



**NATIONAL FARM TO SCHOOL NETWORK
REQUEST FOR PROPOSALS – MIDWEST REGIONAL LEAD AGENCY
December 1, 2009 to April 30, 2010**

Application Deadline: December 1, 2009

BACKGROUND

The National Farm to School Network (the Network) is seeking applications from organizations to serve as the **Midwest Regional Lead Agency** for the Network for the period of December 1, 2009 to April 30, 2010. Since its establishment in 2007, the Network has supported eight Regional Lead Agencies (RLA) across the country to support and promote Farm to School programming in regions. The Network is coordinated by staff from the Center for Food & Justice at Occidental College and the Community Food Security Coalition.

The Midwest Regional Lead Agency will support Farm to School activities in the following states: Iowa, North Dakota, South Dakota, Kansas, Missouri, Nebraska and Oklahoma.

AVAILABLE FUNDING AND BUDGET

A total of \$60,000 is available to support the activity of the Midwest RLA. The proposed budget will need to ensure support for the following activities:

- Full-time funding for staffing a Regional Coordinator(s) position with benefits (60% funds from National Network and 40% as match from region)
- RLA travel in the region
- RLA travel to national meetings
- Travel reimbursements for Regional Steering Committee members

Indirect costs are not allowed in the budget.

COST SHARING OR MATCH REQUIREMENTS

RLA applicants are only required to match 40% of the staff coordinator(s) salary and benefits over the contractual period. Matching funds can be a combination of cash or in-kind support.

REGIONAL LEAD AGENCY ROLES AND RESPONSIBILITIES

Key functions of the RLA are: (i) to serve as a hub for Farm to School activities in the region; (ii) to support the Network in the areas of policy, information, media and marketing; and (iii) to provide networking opportunities, as well as training and technical assistance for those in the region working on Farm to School matters. The RLA will participate in regular conference calls and meetings of the Network, assist in monitoring progress of projects in the region, provide inputs for project evaluation and reporting, participate in strategic planning efforts of the Network; and set goals and work towards self-sustainability of the regional Farm to School efforts. The overall role of the RLA for the



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project is outlined in Table 1, RLA Roles and Responsibilities. This will be adjusted to meet what is feasible in the five month period.

ELIGIBILITY

Organizations eligible to apply for the role of RLA are limited to non-profit entities able to demonstrate the following:

1. Proven Farm to School programmatic experience at the local, state, regional or national level
2. Successful history of collaborations within and outside the applicant's own state
3. Involvement in the National Network, as demonstrated by participation in either regional or national meetings held from 2005 to 2007 (planning phase) or 2007 onwards
4. Verifiable competency and capacity for working on a regional level
5. Organizational ability to provide fiscal accountability, collect data, and prepare reports and other necessary documentation for the project
6. Willingness to share information about the RLA's scope of work

Two organizations may co-lead as RLA, if they so desire. A detailed description of the collaboration, division of labor and budget should be provided in the application. Only one person from the two organizations will serve as the primary contact for the Network, and will be funded for travel to meetings and other events.

APPLICATION PROCESS

The application deadline is **December 1, 2009**. Eligible applicants are required to submit the following via email:

- a) Attached cover sheet providing contact information
- b) A Narrative Proposal for RLA activities (limited to 5 pages total, typed single spaced in 12 point, Times New Roman or Arial font). The 5-page narrative should describe:
 - i. The overall needs for promoting Farm to School in the region.
 - ii. Specific priorities for your region in the Network's broad areas of policy, information services, media and marketing, networking and training and technical assistance. Please note that these priorities will need to be addressed in your work plan if you are selected as RLA.
 - iii. Strategies you propose to utilize to engage various states in the region who may be at different levels in Farm to School activity to come together on this initiative.
 - iv. Your experience in and current involvement with Farm to School programs in your state or region.
 - v. Your organization's collaborators and partners in the region, including names and contact information, and their role or potential role in various Farm to School objectives. Please mention your participation in coalitions or collaboratives for Farm to School related work, and specify if you lead any of those efforts. We encourage you to include letters of



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- support from potential collaborators representing all the states in your region that will support the RLA work plan. Letters of support are not counted in the 5-page narrative limit.
- vi. Your organization's capacity for successfully executing a project of this scope and duration. Please describe available staffing and complementary funding sources.
 - vii. Suggestions for sustaining Farm to School coordination work in your region following the term of this contact period.
- c) A proposed total budget of \$ 60,000 is available for the contractual period. Please provide a budget justification, including a description of match funds available to support 40% of the Regional Coordinator's salary including benefits over three years.

REVIEW PROCESS

All applicants will be notified through email about the final selection by December 15, 2009.

For any clarifications on this Request for Proposals, please contact:

Anupama Joshi, Co-Director – National Farm to School Network
Center for Food & Justice, UEPI, Occidental College
Tel: 323 – 341 5095
Email: ajoshi@oxy.edu



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COVER SHEET: Application for MIDWEST Regional Lead Agency

Send applications via email by **December 1, 2009** to ajoshi@oxy.edu

1. Lead Applicant Organization:

Please list RLA co-lead also if you are collaborating with another organization for this application:

2. Executive Director / President:

3. Contact person for this proposal:

Mailing address:

Telephone:

Fax:

Email:

4. Name of lead staff representative(s) who will serve as the Regional Lead Agency point person(s) for the National Farm to School Network:

Telephone:

Fax:

Email:

5. Has your organization participated in past National Network planning or networking meetings? Please list

6. Checklist for submission:

- Completed cover sheet (this page)
- Five page Project Narrative
- Proposed Budget and Budget Justification
- Letters of Support



**NATIONAL FARM TO SCHOOL NETWORK
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Table 1: RLA ROLES AND RESPONSIBILITIES

RLAs are envisaged as the initial contact for Farm to School in the region, and will play a critical role in implementing Farm to School network activities in the region. The overall functions of the RLA are to:

- Serve as a liaison for Farm to School activity in the region
- Support the Network’s activities in the region in the five broad areas of policy, media and marketing, information services, networking and training and technical assistance.
- Participate in regular conference calls and meetings of the Network, and serve as a conduit for information to and from the region.
- Assist in monitoring progress of the Network in the region
- Provide inputs for program evaluation and reporting.

The National Network will focus efforts on supporting regional activities in the five broad areas listed above. However, based on the region’s needs, RLAs can choose to prioritize a specific area of work over the grant period, or in a particular year, but will also need to participate in national activities under each of the priority areas. A description of the overall project objective under each area, and the support available from the national level is described for understanding how the role of the RLA fits within the National Network. A list of roles and responsibilities of the RLA under each priority area are given below.

Overall POLICY Objectives:	
(a) To secure more flexibility in purchasing local product through legislative and administrative changes.	
(b) To develop collaborations with like-minded organizations and agencies working with schools and farmers to encourage broad support of Farm to School initiatives.	
(c) To work towards promoting federal, state and local legislation favorable to Farm to School programs.	
(d) To educate Congressional members and their constituents about the benefits of Farm to School and related policy options.	
(e) To develop the capacity of Farm to School practitioners to work on policy issues.	
RLA Activities – Policy	Support available from National Level
1. Inform Farm to School partners, organizations and legislators in the region about federal policy alerts, and follow up via email / phone.	1. Farm to School policy person available for consultation in Washington DC
2. Organize meetings with elected officials in key states	2. Updates on federal policy activity
3. Develop collaborations with state and regional organizations and follow up with regional representatives of existing national	3. Informational materials, sample letters
	4. Contacts and collaborations with national organizations for Farm to School support



**NATIONAL FARM TO SCHOOL NETWORK
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<p>collaborators working with schools and farmers to encourage broad support for Farm to School</p>	<p>5. Educational events organized for national organizations and congressional members</p> <p>6. Conduct one policy capacity building session in each region</p>
<p>Overall MEDIA AND MARKETING Objectives:</p> <p>(a) To develop a National Farm to School Media Campaign</p> <p>(b) To develop clear and consistent messaging and visuals about the benefits of the program.</p> <p>(c) To design Farm to School promotions and activities around special events and holidays relevant to farmers and schools</p> <p>(d) To develop new and update existing media and promotional materials, with consistent definitions and messaging about Farm to School programs</p> <p>(e) To improve coordination in responding to media requests.</p> <p>(f) To develop the capacity of Farm to School practitioners on media and marketing.</p>	
<p align="center">RLA Activities – Media and Marketing</p> <ol style="list-style-type: none"> 1. Provide suggestions in the development of the National Media and Marketing Plan, and assist in planning and implementing activities in the region as part of the National Campaign. 2. Assist local Farm to School programs with media and program promotion efforts in line with the National Campaign (provide press release templates / samples, regional media contact lists etc), as well as forward media articles, events and promotions to and from the region to national office. 3. Develop a master list of media contacts in the region 4. Assist in conducting special event promotions in the region, and designing and disseminating marketing materials and media resource packets 	<p align="center">Support available from National Level</p> <ol style="list-style-type: none"> 1. Farm to School Media and Marketing expert available for consultation 2. National Media and Marketing Plan developed to guide activities in the region 3. Master list of media contacts developed 4. Special event promotions designed, marketing materials and media resource packets available 5. Conduct Media Capacity Building sessions 6. Online repository of Farm to School photographs available

Overall INFORMATION SERVICES Objectives:

(a) To update and tailor existing informational resources to reflect the expansion and growth of the program, and fill in gaps identified in existing resources.



**NATIONAL FARM TO SCHOOL NETWORK
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- (b) To update and tailor existing informational resources to meet the needs of the eight regions, as well specific target groups, including farmers, youth, food service, teachers and school boards.
- (c) To create new informational resources to promote and market the newly established National Farm to School Network.
- (d) To facilitate program evaluation efforts, including the assessment of economic viability of farm to school for farmers and schools

RLA Activities – Information Services	Support available from National Level
<ol style="list-style-type: none"> 1. Provide updates for Regional webpage on the national Farm to School website on a periodic basis, and encourage farm to school programs in the region to update their information. 2. Assist in collecting information about Farm to School programs in the region (possibly through a survey) 3. Assist in updating existing information materials or making them more appropriate for the region, and developing new resources 4. Act as liaison for collection and dissemination of information from national level to region, and vice versa. 	<ol style="list-style-type: none"> 1. Maintenance and hosting of Farm to School website 2. Lead efforts to collect information about Farm to School programs through a survey 3. Funds available for evaluating Farm to School programs in the region more effectively 4. Coordinate efforts to update existing informational materials, and developing new resources as per needs at the regional and national levels.

Overall NETWORKING Objectives:

- (a) To facilitate national networking opportunities for Farm to School practitioners.
- (b) To facilitate regional networking to enable sharing of knowledge and resources available in the region.
- (c) To provide other opportunities for networking and sharing of knowledge on specific issues relevant to Farm to School programs.
- (d) To encourage collaborations among like-minded health, education and farming groups through meetings and conferences.

RLA Activities – Networking	Support available from National Level
<ol style="list-style-type: none"> 1. Identify Farm to School lead organizations in each state of the region (could be more than 1 per state), keep state leads informed of regional and national Farm to School activities and events, and help facilitate state networking meetings where feasible. 2. Hold one regional Farm to School networking 	<ol style="list-style-type: none"> 1. Funds available for travel within region 2. Assistance with planning workshops / state and regional meetings if needed 3. Host one national networking meeting per year



**NATIONAL FARM TO SCHOOL NETWORK
REQUEST FOR PROPOSALS – MIDWEST REGIONAL LEAD AGENCY
December 1, 2009 to April 30, 2010**

<p>meeting per year</p> <p>3. Participate in at least two national or regional conferences per year to represent the Farm to School network</p> <p>4. Provide inputs from the region to national Farm to School blog / newsletter. Develop regional networking mechanisms such as a list serve, blog or newsletter if needed.</p>	<p>4. Will facilitate network representation at national conferences, and assist with participation at regional conferences</p> <p>5. Create and host networking tools such as a national Farm to School newsletter or blog</p> <p>6. Will host National Farm to Cafeteria Conference every other year</p>
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Overall TRAINING AND TECHNICAL ASSISTANCE Objectives:

- (a) To explore partnerships with other national health, education and extension organizations on technical assistance, as related to general school nutrition issues
- (b) To develop a Training of Trainers Program (TOT) to expand the number of individuals capable of conducting outreach and providing technical assistance on Farm to School issues.

RLA Activities – Training & Technical Assistance	Support available from National Level
<p>1. Serve as the initial contact person for coordinating T&TA in the region. RLA may refer inquiries to designated experts or to national office as needed.</p> <p>2. Identify areas where T & TA are needed (e.g., translation of materials, work on distribution, menu planning, etc.), and develop and distribute materials on identified topics.</p> <p>3. Hold one T & TA training session (can be combined with a networking meeting)</p>	<p>1. Help identify Farm to School subject matter experts in the region</p> <p>2. If desired by region, provide T&TA in the region</p> <p>3. Identify national organizations to receive Farm to School T&TA from National Network</p>