

Community Food Action Grant Program APPLICATION GUIDE



Community Food Action Grant Program (CFA)

The Community Food Action grant program is designed to support community-led solutions and programs that use healthy food as a tool to build healthy and connected communities.

Typical actions that are funded through this program include community gardens, community kitchens, bulk buying clubs, and food related education programs.

Grant applications are accepted throughout the year, as long as the funds are still available.

Eligible applicants can receive up to \$5,000 in grant funding.





Frequently asked questions

How long does it take before a decision is reached?

There are several steps in the grant review process so please allow at least eight (8) weeks prior to the date you want to start your initiative. If your plans are for an initiative that will start several months from now, you are welcome to submit the application earlier. In that case, you may not get an answer in exactly 8 weeks, but you will know the status of your grant well before the start of your initiative.

Does the funding have to be spent by a specific date?

The funds provided have to be spent within the timelines of the project as detailed in the proposed plan within the application form.

What can I expect when I submit a grant?

- **Pre-screening:** When your grant is first received at the Department it will be checked for a few basic things, such as whether the start date is more than 8 weeks away, whether the address and other contact information is complete, whether the budget adds up, etc. If any problems are found at that time, you will be contacted right away to make those corrections. Once the pre-screening is complete and the grant is ready for review, you will receive an email to let you know. If you do not receive confirmation from the Department within 2 weeks of submitting your grant, please follow up by email mieux-etre.wellness@gnb.ca
- **Grant Review:** The Department will review your application to ensure that your initiative aligns with the goals of the grant program. Staff members reviewing the grant may be in touch with you one or more times during this review process to get more information about your initiative, and to provide guidance on how to strengthen your application, if needed.

What can be expected once a decision is reached?

If your application is successful		If your application is unsuccessful
You can expect	We will expect	You can expect
<ul style="list-style-type: none"> - To receive an acceptance letter from the department. - To receive payment a few weeks after you receive the letter (payment will be to the organization designated in your application) 	<ul style="list-style-type: none"> - That your project will be carried out as described in your application. - That you will submit your Activity Report upon completion of the initiative. 	<ul style="list-style-type: none"> - To receive a letter explaining why your application was unsuccessful.

The remainder of this guide is designed to help you respond to the questions in the application form. The sections of the guide correspond to the sections on the application form.





Organization applying for the grant

- To be considered for funding, your initiative must be led by a New Brunswick organization that is committed to furthering the health and well-being of New Brunswickers.
- The types of organizations may include Wellness Networks, coalitions, schools, communities, municipalities, not-for-profit organizations (local, regional, provincial) and associations.
- Individuals and private businesses are not eligible to apply.
- Ensure the contact information is complete. Any missing information will cause delays in the review process.

If approved for a grant, who will receive the payment?

- Sometimes an organization applying for a grant doesn't have the resources to manage the funds for the project. In this case, another partner may receive and manage the funding as part of their role in the initiative.
- If this applies to you, please provide this organization's name and contact information. Note that the partner receiving the payment for the grant must be an organization, not an individual, and that they must be located in New Brunswick.

The Government of New Brunswick is working toward introducing mandatory direct deposit. The benefits of direct deposit include:

- payments are processed daily while cheque payments are processed twice a week,
- you have access to your payment within two business days after it has been issued, and
- payment remittance notices are sent daily by e-mail rather than in paper form by regular mail, resulting in quicker delivery time and reduced processing costs.

To register, please complete the [Direct Deposit Form](#) and submit it to Service New Brunswick by mail (SNB Accounts Payable Services, PO Box 6000, Fredericton, NB E3B 5H1) or email (suppliermaintenance@snb.ca).

For more information & to get your own supplier number, please contact:

SNB Accounts Payable Services

Tel.: 1-888-487-5050 (select your language of choice, then press '3')

E-mail: apinquiries@snb.ca

Initiative information

Community Food Action initiatives can cover a wide range of activities (including workshops, conferences, community events, networking opportunities, learning experiences,

promotional activities and more) that support health and well-being in New Brunswick.

Before you spend a lot of time on your application, please make sure your planned initiative is eligible for funding:

Eligible to apply	Ineligible to apply
<ul style="list-style-type: none">- New initiatives supporting the goals of the Community Food Action Grant Program- Initiatives previously supported by the CFA grant with a clear demonstration of how the initiative has been expanded or improved, such as:<ul style="list-style-type: none">- including different or additional groups of participants- adding a leadership development component to an initiative <p>Note: <i>Where there is an enhancement in the initiative and the activity report has been submitted, a second grant may be given for the same initiative if there is funding available. Funding for an enhanced initiative can only be provided once, regardless of future enhancements.</i></p>	<ul style="list-style-type: none">- Duplication / repetition of initiatives previously supported by the CFA Grant Program- Initiatives which have already taken place- Fundraising or charity events- Ongoing classes or programs / registration fees (e.g., gym passes, weekly activity class)- Activities or programs normally carried out as part of the organization's regular operation (e.g. activities that are part of the regular school curriculum; activities that the organization offered on an ongoing basis before applying for the grant)- Initiatives where donated contributions and funding from other sources are greater than anticipated expenses. <p><i>If you are unsure if a specific initiative is eligible or ineligible, please ask for clarification prior to submitting your application.</i></p>

Application Questions 1, 2, 3

Tell us when you expect your initiative to start and how long you anticipate it will continue. Include as much detail as possible. Please remember that applications must be received at least 8 weeks in advance of the start date to allow time for the grant review process.

Tell us where your initiative will take place. For example: a community, a specific building, a park or beside a school.

Describe the initiative clearly and in detail, including specific information about what will take place.

Application Questions 4, 5, 6

- Tell us how many people you expect will be part of your initiative. This could include the planning committee, volunteers and those who will be participating in the initiative itself.
- Tell us about the group or groups of participants you are planning the initiative for and who you expect to attend.
- Tell us how this initiative will improve the health and well-being of the participants and the greater community

Application Question 7

To be considered for funding, your initiative must meet the three goals of the Community Food Action Program. Some additional information about each of those goals is provided here:

a. Increase access to healthy food:

This means making nutritious foods and fresh produce easier to obtain, more plentiful or more affordable. It might mean creating a new way for people to get food or helping people to buy food at a lower cost.

b. Increase food literacy:

Your initiative must include some aspect of skill building or learning for your participants. Learnings may be on things such as healthy eating, growing food, food budgeting, buying healthy foods, cooking healthy foods, local foods, food systems, or others.

c. Fosters community connectedness:

This means that the initiative or project engages, connects and involves many members of the community. The project must recognize the strengths and assets within the community and build a foundation for working together.



Initiative planning

Recommended Resources

Some of the following resources might help you with the planning of your initiative:

- The [Wellness Movement](#)
- Food for All New Brunswick (<https://foodforallnb.ca/>)
- Evaluating Community Food Actions: [A Guide](#)
- Healthy Eating and Physical Activity Coalition (www.hepac.ca)
- Economic and Social Inclusion Corporation (www.gnb.ca/poverty)
- Canada's Food Guide (<https://food-guide.canada.ca/en/>)
- Mouvement Acadien des Communautés en santé du Nouveau-Brunswick (www.macsnb.ca) and Wellness Magazine «[Le RéseauMACS](#)»
- Société Santé et Mieux-être en français du Nouveau-Brunswick (www.ssmefnb.ca) Facebook Page: www.facebook.com/SSMEFNB et compte Twitter : www.twitter.com/SSMEFNB
**Please note the links for the above organization are available in French only*

Application Questions 8, 9

My Community at a Glance profile

- To find your community profile, visit www.nbhc.ca/community-profiles
- To learn how to use your profile, visit www.youtube.com/watch?v=81MnUYqw0po

My Community at a Glance profile provides a snapshot of the people who live, learn, work and take part in activities within your community. The data in the profile has been chosen to help you identify both the assets (strengths) and the areas of need in your community.

Having access to this kind of data about your community can help you tell the story of “why” your initiative is important. It can help you choose which activities will be important, and better understand the strengths of your community. Finally,

the data in the profile can help you generate support for your initiative by attracting new partners.

Here are some examples of data available in the profile. Look through the profile to find data that relates to your own initiative:

What do you want to learn?

Community facts: Is your community growing or getting smaller?

Physical environment: What is the availability of parks or greenspaces in my community? What is the availability of food outlets/grocery stores in my community?

Health behaviors: What are the most popular physical activities in my community?

Health behaviors: What is the proportion of adults in my community who eat enough fruits and vegetables?

Here are some examples of how you might use the data:

- Your profile shows that there are a large number of seniors in your community, even higher than in the rest of the province. Seniors have experience and wisdom that they can share and may have time available for volunteering. Perhaps you could partner with a seniors' organization and have seniors become part of implementing your program.
- You notice that the sense of community belonging is very high. You can capitalize on that sense of belonging to help mobilize partners around your project.
- You may find that the youth in your community have indicated that their mental fitness needs are being satisfied by their friends at a higher rate than in other settings. You might consider giving youth the opportunity to take the lead (or play a more significant role in the decision-making process) for the activity you were planning to organize for them. Allow them to work with each other and make decisions on the activities. Provide them with clear and reasonable boundaries and the supports they need to move forward when they need it.
- The Physical Environment section in your profile shows that your community only has 2 food outlets, which is 50% lower than the rest of New Brunswick and that access to fresh produce is difficult in your community. You plan to work with community partners to develop a community

garden and/or food forest to teach people how to garden and preserve the harvest which will increase access to fresh produce and increase food skills.

Other sources of data

The *My Community at a Glance* report incorporates data from several sources. Some of these are listed below in case you want to consult these reports directly:

- **Student Wellness Survey** – Most schools in New Brunswick participate in this survey every three years. Each school that participates in a survey receives a report on their own school data. If you are in a school, you can access the most recent Student Wellness Survey for your school by contacting the New Brunswick Health Council.
 - By phone (8am-4pm) at 506-869-6870 or 1-877-225-2521
 - By email at info@nbhc.ca
- **Community Health Needs Assessment (CHNA)** - New Brunswick communities within the Horizon Health Network area have completed or are in the process of completing a CHNA. Needs were identified by a community working group and focus groups. To find the CHNA, go to <http://en.horizonnb.ca/home/media-centre/publications> and click on the *Health-needs Assessment Summaries* link on the left side of the page.

Application Question 10

When participants are involved in the planning and delivery of an initiative, it helps to attract interest, build support, and can improve the quality and success of the initiative. This involves making sure that the participants' three fundamental needs for Competence, Autonomy and Relatedness are met.

Having a sense of **Competence** means that I have skills, strengths and abilities that are recognized by myself and others. When I use them to meet goals and help others I feel a sense of accomplishment and worth.

Having a sense of **Autonomy** means that I have a voice and I am able to make decisions about things that are important to me and others. Others support me in my choices.

Having a sense of **Relatedness** means that I feel like I belong, and I am connected to important relationships that support and encourage me. I also support and encourage others.

In order to support these needs for your planning team and your participants, consider the following:

C = Competence A=Autonomy R=Relatedness

During the planning and implementation of the initiative...

- Does the initiative recognize the skills and strengths of the participants? (C)
- Does the initiative encourage participants to share their ideas and opinions? (A)
- Does the initiative offer them choices? (A)
- Does the initiative encourage positive relationships? (R)
- Does the initiative consider the needs of the target audience? (R)
- Does the initiative demonstrate respect, acceptance and interest in the input of others? (C,A,R)
- Does the initiative invite the community to share their skills and talents to strengthen and sustain it? (C,A,R)

During the initiative, the facilitator can...

- Plan activities with the participants. (C,A,R)
- Promote the development of new skills and knowledge (C) and encourage the participants to practice and apply those skills outside the program.
- Provide opportunities for input or feedback. (A)
- Consider the interest of the participants. (A,R)
- Promote the success of the participants. (C,R)
- Offer choices and the opportunity to make decisions. (A)
- Acknowledge and celebrate skills and strengths. (C,R)
- Encourage respect, inclusiveness and acceptance. (R)

Application Question 11

Promoting your initiative is essential to its success. There are many ways you can promote it including social media such as Facebook or Twitter, on your website if you have one, community newsletters, posters, email, radio or community newspapers. Tell us how you plan to communicate and promote your initiative. Be specific in listing your local newsletter, the name of your Facebook page or website.

Application Question 12

Consider what your initiative will look like in the future and how it could continue after the funding is gone. The purpose of this grant is to provide start-up or “seed” money but should not be considered as a source of ongoing funding.

Some options for sustainability could include:

- Finding like-minded partners can help to diversify funding or to increase donations of resources.
- Applying to different grant programs or finding sponsors can help generate more money.
- In some cases, charging a small registration fee can provide an additional source of income and still keep the initiative inclusive.
- Adding health and wellness-oriented exhibitors to your initiative and asking for a fee or selling healthy snacks on hand can generate income.

Application Question 13

Local Food

Local food is food that is produced or harvested in New Brunswick, and food made in New Brunswick, if the ingredients were produced or harvested in New Brunswick. Sourcing food locally or growing food in New Brunswick supports local producers and highlights the healthy foods available within the province. Indicate if you plan to use local food within your initiative, and if so please describe what local foods you plan to use.

You will be asked on the Activity Report* to indicate if and how local food was used in the initiative.

Application Question 14

Partnerships

Having strategic partners in your initiative will increase success rates and sustainability. Engaging organizations, businesses, and other partners who have a vested interest in working together will ensure diverse representation and make participation accessible and enjoyable for people. It is important that the people offering training or teaching new skills have the proper qualifications in order to ensure that participants receive correct and credible information.

Possible partner roles and contributions include, but are not limited to:

- Facilitating sessions
- Providing space at no cost
- Providing transportation to participants
- Printing handouts for the initiative at no cost
- Volunteering
- Making a financial donation
- Donating equipment or materials like a garden tiller, a projector, kitchen supplies, or sporting equipment
- Participating in the planning committee
- Help promote your initiative to different interest groups

Please complete the table to show partners involved and those sharing information or expertise with your participants.

Budget

Application Question 15

A good budget helps you to show that your initiative has been carefully planned. It helps to show the full value of the work you are doing, and to demonstrate the contribution of other partners. It also helps us to ensure that our funding is being used for expenses that are acceptable under this program:

Note: If you are unsure if a specific expense is acceptable or unacceptable, please ask for clarification before you submit your application.

Acceptable expenses directly related to the initiative	Unacceptable expenses
<ul style="list-style-type: none"> - Community activities - Facilitators (Maximum \$2000 per grant and cannot be core organization staff) - Honoraria/ token of appreciation (Maximum of \$40 per person) - Translation - Materials, equipment and/or supplies - Program development/ delivery - Communication/promotion related to the initiative - Research related to the initiative - Services or supports to reduce barriers to participation (e.g. childcare, transportation, subsidies for registration) 	<ul style="list-style-type: none"> - Overhead or day to day operating costs for the organization (e.g., salary/wages, rent) - Capital expenditures are amounts spent to buy or improve an asset that will have a long life. (e.g., buildings, computer equipment, machinery, office equipment, vehicles and software) - Activities considered outside of best practice for health and safety (e.g. use of fad diets, weight loss challenges)

Refer to the descriptions below to help you complete your budget table:

Cost Items

- List everything you will need to carry out your initiative.
- Keep your budget as simple as possible by listing only items that are associated with the initiative you have described in your application.
- These items will generally reflect materials, supplies or services in two categories:
 - Things that you will pay for
 - Things that you will get through other means (e.g. donations, volunteer labour, etc.)

Cost or Value

- Provide the cost of the things you will have to purchase or services you will have to pay for.
- Remember to include an estimate of the value of the donated items or the volunteer time (e.g. 10 hours of labour at approximately \$15/hour). *Note: Any volunteer time or donated items that are being listed as contributions must also be reflected in this column.*

Description / Details

- Use this space to show how you arrived at the cost or value of this item
- For example:
 - 300 hours of volunteer time x \$15/hour
 - Room rental @ \$100/session x 10 sessions
- For expensive equipment requests, please attach a quote with your application.

Funding Contributions

- Indicate any money you have received or expect to receive from a partner to help cover the cost of that item. This may include donations of money from a local partner, or funding received from another grant program.
- If you will be using a pot of funding to cover multiple items in your list, divide up the grant amount on the appropriate lines to show what items it will cover.

Donated Contributions

- These include donations of time, rental space or materials that will help you to carry out your initiative.
- Enter the approximate dollar value of these resources in this column. *Note: Any volunteer time or donated items that are being listed as contributions must also be reflected in the cost or value column.*

Where is this support coming from?

- Indicate the names of the partner organizations or funders who are providing the resources to help meet the cost on that line.
- You can indicate more than one source of support

Secured / Pending

- If you already have a commitment for this resource, place an x in the “Secured” column
- If the commitment is not yet finalized, place an x in the “Pending” column
- It is preferable that support be secured before applying. If the support represents a large portion of the budget for your initiative, you may be asked to wait until you have it secured before you can be considered for funding through this program.

Sample budget:

Community Food Action Program - Budget Worksheet

Initiative Name:	XYZ Community Kitchen
Contact Person:	
Lead Organization:	
Date Submitted:	

Note:
 - Hover over the title of each column for pop-up help
 - Please refer to the Application Guide for a list of acceptable and unacceptable expenses
 - Round all numbers to nearest dollar

What resources will you need to run your program?		
List of Resources Needed	Cost or Value	Description / Details
Kitchen Rental	\$400	\$100/session x 4 sessions
Volunteers	\$4,000	estimated 400 hours @ \$10/hour
Food Costs	\$2,400	10 participants cooking, each one is cooking for a family of 4 (total = 40 people) x \$5/meal x 3 meals/session x 4 sessions
Facilitator honorarium	\$400	\$100/session x 4 sessions
Equipment	\$565	estimated costs for pots, pans, measuring cups, spoons, take-home containers
Totals	\$7,765	

What support do you already have (or expect to have) from other sources?				
Funding Contributions	Donated Contributions	Secured?	Pending?	Where is this support coming from?
	\$400	x		St. John's church
	\$4,000	x		XYZ Family Resource Centre
\$500	\$500		x	\$500 in gift cards from ABC Groceries + \$500 financial donation from XYZ Family Resource Centre
	\$50	x		2 pots donated by a community member
\$500	\$4,950			

Items to be covered by grant (office use only)
\$1,400
\$400
\$515
\$2,315

Grant amount is OK



Measuring your success

Application Question 16

Knowing what you want to accomplish is essential for the success of your initiative. When planning your initiative, you need to determine how you will evaluate the goals you set-out to reach. To do so, you need to ask yourself these questions:

- Think about what you may already be tracking
- What will be achieved?
- What's in it for participants?
- What benefits or changes are there for participants or for the community after their involvement in this initiative?
- What changes will you be able to measure?
- What tool(s) will you use to measure these changes?

The next step is to ask yourself what the best way is to evaluate the extent to which you've reached your goals. Measuring the extent to which you've reached your goals can be done in several ways: participant survey, interviews with participants, pre and post questionnaires, tracking forms, collecting testimonials, partner survey, etc.

You don't have to measure everything, but instead focus on 1 or 2 goals you wanted to reach. Also, indicate how you will **measure** the goal that you have decided to track.

Keep in mind that, if your application is approved for funding, we will ask you to tell us what happened in your Activity Report* after your initiative is over and report on the results of what you have measured.



Celebration Submitting your application

Application Question 17

Reflecting on the successes and challenges of your initiative is important and will help you identify learnings, stories, and reasons for celebrating. It will lead to new ideas for continuing to move forward. Other people can also be inspired and energized by what you have achieved.

Here are some of the ways you can share your learning, resources and successes:

- Your own Facebook, web page or other social media tools
- Community newsletter or newspaper
- Radio
- Mouvement Acadien des Communautés en santé du Nouveau-Brunswick (www.macsnb.ca) and Wellness Magazine «Le RéseauMACS» * *Link is only available in French*
- Food for All New Brunswick Newsletter (<https://foodforallnb.ca/subscribe/>)

Before submitting your application, check to make sure you have completed all the questions and attached the budget sheet. For more information or to submit your application, please contact:

Email: mieux-etre.wellness@gnb.ca

If your application is approved for funding, remember that we will expect you to tell us, in your Activity Report, how you shared your story with others.

