



## **Request for Proposal: Due November 1, 2011**

### **Cultivating Communities Campaign Garden and/or Food Distribution Partner Sites**

**Purpose:** Health Promotion Council (HPC) is seeking proposals from community organizations and schools interested in partnering with the Cultivating Communities Campaign (CCC) to serve as garden and/or food distribution sites for the 2012 and 2013 growing seasons. Prospective partners must serve individuals or families within the greater North Penn region of Montgomery County, PA.

**The CCC Collaborative Partners:** Health Promotion Council (Project Manager)  
The Food Trust  
Montgomery County Health Department  
Penn State Cooperative Extension, Montgomery County

**About the CCC:** The “CCC” stands for the Cultivating Communities Campaign. The CCC is a project of Health Promotion Council, in collaboration with The Food Trust, Montgomery County Health Department and Penn State Cooperative Extension of Montgomery County, and funded by the North Penn Community Health Foundation.

The CCC is a food access initiative aimed at increasing year-round access to fresh, locally-grown produce for individuals and families living within the greater North Penn region of Montgomery County. The CCC aims to engage community and school partners to establish or expand up to 24 edible garden sites by 2014, and distribute produce harvested from the gardens throughout the community to families and individuals in need.

#### **Partner Expectations:**

Selected garden and food distribution partners are expected to:

1. Form a partnership with the CCC for the 2012 and 2013 growing seasons. A Memorandum Of Understanding (MOU) will be signed by HPC and the partner site outlining responsibilities of each party;
2. Identify a CCC coordinator /leader at the garden/food distribution site to serve as direct contact with HPC and other CCC core partners;
3. Recruit and manage volunteers at the garden-/food distribution site for CCC efforts;
4. Be receptive to technical assistance (i.e., site visits, attending educational workshops, etc.) offered by HPC and other CCC core partners;
5. Work with HPC staff and other CCC core partners to coordinate CCC marketing and public relations efforts;
6. Participate in the CCC evaluation efforts, which may include, but are not limited to: monthly tracking forms, weighing produce distributed, pre/post surveys, focus groups, and key informant interviews; and

7. Seek out additional opportunities, leverage resources and collaborate with other organizations and groups in an effort to sustain garden and/or food distribution efforts beyond the CCC funding period.

## **Proposal**

### **Proposal Format:**

Organizations and schools that would like to partner with the CCC are invited to submit:

- CCC partner application;
- Narrative outlining how your organization/school can partner with the CCC as either a garden site, food distribution site, or both; and
- Projected budget.

Proposal narratives should be *no more than 3 pages single spaced, 12 point font with 1 inch margins*. Completed proposals, which include the application, narrative and budget, may be submitted by mail, fax or electronically by email. ***Proposals are due by 5:00 pm E.S.T. November 1, 2011.***

### **Email, Fax or Mail Applications to:**

Health Promotion Council  
Attn: Justine Falkowski, Project Coordinator  
2506 N Broad Street, Suite 204  
Colmar, PA 18915  
Phone: 267-773-4371  
Fax: 267-773-4370  
Email: [jfalkowski@phmc.org](mailto:jfalkowski@phmc.org)

A technical assistance call will be offered on Tuesday, October 4, 2011 at 2:00 pm to describe the CCC and answer questions related to this RFP. The call-in number is 1-866-951-1151 and when prompted the conference room number is 8154684.

### **Partner Application**

A one-page partner application is attached. Please complete and submit it with your other proposal materials.

### **Proposal Narrative**

It is anticipated that the CCC partners will vary in their capacity to grow and/or distribute fresh produce to low-income families and individuals within the greater North Penn region. In your proposal narrative, please describe the following as it relates to your proposed partnership with the CCC:

- *Organizational Background.* Brief description of your organization – what your organization does, who are your current partners, any pertinent experience your organization/school has with gardening, food distribution, volunteer outreach/management, or other activities as related to your proposed partnership with the CCC.

- *Garden plan.* Applicants interested in expanding or establishing a garden should include a brief description of the type and size of garden you anticipate expanding or establishing (i.e., raised bed, in-ground, hay bale, etc.), number of years garden has been maintained, type of food you anticipate growing, etc.
- *How your efforts will reach low-income individuals or families living within the greater North Penn region of Montgomery County, PA.* What specific target area, population and/or geographical area do you plan to reach? For garden sites, please provide details on organization and/or community groups you plan to partner with for produce distribution. Note, if your organization/school does not have a designated distribution partner in mind, the CCC can assist you with these efforts. For distribution sites, please provide details on the population you serve and how distribution of fresh produce will be conducted.
- *Existing partnerships, collaborations, and resources you anticipate leveraging in your gardening and/or food distribution efforts.*
- *Garden Maintenance and Harvest Plan.* Describe who is responsible for establishing and maintenance of garden, for harvesting produce, for distribution of produce? If you plan to recruit new or utilize existing volunteers to maintain your garden, please describe anticipated recruitment methods, current (or anticipated) number of volunteers, their roles, their experience as it relates to the CCC activities (i.e., gardening, food distribution, etc.), your organization's/school's capacity to manage volunteers and any other details related to garden maintenance.

### **Proposed Budget**

A budget template has been provided; however, applicants may submit a proposed budget on their standard budget forms.

HPC anticipates receiving a range of funding requests. Total funding provided to selected partner sites will vary depending on each site's needs, recommendations by PSU Master Gardeners, and overall availability of grant funds. As a general rule, the CCC will fund only program supplies and efforts which directly lead to an increased availability of produce for individuals and families in the greater North Penn region and the ability of volunteers to support the growth and harvesting of produce. The CCC will not fund staff time associated with CCC gardening and food distribution efforts.

Date Received:  
Grant #:

Date Reviewed:  
Approved  Yes  No



## Cultivating Communities Campaign Partner Application

Name of Organization/School: \_\_\_\_\_

Organization/School Address: \_\_\_\_\_

City/Zip Code: \_\_\_\_\_

Township/Borough: \_\_\_\_\_

Contact Person for this proposal: \_\_\_\_\_

Contact Person Title/Position: \_\_\_\_\_

Phone of Contact Person: \_\_\_\_\_

Email of Contact Person: \_\_\_\_\_

**This proposal is to (check all that apply):**

Establish a new garden  Expand an existing garden  Serve as a food distribution site

*In addition to this **Partner Application**, please provide:*

1. **A Brief Project Narrative** (no more than three typed pages, 12 point font single-spaced with 1 inch margins) describing your anticipated gardening and/or food distribution efforts
2. **Projected project budget**

Proposals are due by the end of the business day on November 1, 2011. Completed proposals will be reviewed by the CCC core partners, and a funding announcement will be made by January 1, 2012.

**Signature of Applicant:** \_\_\_\_\_

For school applicants only:

**Signature of Principal:** \_\_\_\_\_

**Email, Fax or Mail Applications by November 1, 2011 to:**

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**Cultivating Communities Campaign (CCC) Community Garden  
Proposed Budget**

<b>Other Sources of Support for Garden (if applicable):</b>		
	<b>Amount</b>	<b>Budget Narrative</b>
Donations/ In-Kind Support		
Additional grants		
Organization/School Commitment		
Additional Income:		
<b><i>Total Income</i></b>		
<b>Expenses:</b>		
	<b>Amount</b>	<b>Budget Narrative</b>
<b><i>Program Supplies:</i></b>		
Garden Tools		
Plants/Seedlings		
Fencing		
Soil		
Additional Program Supplies		
Additional Expenses (i.e., insurance, permits, city fees, etc.)		
<b><i>Total Expenses:</i></b>		