

PCC Organic Producer Grant

2020 Application

Organics are better for people and the planet. Washington state is the third largest producer of organics in the US (in farmgate sales), and demand for those products continues to grow. We believe Washington state can grow organic production to meet this demand. That's why we are launching the new PCC Organic Producer Grant. The goal of the fund is to support the organic producers in our state with grants to help fund projects that will make a positive impact on their operation, the environment, and/or their workforce. We are launching the program in 2019 as a soft launch with existing PCC producers, but in 2020, plan to open the grant program to any producer in our state so that organics can grow and thrive.

The grant program will support Washington organic producers with funding for a variety of projects, for example:

- projects that support farm worker health and well-being
- purchases that increase producer productivity, sustainability, or efficiency
- improvement to packing sheds and other facilities
- purchases of equipment and tools
- projects that improve soil health and/or support soil carbon sequestration
- other projects that benefit a farm or production facilities, including projects that improve animal welfare or support a transition to certified organic.

APPLICANT ELIGIBILITY

Grants available for the following types of projects:

- Organic certification
- Transitioning a conventional, non-organic producer to organic
- Projects that assists an organic farm or producer to scale its offerings
- Projects that assists an organic farm or producer to improve sustainability, efficiency, or effectiveness
- Requests must be made formally using the online application
- Organizations must submit their W-9 during time of grant submittal
- PCC does not fund organizations that discriminate on the basis of race, color, national or ethnic origin, ancestry, age, religion, disability, medical condition, sex or gender (including pregnancy), gender identity and/or expression, sexual orientation, marital status, military or veteran status, or any other characteristic protected under applicable federal, state or local law
- PCC will consider up to 2 proposals per organization per year

Non-organic producers are only eligible for grants to support the process of organic transition or certification.

GRANTS MAY NOT BE USED FOR:

- Political or religious purposes or programs
- Lobbying activities
- General operating or marketing expenses
- Endowment funds
- Scholarships
- Advertising
- Fundraising events
- Multi-year projects
- Proposals that do not address systemic change in the areas of social action or environmental stewardship

GRANT SIZE

PCC requests proposals which have objectives that are realistically achievable with a modest level of funding. Some of the project costs must be covered by the producer. Grants are available up to a maximum of \$5,000.

COMMUNITY GRANTS TIMELINE

- Submitting: Grant proposals can be submitted from October 1 through October 31.
- Assessment: Proposals will be assessed from November 1 through November 15.
- Contact: Applicants will be notified, and funds awarded by December 15, 2020. If a project or grant contains any special conditions as specified by the applicant or PCC, no monies will be disbursed until those conditions have been met.
- Final reporting: June, following year.

PROPOSALS

It is important that the objectives of the project or program are clear, well-structured and succinct. Please demonstrate why your project is necessary, present measurable outcomes and explain specifically what you hope to accomplish.

Proposals must:

- Include a clear rationale for the project or program
- Demonstrate a significant need for the proposed project
- Include a projected budget and potential impact that the grant would support

- Include a clear connection between the organization and program or project and PCC Community Markets' mission
- The total amount of funding required for each element, and the proposed sources of funding, including the funding that the producer is able to contribute to the project.

HOW TO APPLY

1. Complete the grant form, proposal narrative questions, and gather all required attachments.
2. Submit your application and required attachments via the online form.

APPLICATION REVIEW & EVALUATION

The following criteria will be used to evaluate proposals:

1. Goal: Presents clear objectives demonstrating that the project will foster the improvement and/or sustainability of organic farming practices or production and specifies measurable outcomes that will indicate successful achievement of the objectives within the eligibility criteria specified by PCC.
2. Value: Demonstrates the conceptual adequacy of the project and presents a realistic timeline for each of the project's activities.
3. Feasibility: Presents a well-justified and detailed budget appropriate to carrying out the project's objectives, showing any matching funds applied for or already secured.
4. Confirms that no portion of the grant will be used for overhead vs. project elements.
5. Inspires community involvement and support.

FINAL REPORTING REQUIREMENTS

Grant recipients are required to provide a report documenting the completion of the project by June 1, 2020. The report will analyze whether the original project objectives were met, not the success or failure of a project.

The report should contain the following:

- Details on how the money was spent: actual cost of the project vs. original budget.
- Any formal evaluation data.
- Project challenges and successes from the organization's perspective.
- Photographs and/or video documentation.

Final reports may be delivered to grants@pccmarkets.com. Please include "Attn: Organic Grant - Final Report" in the subject line.

Application Questions

Producer Information

Date of application			
Name of organization		Legal name of organization, if different	Is your organization a 501(c)(3)? y/n
Address		City, State, Zip	
Phone		Website	Annual budget
Name of contact person	Title	Phone	Email

Proposal Summary

In 2-3 sentences, what are you requesting and why?

What are the dates of the project (if applicable)?

When does your fiscal year end?

Project Budget

Total amount requested (\$)
Amount funded by applicant or other funders (can include \$, in-kind, and/or labor)
Total project budget (\$)

Authorization

Name of owner, top paid staff, or board chair

Signature

PROPOSAL NARRATIVE

Please respond to these questions in the web-based form. Please note, that responses will have character limits in the answer field.

1. Share your farm or organization's story with us:

- a. When did it start? How long has it been operating? Is your farm a family or multi-generational property or operation? How has it changed over time?
- b. Does your farm or organization have a mission statement? What are your goals? What is your vision for the future of the operation?
- c. What projects are you currently working on? What have you accomplished in the past that you would like to tell us about?
- d. How is your farm or operation managed? Do you have a Board of Directors? Is your staff full-time, part-time, or are they owners? Who does the day-to day work? Who does the planning, overseeing, and decision-making?

2. Tell us about your project or program:

- a. Project details
 - i. What are your goals for the project that this grant would fund?
 - ii. Do you anticipate any obstacles or difficulties in your operation in the year ahead, and if so, how do you see the grant bringing about solutions to these challenges?
- b. Background
 - i. What is the nature and scope of the project?
 - ii. Who will be carrying out the bulk of the work on the project? What experience or qualifications do they have that will help to make the project successful?
 - iii. What is the timeline for the project?
 - iv. Do you see your project benefiting the community, and if so, in what ways?
 - v. How do you envision the sustainable success of the project in 1 year, 5 years, 10 years or beyond?
- c. Organization's project or program evaluation and outcomes
 - i. How will you evaluate the success of the project or program?
 - ii. Who will do the evaluation?
 - iii. Through which communication avenues do you plan on reporting back to PCC? (photos, email, report, video?)

Required Attachments:

Project

1. Proposal narrative.
2. Project budget, including income and expenses.
3. Identification of supplemental funding – list names of corporations and foundations from which you are requesting funds, with dollar amounts, indicating which sources are committed and which are pending.

Finances

1. Copy of IRS Form W-9.
2. Most recent financial statement, showing actual expenses, including a balance sheet and income statement.
3. If an employee(s) of PCC is involved in your organization, list name(s) and involvement.
4. Letter of recommendation from a farm or producer peer, or similar organization.
5. Provide a list of 3 references that PCC may contact.

For 501(c)(3) organizations only:

1. Most recent 990 tax return and annual report.
2. A current IRS determination letter indicating tax-exempt 501(c)(3) status.

Terms

By submitting this grant application, the grant applicant agrees that if the applicant receives a grant, PCC has permission to use, publish in any media now or hereafter created and share the grant amount and information about the organization, this project, program and/or event for promotional purposes.

By submitting your proposal, the applicant grants to PCC a royalty-free, irrevocable license to conduct on-site video and photo shoots and interviews, and to create, edit, use and reproduce such materials, including individual likenesses, names, voices for promotion of PCC's cooperative, services, stores, programs and values in all media now and hereafter developed, including but not limited to printed materials, in-store signage, newsletters, website broadcast and social media channels.

The applicant further agrees that, as to any photos provided by the applicant to PCC for use:

- The copyrights for such photos belong to the applicant or the applicant has an unrestricted right to use and sublicense such photos to PCC
- The applicant has consents from any individuals featured in any such photos to allow the use and sublicense of the photos for promotional purposes
- The applicant grants PCC a royalty-free license to use, publish, edit and copy such photos for promotional use by PCC in any media now or hereafter created

Additionally, by submitting this application, The undersigned certifies that he/she is an authorized representative of **the organization who is authorized to agree to these terms.**

Have questions about the process? Email grants@pccmarkets.com

Applications are due by October 31, 2020.