WIC Online Shopping

Sub-grant Project

**Proposal Template for Planning Projects**

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| Proposal Template Instructions **Please follow these instructions when drafting and submitting your proposal:**   * Use the guidelines below to prepare your proposal using the section headings provided (e.g., Project Summary, Purpose and Scope of Project, etc.). * Use 11-point font and black type. * The proposal must be **no more than 15 pages with 1.5 line spacing** **and one-inch margins** on the top, bottom, and sides of the page. * All applicants are required to complete all sections of the proposal unless otherwise specified. * Attachments do not count towards the page limit. * Before submitting your proposal, delete the instructions in this box and the guidelines in blue under each section heading.Please leave the section headings (in bold black font). * Save your final proposal in PDF format. * **Please email completed proposals in a single (combined) PDF file to** [**wic@centerfornutrition.org**](mailto:wic@centerfornutrition.org) **with the subject line “WIC Online Shopping Sub-grant Project Proposal.”** To be considered for review, complete proposals must be submitted **by 5PM CT on Thursday, May 9, 2024.** GSCN will confirm receipt of proposals within one business day of receiving the proposal. |

## Project Summary

## In one paragraph, please provide the following:

## A title for the WIC Online Shopping Sub-grant Project

## The lead WIC State agency and any other WIC State agencies on the project

## A brief (3-5 sentences) overview of the proposed project

## The total amount of funding requested for the project

(your response goes here in black type)

## Primary Contact

This person will be the main contact for all sub-grant activities at the WIC State agency.

* Primary Contact Name (for questions about the proposal)
* Title/Position
* Mailing Address
* Physical Address (if different than mailing address):
* Email
* Phone Number

(your response goes here in black type)

## Budget Manager Contact

Please provide the information below for the person who will serve as the sub-grant's budget manager, if awarded. This contact will receive funds and be responsible for fiscal aspects of the sub-grant at the WIC State agency.

* Budget Manager Name
* Title/Position
* Mailing Address
* Physical Address (if different than mailing address)
* Email
* Phone Number

(your response goes here in black type)

## Project Team

Please describe the main roles and responsibilities of each member of the project team using the specifications listed below:

* **WIC Staff:** Describe their experience collaborating with external partners to implement initiatives.
* **External Partners:** Describe their experience with WIC initiatives.
* **Key Personnel Experience:** When applicable, describe any relevant experience with implementing an online shopping or other similar project. This may include experience with online shopping and/or experience with projects that may impart some overlapping experience, such as WIC vendor initiatives, web-based application development projects, and WIC participant outreach to promote a technological innovation within your WIC State agency.
* Please note GSCN requires applicants to attach key personnel resumes for dedicated project personnel as part of your proposal package (see [Attachments](#_Staff_Resumes) section for instructions).

(your response goes here in black type)

## Project Management

Please describe the WIC State agency’s project management plan for the sub-grant project. This plan must describe how the WIC State agency will oversee the operational aspects of the project to ensure successful completion of all milestones and deliverables, manage the budget, and develop a clear and detailed communication plan across all implementation partners.

(your response goes here in black type)

## Purpose and Scope

Planning Projects are for WIC State agencies that are in the early stages of planning or preparing for WIC online shopping. Please incorporate the following when describing the purpose and scope of your project:

* Describe the need for WIC online shopping in your State. Please include relevant factors such as population characteristics in your service area, barriers to WIC online shopping by your WIC State Agency, WIC participant shopping needs, and strengths that demonstrate your agency’s ability to expand in the WIC online shopping space.
* Please describe what steps, if any, you have taken or plan to take to identify WIC-authorized vendors/eCommerce partners for your WIC online shopping project.
* Please describe how GSCN can support you during WIC online shopping planning and preparation.

(your response goes here in black type)

## Project Timeline, Goals, and Activities

## Please include the following regarding your sub-grant project’s timeline, goals, activities, and partners:

## Describe the goals of your project, the activities you anticipate doing to meet those goals, and the partners who will work on each goal using the recommended phase-based timeline in the Blueprint (<https://www.wicshopplus.org/the-blueprint>).

## Identify anticipated challenges you may face during your project and potential solutions to mitigate these challenges.

## Reference the Blueprint (<https://www.wicshopplus.org/the-blueprint>) and how you will use the document to implement your project.

## Describe how your project will work to enhance equity and access among WIC participants.

* If known, any waivers or changes in the Federal WIC requirements required to implement your project (e.g., the cashier presence requirement). Please see [Table 2-1 in the Blueprint](https://static1.squarespace.com/static/64e2aca3571b9219dec2d20f/t/65b6ccf81878582ed1ce21f6/1706478844353/WIC%2BOnline%2BShopping%2BBlueprint_2024.pdf) for additional requirements where regulatory flexibility from FNS may be needed.

(your response goes here in black type)

## Evaluation

All sub-grantees will be required to participate in an overarching WIC Online Shopping Sub-grant project evaluation conducted by GSCN as described under [Requirement 2 i](https://www.wicshopplus.org/s/rfp_2024.pdf)n the RFP. In addition, lessons learned or materials developed under planning projects will be used to inform future Blueprint iterations. Please include the following statement in your proposal: [*WIC STATE AGENCY NAME] and our project partners will participate in GSCN’s required evaluation activities.*

(your response goes here in black type)

# Attachments

### Project Budget Documents

Please complete and submit the [SF-424 form](https://static1.squarespace.com/static/64e2aca3571b9219dec2d20f/t/65d7b40312e0041f6d8ea326/1708635139329/VT_NH_RBDG_SF424+Application+for+Federal+Assistance.pdf) (see [instructions](https://static1.squarespace.com/static/64e2aca3571b9219dec2d20f/t/65d7b3e2f1e68e49505de151/1708635106421/SF-424-Instructions.pdf)). Also, please provide a detailed itemized budget for requested funds using your own budget template and a budget narrative for each project year. When preparing your budget, ensure the following information is included:

* Key personnel, including partner organizations, proposed to be paid by this sub-grant and the percentage of time they will devote to the project in full-time equivalents (FTEs).
* Your organization’s fringe benefit rate and amount, as well as the basis for computation.
* The type of fringe benefits to be covered with Federal funds.
* Itemized travel expenses (including type of travel), travel justifications, and basis for lodging estimates.
* Types of equipment and supplies, including justifications and cost estimates, ensuring that the budget is in line with the project description; equipment depreciation must be reflected.
* Information for all contracts and justification for any sole-source contracts.
* Indirect cost information (either a copy of a Negotiated Indirect Cost Rate Agreement [NICRA] or, if no agreement exists and the applicant has never been approved for a NICRA, the applicant may charge up to 10% de minimis). If applicant is requesting the de minimis rate or indirect costs are not requested, please indicate this in the budget narrative.
* Other sources of funding including other WIC funds or other non-WIC funds that will supplement this grant, including itemized dollar amounts and proposed use.
* Other applicable costs not covered above.

WIC State agencies that received funding from the WIC Modernization Grant with the intent to plan or implement an online shopping project, please provide the following information:

* Amount of funding received,
* Project description,
* Amount of additional funds needed, and
* Intended purpose for these additional funds to support online shopping efforts.

### Staff Resumes

* Attach the professional resumes of all key project staff identified in this application.