

Food and Farm Communications Fund - Letter of Interest

Organization Information

Application Instructions

For your application to be considered, you must complete all of the required application fields, including the required attachments on Tab 3, and submit the application by 5 p.m. central time on the due date.

The primary leader of the organization will be notified of a decision by standard mail. Please refer to the grant guidelines for the decision timeline.

If funds are awarded, a grant report must be completed in iGAM as assigned that accounts for all funds awarded. Report instructions are sent by e-mail to the e-mail account used to manage this online application following award notification.

Please limit your use of bullets, indents and other formatting when answering the application questions. Copy and paste content as needed; save often.

Organization Name

Provide the name of your organization as it is filed with the IRS.

Also Known As

If applicable, provide any other name the organization may operate as.

Tax ID

Provide the Employer Identification Number or Tax ID for your organization.

Street Address

City

State

Postal Code

Country

Organization Website

Organization's Primary Leader Information (such as an Executive Director, President or Board Chair)

Written grant communications are sent by standard mail to the organization's primary leader.

Prefix

First Name

Last Name

Suffix

Position Title

Phone Number

Fax Number

E-mail Address

Grant Application Contact Person

Electronic confirmation of grant application submission will be sent by e-mail to the grant application contact.

First and Last Name

Position Title

Phone Number

E-mail Address

Is your organization working with a fiscal agent?

If so, you will be asked to upload a copy of your Letter of Agreement in the Attachments tab.

If yes, please list the name and contact information of the fiscal agent.

*In addition, a Letter of Agreement with your fiscal agent (which can be downloaded and attached from the Attachments Page) will be required.

Fiscal agent organization name

Full name of fiscal agent primary contact

Phone number of fiscal agent primary contact

E-mail address of fiscal agent primary contact

Mailing address of fiscal agent organization, including city, state, postal code and country

Website of fiscal agent organization

Application Questions

PROJECT NAME

PROJECT THUMBNAIL

Please use the following format to capture a brief thumbnail description of your request:

[My Organization], [City, State], seeks [\$requested amount] to support [one sentence description of proposal].
(75 word max)

PRIMARY CONSTITUENTS

Please briefly describe the primary constituents served by your organization. Include geographic (including rural or urban), racial, ethnic, socioeconomic, or other pertinent details as applicable. Please also briefly note how your organization includes constituents in leadership and strategy development. (200 word max)

ACTIVITIES

Please check off the communications-based activities and strategies that best characterize the work included in your proposed project.

- Comprehensive, integrated communications planning and strategy-setting
- Professional development or training to improve communications capacity of staff and leadership
- Short-term communications staffing solutions (including engaging outside communications consultants) that can demonstrate a sustained benefit
- Establishing or upgrading communications tools, platforms, or systems to strengthen organization's ability to understand, target, and reach diverse audiences
- Narrative development, message framing, and integration
- Multicultural communications (e.g. translations, messaging and design to reach or include a diverse audience, framing with a racial equity lens, etc.)
- Development of content, collateral or creative media initiatives that will help to communicate your organization's work and the story of your constituents in a more impactful way*
- Development of events or experiences that utilize communications tools or activities to foster understanding, solidarity & constituent-engagement around food/farm system issues**
- Other (please specify below)

OTHER:

*e.g. digital media, earned media, podcasts, videos, infographics, print materials, info-sharing tools, etc.

**e.g. dialogues, public actions, film screenings, media contests, etc.

PROJECT DESCRIPTION

Please briefly describe the communications needs or priorities that your proposal intends to address, and the activities and strategies you will undertake to address them. Note: the request should be for a discrete purpose to boost communications capacity or support a communications project rather than to support ongoing or existing communications work. (500 word max)

EXPECTED OUTCOMES

Please briefly outline the expected outcomes that your communications proposal seeks to achieve. (300 word max)

FUNDING FIT

Please briefly explain why your project is appropriate in scale and scope for the funding priorities, range, and term of the Food and Farm Communications Fund Core Grants program. (A typical Core Grant award ranges between \$15,000-40,000 over 12 months.) Please also note any pending or committed funding sources for this work. (200 word max)

TOTAL ORGANIZATIONAL BUDGET FOR CURRENT YEAR (\$)

0.00

PROJECTED ORGANIZATIONAL BUDGET FOR UPCOMING FISCAL YEAR (\$)

0.00

ESTIMATED PROJECT BUDGET (\$)

0.00

AMOUNT REQUESTED (\$)

0.00

PROJECT START DATE

PROJECT DURATION

in months

Please read the instructions below. Contact grants@growyourgiving.org with questions.

REQUIRED ATTACHMENTS

1. **Estimated Project Budget for the grant term:** A line item budget of income and expenses for your proposal. Indicate which income line items have been secured or are pending. Specify which expenses would be supported by the requested grant funds. Limit to 1 page.
[Click Here](#) to download an example project budget.
2. **Organization Annual Operating Budget for the Current Year:** A detailed, one-year, line item budget of projected revenues and expenses for your organization. Limit to 2 pages.
3. **Letter of Agreement with the fiscal agent:** if applicable.
[Click Here](#) to download an example letter of agreement.