


WE WILL BEGIN SHORTLY

**WIC Community Innovation and Outreach Project:
Round 2 Subgrants Request for Application
Budget and Personnel Webinar | July 30, 2024**


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Question & Answer : Open the Q&A window, allowing you to ask questions to the host and panelists. We will either reply back to you via text in the Q&A window or answer your question live at the end of the webinar.

To ask a questions:

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Notes

- Click send **Anonymously** if you do not want your name attached to your question in the Q&A.



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**WIC Community Innovation and Outreach Project:
Round 2 Subgrants Request for Application
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WELCOME

Food Research & Action Center



Alex Ashbrook

Director of WIC and Root Causes

BACKGROUND

- WIC is one of the nation's largest federal nutrition programs, providing healthy foods, nutrition education, breastfeeding counseling and support, and healthcare and social service referrals to more than 6 million women and young children.
- Impact: WIC leads to healthy outcomes and helps reduce racial disparities in maternal and infant health outcomes.
- Despite this, only 51.2 percent of WIC-eligible women, infants, and children participated in the Program in 2021.



BACKGROUND

- In September 2022, FRAC entered into a cooperative agreement with the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) for the WIC Community Innovation and Outreach Project (WIC CIAO).
- The WIC CIAO Project Team includes:



- WIC CIAO will take place from September 2022–September 2027, during which time the Project Team will solicit, review, award, and evaluate subgrantees' innovative WIC outreach projects.
- The first round of subgrants were awarded in May 2023. The information in this webinar pertains to the second round of subgrants.
- Collaborating partner for the second round of subgrants:



AGENDA

WIC Community Innovation and Outreach Project: Round 2 Subgrants Request for Application Webinar: Budget and Personnel

- **Overview of the WIC CIAO Subgrant Project**
Polly Thibodeau, Development Director, FRAC
- **Budget and Budget Narrative**
Eli Yussuf, Grants Manager, FRAC
- **Application Submission, Selection, Technical Assistance & Next Steps**
Tommi-Grace Melito Alvaro, Senior Technical Assistance Mentor, FRAC
- **Questions and Answers**

Overview of the WIC CIAO Subgrant Project

Overview of the WIC CIAO Subgrant Project

Purpose

Eligibility

Key Funding Details
& Design

Expectations

Overview of the WIC CIAO Subgrant Project

Purpose

The purpose of WIC CIAO is to assist WIC State and local agencies, including Indian Tribal Organizations (ITOs) and territories, and nonprofit entities and organizations (including community-based organizations, and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribe) to **develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, redemption of benefits, and to reduce disparities in program delivery.**

WIC CIAO is an exciting opportunity to expand outreach and engagement between the WIC Program and community partners.

Overview of the WIC CIAO Subgrant Project

Purpose

- WIC CIAO aims to spur **community innovation** in designing outreach strategies to address disparities in WIC participation, health outcomes, and access to nutritious foods.
- Best practices and lessons learned from the innovative outreach efforts of subgrant projects will be synthesized to build a series of National WIC Outreach Toolkits.

Overview of the WIC CIAO Subgrant Project

Project Tracks

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.

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.

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.

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.

Overview of the WIC CIAO Subgrant Project

Eligibility

Eligible WIC CIAO applicants include the following:

- **WIC agency (including current WIC CIAO subgrantees):** A WIC State agency, including a geographic state, a territory, or an Indian Tribal Organization (ITO) that administers the Program ([7 CFR 246.2](#)) or a WIC local agency, including Indian Tribal Organizations (ITOs) that administer the Program.
- **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 Tribes.
- **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.

Overview of the WIC CIAO Subgrant Project

Additional considerations for Round 1 WIC CIAO subgrantees

- WIC CIAO subgrantees who are granted a no cost extension after July 1, 2024 are ineligible to apply.
- Funding through this RFA will not be considered for renewal/extension of a Round 1 subgrant (i.e., the proposed project is not simply a continuation of the same Round 1 activities).
- While current WIC CIAO subgrantees can apply for funding under any of the Project Tracks, the project must be substantially different from their Round 1 subgrant.
- Current WIC CIAO subgrantees will not be given a preference under this RFA based on their participation in Round 1.

Overview of the WIC CIAO Subgrant Project

Eligibility

An organization or agency may apply as a singular applicant (for Project Tracks 2, 3 and 4) or as part of an applicant team (for all Project Tracks).

If applying as an applicant team:

- All applicant teams must have one primary applicant, to serve as the project lead, primary contact, and budget manager. The primary applicant will receive the project funds.
- Other organizations should be included in the proposal's applicant team if staff members will be serving key roles in the project.
- If applying as an applicant team, then a letter of commitment is required from each organization listed on the application. A template for the letter of commitment is included in the RFA Appendix A.

Overview of the WIC CIAO Subgrant Project

Eligibility



Letter of Support (LOS) from a WIC State Agency

- Applicants are required to obtain a LOS from a WIC State agency demonstrating willingness to support the WIC CIAO Subgrant Project by providing WIC administrative data. This applies to all applicants except for WIC State agencies themselves including ITOs or Tribal government entities currently administering the WIC program per ([7 CFR 246.2](#)).
- A template for the letter of support is provided in the RFA Appendix.
- **Interested applicants should reach out to their WIC State agencies *as early as possible* to obtain a signature on their LOS since it may take several weeks.**

Overview of the WIC CIAO Subgrant Project

Eligibility

Letter of Support from a WIC State Agency continued

- A list of WIC State agency contacts is available through the online application portal at https://webportalapp.com/sp/r2_frac_wic-ciao
- 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.
- The LOS requirement may be modified on a case-by-case basis for Indian Tribal Organizations or other governmental instrumentalities of a federally recognized Indian Tribe not currently administering WIC per [7 CFR 246.2](#).

Overview of the WIC CIAO Subgrant Project

Key Funding Details & Dates

- **Total funding available:** Approximately \$14.8 million is expected to be available under this RFA.
- **Minimum request amount:** \$100,000
- **Maximum request amount:** \$1,000,000
- **Subgrant length and dates:** 24 months, January 2025 to December 2026.

January 2025--March 2025: Start-up period

April 2025--September 2026: Implementation period

October 2026--December 2026: Close-out period

- **Applications due by:** September 6, 2024, at 11:59 p.m. ET

Overview of the WIC CIAO Subgrant Project

Expectations of WIC CIAO Subgrant Project Applicants

Center equity throughout the project, including in subgrant goals and innovative outreach strategies.

Centering equity means there is no single checkbox to show applicants are prioritizing equity.

Examples of centering equity include, but are not limited to:

- Engaging and obtaining valuable insight from community organizations and individuals.
- Ensuring that the project does not have unintended negative consequences, like making disparities worse.
- Providing appropriate compensation and/or an incentive for community partners and potential, current, and/or former WIC participants.

Overview of the WIC CIAO Subgrant Project

Expectations of WIC Subgrant Project Applicants: Participate in the Evaluation

- The Project Team will be responsible for the overarching WIC CIAO evaluation, using a standard set of evaluation activities across all subgrant projects. Subgrantees are expected to support the Project Team in data collection activities related to the standard evaluation. Please see Section II-C in the RFA for additional information on standard evaluation activities.
- Subgrantees may also choose to conduct their own additional evaluation activities, above and beyond the standard set, using their internal staff or preferred evaluation partner(s).
- In this instance, the Project Team will be available for evaluation guidance and technical assistance (e.g., evaluation development, implementation, and analysis), if needed.

Budget and Budget Narrative

Budget Overview

Allowable Expenses

Examples of allowable program expenses include, but are not limited to:

- Salary (personnel, contractors) and fringe benefits
- Compensation for community partners who serve as key project partners
- Internet and telephone use related to the project
- Office space, utilities, and software
- Incentives for community partners and/or WIC participants in evaluation-related activities
- Equipment and/or supplies needed to complete physical measurements (e.g. height and weight) and complete bloodwork requirements
- Participant support costs
- Outreach expenses
- Photography and video for events/meetings/conferences
- Communication tool development
- Translation and interpretation services
- Travel for outreach and training purposes
- Public transportation, contract transportation services, or transportation vouchers/incentives

Budget Overview

Recommended Budget Allocations for Evaluation Activities

- Staff time to participate in and complete the activities outlined in the standard set of evaluation activities.
- Translation costs related to evaluation activities. These costs will need to be identified and accounted for in your requested budget. For example, 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 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 postsurvey 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.

Budget Overview

Non-Allowable Expenses

Budgets **may not** include:

- Equipment (e.g., laptops, cell phones, medical equipment)
- Office supplies for general use, although these may be covered under indirect costs
- Decorative materials, live entertainment, and gift cards that are not for participant support costs
- Incentives for enrollment in WIC
- Administrative/processing and insurance costs and fees (either fringe or indirect, depending on purpose)
- Travel expenses not related to training activities
- Funds for clinical care except to develop referral processes
- Reimbursement for pre-award costs
- Lobbying or advocacy
 - Publicity or propaganda purposes, for the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation, appropriations, regulation, administrative action, or Executive Order before any legislative body.
 - The salary or expenses of any grant or contract recipient, or an agent acting for such recipient, related to any activity designed to influence the enactment of the legislation, appropriations, regulation, administrative action, or Executive Order proposed or pending before any legislative body.
 - Supporting events where elected officials will be present.

Budget Phases

Budgets must include costs that support the completion of all grant requirements within the grant period of performance including start-up, implementation, and close-out activities. FRAC does not anticipate granting no-cost extensions. Applicants must be able to leverage existing staff (specifically all key personnel), minimize hiring new staff, and utilize partnerships with members of their applicant team and other entities to begin work as soon as possible, if awarded grant funds. Budgets must specify and account for costs tied to each phase of the grant:

- **Start-up Period (Year 1, Quarter 1: January 6 – March 31, 2025)**. Activities which lay the foundation for project-related work, including executing agreements, staffing activities, outreach material development, setting up necessary training procedures, translation, etc.
- **Implementation Period (Year 1, Quarters 2-4: April 1 – December 31, 2025; Year 2, Quarters 5-7: January 1 – September 30, 2026)**. The period in which all outreach activities will occur.
- **Close-out Period (Year 2, Quarter 8: October 1 – December 31, 2026)**. Activities which complete and assess project-related work, including close-out meetings, standard evaluation activities outlined in the RFA, and final reports.

Budget Narrative & Budget Template: Better Together

Personnel

Staffing

List all key employees of the primary applicant organization paid under the grant by name (or note "to be hired"), position title, description of project role, base annual salary, percentage of time devoted to project for each person/role, and number of months/years. Applicants should consider leveraging existing staff to ensure timely completion of grant deliverables.

Recommended budget allocations for staff evaluation activities:

- Staff time to participate in and complete the standard set of evaluation activities outlined in Section III-C of the RFA. Please include enough staff time to complete all data collection activities outlined in that section of the RFA. (e.g., KPI survey distribution, participation in staff and partner interviews, time to complete IRB applications if required by your agency, etc.)
- Staff time for planning and data collection and analysis if opting to complete additional evaluation activities outside of the standard set of evaluation activities.

Example: Project Director Jane Williams, WIC Outreach Supervisor, will oversee the entire project.

\$100,000 base annual salary @ 25% = \$25,000 in Year 1.

3 months @ \$25,000 in Year 1 = \$6,250 in the Startup Period, Year 1.

9 months @ \$25,000 in Year 1 = \$18,750 in the Implementation Period, Year 1.

\$101,000 base annual salary @ 25% = \$25,250 in Year 2.

9 months @ \$25,250 in Year 2 = \$18,937.50 in the Implementation Period, Year 2.

3 months @ \$25,250 in Year 2 = \$6,312.50 in the Closeout Period, Year 2.

Project Total: \$50,250.

- Total Staffing Costs: \$



Line Item				YEAR 1		YEAR 2		TOTAL
				Startup Period, Year 1 (Jan-Mar 2025)	Implementation, Year 1 (Apr-Dec 2025)	Implementation, Year 2 (Jan-Sept 2026)*	Closeout Period, Year 2 (Oct-Dec 2026)*	
Staffing	Position Name	% of time	Baseline salary					
	xxxx	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	xxxx	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staffing Total				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
		Rate						
Fringe Benefits		0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Personnel Total				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Consultant/Contractor	description			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Facilities				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Direct Costs								
Translations				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Incentives				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outreach expenses				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Copying/printing/materials				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Direct Costs Total				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Direct Costs Total				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
		Rate						
Indirect Costs		0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Partner Regrant	description			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
		Rate						
Partner Regrant Indirect Costs (capped to first \$25,000 for each regrant)**		0%		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Links to [budget narrative](#) & [budget template](#)

Filling out the Budget Narrative

Personnel: Staffing



Staffing

List all key employees of the primary applicant organization paid under the grant by name (or note “to be hired”), position title, description of project role, base annual salary, percentage of time devoted to project for each person/role, and number of months/years. Applicants should consider leveraging existing staff to ensure timely completion of grant deliverables.

Recommended budget allocations for staff evaluation activities:

- Staff time to participate in and complete the standard set of evaluation activities outlined in Section III-C of the RFA. Please include enough staff time to complete all data collection activities outlined in that section of the RFA. (e.g., KPI survey distribution, participation in staff and partner interviews, time to complete IRB applications if required by your agency, etc.)
- Staff time for planning and data collection and analysis if opting to complete additional evaluation activities outside of the standard set of evaluation activities.

Filling out the Budget Template

Personnel: Staffing



Example: Project Director Jane Williams, WIC Outreach Supervisor, will oversee the entire project.

\$100,000 base annual salary @ 25% = \$25,000 in Year 1.

3 months @ \$25,000 in Year 1 = \$6,250 in the Startup Period, Year 1.

9 months @ \$25,000 in Year 1 = \$18,750 in the Implementation Period, Year 1.

\$101,000 base annual salary @ 25% = \$25,250 in Year 2.

9 months @ \$25,250 in Year 2 = \$18,937.50 in the Implementation Period, Year 2.

3 months @ \$25,250 in Year 2 = \$6,312.50 in the Closeout Period, Year 2.

Project Total: \$50,250.

- **Total Staffing Costs: \$50,250**

Line Item	Position Name	% of time	Baseline salary	YEAR 1		YEAR 2		TOTAL
				Startup Period, Year 1 (Jan-Mar 2025)	Implementation, Year 1 (Apr-Dec 2025)	Implementation, Year 2 (Jan-Sept 2026)*	Closeout Period, Year 2 (Oct-Dec 2026)*	
Staffing								
Project Director, Jane Williams	WIC Outreach Supervisor	25%	\$100,000.00	\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00
		0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staffing Total				\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00

Filling out the Budget Narrative

Personnel: Fringe Benefits



Apply the primary applicant organization's fringe benefit rate to the Total Staffing Costs.

Fringe Benefit Rate: ___%

Basis for computation:

Total Fringe Benefits: \$

Example: Total Staffing Costs=\$50,250

- *Fringe Benefit Rate: 20%*
- *Basis for computation: Fringe Benefits are calculated at a rate of 20 percent of total salaries and are reflected in the personnel costs above. They include Payroll Taxes at 6%, Retirement Benefits at 5%, Health/Vision/Life/Long-Term Insurances @ 7%, Vacation @ 1%, and Flexible Spending Accounts & Dependent Care Assistance Plan @ 1%.*

Total Fringe Benefits: \$10,050

Filling out the Budget Narrative

Consultant/Contractor



- For each consultant/contractor, provide the consultant's/contractor's name, a description of service, an itemized list of all direct costs and fees, number of personnel including the position title (specialty and specialized qualifications as appropriate to the costs), number of estimated hours and hourly wages per hour, and all expenses and fees directly related to the proposed services to be rendered to the project.
- For applicants opting to complete additional evaluation activities outside of the standard set, please include the necessary components to complete those additional evaluation activities expenses such as transcription services and/or contract with a preferred evaluation partner(s) (e.g., evaluation/research firm, university, etc.), in this section.

Filling out the Budget Template

Consultant/Contractor



Example: Consultant fees for Mrs. Castillo and Ms. Jimenez for their services providing in-depth feedback on the development of WIC outreach materials and dissemination strategies tailored to their communities, drawing on their experience as WIC participants.

\$50/hour x 80 hours (40 hours each) over 24 months = \$4,000 total.

\$500 in the Startup Period, Year 1.

\$1,500 in the Implementation Period, Year 1.

\$1,500 in the Implementation Period, Year 2.

\$500 in the Closeout Period, Year 2.

- Consultant/Contractor Costs: \$4,000**

Fringe Benefits		20%	\$1,250.00	\$3,750.00	\$3,787.50	\$1,262.50	\$10,050.00
Personnel Total			\$7,500.00	\$22,500.00	\$22,725.00	\$7,575.00	\$60,300.00
Consultant/Contractor	Consultant fees for Mrs. Castillo and Ms. Jimenez		\$500.00	\$1,500.00	\$1,500.00	\$500.00	\$4,000.00

Filling out the Budget Narrative & Template

Facilities



Line items within this category include office space, utility, internet, and telephone expenses. Provide an estimate of these expenses required for the project and how the amount is calculated.

Example: Rent and utilities are calculated based on the prorated costs (over a 24-month period) of the occupied space for the project. The formula for calculating this amount is \$25 per square foot x 465 square feet (the amount of space occupied by participants of the project based on the pro-rated amount of time they are expected to spend on the project).

\$25/square foot x 50 square feet = \$1,250 in Year 1 + \$1,250 in Year 2 = \$2,500 total.

\$312.50 in the Startup Period, Year 1.

\$937.50 in the Implementation Period, Year 1.

\$937.50 in the Implementation Period, Year 2.

\$312.50 in the Closeout Period, Year 2.

- **Total Facilities Costs: \$2,500**

Personnel Total				\$7,500.00	\$22,500.00	\$22,725.00	\$7,575.00	\$60,300.00
Consultant/Contractor	Consultant for Mrs. Castillo and Ms. Jimenez			\$500.00	\$1,500.00	\$1,500.00	\$500.00	\$4,000.00
Facilities	Rent and utilities			\$312.50	\$937.50	\$937.50	\$312.50	\$2,500.00

Filling out the Budget Narrative

Travel



Provide an itemized estimate of all travel expenses required for the project. Include origination/destination points, number and purpose of trips, number of staff traveling, mode of transportation (e.g., driving own car, flight, taxi, subway, etc.), and cost of each trip. If applicable, visit [GSA Per Diem Rates](#) to determine lodging and meals/incidentals rates. If applicable, visit [IRS Standard Mileage Rates](#) for driving mileage rates.

Example: Project Director travel will encompass visits to WIC clinics in Year 1.

Estimated at \$140 roundtrip to sites (240 miles x \$0.585/mile) x 12 trips = \$1,685. 10 trips to include with hotel nights (\$182/night) and 10 days per diem (\$74), calculated at the GSA rate for Los Angeles County = \$2,560. \$1,685 + \$2,560 = \$4,245 total.

\$1,061.25 in the Start-up Period, Year 1.

\$3,183.75 in the Implementation Period, Year 1.

\$0 in Year 2.

Total Travel Costs: \$4,245

Filling out the Budget Template

Travel



Example: Project Director travel will encompass visits to WIC clinics in Year 1.

Estimated at \$140 roundtrip to sites (240 miles x \$0.585/mile) x 12 trips = \$1,685. 10 trips to include with hotel nights (\$182/night) and 10 days per diem (\$74), calculated at the GSA rate for Los Angeles County = \$2,560. \$1,685 + \$2,560 = \$4,245 total.

\$1,061.25 in the Start-up Period, Year 1.

\$3,183.75 in the Implementation Period, Year 1.

\$0 in Year 2.

Total Travel Costs: \$4,245

Consultant/Contractor	Consultant fees for Mrs. Castillo and Ms. Jimenez			\$500.00	\$1,500.00	\$1,500.00	\$500.00	\$4,000.00
Facilities	Rent and utilities			\$312.50	\$937.50	\$937.50	\$312.50	\$2,500.00
Travel				\$1,061.25	\$3,183.75	\$0.00	\$0.00	\$4,245.00

Filling out the Budget Narrative & Template

Other Costs

- For all line items listed under the “Other Direct Costs” heading, including copying/printing/materials, outreach expenses, translation expenses, and incentives, list all items along with the methodology on how the applicant derived the costs to be charged to the project.
- To calculate costs tied to incentives for Key Performance Indicators (KPI) survey respondents (i.e., individuals from the project’s priority population(s) and/or partner(s)) as desired by the subgrant project), we recommend estimating the number of people you expect to complete the pre- survey. Then multiply that by the number 2, to cover the incentives for post-survey respondents. Take this number and multiply it by your desired incentive amount.
- A gift card of \$10-25 dollars per survey is recommended. If you plan to complete additional and optional evaluation activities outside the standard set of activities, that are not already accounted for in the above sections, please include those costs here.

Filling out the Budget Narrative & Template

Other Costs

- Translation costs related to all evaluation activities will need to be identified and accounted for in your requested budget.
 - For example, surveys and 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 survey and recruitment materials. Please note, some language translations may be higher than this estimated amount.
- If your project requires expenses tied to copying/printing/materials, please provide the types of copying/printing/materials and how the amount is calculated (e.g., unit costs x number to be purchased or other basis of computation).

Filling out the Budget Narrative & Template

Other Costs

Example: Printing outreach postcards and flyers to distribute to potentially eligible families. 5,000 postcards @ \$0.104/piece = \$520. 1,500 8x11 flyers @ \$0.19 = \$285. \$520 + \$285 = \$805 in Year 1 + \$805 in Year 2 = \$1,610 total.

\$0 in the Startup Period, Year 1.

\$805 in the Implementation Period, Year 1.

\$805 in the Implementation Period, Year 2.

\$0 in the Close-out Period, Year 2.

Total Other Costs: \$1,610

Consultant/Contractor	Consultant fees for Mrs. Castillo and Ms. Jimenez			\$500.00	\$1,500.00	\$1,500.00	\$500.00	\$4,000.00
Facilities	Rent and utilities			\$312.50	\$937.50	\$937.50	\$312.50	\$2,500.00
Travel				\$1,061.25	\$3,183.75	\$0.00	\$0.00	\$4,245.00
Other Direct Costs								
Translations				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Incentives				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outreach expenses				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Copying/printing/materials				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Other				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Direct Costs Total				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00

Filling out the Budget Template

Total Direct Costs



Line Item				YEAR 1		YEAR 2		TOTAL
				Startup Period, Year 1 (Jan-Mar 2025)	Implementation, Year 1 (Apr-Dec 2025)	Implementation, Year 2 (Jan-Sept 2026)*	Closeout Period, Year 2 (Oct-Dec 2026)*	
Staffing	Position Name	% of time	Baseline salary					
Project Director, Jane Williams	WIC Outreach Supervisor	25%	\$100,000.00	\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00
		0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staffing Total				\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00
		Rate						
Fringe Benefits		20%		\$1,250.00	\$3,750.00	\$3,787.50	\$1,262.50	\$10,050.00
Personnel Total				\$7,500.00	\$22,500.00	\$22,725.00	\$7,575.00	\$60,300.00
Consultant/Contractor	Consultant fees for Mrs. Castillo and Ms. Jimenez			\$500.00	\$1,500.00	\$1,500.00	\$500.00	\$4,000.00
Facilities	Rent and utilities			\$312.50	\$937.50	\$937.50	\$312.50	\$2,500.00
Travel				\$1,061.25	\$3,183.75	\$0.00	\$0.00	\$4,245.00
Other Direct Costs								
Translations				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Incentives				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outreach expenses				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Copying/printing/materials				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Other				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Direct Costs Total				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Direct Costs Total				\$9,373.75	\$28,926.25	\$25,967.50	\$8,387.50	\$72,655.00

Filling out the Budget Narrative

Indirect Costs

Provide the calculation used to determine how the indirect cost rate is applied to direct costs. Indicate if the applicant has obtained a Negotiated Indirect Cost Rate Agreement (NICRA) from a Federal Agency.

- If yes:
 - Upload a copy of the most recent and signed negotiated rate agreement
 - Negotiated Indirect Cost Rate: ___%
- If no:
 - 2 CFR 200 allows any non-Federal entity (NFE) that has never received a negotiated indirect cost rate to charge a de Minimis rate of **10%** of modified total direct costs (MTDC), which the NFE may use indefinitely as a Federally-negotiated rate.
 - Negotiated Indirect Cost Rate: 10%

Example: We do not have a Negotiated Indirect Cost Rate Agreement (NICRA). As such, we are applying the 10 percent de minimis rate to calculate indirect costs. The 10 percent rate is applied to all direct costs, except our partner sub-grant to Corn County Rural Child Health Coalition (CCRCHC).

*Startup Period, Year 1: \$9,373.75 direct costs * 10% indirect rate = \$937.38 indirect costs*

*Implementation Period, Year 1: \$28,926.25 direct costs * 10% indirect rate = \$2,892.63 indirect costs*

*Implementation Period, Year 2: \$25,967.50 direct costs * 10% indirect rate = \$2,596.75 indirect costs*

*Closeout Period, Year 2: \$8,387.50 direct costs * 10% indirect rate = \$838.75 indirect costs*

Total Indirect Costs: \$7,265.50

Filling out the Budget Template

Indirect Costs



Line Item				YEAR 1		YEAR 2		TOTAL
				Startup Period, Year 1 (Jan-Mar 2025)	Implementation, Year 1 (Apr-Dec 2025)	Implementation, Year 2 (Jan-Sept 2026)*	Closeout Period, Year 2 (Oct-Dec 2026)*	
Staffing	Position Name	% of time	Baseline salary					
Project Director, Jane Williams	WIC Outreach Supervisor	25%	\$100,000.00	\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00
		0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staffing Total				\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00
		Rate						
Fringe Benefits		20%		\$1,250.00	\$3,750.00	\$3,787.50	\$1,262.50	\$10,050.00
Personnel Total				\$7,500.00	\$22,500.00	\$22,725.00	\$7,575.00	\$60,300.00
Consultant/Contractor	Consultant fees for Mrs. Castillo and Ms. Jimenez			\$500.00	\$1,500.00	\$1,500.00	\$500.00	\$4,000.00
Facilities	Rent and utilities			\$312.50	\$937.50	\$937.50	\$312.50	\$2,500.00
Travel				\$1,061.25	\$3,183.75	\$0.00	\$0.00	\$4,245.00
Other Direct Costs								
Translations				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Incentives				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outreach expenses				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Copying/printing/materials				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Other				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Direct Costs Total				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Direct Costs Total				\$9,373.75	\$28,926.25	\$25,967.50	\$8,387.50	\$72,655.00
		Rate						
Indirect Costs		10%		\$937.38	\$2,892.63	\$2,596.75	\$838.75	\$7,265.50

Filling out the Budget Narrative

Partner Regrant/Applicant Team member



Applicant Team members must be listed as Partner Regrants in your WIC CIAO Budget, UNLESS the Applicant Team member is a for-profit organization. **If the Applicant Team member is a for-profit organization, they must be listed as a Consultant/Contractor on your WIC CIAO budget – NOT as a Partner Regrant.** A detailed line-item budget and budget narrative (using the templates provided) for each Partner Regrant must be included. They should be inserted directly into the primary applicant's budget narrative.

Example: Partner regrant to Corn County Rural Child Health Coalition (CCRCHC). CCRCHC will conduct text-based outreach to their clientele. Their line-item budget and budget narrative are inserted below. \$25,000 in Year 1 + \$30,000 in Year 2 = \$55,000 total.

- 3 months @ \$25,000 in Year 1 = \$6,250 in the Startup Period, Year 1.*
- 9 months @ \$25,000 in Year 1 = \$18,750 in the Implementation Period, Year 1.*
- 9 months @ \$30,000 in Year 2 = \$22,500 in the Implementation Period, Year 2.*
- 3 months @ \$30,000 in Year 2 = \$7,500 in the Closeout Period, Year 2.*

Total Partner Regrant Costs: \$55,000

[CCRCHC indirect cost breakdown, full [budget](#), and full [budget narrative](#) would be inserted here.]

Filling out the Budget Template

Partner Regrant/Applicant Team member



Example: Partner regrant to Corn County Rural Child Health Coalition (CCRCHC). CCRCHC will conduct text-based outreach to their clientele. Their line-item budget and budget narrative are inserted below. \$25,000 in Year 1 + \$30,000 in Year 2 = \$55,000 total.

- 3 months @ \$25,000 in Year 1 = \$6,250 in the Startup Period, Year 1.*
- 9 months @ \$25,000 in Year 1 = \$18,750 in the Implementation Period, Year 1.*
- 9 months @ \$30,000 in Year 2 = \$22,500 in the Implementation Period, Year 2.*
- 3 months @ \$30,000 in Year 2 = \$7,500 in the Closeout Period, Year 2.*

Total Partner Regrant Costs: **\$55,000**

Other Direct Costs Total				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Direct Costs Total				\$9,373.75	\$28,926.25	\$25,967.50	\$8,387.50	\$72,655.00
		Rate						
Indirect Costs		10%		\$937.38	\$2,892.63	\$2,596.75	\$838.75	\$7,265.50
Partner Regrant	Corn County Child Rural Health Coalition (CCCRHC)			\$6,250.00	\$18,750.00	\$22,500.00	\$7,500.00	\$55,000.00

Filling out the Budget Template

Partner Regrant/Applicant Team member: Indirect Costs



CCRCHC does not have a Negotiated Indirect Cost Rate Agreement (NICRA), so they are applying the 10 percent de minimis rate to calculate indirect costs. The 10 percent rate is applied to the first \$25,000 in CCRCHC direct costs. \$2,500 in Year 1 + \$0 in Year 2 = \$2,500 total CCRHC indirect costs.

- \$6,250 in CCRHC direct costs for Startup Period, Year 1 * 10% indirect rate = \$625 in CCRHC indirect costs.
- \$18,750 in CCRHC direct costs for Implementation Period, Year 1 * 10% indirect rate = \$1,875 in CCRHC indirect costs.
- There are \$0 in CCRHC indirect costs for Year 2 because the \$25,000 partner regrant indirect cost limit was reached in Year 1.

Total Partner Regrant Indirect Costs: **\$2,500**

Other Direct Costs Total				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Direct Costs Total				\$9,373.75	\$28,926.25	\$25,967.50	\$8,387.50	\$72,655.00
		Rate						
Indirect Costs		10%		\$937.38	\$2,892.63	\$2,596.75	\$838.75	\$7,265.50
Partner Regrant	Corn County Child Rural Health Coalition (CCRHC)			\$6,250.00	\$18,750.00	\$22,500.00	\$7,500.00	\$55,000.00
		Rate						
Partner Regrant Indirect Costs (capped to first \$25,000 for each regrant)**		10%		\$625.00	\$1,875.00	\$0.00	\$0.00	\$2,500.00

Filling out the Budget Template

Total Request (*Round up to nearest whole dollar*)



Line Item				YEAR 1		YEAR 2		TOTAL
				Startup Period, Year 1 (Jan-Mar 2025)	Implementation, Year 1 (Apr-Dec 2025)	Implementation, Year 2 (Jan-Sept 2026)*	Closeout Period, Year 2 (Oct-Dec 2026)*	
Staffing	Position Name	% of time	Baseline salary					
Project Director, Jane Williams	WIC Outreach Supervisor	25%	\$100,000.00	\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00
		0%	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Staffing Total				\$6,250.00	\$18,750.00	\$18,937.50	\$6,312.50	\$50,250.00
		Rate						
Fringe Benefits		20%		\$1,250.00	\$3,750.00	\$3,787.50	\$1,262.50	\$10,050.00
Personnel Total				\$7,500.00	\$22,500.00	\$22,725.00	\$7,575.00	\$60,300.00
Consultant/Contractor	Consultant fees for Mrs. Castillo and Ms. Jimenez			\$500.00	\$1,500.00	\$1,500.00	\$500.00	\$4,000.00
Facilities	Rent and utilities			\$312.50	\$937.50	\$937.50	\$312.50	\$2,500.00
Travel				\$1,061.25	\$3,183.75	\$0.00	\$0.00	\$4,245.00
Other Direct Costs								
Translations				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Incentives				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Outreach expenses				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Copying/printing/materials				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Other				\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other Direct Costs Total				\$0.00	\$805.00	\$805.00	\$0.00	\$1,610.00
Direct Costs Total				\$9,373.75	\$28,926.25	\$25,967.50	\$8,387.50	\$72,655.00
		Rate						
Indirect Costs		10%		\$937.38	\$2,892.63	\$2,596.75	\$838.75	\$7,265.50
Partner Regrant	Corn County Child Rural Health Coalition (CCCRHC)			\$6,250.00	\$18,750.00	\$22,500.00	\$7,500.00	\$55,000.00
		Rate						
Partner Regrant Indirect Costs (capped to first \$25,000 for each regrant)**		10%		\$625.00	\$1,875.00	\$0.00	\$0.00	\$2,500.00
TOTAL				\$17,186.13	\$52,443.88	\$51,064.25	\$16,726.25	\$137,420.50

Preparing budget forms

Final checklist

Make sure you've included:

- All key staff who are paid by this grant.
- Percentage of time the project director and project staff will devote to the project.
- Your organization's/agency's fringe benefit amount.
- Itemized travel expenses, travel justifications, and basis for estimates.
- Detailed information and justification for all contracts, consultants, and partner regrants.
- Detailed information and justification for all other direct expenses.
- The indirect cost rate of your organization/agency and that of your partner regrants. Indirect rates are capped at 10 percent of total modified indirect costs, unless your organization/agency has a Negotiated Indirect Cost Rate Agreement (NICRA) from a federal agency (if so, please provide).
- Double-check that the staff and other resources needed to accomplish your work plan are reflected in your project budget, and vice versa.



**Application Submission,
Selection, Technical
Assistance & Next Steps**

Application Submission

Application Checklist

When submitting your application, in addition to your budget forms, you'll be asked to submit the following:

- Application narrative (available through the application portal at https://webportalapp.com/sp/r2_frac_wic-ciao | [RFA Application Template](#)).
- Work plan (template provided in RFA Appendix A).
- Two-page maximum resume or biosketch for each key project staff member.
- Letter of support from a WIC State agency, including ITOs that administer the Program (required for all applicants except WIC State agencies, template provided in RFA Appendix A).

Application Submission

Application Checklist Continued

- Letter(s) of commitment from applicant team members (required if applying as part of an applicant team) (template provided in RFA Appendix A).
- Governmental information letter from IRS (for WIC State and local agencies) **or** 501c3 letter of determination from IRS (for nonprofit organizations).
- Negotiated Indirect Cost Rate Agreement (NICRA) from a federal agency, if applicable. If an organization/agency does not have a NICRA, the indirect cost rate is capped at 10 percent.
- A copy of your organization's most recent audited financial statements and IRS Form 990.
- A copy of your organization's overall line-item budget for 2023 and 2024.
- A completed [Financial Management Questionnaire](#).

See RFA pages 3-4 for the complete Application Checklist.

Application Selection

Review Process

1. Screening process: All applications will be screened by FRAC staff and Project Team members. Current WIC CIAO subgrantees will undergo an initial review based on their answers to subgrantee-specific application questions.

- Disqualifications may occur due to one of three reasons: (1) failure to prove eligible entity status; or (2) failure to submit by the closing deadline; or (3) failure to pass an initial application and financial screening.
- For details on the initial application and financial screening see RFA Section V-C.

Application Selection

Review Process Continued

2. Application Scoring: Project Team staff and select external reviewers will independently score proposals using the **Selection Criteria** (RFA Section V-C). Scores will be averaged and discussed.

3. FNS Final Selection: FNS will review the recommendations from the reviewers and approve final subgrantee award decisions.

- FNS reserves the right to accept the review panel's recommendations or to select an application for funding out of order to meet agency priorities, program balance, geographical representation, project diversity, and variety of applicant organizations.

Technical Assistance for Applicants

Webinars & Questions

- All webinars will be recorded and posted to the [WIC CIAO website](#)
- All applicants can direct questions at any time to: wic-ciao@frac.org.
- The questions submitted through webinars or email will be collected, summarized, and answered in a regularly updated FAQ list on the [WIC CIAO website](#). No identifying information will be shared.

Next Steps

- **Contact your State Agency *as soon as possible* for a letter of support**

A list of WIC State agency contacts is available through the online application portal.

- Create an account through the online submission portal for the WIC Community Innovation and Outreach Project

https://webportalapp.com/sp/login/r2_frac_wic-ciao

- Applications due:
September 6, 2024 by 11:59 p.m. ET



WIC Community Innovation and Outreach Project - Application Portal

Welcome to the WIC-CIAO Round 2 Application Portal! Please log in to create and edit your organization profile and access your application. We strongly recommend that you use a laptop or desktop when accessing and navigating the Application Portal.

Visit the [WIC CIAO Request for Application webpage](#) for additional information, including the full RFA and Application Template, and to register for webinars.

To access, complete, and submit the optional Letter of Intent, [please click here](#). The Letter of Intent is due by 11:59pm ET on July 25, 2024.

Para acceder a una versión en español de este sitio, haga clic en el icono del globo terráqueo en la esquina superior derecha y seleccione "Spanish."

Sign In

Email

Password [Forgot your password?](#)

Need an Account?

Questions & Answers

Questions & Answers

- Please post your question in the Q&A section.
- Questions submitted during the webinar will be included in the Frequently Asked Question document on the [WIC CIAO webpage](#).

This material is based upon work that is supported by the Food and Nutrition Service, U.S. Department of Agriculture.