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PROPOSAL GUIDELINES



GROW APPALACHIA OVERVIEW & MISSION



Grow Appalachia seeks to impact food insecurity in central Appalachia by helping as many Appalachian families grow as much of their own food as possible.

Grow Appalachia partners with non-profit organizations throughout central Appalachia to administer the Grow Appalachia program at the local level--delivering organic production resources and technical assistance through a hired partner site coordinator so that families truly have all they need to grow their own food.

GROW APPALACHIA PARTNER SITES



To be a Grow Appalachia partner site, an organization must demonstrate the following:

ORGANIZATIONS IN AND OF YOUR COMMUNITIES

(Not just branches of large non-profits or government agencies.)

HISTORY OF FOOD SECURITY WORK AND OUTREACH

(Knowledge of food work demonstrates true interest.)

DEMONSTRATED FISCAL CAPABILITY

(Ability to manage philanthropic funds efficiently and effectively.)

Grow Appalachia partner sites vary in sector and no two are alike. We have partnered with domestic violence shelters, drug rehabilitation centers, churches, universities, community-based non-profits, schools, medical clinics, and extension offices. We welcome proposals from any organization interested in serving their community through food security.

PROPOSAL GUIDELINES

Becoming part of the Grow Appalachia “family” starts with a proposal. All grant proposals should include a written formal request outlining the scope, focus and mission of the project along with a detailed budget of how funds will be used. Grant funds will be mailed in November and the program’s first report begins in January. All coordinators are required to attend a Partner Site Gathering in February in Berea, KY.

NARRATIVES + ATTACHMENTS SHOULD ADDRESS THE FOLLOWING TOPICS:

1. Introduction- tell us something about your community and your organization and what your role is there.

2. Rationale- why does your community (defined as the area where you work--a hollow, a watershed, a county or two) need a Grow Appalachia program?

3. Goals and Objectives- in broader and then more focused language, tell us what it is you will do with the grant and what the real impact will be from this work. Tell us how many families you will work with, how many individual gardens you will install and how many community gardens you will work with.

4. Partners- who will you be working with in your community to make the work deeper and richer?

5. Site-Generated Revenue- what activities will you try to accomplish throughout the year that can add some income back into your program? (Think program sustainability)

6. Curriculum- Grow Appalachia requires 6 classes: planning a garden, planting a garden, maintaining a garden, food preservation, heart-healthy cooking, and season extension. How will you administer those classes in your community to your participants?

7. Organic education- funds from a Grow Appalachia grant can only go towards organic gardening, education and resources. Non-organic (conventional) practices, amendments, sprays and education are not encouraged and cannot be covered through this grant.

8. Market gardening- how will you encourage your growers to think about selling at your local farmers market?

9. Reporting- we require a bi-monthly report that is due in January, March, July, September and November. Reports are robust Excel documents that are taught at the partner site gathering and on-going assistance is provided throughout the year.

10. Blogging- all sites are required to blog once a month, starting in March and ending in October. How will you make sure your blogs are written and submitted on time?

11. Organizational Budget- please attach the most recent version of your organization’s operating budget

THE FINE PRINT:

Narratives do not need to be lengthy. Two or three pages could be enough and five is the maximum number of pages we will read. Please note that you should not submit us anything less than two pages of narrative. That is not enough space to fully give us an idea of how your site will operate throughout the year. The proposal process is very personal and interactive and we are happy to read drafts and give you feedback if you get them to us early (by Sept. 1).

Grow Appalachia has had considerable success working with AmeriCorps/VISTA members but we will not consider proposals where VISTA volunteers are the primary supervisor or in charge of the program. The purpose is to draw on the leadership in each community and build the leadership capacity of our partner organizations while focusing on long-term impact at the local level.

We only fund organic gardening materials, outreach and education and we do not fund meat animals in any way.



THE BUDGET

All narratives must be accompanied with a budget request. All budget requests must be divided into 6 categories: labor, travel, consumables, instructional costs, equipment and administrative. There are additional budget categories for bees and chickens, for beekeeping costs and laying hen and chicken tractor costs. We do not expect each site, particularly first year, to work with bees and chickens.

Your budget needs a full description (budget justification) for how you intend to spend the funds.

LABOR:

- Labor requests may not exceed more than 50% of the total request.
- Please show a detailed account of how many hours will be worked each month for the duration of the grant and the hourly rate.
- It is perfectly acceptable to have more than one person hired to administer the program throughout the year. Many sites hire a site coordinator to do reporting, program implementation and blogging, while hiring another person to help till gardens and be available for technical support.

TRAVEL:

- Please estimate how many miles you will travel throughout the year to visit your families and your community gardens. Fuel for tractors does not go under travel.
- Please make sure to factor in the required Partner Site Gathering scheduled in February that will be located in Berea, KY.
- Also include the cost to go pick up supplies.

INSTRUCTIONAL COSTS:

- Remember that you are required to teach 6 classes in: garden planning, garden planting, garden maintenance, preservation, heart-healthy cooking and season extension. You can partner with your local extension agents or other partner sites to help deliver this education when applicable.
- Please keep in mind that these classes must be taught at appropriate times throughout the year. You cannot teach food preservation classes for the first time in October or season extension classes in June.
- Costs for classes are included here. Jars and canning supplies, canners, etc.
- You can include costs for hiring an instructor for classes you do not feel comfortable or knowledgeable leading.

CONSUMABLES:

- Consumables are anything that will likely not be around the second year. These items include: seeds, plants, organic pesticides, fertilizer, fuel for tractors and tillers, etc.

EQUIPMENT:

- These are items that will still be around after the first year. We consider these investments. Equipment includes: hand tools, walk-behind tractors, drip irrigation supplies, etc.

ADMINISTRATIVE:

- Administrative costs cannot exceed more than 5% of the total budget.
- These costs include: fiscal management costs, incidental office supplies, phone and internet costs that are directly related to your Grow Appalachia program, etc.

BEEES:

- Costs in this category are for bees and beekeeping supplies. Please keep in mind that we will not fund a site more than \$1,000 for beekeeping costs.
- Families who receive bees and beekeeping supplies are required to match 50% of their grant. Cash match only, no in-kind.

CHICKENS:

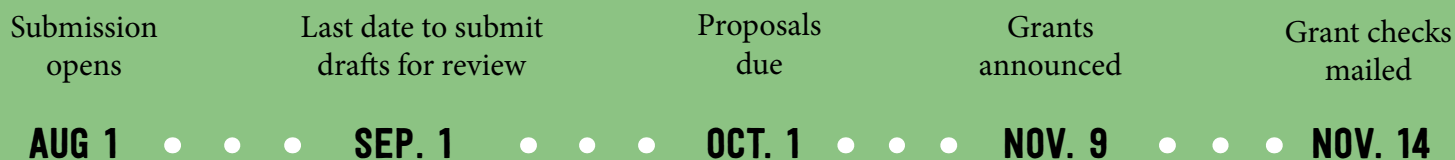
- Grant funds may be used for laying hens and moveable chicken tractors only--no stationary coops. We ask that you try to use recycled materials for construction of moveable chicken tractors.
- Sites may only request up to \$1,000 for chicken costs. These costs may include: chicks, 1 bag of feed per household, chicken wire, a feeder, watering kit and hardware for a chicken tractor.
- Families are also required to have a 50% cash match.



WHAT WE WILL NOT FUND:

- Conventional sprays, fertilizers or treated seeds. Organic products only.
- Fruit trees
- Pigs, goats, cows or other meat animals. We will only fund laying hens.
- Conference travel or registration
- Workshop honoraria
- “Consultant” positions
- Flowers or decorative plants
- General facility maintenance
- Gardening books
- Rain barrels
- Program vehicles
- Computers
- Decorative garden infrastructure (pergolas, gazebos, fountains, etc.)

THE TIMELINE



QUESTIONS + SUBMISSION

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