Local Giving Program

Request For Proposals (RFP)

2017 GRANT FUNDS AVAILABLE

Ventura County: $48,000
Santa Barbara County: $16,000
Monterey/Santa Cruz/San Benito Counties: $48,000
Reiter Affiliated Companies’ mission

The relentless pursuit to delight our consumers and enrich our employees and communities.

Our Goal

Community engagement is integral to our mission, and our Local Giving Program reflects that value. Consistent with our commitment to our mission and our efforts in community enrichment, Reiter Affiliated Companies (RAC)’s Local Giving Program provides funds to projects that directly seek to improve the health and wellbeing of the farm worker, their children and the ranch community. Priority will be given to projects that focus on:

• Education and/or youth development for children of field workers
• Wellness & prevention efforts focused on obesity, diseases and other health conditions that affect the farmworker community

Our Board strongly encourages collaborative programs and those where RAC funds can be leveraged for matching funds and in-kind services.

Due date

Completed proposals must be submitted via online portal at www.berry.net/philanthropy/local-giving-program OR to the Reiter Affiliated Companies corporate office at 730 South A Street, Oxnard CA 93030 by 5:00 p.m. on Friday, November 10, 2017.

Questions?

Questions regarding the RFP or proposal process can be directed to philanthropy@berry.net or:

Courtney Catalano
Director, Community Engagement
(805) 407-2413
courtney.catalano@berry.net

Mari Escamilla
Manager, Community Engagement
(805) 889-5666
mari.escamilla@berry.net
Organization eligibility

- Each applicant must be a 501(c)(3)-designated public charity community based provider or be a school or other public agency providing a public benefit. **Funds may not be granted** to 501(c)(3) organizations that are designated as private foundations or 509(a)(3) supporting organizations. One proposal per organization will be accepted.
- Non-profit agencies must have an active Board of Directors and provide information indicating financial viability and capacity to conduct the project to be funded.
- The organization must serve farm workers living in Ventura, Santa Barbara, or Monterey/Santa Cruz/San Benito Counties.

Eligible uses of funding

Funds may be granted for **existing program/project expenses** or program expansions, including:
- Staff or volunteer training
- Program staff costs
- Technical assistance
- Equipment and facility costs may be funded only if
  1. they directly benefit clients within our target demographic,
  2. do not exceed 15% of the total project budget, AND
  3. are part of the requested project or program.

Funds may be granted for **new programs** only if there is a detailed sustainability plan included with the proposal.

Funds will **not** be granted for or to:
Indirect overhead costs; general administrative staff costs; individuals; endowments; fundraising events; scholarships; annual fund drives; coverage of operating deficits; capital campaigns; research programs without a direct service component; political, partisan, or religious activities.

Other important information

- Applicants will be notified regarding funding decisions by Monday, December 18, 2017.
- Grants will be awarded for a one year period for an amount up to $15,000 per proposal.
- Funds will be awarded for program activities taking place December 2017-November 2018 ONLY; requests for funds to be expended prior to November 2017 will not be accepted.
- Notification will come from either the Ventura County Community Foundation or the Community Foundation of Santa Cruz County.
- Grant checks will be disbursed by the Ventura County Community Foundation or the Community Foundation of Santa Cruz County.
- A detailed final report will be required on all grants over $2,500.
**How to apply**

*Complete proposal packets must include:*

- **Cover Page:** Please complete the supplied form.
- **Proposal Narrative:** The narrative may consist of any of the formats listed below, and must respond directly to the questions posed in the “proposal narrative” section of this RFP (p. 6):
  - a written proposal of no more than 3 typewritten pages, including photos of your agency’s clients and programs in action
  - a presentation/slide show (e.g., PowerPoint or Prezi) of no more than 10 slides
  - a video presentation of no more than 5 minutes in length
- **Application Budget:** Please complete the supplied form.
- **Financial Information Summary:** Please complete the supplied form.
- **List of Board of Directors** and their community or professional affiliations, with city of residence.*
- **Copy of current 501(c) (3) letter** verifying non-profit status of the organization.*
- **Current fiscal year to-date financial statements.** Please submit an income & expense statement and balance sheet for the current fiscal year to-date. Please clearly label the time period covered by the financials.
- **Letter from a Direct Recipient/Participant of your Program.** Please submit a letter from a current or active member/program participant that is a direct recipient of your program’s benefits. Let’s hear from the people that you serve! How have you made their lives better through your work?
- **Partner Letters of Agreement** *(if applicable).* Please submit a Letter of Agreement or Memorandum of Understanding from each essential partner on whom the project is dependent.

*Note: For public agencies, your board list and board resolution should come from your governing public oversight board (ex. City Council, School Board, etc.), and in lieu of a 501(c)(3) letter, please provide documentation of your status as a public agency.*
Cover page

Organization Name: ________________________________________________________________

County Served: □ Ventura □ Santa Barbara □ Monterey/Santa Cruz/San Benito
(Check only one)

Address: _______________________________________________________________________

Telephone: _____________________________________________________________________

Website: _______________________________________________________________________

Executive Director name: __________________________________________________________

Direct phone #: ___________________ Email: ________________________________

Alternate contact name: __________________________________________________________

Direct phone #: ___________________ Email: ________________________________

# of unduplicated children of farm workers directly served by proposed project: _______

Geographic Area Served by Proposed Project: _______________________________________

Project Type: □ New project □ Existing project □ Expansion of an existing project
(Check only one)

How did you learn about this funding opportunity?: _________________________________

______________________________________________________________________________

______________________________________________________________________________

In signing below, I am verifying that the information contained in this application is true and accurate. I am also verifying that our organization does not discriminate on the basis of religion, gender, ethnicity, or sexual orientation.

Executive Director name: _________________________________________________________

Signature: _______________________________ Date: ____________________________
Proposal narrative

To be submitted as 3-page document, 10-slide presentation, or 5-minute video Proposal narrative should address all elements in the order presented below:

1. Agency description
   a. Describe the organization’s background including the mission, year of incorporation, information on major services and programs, number of those served, the organization’s record of accomplishments (impact on community needs) and community support (board, volunteers, funding).
   b. Describe the organization’s experience relative to this year’s grant priority issues of education and youth development for farmworkers’ children and wellness/prevention of disease common among farmworkers. Why is your organization an important community resource for addressing these issues?
   c. Please note if your organization is faith-based and if so, are religious education or religious activities a part of your program?
   d. Brief description of grant project which includes the project name, plus one or two sentence description that can be used in public releases.

2. Project logic model & evaluation plan
   Please complete attached form to explain the project design, population served, objectives, and evaluation plan. Please list the objectives, detailed activities to be carried out in order to achieve corresponding objectives as well as the specific outcomes expected for each objective and the tools to be used to measure those changes. Please make sure that your agency has the capacity to carry out, analyze and report back to VCCF/CFSCC on stated assessments.

3. Tree imagery
   If the requested grant funding is an acorn, what do you envision the tree will grow to look like in the future with this funding? Use the attached image of a tree to characterize your organization, the grant project, its goals, collaborations, and outcomes. Write on each part of the tree what elements make up trunk, branches, leaves, and fruit. Provide a brief description explaining why you have chosen to label things the way you have. Please include the role you see for Reiter Affiliated Companies as a partner for your organization.

4. Project funding plans
   If you receive only partial funding from RAC, will the project still be viable on a reduced or modified scale? What changes would you need to make in your objectives?
Grantee program logic model & evaluation plan

Please provide your responses in the spaces provided below.
It is recommended that you supply concise bullet point responses

Organization Name: __________________________________________________________

Project Title: ______________________________________________________________

Program Goal: ______________________________________________________________

Community Need:

• Identify the need that the proposed program addresses and how that need was documented.
• Describe the population served—including specific geographic area(s), ethnicity, gender, ages, and primary language(s)/dialect(s).
• How many (or what % of) program participants are farm workers or farm worker families?

Program Design: Delineate steps needed to implement and/or run proposed program, timetable of major activities, and plan for community outreach & advertising your services.

Project Outputs: What activities, events, services will be produced: classes taught, seats made available in after school enrichment, etc.?

Project Objectives: What specific outcomes will be achieved by this program to benefit participants? Be sure your objectives are “SMART”:

Specific
Measurable
Achievable
Relevant
Timely
# Project budget & funding plans

Please list total project costs and delineate which costs are being proposed for RAC funding.

**Staffing:** Include a list of the staff positions for which you are requesting funding and outline their responsibilities in carrying out the proposed project. List qualifications of staff for positions requiring technical knowledge such as counselors, health educators, etc. and include salary and benefit costs.

<table>
<thead>
<tr>
<th>Position Title &amp; Responsibilities</th>
<th>Qualifications</th>
<th>Hours, Salary &amp; Benefits</th>
<th>Total Cost</th>
<th>RAC Funding</th>
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Project budget & funding plans

Please provide a budget narrative detailing any items that are not self-explanatory in their relationship to the program.

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<th>Equipment &amp; Supplies (list and explain)</th>
<th>Total Cost</th>
<th>RAC Funding</th>
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Project Budget Total

Other funding: Describe any other sources of financial support that have been identified or that are likely for this project. If this is an existing project, what has been the funding history? What are your plans for sustaining this project beyond the grant year? List amount and source of funding pending or expected to be received from other sources.

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<th>Type (grants, contracts, etc.)</th>
<th>Source</th>
<th>Status</th>
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Percentage of total project cost being requested from RAC: $___________ / $___________ = _________ %