name the proposed core DE interventions and PSE strategies selected to address community needs and assets outlined in Question 3 and provide the rationale for selecting those core interventions and strategies. If you are a returning local SNAP-Ed organization, also note any changes in DE intervention programming and/or PSE strategy implementation.**

Intervention/Strategy	FY 2025 Changes (Returning organizations only)	Rationale for Intervention/Strategy
Enter the DE intervention name(s) you select in the *Anticipated Programming Form.* Enter the and PSE strategy(ies) from the list below. Include the PSE assessment/tool with the PSE strategy, if currently known.	Provide an overview of any significant changes you plan on making from FY 2024 to FY 2025 that address evolving or emerging community need(s) noted in Question 3. Name the change category along with your explanation.	**Use this template:** We propose to implement this DE intervention/PSE strategy because it meets [X community need described in Question 3].

Intervention/Strategy

Your proposed core DE interventions and PSE assessments/tools/approaches should match what you select in the *Anticipated Programming* Form (Form Instructions: DE list [pg.10] and PSE assessment/tools approaches list [pg.13]). Use the list below for the PSE strategy that is associated with the PSE assessment/tool/approach.

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

Changes (Returning organizations only)

Proposed FY 2025 programming changes should reflect changes in community need(s) identified in Question 3. Consider changes that might impact who you serve, where you serve, how you recruit, programming approaches, and/or the number of people reached.

Programming changes may be appropriate in one or more categories. Change categories and examples:
- **Audience**. *Example*: If a program will no longer serve seniors with an intervention in FY 2025.

- **Community**. *Example*: If a program plans to implement an intervention in an additional community in FY 2025.
- **Delivery method**. *Example*: If a program plans to add virtual delivery to an intervention to their traditional in-person delivery in FY 2025.
- **Reach**. *Example*: If a program plans to offer more DE interventions, increasing the reach for a DE intervention in FY 2025.
- **Setting**. *Example*: If a program will add food pantries as a new setting in FY 2025.
- **Intervention/strategy**. *Example*: If a program decides to remove an intervention from their FY 2025 proposed program that is currently in their FY 2024 SNAP-Ed program.

Rationale

The rationale section is structured in a "Mad Lib" style where you will input the required information as indicated by the bracketed prompt, [X community need described in Question 3], in the template provided. Responses should be a brief paragraph (two to three sentences). The rationale should provide the reasoning for why you are choosing to implement or not implement the DE intervention/PSE strategy in FY 2025 based on current community needs.

Use this template: We propose to implement this DE intervention/PSE strategy because it meets [X community need described in Question 3].

EXAMPLE TABLE

Intervention/Strategy	FY24 Changes (Returning organizations only)	Rationale for Intervention/Strategy
Linking Lessons in Schools	*N/A*	We propose to implement Linking Lessons in Schools because the community identified a clear need for general nutrition education for its high school students. These students are currently not receiving nutrition education and are reportedly eating fewer fruits and vegetables than the state average based on available data as described in question one above.
PSE change strategies for food store

Using Stock Healthy, Shop Healthy Toolkit | N/A | We propose to implement PSE change strategies for food stores using the Stock Healthy, Shop Healthy Toolkit (SHSH). As described in question one, our community has identified a need to increase the availability of affordable healthy foods at small stores in rural Michigan. While the SHSH Toolkit was developed for an urban setting, the process and activities, including strong community engagement, are well-suited for a community-driven approach to meet local needs. |
| Healthy Schools, Healthy Communities | **Setting:** In FY24, we delivered HSHC in elementary schools in two communities. In FY25, we plan to | We propose to implement Healthy Schools, Healthy Communities in two of our communities because the nutrition |

	add two summer camp sites that typically have kids who are not in our current elementary school sites. **Community:** In FY25, we will add a third community to where we deliver HSHC based on the identified need for more K-5 nutrition education in that community.	needs of elementary aged students are not being met as described in question one, two of our communities offer no nutrition education in grades K-5. Another community organization offers cooking classes for teens, but nothing for the elementary aged students.

5. **Explain how the particular mix of proposed direct education interventions and PSE strategies will create a comprehensive program that is integrated into the community and will maximize impact.**

When thinking about your response, be sure to consider the DE interventions and PSE strategies you listed in /question 4 and describe how your proposed FY 2025 program, as a whole, will:
- Achieve a comprehensive approach to address community needs;
- Foster positive community changes in behaviors and supportive environments; and
- Build and promote community change designed to have lasting impact.

Note: Past SNAP-Ed program and operations compliance, completion of grant requirements, and program performance will be considered in the proposal review process for organizations with prior funding from SNAP-Ed at MFF.

Note on FY 2025 Program Evaluation

If funded, you will work with an assigned MFF evaluator to develop and implement a customized, comprehensive evaluation plan, including SMART objectives, for your SNAP-Ed program. This evaluation plan will be aligned with the *SNAP-Ed Evaluation Framework* and developed to assess your PSE strategies and DE interventions and, in addition to providing program-specific outcomes, will allow for aggregation of outcomes to represent a Michigan-specific story of impact.