



Healthy Food Fund 2019 Grant Guidelines

RFP Deadline:

Friday, November 9, 2018 | 5pm

All questions should be directed to:

Mike Devlin, Director of Grants & Initiatives

Mike.Devlin@harvardpilgrim.org

617-509-9414



THE GOAL



By mobilizing the energy of local and corporate volunteers to grow, glean and distribute healthy produce for low-income families across our region, we want to create a movement of “neighbors feeding neighbors” and expand the number of citizens advocating for fresh, local, healthy food equity.

THE OPPORTUNITY

The Harvard Pilgrim Health Care Foundation is looking to support 25 local nonprofit organizations located in CT, MA, ME or NH that are primarily volunteer-powered to grow, glean or distribute fresh, free produce (and other healthy foods) for low-income families and older adults. **Grants will be awarded to help expand, train, equip, manage and/or otherwise strengthen an organization’s volunteer corps.** Grant awards will be up to \$25,000 per year and are eligible for renewal for up to three years.

Over the past five years, the Foundation’s Healthy Food Fund and its renown employee service and giving programs have provided financial and volunteer support to New England area organizations that make local produce more available and affordable to individuals and families in need.



Since 2016, 25 organizations funded by the Healthy Food Fund were able to increase their distribution of local produce by 116% to nearly 1.8 million pounds of fresh produce, and the amount of produce sold increased 189% in the same time period. The total dollar value of healthy food reaching households in communities across the region since 2016 is \$4.9 million.

Our evaluation data has shown us that two strategies stand out in terms of maximizing availability and affordability for low-income residents: our fleet of five mobile farmers markets and volunteer-powered organizations that grow, glean and/or distribute local produce.

For the next three years, the Healthy Food Fund will focus exclusively on these two strategies



1

Adding three more Mobile Markets to the current fleet of five (for a total of eight) that have been supported over the past three years.

NOTE: For additional information about the Mobile Market expansion, contact Mike_Devlin@harvardpilgrim.org



2

Supporting volunteer-powered food access programs that prioritize recipients in marginalized communities such as rural, low-income and/or communities of color.

Given the increased risk of food insecurity for older adults and the need to “replenish” an aging regional volunteer corps, volunteer-powered organizations that help and/or engage older adults and youth as volunteers will also be given priority.

A conference call for prospective grantees will be held on Monday, October 15th from 10 – 10:45 am. Organizations will have the opportunity to ask questions regarding the RFP and the application process.

Please e-mail Mike_Devlin@harvardpilgrim.org if you’d like to receive the call-in information and please include the questions you’d like to have answered. The call will be limited to groups of 25 organizations. Additional calls will be scheduled if needed.

Proposals are due on **Friday, November 9, 2018 at 5:00 pm.**

The link for the application can be found [here](#).

Award Announcement and Payment

All applicants will be notified of award decisions the week of January 7, 2019, and payments will be made shortly thereafter.

WHO CAN APPLY



Applicant organizations must be not-for-profit 501 (c) (3) organizations (with no fiscal agent involved) that use volunteers as the primary staff for growing, gleaning or distributing for low-income families. Eligible programs must use volunteers as their primary “operations” staff for the funded activities. In addition, eligible programs must have been in operation for at least 5 years and have an annual operating budget not lower than \$100,000 and not to exceed \$1,000,000.



Organizations must be located and serve customers in one or more of the following states: Connecticut, Maine, Massachusetts, New Hampshire.



The Foundation prioritizes funding for organizations that work towards increasing equity in their communities and their organizations. This means their primary customers are people affected by health and income disparities and they aggressively recruit board members, staff and volunteers from their customer/client communities.

THE APPLICATION INFORMATION

Grants will fund projects that enhance the volunteer experience and/or increase the volume of volunteers the organization engages. Specifically, funds should be used to help expand, train, equip, manage and/or otherwise strengthen an organization’s volunteer corps.

Eligible organizations must be using volunteers to do one or more of these activities:

- Gleaning - Gleaning is the act of collecting excess fresh foods from farms, gardens, farmers markets, grocers, restaurants, state/county fairs, and any other source to provide it to those in need.
- Growing – Food that is grown and not produced/manufactured.
- Distribution - Distributed food must mostly include fresh, local produce.

Note: all these activities must involve free distribution so that there is no cost to the recipient in rural, low-income and/or communities of color.

These activities, even with primarily volunteer operations, are ineligible for support:

- Community-supported agriculture (CSAs)
- Farm-to-school programs
- Farmers markets
- School gardens
- Food rescue programs

REQUIREMENTS FOR FUNDED ORGANIZATIONS

1. **Progress Report:** Harvard Pilgrim grantees are required to complete an annual report on the use of grant funds by January of the following year. Report guidelines will be distributed to the awarded organizations and there may be times when additional information will be needed.
2. **Evaluation:** A soon-to-be-named evaluation partner will work with awarded organizations on data collection and evaluation. Grantees must have capacity and willingness to engage in continuous learning and to share common tools.
3. **Visibility:** All awarded organizations will be expected to highlight Harvard Pilgrim's support in all communications and events related to the grant, including the use of Harvard Pilgrim Health Care Foundation's logo with approval by a Harvard Pilgrim staff member. In addition, it is expected that awarded organizations will proactively seek media opportunities regarding the partnership.
4. **Meeting Participation:** HFF-supported organizations will be expected to attend one to two meetings per year in which organizations work to share knowledge, expertise and strengthen skills. Further, one to two staff from HFF-supported organizations are required to attend one of Harvard Pilgrim's volunteer service days in their specific state (note: these service days are Harvard Pilgrim-created events to connect Harvard Pilgrim employees and business partners to local community improvement needs). Dates for meetings and service days will be forthcoming for the awarded organizations.

THE APPLICATION PACKAGE

Harvard Pilgrim Healthy Food Fund 2019 Grant Application

All questions should be directed to:

Mike Devlin, Director of Grants and Initiatives

Mike_Devlin@harvardpilgrim.org

617-509-9414

Proposals are due at 5:00 pm on Friday, November 9, 2018 and should not exceed four pages (excluding budget and attachments)

1. **Completed Cover Sheet** (attached to this application).
2. **Organizational Background:** (1.5 pages excluding attachments.) Briefly outline the following:
 - a. Organizational history, programs and accomplishments of your organization;
 - b. Describe the demographic and socioeconomic characteristics of your constituents. Include examples of ways in which you are building and promoting equity in your community and your organization and how you are aggressively recruiting Board members, staff and volunteers who reflect your constituent communities.
 - c. Attach names of the organization's lead and key program staff (including the key Foundation contact: the part-time or full-time volunteer coordinator) and attach a list of your board members and their professional affiliations.
3. **Proposed Program:** (2 pages max.)
 - a. How does your organization utilize volunteers in your food programs? What is the ratio of volunteers to paid staff? What is your last annual number of volunteer hours?
 - b. Through the Foundation's support, what is your percentage (%) increase goal in food provided to your community after one year? After three years?
 - c. How will your organization use Harvard Pilgrim Health Care Foundation funding to expand, train, equip, manage and/or otherwise strengthen your organization's volunteer corps?
 - d. What kind of volunteer data are you collecting? What kind of customer/client data are you collecting?
 - e. How many pounds of food does your program currently grow, glean or distribute per year?
 - f. What is the anticipated increase in the number of individuals and families to benefit from this increase in food distribution?
 - g. Does your organization engage in state or local food policy efforts and/or advocacy work? If so, briefly describe.

4. **Program Visibility:** (.5 page) Describe how you publicize/promote your program within your community and state. How will you let your customers, supporters and community leaders know about your project and support from Harvard Pilgrim Health Care Foundation?
5. **Budget:** There are two requirements:
 - a. Submit a line-item budget for how the funds will be used and explain where necessary. Administrative costs must be limited to 10% or less of program budget. A suggested budget template can be found [here](#).
 - b. Provide the most recent profit and loss statement and balance sheet.
6. **Optional:** Is there anything important we should know about your program that we haven't asked?

About The Harvard Pilgrim Health Care Foundation

Created in 1980, The Harvard Pilgrim Health Care Foundation supports Harvard Pilgrim's mission to improve the quality and value of health care for the people and communities we serve. The Harvard Pilgrim Foundation provides the tools, training and leadership to help build healthy communities throughout Connecticut, Maine, Massachusetts, and New Hampshire. In 2017, the Harvard Pilgrim Foundation awarded more than \$2.3 million in grants to more than 900 nonprofit organizations in the region. Since its inception in 1980, the Foundation has awarded \$145 million in funds and resources throughout the four states. For more information, please visit www.harvardpilgrim.org/foundation.

About Harvard Pilgrim Health Care

Harvard Pilgrim and its family of companies provide health benefit plans, programs and services to more than 3 million customers in New England and beyond. A leading not-for-profit health services company, we guide our members – and the communities we serve – to better health.

Founded by doctors nearly 50 years ago, we're building on our legacy. In partnership with our network of more than 70,000 doctors and 182 hospitals, we're improving health outcomes and lowering costs through clinical quality and innovative care management.

Our commitment to the communities we serve is driven by the passion of the Harvard Pilgrim Health Care Foundation. Through its work, low- and moderate-income families are gaining greater access to fresh, affordable food—a cornerstone to better health and well-being.

To learn more about Harvard Pilgrim, visit www.harvardpilgrim.org