



FOOD AND FARM
COMMUNICATIONS FUND

Crisis and Change Frontline Support
Grant Application Narrative

Project Title:

Mission Statement

What is your organization's mission?

Brief Project Overview

Please briefly state an overview of your strategic communications and narrative support needs, proposed project activities, and intended outcomes.

Primary/Frontline Constituents and Priority Audiences

Please describe the primary/frontline constituents served and/or priority audiences reached by your organization in general and by this project in particular.

Frontline Leadership

Please describe how your organization integrates frontline leadership into its governance, staffing, strategy-setting, narrative-development, and/or other decision-making processes.

BIPOC Leadership and Constituents

What percentage of your organization's leadership is Black, Indigenous, People of Color?

What percentage of the primary constituents served by your organization is Black, Indigenous, People of Color?



Geographic Reach

Which geographies/regions benefit from the work of your organization (including whether urban or rural)?

Strategic Communications and Narrative Change Needs and Priorities

What strategic communications and narrative change needs are most pressing at this time in order for you to develop and/or amplify frontline-centered narratives?

As a reminder, eligible activities and expenses include, but are not limited to: communications planning and strategy-setting; communications-based professional development and training for staff and leadership; establishing or updating communications-based platforms, systems, and tools; short-term communications staffing support or outside consulting; narrative training, development, and integration; message framing and testing; applied storytelling and development of content, collateral, or powerful media products; media pitching and training; digital media/organizing training and campaigns; and multicultural communications and translations.

Partnerships

Please name any partner organizations/consultants you work with or plan to work with who are critical to you accomplishing the work outlined in this proposal.

Additional Information (optional)

Is there any additional information about your project or organization that you'd like to share that hasn't been covered elsewhere?

Financial Information

Project Budget Overview

Organization's projected annual revenue for current year (\$):

Estimated project budget (\$):

Amount requested (\$):

Timeframe:



Funding Request Thumbnail

Please indicate the total amount of funding you are requesting, the funding timeframe, and a short description of how the funds will be used. As a reminder, the funding range for this round is \$20,000-\$25,000. The great majority of grants will be for a one-year timeframe. Two-year requests are capped at a combined total request of \$40,000.

Example: We are requesting \$20,000 over 12-months for our staff to engage in a digital campaigning training program. Grant funds will cover consulting expenses, staff-time, and updates to our database software to better support digital organizing efforts.

Example: We are requesting \$40,000 over 24-months to support deep narrative work amongst our coalition members to uplift Black and Native land sovereignty narratives via our collective earned and digital media work. Funds will support a narrative strategist and staff time.

Amplification Efforts

The Food and Farm Communications Fund will be compiling applicant information to spread the word within funder networks about the urgent need and opportunity for funding strategic communications and narrative change work. Our hope is that this will spur additional funding opportunities outside of the Food and Farm Communications Fund's grantmaking.

If you would like your mission and brief project overview (the first two questions of the application) included in this amplification document, please indicate so below.

- YES - please include my organizational information in Amplification efforts
- NO - please DO NOT include my organizational information in Amplification efforts