WIC Community Innovation and Outreach Project (WIC CIAO):
Round 2 Subgrants Request for Application (RFA)
Frequently Asked Question (FAQ) Document
August 19, 2024

This document will be updated regularly based on questions from applicants up until August 30, 2024. New questions and answers will be listed in orange font, along with the date they were posted.

Email questions to the WIC CIAO Project Manager at wic-ciao@frac.org. The Project Team will make every effort to reply to emailed questions in a timely manner. Please note that the Project Team may be unable to help in the final 24 hours prior to the submission deadline and will not be able to provide feedback on specific proposal ideas.

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A. APPLICATION TIMELINE AND SUBMISSION

1. **How can I apply? Where?**
   ● To apply, submit your application in the WIC CIAO online application portal. All applicants are required to register on the portal before commencing the application process. Applicants are encouraged to log on to the application portal and familiarize themselves with the proposal requirements well before the deadline. See RFA Section *V: Submitting an Application* for additional information on applying.

2. **When is the WIC CIAO subgrant application due?**
   ● Applications are due on September 6, 2024, by 11:59 p.m. ET.

3. **Can I submit an emailed version of the application? Will paper submissions be allowed?**
   ● Emailed applications and paper submissions will not be accepted. Applicants must submit via the WIC CIAO online application portal.

4. **Can I submit my application in Spanish?**
   ● Yes, you can submit an application in Spanish through the WIC CIAO online application portal. In the upper right-hand corner of the webpage, click on the world icon (see below). If your application is submitted in Spanish, it will be reviewed by Spanish speakers, it will not be translated to English first.

5. How will I know that you received my application?

- When all required sections of the application are complete within the [WIC CIAO online application portal](#) the "Submit" button will become green and clickable. The submission is not fully submitted until you click the green "Submit" button. Once you click "Submit," you will receive a confirmation email to the email address you provided for the Applicant Contact in the Profile of the Application Portal. If you did not receive the confirmation email, please direct your questions to the WIC CIAO Project Manager at wic-ciao@frac.org.

- Be sure to check your spam folder(s) for replies, as emails from FRAC and the online application portal may be blocked by spam filters.

6. Can I get feedback on my proposal once it's been reviewed?

- No. The WIC CIAO Project Team is unable to provide individual critiques of submitted proposals.

B. LETTER OF INTENT TIMELINE AND SUBMISSION

7. How do I submit a Letter of Intent?

- The Letter of Intent (LOI) is a short, five question online form on the [WIC CIAO online application portal](#). You can also access the LOI directly through the [WIC CIAO LOI webpage](#). The nonbinding LOI is due by 11:59 p.m. ET on July 25, 2024.

8. Is the Letter of Intent required for the primary applicant and/or all partners?

- The LOI is *not* required by the primary applicant or an applicant team. The LOI is optional and if an applicant team chooses to submit a LOI, one letter can represent the application team. The LOI will *not* be considered in the subgrant review process. WIC CIAO applicants who do not submit a LOI by the specified deadline may still submit an application by the application due date of September 6, 2024.

9. Will applicants receive feedback on their Letter of Intent?

- No, the LOI is a short, five question online form. The LOI will *not* be considered in the review process. It is meant to provide useful information to the WIC CIAO Project Team about (a) RFA dissemination and (b) preparing for the subgrant review process.

C. WEBINAR INFORMATION

10. Will the webinars be recorded?

- Yes, the webinars will be recorded, and will be posted to FRAC's YouTube webpage and the WIC CIAO Project website.

11. Will the webinar slides be posted publicly?

- Yes, the webinar slides will be posted to the WIC CIAO Project website after the webinar.

12. Where will questions asked during a webinar be posted?

- Questions asked during WIC CIAO RFA webinars will be posted in this Frequently Asked Question (FAQ) document on WIC CIAO Project website.
- The FAQ document will be updated regularly based on questions from applicants up until August 30, 2024. New questions and answers will be listed in orange font, along with the date they were posted.

13. Are there any questions that you will not be able to answer during the webinars?

- We are unable to answer questions related to specific proposal ideas or to provide other proposal-specific technical assistance.

D. APPLICANT ELIGIBILITY

14. Who can apply?
- A WIC agency (including current WIC CIAO subgrantees):
    - WIC State agency, including a geographic state, a territory, or an Indian Tribal Organization (ITO) that administers the Program (7 CFR 246.2).
    - WIC local agency, including Indian Tribal Organizations (ITOs) that administer the Program.

- A nonprofit entity (including current WIC CIAO subgrantees): An association, cooperative, or other organization with IRS 501(c)(3) status and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribe.

- A Head Start entity: A prenatal - age 3 Early Head Start, ages 3-5 Head Start, Early Head Start-Child Care Partnerships (EHS-CCPs), Migrant Seasonal B-5 Head Start, American Indian Alaska Native Early Head Start and Head Start, State Head Start Associations, and/or any combination of the previously mentioned program(s) or organizations.

15. Can current Round 1 WIC CIAO subgrantees apply for renewal funding?

- No, Round 2 funding will not be considered for a renewal/extension of a Round 1 subgrant (i.e., the proposed Round 2 project is not simply a continuation of the same Round 1 activities).
- The Round 2 project must be substantially different from their Round 1 subgrant.
    - To be substantially different, a proposed WIC CIAO Round 2 Project must be an entirely new project (i.e.,not a renewal or an extension of a Round 1 subgrant). While the proposed Round 2 project can build on lessons learned in Round 1, the Round 2 Subgrant Project should not have the same goals or outreach activities as a Round 1 Subgrant Project. A subgrantee's Round 1 Subgrant Project workplan will be compared to the Round 2 Subgrant Project workplan submitted with the application.

16. Is a Head Start entity (whether a city, county, school district, or other government Head Start entity) eligible to apply as a singular or primary applicant for a WIC CIAO subgrant?

- A city, county, school district, or other government entity that is designated as a Head Start grant recipient can apply as a singular or primary applicant or member of an applicant team. Singular or primary applicants should upload their Head Start grant award letter in Section 3 of the online application.

17. Are state or local government agencies, departments and programs or school districts eligible applicants?

- Non-WIC and non-Head Start state and local government agencies, departments and programs or school districts are not eligible to be a singular or primary applicant. They are eligible to participate as part of an applicant team.

18. Are 501(c)4 or 501(c)6 nonprofits eligible to apply for a WIC CIAO subgrant?

- No, only 501(c)3 nonprofits are eligible to apply as a primary applicant for a WIC CIAO subgrant. 501(c)4 nonprofits and 501(c)6 nonprofits are not eligible to apply as primary applicants.

19. Are for-profit entities eligible to apply for a WIC CIAO subgrant?

- For-profit entities are not eligible to apply as a singular or primary applicant for a WIC CIAO subgrant. A for-profit entity may be included in a WIC CIAO subgrant proposal as a contractor/consultant (exchange transaction); the singular or primary applicant should ensure that their proposal addresses federal requirements for all pass-through entities and/or consultants, including for-profit organizations, as defined in the Uniform Administrative Requirements for Federal Awards (see 2 CFR 200, including subpart E).

20. Can a Head Start delegate or contracted partner agency apply?

- This opportunity is available to providers of Head Start services including grant recipients, delegates, and contracted partners. The applicant should upload documentation such as a Notice of Award, contract or other documentation demonstrating their status as a provider of Head Start services. For-profit organizations providing Head Start services are not eligible to apply as a singular or primary applicant (see question 19).

21. Is it possible for a larger community partner organization to then further subgrant out to smaller partner organizations that may not have the resources or capacity to lead a project? Or would the smaller organizations all have to be part of the applicant team?

- For the WIC CIAO Round 2 RFA, FRAC is accepting applications for innovative WIC outreach projects implemented by either a singular applicant or an applicant team. If applying as an applicant team, the larger community organization can be the primary applicant and can work with smaller organizations as applicant team members.

22. If applying as an applicant team, is there a limit to the number of applicant members?

- No, there is not a limit on the number of organizations and/or agencies that apply for a WIC CIAO subgrant as an applicant team.
- If the proposal is selected for funding, contracts **must** be formalized between the primary applicant and members of the applicant team. Therefore, we encourage applicants to consider choosing a primary applicant who has the fewest institutional barriers to developing and approving contracts in a timely manner.
- Applicants should consider leveraging existing staff and programmatic resources to ensure timely completion of grant deliverables.

23. Are Round 1 WIC CIAO subgrantees that were granted no-cost extensions eligible to apply for Round 2?

- Round 1 subgrantees that receive no-cost extensions are not eligible to apply for Round 2; with the exception of any Round 1 subgrantees that received no-cost extensions due to extenuating circumstances that were executed prior to the release of this RFA.

24: 8/19: Is a fiscally sponsored organization eligible to apply for a WIC CIAO subgrant?
- Yes, a fiscally sponsored organization can apply for a WIC CIAO subgrant if the fiscal sponsor meets the eligible applicant requirements under this RFA.

E. LETTER OF SUPPORT FROM A WIC STATE AGENCY

25. Is the letter of support (LOS) from a WIC State agency required?
- Applicants are required to obtain a signed letter of support (LOS) from a WIC State agency demonstrating willingness to support their WIC CIAO Subgrant Project by providing WIC administrative data. Applicants can use these templates: Letter of Support Template or Cartas de Apoyo when preparing their LOS, depending on the preferred language of the State agency.
- This applies to all applicants except for WIC State agencies including Indian Tribal Organization (ITO) or Tribal government entities currently administering the WIC program per (7 CFR 246.2).
- Applicants should reach out to their relevant WIC State agency, including an ITO currently administering the WIC program per 7 CFR 246.2, as early as possible to obtain a signature on their LOS, since it may take several weeks.
- A list of WIC State agency contacts is available on the WIC CIAO online application portal.
- Applicants who encounter issues in obtaining a signed LOS should reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for assistance before August 23, 2024.

Special note for Indian Tribal Organizations *(ITO's) or Tribal Governmental Entities Not Currently Administering WIC:* If you represent an Indian Tribal Organization (ITO) or other governmental instrumentality of a federally recognized Indian Tribe, but your ITO or Tribal government entity is not currently administering WIC per 7 CFR 246.2, you will need to include a letter of support (LOS) with your WIC CIAO application. This LOS requirement may be modified for Tribal governments on a case-by-case basis. If the

LOS is not obtained by August 30, 2024, please reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for information on completing the application in the online portal.

26. Is a local, county, or other non-State WIC office considered a WIC State agency?

- There are only 89 WIC State Agencies (7 CFR 246.2) in WIC. State agencies enter into agreement with USDA, and submit an annual state plan to USDA. The 89 WIC State agencies include the 50 U.S States, 33 Indian Tribal Organizations, the District of Columbia, and five territories (Northern Mariana, American Samoa, Guam, Puerto Rico and the Virgin Islands). If you need help verifying, please contact wic-ciao@frac.org.

27. Is there a deadline for WIC State agencies to provide the signed LOS?

- The letter of support from a WIC State agency is a requirement to be considered for a WIC CIAO subgrant but may be modified for Tribal governments on a case-by-case basis. If a Tribal government wishes to request a modification, they should reach out to the WIC CIAO Project Manager at wic-ciao@frac.org prior to August 30; for all other applicants, we recommend applicants request their State Agency LOS at least six weeks prior to submission, and that they reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for assistance before August 23. There is no explicit deadline for the LOS beyond the full application deadline of September 6.

28. What can I do if I'm having trouble getting the Letter of Support (LOS) signed by a WIC State agency?

- WIC State agencies are aware of this funding opportunity and that organizations will be reaching out to seek letters of support (LOS).
- Applicants who encounter issues in obtaining a signed LOS should reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for assistance before August 23, 2024.

29. Can a WIC State agency provide as many letters of support (LOS) as requested?

- Yes, a WIC State agency can provide as many letters of support (LOS) as it deems appropriate.

30. Where can I find the WIC State agency contact list for the LOS?

- Once you've logged on to the online application portal, click "Edit" on the right-hand side of your screen (in the "Profile" box). You will find the link at the top of

your "Profile" page (labeled "CLICK HERE for the List of WIC State Agency Contacts for Letter of Support"). See screenshot below.

31. Can a WIC State agency provide feedback to strengthen an applicant's proposed project

- Other than the required State agency letter of support pertaining to data collection, there are no explicit requirements or limitations on obtaining input, feedback, or any other ways states may choose to collaborate with applicants in the event that State agency is not a primary applicant or applicant team member itself.

32. Can a WIC State Agency applying for this grant also provide a Letter of Support (LOS) for a local WIC agency, nonprofit entity or Head Start entity pursuing a WIC CIAO subgrant?

- Yes, a WIC State Agency applying for this grant can provide a LOS for a local WIC agency, nonprofit entity or Head Start entity pursuing a WIC CIAO subgrant to demonstrate willingness to provide WIC administrative data required for evaluation. A signed LOS from a WIC State agency that is also applying for a WIC CIAO subgrant will not adversely affect that State's eligibility or evaluation of the State's proposal.

- A WIC State agency that opts not to sign a LOS will prevent an organization from applying. If a WIC State agency opts to not sign a LOS, they must communicate their decision to the applicant in writing.

33. Does a Head Start entity need to obtain a Letter of Support from a WIC State Agency?

- Applicants are required to obtain a signed letter of support from a WIC State agency demonstrating willingness to support their WIC CIAO Subgrant Project by providing WIC administrative data (template provided in RFA Appendix A). This applies to all applicants except for WIC State agencies including ITOs or Tribal government entities currently administering the WIC program per ([7 CFR 246.2](#)).

34. Can a Head Start entity be the singular applicant or do they need to apply as an applicant team with a WIC agency?

- Proposals in Project Track 3: Head Start/Early Head Partnerships may be submitted by a singular applicant, either a WIC agency or Head Start entity, OR an applicant team comprised of a WIC agency and Head Start entity.

F. LETTER OF COMMITMENT FROM APPLICANT TEAM MEMBERS

35. Is a letter of commitment from each partner required when submitting an application?

- Applicant teams must have a signed letter of commitment from every applicant team member organization documenting their relationship and understanding of their roles and responsibilities if funded.
- The letter of commitment is only required for applicants applying as an applicant team and is due at the time of application.
- Organizations must be included in the proposal's applicant team if staff members will be serving key roles in the project.
- Access the Applicant Team Letter of Commitment.
    - [English](#)
    - [Español](#)

36. Is the letter of commitment needed for Project Track 3 from Head Start and WIC?

- If applying for Project Track 3 as an applicant team that includes a WIC entity and Head Start entity, you must have a signed letter of commitment from every applicant team member organization documenting your relationship and understanding of roles and responsibilities if funded (template provided in RFA Appendix A).

G. PROJECT DESIGN

37. Do projects need to focus on a single community?

- No, projects do not need to focus on a single community. However, the proposal narrative should reflect appropriate understanding of the historical and systemic reasons for existing disparities in accessing WIC services. In addition, the narrative should reflect that the applicant/applicant team have thought through how their proposed goals and strategies will impact equity and anticipate potential unintended consequences.

38. For multi-state or national organizations, do WIC CIAO subgrant projects need to focus on only one state?

- It is possible to propose a project that includes outreach activities in more than one state. You will need to secure a signed letter of support from the WIC State agency in each state that you plan to conduct outreach in.

39. Can the proposed project for this grant include activities that our agency is already implementing in the community in collaboration with our local WIC program?

- Please see RFA Section III.B, specifically: *Project Track 1: WIC Agency and Nonprofit Organizational Partnerships.* Applicants are encouraged to leverage existing partnerships between WIC State and/or local agencies and nonprofit entities to improve the participant experience and meet the goals of WIC CIAO.
  - Project Track 1 focuses on strengthening existing partnerships between WIC State or local agencies and nonprofit entities that facilitate increases in participation, redemption of benefits, and/or improvements to the WIC participant experience. Outreach activities in this track should prioritize implementation or improvement of partner service delivery to engage more eligible nonparticipants and/or increase retention and benefits redemption for current WIC participants. Proposals under this track must be submitted by an applicant team that includes at least one WIC agency, and one nonprofit entity. Applicant teams must have a signed letter of commitment from every applicant team member organization documenting their established relationship and understanding of their roles and responsibilities if funded (template provided in Appendix A).

40. Should a proposed outreach project focus on direct service or higher-level activities to improve outcomes?

- *Eligible Round 2 proposals must align with one of the RFA's four Project Tracks.* A Project Track is a specific focus area within the broader scope of the WIC CIAO Subgrant Project funding opportunity (see RFA Section III-B for complete Project Track information):
  - o Project Track 1: WIC Agency and Nonprofit Organizational Partnerships: Leverage existing partnerships between WIC State and/or local agencies and nonprofit entities to improve the WIC participant experience and meet the goals of WIC CIAO.
  - o Project Track 2: WIC Program Champions and Navigators: Apply community champion and/or navigator models that connect families to similar programs (e.g. SNAP or Medicaid) to meet the goals of WIC CIAO.
  - o Project Track 3: Head Start/Early Head Start Partnerships: Build or improve partnerships between WIC State and/or local agencies and Head Start and/or Early Head Start to improve the WIC participant experience and meet the goals of WIC CIAO.
  - o Project Track 4: Innovative Outreach Project: Implement an innovative project that includes outreach strategies that will be adapted for diverse communities to meet the goals of WIC CIAO.

41. Can a Round 2 subgrant project proposal contain components of a funded Round 1 subgrant project?

- *Eligible Round 2 proposals must align with one of the RFA's four Project Tracks.* A Project Track is a specific focus area within the broader scope of the WIC CIAO Subgrant Project funding opportunity (see RFA Section III-B for complete Project Track information):
  - o Project Track 1: WIC Agency and Nonprofit Organizational Partnerships: Leverage existing partnerships between WIC State and/or local agencies and nonprofit entities to improve the WIC participant experience and meet the goals of WIC CIAO.
  - o Project Track 2: WIC Program Champions and Navigators: Apply community champion and/or navigator models that connect families to similar programs (e.g. SNAP or Medicaid) to meet the goals of WIC CIAO.
  - o Project Track 3: Head Start/Early Head Start Partnerships: Build or improve partnerships between WIC State and/or local agencies and Head Start and/or Early Head Start to improve the WIC participant experience and meet the goals of WIC CIAO.
  - o Project Track 4: Innovative Outreach Project: Implement an innovative project that includes outreach strategies that will be adapted for diverse communities to meet the goals of WIC CIAO.

42. Can my organization apply for or partner on more than one application?

- WIC CIAO will fund a given organization or agency through only one subgrant.
- Organizations or agencies may be involved in subgrant projects in multiple applications, but funding cannot be received through multiple subgrants.

43. For Project Track 3, is there flexibility on the timeline for the Memorandum of Understanding (MOU) or Data Sharing Agreements (DSA)? Our county requires Commission action before engaging in agreements, which happens after grant funding is received.

- If a project includes the establishment of a Memorandum of Understanding (MOU) or Data Sharing Agreements (DSA) to formalize partnership between WIC and Head Start in order to facilitate ongoing coordination of services, the timeline for implementing the MOU or DSA must be outlined in the proposal and where applicable, all applicant team member letters of commitment must affirm the timeline. Additionally, project activities or project outcomes should not hinge or depend on the creation of an MOU or DSA.

44. If we plan on doing a mix of multiple Project Tracks should we choose Project Track 4?

- Yes, Project Track 4 is for applicants to propose their own project that is tailored to meet the needs of the priority population. The proposed project could have novel strategies not found in Project Tracks 1-3 or could be a combination of Project Tracks 1-3.
- Eligible proposals **must align with one** of the RFA's four Project Tracks. When completing the online application, applicants will be asked to choose one Project Track.

45. For Project Track 1, would a WIC agency need to provide both a letter of support and a letter of commitment?

- If the singular or primary applicant is NOT a WIC State agency, then the local WIC agency is required to obtain a signed letter of support from a WIC State agency demonstrating willingness to support their WIC CIAO Subgrant Project by providing WIC administrative data (template provided in RFA Appendix A). This applies to all applicants except for WIC State agencies including ITOs or Tribal government entities currently administering the WIC program per (7 CFR 246.2).
- For Project Track 1, as an applicant team that includes a WIC entity and nonprofit entity, you must have a signed letter of commitment from the primary applicant and every applicant team member organization documenting the relationship and understanding of roles and responsibilities if funded (template provided in RFA Appendix A).

46. Can you please provide clarity around hiring new staff for the WIC CIAO subgrant project?

- For the Round 2 RFA, we strongly encourage applicants in any Project Track to leverage existing staff positions and minimize hiring new staff to implement the project. This could include using existing part-time staff or funding partial salaries of existing staff or volunteers.
- If applicant/applicant teams determine that hiring staff is needed to implement their subgrant project and ensure sustainability beyond the grant period, proposals should include a detailed explanation of how hiring will be completed within the start-up period of the grant (i.e., first three months) and a detailed sustainability plan for the outreach to continue after the WIC CIAO subgrant project ends.

47. Can a nonprofit entity partner with more than one local WIC agency or office?

- Yes, a nonprofit entity can partner with more than one local WIC agency or office.

48. Can an applicant propose a project that includes homeless outreach activities?

- All projects must align with the purpose of WIC CIAO, which is to develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, and redemption of benefits, and to reduce disparities in program delivery.

49. 8/19: Are the outreach activities applicants input in Column B of the workplan different than the outreach strategies applicants describe in question 5 of the application: "Project Track and Outreach Strategies"?

- The outreach activities in Column B of the workplan should align with the outreach strategies in question 5 of the application: "Project Track and Outreach Strategies". The workplan should include a complete list of activities; for question 5, applicants are limited to a 1,000-word narrative response.

50. 8/19: Is developing a WIC prescreening app allowed under this RFA?

- **No.**

51. 8/19: Is the development of an online shopping portal that will allow participants to order WIC-approved products for delivery or pick up allowed under this RFA?

- No. State agencies and vendors interested in WIC online shopping projects should visit WICShop+ (wicshopplus.org) for resources and information.

52. 8/19: Can I use a subgrant to do WIC Farmers' Market Nutrition Program (FMNP) outreach?

- These subgrants are specific to WIC Program outreach, so CIAO applications should focus on efforts to increase WIC enrollment, retention, redemption of benefits, and improve equity. It is allowable for WIC CIAO subgrant projects to promote the FMNP benefit, where applicable, while implementing WIC outreach strategies.

H. WIC CIAO EVALUATION QUESTIONS

53. Will additional pages be allowed for projects that select optional evaluation measures?

- No, additional pages for projects selecting to conduct optional evaluation measures will not be accepted. Please refer to and complete question 12a of the online application to describe any optional and additional evaluation activities you are planning to complete. Of note, additional evaluation activities will not impact chances of project funding.

54. Please explain the expectations around evaluation metrics. For the Key Performance Indicators (KPIs) of "WIC Engagement" and "WIC Enrollment," for example, what will you require that subgrantees receive as proof of enrollment?

- The key performance indicators (KPIs) will be evaluated using the data points listed under Table 3: Standard Evaluation Measures and Responsibilities in the RFA. The KPIs of WIC Awareness and Engagement will be measured using a pre- and post-survey developed by the Center for Nutrition and Health Impact, and the KPIs of WIC Enrollment, Participation and Retention will be evaluated using WIC administrative or aggregate data listed within Table 3. These data may be collected with support from WIC agency partners. See the WIC Data Tables Website (link: https://www.fns.usda.gov/pd/wic-program) for examples of WIC participation data. No identifying information, such as individual certification applications/documents, will be shared between WIC agencies, subgrantees and/or the Project Team. Additional information can be found in the Letter of Support template and will be provided upon funding.

55. Can a subgrantee request data from a WIC State Agency to help determine if the subgrant project increased WIC participation, redemption of WIC benefits, and improvements to WIC?

- The Key Performance Indicators (KPIs) of WIC Enrollment, Participation, and Retention will be evaluated using WIC administrative or aggregate data as part of the standard evaluation. Redemption of Benefits and Improvements to WIC are not being measured as part of the standard evaluation, however, an applicant/applicant team could choose to include these measures as additional evaluation components (see RFA section III.C). If the team elects to include redemption of benefits and improvements to WIC as an additional evaluation component, we recommend working with your WIC State Agency prior to obtaining your project's State Agency LOS to confirm that the State Agency is able and willing to provide that data to the applicant team. More information on evaluation-related data sources and use can be found under Table 3: Standard Evaluation Measures and Responsibilities in the RFA.

56. 8/16: To clarify the Project Team will conduct the evaluation, but grantees should budget for evaluation costs?

- The Project Team will lead the standard set of evaluation activities with support from the awarded subgrantees, such as subgrantee staff time towards required evaluation activities. Please see Section D – Use of Grant Funds in the RFA for additional details, specifically the subsection titled "Recommended budget allocations for evaluation activities".

57. 8/16: I wanted to inquire about the evaluation elements of the grant. On pg 23 of the RFA it states that the WIC CIAO Project team will "Provide KPI survey templates that collect information on sociodemographics and WIC awareness and engagement." How much should be dedicated to an Evaluation Research Member on our team? To help with disseminating these surveys and more importantly analyzing the data from these surveys? Will this be provided by the WIC CIAO grant team? Or will an applicant team be responsible for analyzing the associated KPI's of this implemented champion/navigator project?

- The applicant teams should include staff time for supporting the dissemination of the KPI surveys that are part of the standard evaluation. Once the data is collected, the Project Team will complete analysis on the standard KPI survey template provided. Any additional analysis or questions the awarded subgrant project teams would like to add would need to be analyzed by the subgrant project team. Therefore, budgets should be allocated to support any additional analysis on top of the standard questions, if desired by the subgrant team.

I. BUDGET AND FINANCIAL QUESTIONS

58. Can the project lead, primary contact and budget manager be the same person?

- Yes, the primary applicant can have the same person serve as project lead, primary contact and budget manager.

59. Will there be any meetings that our staff will need to attend in person?

- No, there will be no required in-person meetings for WIC CIAO subgrantees.

60. Can I include expenses for digital marketing or advertising in my WIC CIAO project budget?

- Yes, expenses related to a digital marketing/advertising campaign are allowed. They should align with your larger project goals and Project Track.

61. Can I use a WIC CIAO subgrant to purchase a vehicle to provide mobile WIC?

- No, the purchase of a vehicle is not an allowable expense under this subgrant opportunity.

62. Are the travel costs associated with running a mobile WIC clinic an allowable expense?

- Yes, the travel costs associated with running a mobile WIC clinic would be an allowable expense.

63. What is the difference between a consulting/contracting line item and a partner regrant line item?

- The consulting/contracting line item is for expenses paid to entities that are not applicant team members.
- The partner regrant line item is for applicant team members whose staff will be serving key roles in the project.

54. Should I include evaluation expenses in the budget or is that part of the built in support?

- Every subgrant application should include the following in their budget related to evaluation:
  - Staff time to participate in and complete the activities outlined in the standard set of evaluation activities (RFA, Table 3).
  - Translation costs related to evaluation activities. These costs will need to be identified and accounted for in your requested budget. For example, Key Performance Indicators (KPI) surveys and corresponding recruitment materials will need to be translated into the language(s) of the priority population(s) for your proposed project.
  - Applicants are welcome to use any translation service they prefer, and translation costs/fees should be included in the requested funding amount. If the applicant does not have a preferred way to translate surveys/materials, the Project Team recommends including translation services at an estimated cost of $500 per language for the KPI survey templates that will be provided by the WIC CIAO Project Team.
- Incentives for KPI survey respondents (i.e., individuals from the project's priority population(s) and/or partner(s)) as desired by the subgrant project (see Allowable Program Expenses above).
  - *To calculate these costs, we recommend estimating the number of people you expect to complete the pre-survey. Then multiply that number by 2, to cover the incentives for post-survey respondents. Take this number and multiply it by your desired gift card incentive amount. A gift card of $10–$25 dollars per survey is recommended.*
- Additional staff time, consulting fees, incentives etc. if opting to complete additional evaluation activities outside of the standard set.

65. Is equipment an allowable expense?

- Equipment (e.g., vehicles, laptops, cell phones, medical equipment) are not allowable expenses.
- Office supplies for general use, are not allowable although these may be covered under the 10 percent allowable overhead.
- Equipment and/or supplies needed to complete physical measurements (e.g. height and weight) and complete bloodwork requirements are allowable expenses.

66. Please clarify the cell phone & cell phone charge portions of the WIC CIAO budget.
- Cell phones are considered equipment, so the purchase of them for staff or WIC participants involved in WIC CIAO is not an allowable cost. You can, however, include funding for cell phone and internet use related to the project as a line item in your budget.

67. Can funding be used to purchase food?
- Budgets may include expenses related to meetings/conferences (e.g., Zoom accounts, travel to and from meetings/conferences, food and refreshments, etc.)

68. For the funding "floor" of $100,000, is that annual costs or total costs?
- The $100,000 floor is total costs.

69. For the line-item budget summary requirement, if a local WIC agency has a parent agency that is a major city, should an applicant submit the city budget or the WIC budget?
- A WIC agency budget is preferred, if it's available. If it can easily highlighted or found within an overall city budget, then that will be acceptable.

70. Can an applicant propose to fund staff and salaries from a Round 1 subgrant grant?
- Applicants are encouraged to leverage existing staff positions and minimize hiring new staff to implement a Round 2 subgrant project.

71. Will a WIC CIAO subgrantee be required to provide quarterly financial reports?
- Yes, WIC CIAO subgrantees will be required to provide quarterly reports on both activity and financial progress against agreed-upon workplans and milestones to FRAC, throughout the 24-month subgrant period. FRAC will provide subgrantees with support during the planning stage to define specific reporting requirements, and identify any technical assistance needed to meet reporting requirements including a template for completing the report. See pages 25-28 of the RFA for a table summarizing the responsibilities of WIC CIAO subgrantees, and details on anticipated quarterly reporting requirements on pages 29-30.

72. 8/19: Will everyone who applies together as an applicant team be considered a subgrantee?
- A funded primary applicant of an applicant team is a WIC CIAO subgrantee. Applicant team member organizations are considered second-tier subawards and should be noted in the budget under the Partner Regrant line. For-profit applicant team member organizations are considered consultants or contractors and should be noted in the budget under the Consultant/Contractor line.

73. 8/19: Can you provide more information about participant support costs?
- Participant support costs are direct costs for items such as stipends or subsistence allowances, travel allowances, and registration fees paid to or on

behalf of participants or trainees (but not employees) in connection with conferences, or training projects.

74. 8/19: We are a small organization that has not had the required funding amount to require an audit. Can we still apply for the grant and include our most recent 990?

- You can still apply for the grant – in the upload field, please upload a financial review or similar document with a note included which explains why you don't have an audit. The 990 is uploaded in a separate upload field.

75. 8/19: We are a food bank and didn't see food distribution specifically mentioned as an allowable budget expense. Is food distribution allowed as an incentive for attendance or as an accompanying intervention to WIC outreach?

- WIC CIAO funds may not be used for any food distribution activities. Food distribution/assistance should not be positioned as an incentive for attending WIC outreach events, but food assistance can be available at locations where WIC outreach is being conducted and available to anyone eligible for the food assistance regardless of participation in WIC CIAO related activities.

76. 8/19: Will this grant require a non-federal state match?

- No, non-federal matches are not required for the WIC CIAO subgrant.

77. 8/19: Are travel expenses to outreach events/activities an allowable expense?

- Travel expenses to outreach events/activities are allowed.

78. 8/19: Can you define "incentives" for the purposes of this RFA?

- Incentives intended to enroll people into WIC are not allowable, but incentives may be used to encourage participants to respond to evaluation-related activities (e.g., interviews, surveys, focus groups, advisory boards) or other project activities. All proposed incentive costs should be reasonable and necessary to carry out the project's goals and objectives. Examples of allowable financial incentives include coupons or gift cards redeemable for food or general household items. For incentives for focus group participants, (e.g., 6-10 participants per focus group) the Project Team recommends between $25 to $50 depending on the length of time of the focus group.

79. 8/19: Are WIC office relocation costs an allowable expense for the WIC CIAO subgrant?

- No, office relocation costs are not an allowable expense. However, costs associated with establishing co-location agreements and practices between a WIC agency and nonprofit entity via satellite or mobile WIC site at the community organization or partnering to provide virtual access to WIC services (where possible) are allowable.

80. 8/19: Please clarify allowable medical equipment expenses for height/weight/bloodwork. Does this include lead and hemoglobin screening testers, blood pressure cuffs, and weight scales?

- The RFA states in Section IV. D. Use of Grant Funds that equipment and/or supplies needed to complete physical measurements (e.g. height and weight) and complete bloodwork requirements are allowable program expenses. That would include stadiometers, scales, and hemoglobin/hematocrit testing machines. Items such as blood pressure monitors/cuffs and blood lead testing equipment are not needed to complete WIC certifications and therefore are not allowable expenses.

81. 8/19: When applying as an applicant team, should the primary applicant include an average fringe rate across all applicant team member organizations?

- No, the fringe rate(s) for each Partner Regrant should be used for their respective staff.
- Any Partner Regrant must provide their own budgets and budget narratives. These budgets and budget narratives must be included in the Primary Applicant's budget narrative.

82. 8/19: Is conference travel to present on material an allowable travel expense?

- Yes, subject to approval by FRAC.

83. 8/19: Is a marketing campaign an allowable expenses, including the creative development and purchase of paid advertising?

- Marketing costs tied to outreach are allowable, especially centering on communications/messaging related to the importance of WIC. All costs, including marketing, should be directly tied to the needs of the priority population outlined in the community description section of the application.

84. 8/19: For Project Track 1 applications, if the project includes data sharing aspects, can Information Technology (IT) time/resources be included in budget?

- Yes, but for a data sharing project to be considered, proposed projects must comply with all applicable WIC regulations and be implemented in coordination with WIC State agencies. Projects that include bi-directional data sharing between a WIC State or local agency, and another provider (including healthcare and/or nonprofit entity) will only be considered if applicants can demonstrate through their application that the proposed project is in compliance with federal regulations including 7 CFR 246 and WIC Policy Memorandum #2023-5 and **all** required agreements are in place, or will be executed prior to the start of the period of performance. Please see RFA Section III.B for complete guidance for data sharing projects.

J. FUNDING

85. Can funding for this project supplement an existing project?

- WIC CIAO subgrant funding cannot supplement an existing project. The purpose of the WIC CIAO subgrant projects is to fund new, innovative outreach strategies to increase WIC awareness, participation, redemption of benefits, and reduce disparities in program delivery.

86. How many subgrants will be awarded?

- There is not a predetermined total number of WIC CIAO subgrants that will be awarded.

87. Is this a multi-year grant?

- The WIC CIAO subgrant is a 24-month grant with an anticipated start date of January 2025 and end date of December 2026.

88. Will renewal funding or subsequent rounds of funding be available through this funding opportunity?

- No. This is a one-time funding opportunity.

89. Will subgrantees funded through the Round 1 RFA be given a preference in Round 2?

- No, Round 1 subgrantees will not be given a preference in Round 2 based on their participation in Round 1.

90. Can FRAC provide information on other organizations in our area that are interested in applying so we can form a project team?

- No. We encourage potential applicants to reach out to State, Tribal, local and community-based organizations within their area for potential partnerships and collaboration.

91. When you say this is a "subgrant" does that mean that this funding is intended for organizations that already receive funding through the WIC program?

- No, we are using the term "subgrant" because the Food Research and Action Center is re-granting funding received through its WIC CIAO Cooperative Agreement with the United States Department of Agriculture Food and Nutrition Service.

92. Will subgrant applicants applying as an applicant team be given preference?

- No, all subgrant applications will be scored using the selection criteria in the RFA (Section V.C)

93. Can you share any guidance around expectations of number of individuals reached with outreach and/or number of new WIC enrollments relative to budget size?

- The Round 2 RFA will support the implementation and evaluation of WIC outreach initiatives with strong potential to meet the WIC CIAO goals to increase WIC awareness, participation, redemption of benefits, and reduce disparities in program delivery, with impact that can be sustained once subgrant funding ends.

K. WIC CIAO ONLINE APPLICATION PORTAL QUESTIONS

94. Are there page limits to any of the descriptive answers?

- There is a maximum word limit for questions that require a narrative response. The word limits vary by question and range from 200 words to 1,500 words. You will see word counts in parentheses next to the question.

95. Are citations needed when answering WIC CIAO subgrant application questions?

- No, citations are not needed. If you add citations, please include them in the narrative text box for the question.

96. Can additional users be added to work on the application in the portal?

- No, only one user per applicant organization/agency can access an application in the [WIC CIAO online application portal](#).

97. If we submitted a Round 1 application, are we still registered in the portal or do we need to re-register?
- All Round 1 applicants will have the same account and log-in information (account holder's email address and password) on the grant portal - no need to create a new account. If you don't remember your log-in information, please email Eli Yussuf at eyussuf@frac.org.