

Potential Funding Sources for the Interfaith Food Pantry

A Recommendation Report

Prepared for

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Executive Summary

Due to the Pantry's recent loss of grocery-store food drives as a source of donations, food drives now make up only 7% of the organization's sources. The Pantry now must consider applying for monetary grants in order to supplement the funds lost.

Based on our search criteria, we found six different potential sources of funding for the Interfaith Food Pantry. Our two main criteria were *application process* and *funding*. Within these parameters, we considered the qualifying requirements, application requirements, deadline type, funding levels, distribution method, and follow-up requirements.

Based on our findings, we concluded that the potential sources were all similar in qualifying requirements, deadline type, and distribution method. We recommend the Pantry immediately submit proposals to The Kroger Co. Foundation and United Way of the New River Valley. We also recommend that in early 2019, the Panty submit proposals to Food Lion Feeds Charitable Foundation and Walmart Foundation.

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Potential Funding Sources for the Interfaith Food Pantry

A Recommendation Report

The Interfaith Food Pantry requires approximately \$77,000 in monetary donations annually to continue the level of service provided to the communities of Blacksburg and McCoy. Due to the recent loss in grocery-store food drives as a source of foodstuffs, the Panty must make efforts to secure additional monetary funding.

This report focuses on six different foundations that are potential sources of funding for the Interfaith Food Pantry. With the knowledge and skills we acquired in our senior-level course, Grant Proposals and Reports, we have composed a comprehensive list of potential funding organizations for you to consider.

In an effort to present you with the most detailed report as possible, we have conducted extensive research using the websites of grantor organizations. The report will cover the following organizations:

- Community Foundation of the New River Valley
- Food Lion Feeds Charitable Foundation
- The Kroger Co. Foundation
- United Way of the New River Valley
- USDA Community Facilities Grant Program
- Walmart Foundation

We found that the Pantry was eligible for several local and corporate grants. We recommend the Pantry submit proposals to The Kroger Co. Foundation and United Way of the New River Valley. We also recommend you submit proposals to Food Lion Feeds Charitable Foundation and the Walmart Foundation once their application windows open.

This report will introduce the methods by which we researched the topic, discuss the results of our research, draw conclusions on our findings, and make recommendations for you.

Methods

This section will introduce the criteria we applied to our analysis of the various funding agencies, as well as introduce the seven organizations we compared.

When we reviewed the organizations, we used the following criteria:

- Qualifying requirements
- Application requirements
- Type of deadline placed on the application
- Level of funding to be received
- Distribution of funds
- Follow-up requirements

We discovered six organizations that seemed suited to the focus of your organization:

- The Community Foundation of the New River Valley provides funds for general operations and programmatic support.
- Food Lion Feeds Charitable Foundation provides funding for hunger-related initiatives in the community.
- The Kroger Co. Foundation funds the improvement of food security.
- United Way of the New River Valley provides funds for hunger prevention.
- The USDA Community Facilities Grant Program provides funding for communities in rural areas.
- The Walmart Foundation funds local organizations to support the needs of the community.

The next section will provide you with useful information about each potential funding source.

Results: Grantor Profiles

In this section, we provide you with an overview of each of the potential funding sources.

Community Foundation of the New River Valley

Established in 1994, the Community Foundation of the New River Valley's Responsive Grant Program¹ is tailored to make a positive impact in the community by responding to ongoing or emergent community needs as recognized by the area nonprofits serving those needs directly. The Community Foundation serves the counties of Floyd, Giles, Montgomery, and Pulaski, and the City of Radford.

- **Qualifying Requirements:**
 - Organization must be registered 501 (c) (3) with the IRS, be operating in the New River Valley, and be in one of the eight areas of interest.
 - General Operating Support Grant:
 - Grant supports organization's overall activities, including operating expenses and overhead
 - Organization must be at least five years old
 - Programmatic Support Grant:
 - Supports a specific activity, project, or program
 - Must be tied to specific, project-based outcomes
- **Application Requirements:**
 - General Operating Support Grant:
 - Online application
 - organization's most up-to-date operating budget
 - Most recent IRS determination letter
 - Programmatic Support Grant:
 - Online application
 - Additional programmatic budget that outlines the total income and expenses of the project or program
 - Most Recent IRS determination letter
- **Deadline Type:**
 - Timed

¹ <https://cfnrv.org/grants/responsive-grants/>

- Online application opens in May 2019 and is due in July 2019
- **Funding Level:**
 - Up to \$5,000
- **Distribution Method:**
 - Lump sum
- **Follow-up Requirements:**
 - Yes, a grant evaluation must be submitted via the online grants system.

Food Lion Feeds Charitable Foundation

Since 2001, the Food Lion Charitable Foundation² has supported a variety of hunger-related initiatives and has given away more than \$10 million across Food Lion's operating area. Foundation grants are focused on feeding the hungry and on nutrition education.

- **Qualifying Requirements:**
 - Organization must be located within a 20-mile radius of a Food Lion Store.
 - Organizations must be in good standing with the Feeding America or United Way Agency.
- **Application Requirements:**
 - The following must be submitted electronically:
 - Fully completed online application
 - Copy of the 501 (c) IRS determination letter
 - Current 2018 W-9 form
 - Letter from the Feeding America CEO certifying affiliation in good standing
- **Deadline Type:**
 - Applications are accepted bi-annually, but organizations are only eligible to apply once every 12 months.
 - The spring application window is from January 1 through March 15 and the fall window is July 1 through September 15.
- **Funding Level:**
 - \$1,000-\$10,000
- **Distribution Method:**
 - Lump sum
- **Follow-up Requirements:**
 - Yes, for reapplication

The Kroger Co. Foundation

The Kroger Co. Foundation³, established in 1987, supports nonprofit organizations focused on ending hunger, improving food security, and bringing balanced meals to families who need it most. The Kroger Co. Foundation works to make a difference in 35 states and the District of Columbia.

- **Qualifying Requirements:**
 - Organizations must be 501 (c) (3) nonprofit organizations. All organizations are verified through GuideStar Charity Check to confirm that all IRS requirements are met.

² <https://www.foodlion.com/in-our-community/food-lion-feeds/charitable-foundation-grants/>

³ <https://www.thekrogerco.com/community/>

- **Application Requirements:**
 - Applicants must complete the online application via the Community Donations Portal⁴ and must include organization description, mission statement, and a detailed description of the request.
- **Deadline Type:**
 - Rolling
- **Funding Level:**
 - \$1,000-\$100,000
- **Distribution Type:**
 - Lump sum
- **Follow-up Requirements:**
 - Yes, if the organization chooses to apply for additional grants.

United Way of the New River Valley

United Way of the NRV⁵ has three main categories in which they are committed to helping and provide funding for. These include: Families and Youth, Self-Sufficiency, and Health and Crisis. 'Hunger prevention' is one of numerous efforts that fall under the 'Self-Sufficiency' category. The United Way of the NRV believes that everyone should be able to provide for their family with dignity to sustain their lives regardless of the economic climate of the country.

- **Qualifying requirements:**
 - The Interfaith Food Pantry would need the approval of New River Community Action (NRCA) before they apply for United Way's grant, since the IFP is a program of NRCA.
- **Application requirements:**
 - After NRCA approves your partner admission application, submit the following:
 - Funding Request Application (online)
 - Cover letter
 - Current board of director and officer listing
 - Partnership memorandum of understanding
 - Patriot act compliance memo
 - Most recent financial statements
 - Most recent IRS form 990
- **Deadline Type:**
 - Timed: Mid-March 2019
- **Funding Level:**
 - Unknown
- **Distribution Type:**
 - Unknown
- **Follow-up Requirements:**
 - Unknown

⁴ <https://www.communitygifts.com/Default.aspx?zip=24060>

⁵ <http://www.unitedwaynrvalley.org/funding-application-2018>

United States Department of Agriculture - Community Facilities Grant

In the Rural Development extension of the USDA, the Community Facilities Direct Loan and Grant Program⁶ provides affordable funding for community facilities across rural areas. The organization defines a “community facility” as one that provides an essential service to the community for the orderly development of the community in a primary rural area.

- **Qualifying Requirements:**
 - Eligible applicants include public bodies, community-based non-profit corporations, and federally recognized tribes.
 - Applicants must have legal authority to borrow money, obtain security, repay loans, construct, operate, and maintain the proposed facilities.
 - Facilities must serve rural areas where they are/will be located.
 - Project must demonstrate substantial community support.
- **Application Requirements:**
 - Applicant needs to contact local office to discuss specific project.
 - Request a Data Universal Number System (DUNS)⁷ number if your organization doesn’t already have one. It should not take more than a few business days to get your number.
 - Register your organization with the System for Award Management (SAM)⁸ if you aren’t already registered. The registration is free, but you need to complete several steps.
- **Deadline Type:**
 - Rolling
- **Funding Level:**
 - Funding prioritizes organizations on a point based system based on population, median household income:
 - Small communities with a population of 5,500 or less
 - Low-income communities having a median household income below 80% of the state nonmetropolitan median household income.
- **Distribution Type:**
 - Unknown
- **Follow-up Requirements:**
 - Demonstrate how organization has supported community
 - Environmental review must be completed/acceptable

Walmart Foundation

The mission of the Walmart Foundation⁹ is to create opportunities so people can live better. Its founders believe in operating globally and giving back locally, and the Community Grant Program

⁶ <https://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program>

⁷ <http://fedgov.dnb.com/webform>

⁸ <https://uscontractorregistration.com/sam-registration/>

⁹ <http://giving.walmart.com/walmart-foundation/community-grant-program>

creates a positive impact in thousands of neighborhoods. Award grants range from \$250-\$5,000 and are awarded to organizations small and large.

- **Qualifying Requirements:**
 - Organizations applying must meet one of the following criteria:
 - An organization holding a current tax-exempt status under Section 501(c)(3), or (19) of the Internal Revenue Code, listed on the IRS Master File and conduct activities within the United States.
 - A recognized government entity: state, county, or city agency, including law enforcement or fire departments that are requesting funds exclusively for public purposes.
 - A K-12 public or private school, charter school, community/junior college, state/private college or university.
 - A church or other faith-based organization with a proposed project that benefits the community at large such as food pantries, soup kitchens, clothing closets, etc.
- **Application Requirements:**
 - Applications must be completed in full and submitted online
- **Deadline Type:**
 - Timed: Dec. 31st, 2019
- **Funding Level:**
 - The Walmart Community Grant has eight areas of funding in which organizations can apply for. Our area of interest is:
 - Hunger Relief and Healthy Eating: Providing Federal or charitable meals/snacks for low income individuals and families in the United States
 - \$250-\$5,000
- **Distribution Type:**
 - Lump sum
- **Follow-up Requirements:**
 - In the event of being awarded a grant, organizations should contact their local facility from which funds were awarded to schedule a formal recognition event.

Conclusions

This section of the report provides our analysis of the various funding agencies, compared and contrasted using the criteria by which we judged them. A decision matrix, which visualizes the criteria and indicates how the agencies meet them, is available in Appendix A.

Qualifying Requirements

It was important that all of the foundations we chose matched the Interfaith Food Pantry's mission. Above all else, every option we have selected has food-related focusses as a requirement for funding. Every one of the foundations listed requires organizations to be a 501 (c) (3) nonprofit. The Kroger Co. Foundation does not require any further qualifications for funding. The Walmart Foundation has multiple criteria, but the organization has to meet only one of them in order to qualify. The United Way of the New River Valley is unique in our list because it chooses to only fund facilities here in the New River Valley. However, because you need approval from New River Community Action before you apply,

you are not immediately qualified. Food Lion Feeds Charitable Foundation requires the organization to be located within a 20-mile radius of a Food Lion Store. A major aspect of the USDA Community Facilities Grant Program is its emphasis on serving specifically rural areas, something on which you could place an emphasis should you apply. This grant program is the only one in our list that focuses its funding in specifically rural areas. From the statistics that we have gathered, we can verify that Blacksburg qualifies as a rural area. The Community Foundation of the New River Valley requires organizations to be operating for at least five years and to be located in the New River Valley.

Application Requirements

The Kroger Co. Foundation simply requires you to complete an online application through the Community Donations portal. There is an option to select “Foundation Grant” on the first page. The United Way of the New River Valley requires your partnership application to be approved by New River Community Action before you can proceed. Walmart Foundation’s grant has an online application that seems very navigable and user-friendly, providing the best user experience among the six organizations. Food Lion Feeds Charitable Foundation’s online application portal is currently closed and could not be evaluated further. The process of applying for the USDA Community Facilities Grant may be a little more difficult than it would be with other applications. First, the applicant needs to discuss the mission of the IFP with their local USDA Rural Development office. Then, they need to request a Data Universal Number System number and register with the System for Award Management. Depending on which grant you chose to apply for, The Community Foundation of the New River Valley requires either an operating budget or programmatic budget in addition to an online application and IRS determination letter.

Deadline Type

Both The Kroger Co. Foundation and the USDA Community Facilities Grant Program have a rolling deadline and accept applications at any time. The 2018 Walmart Foundation Community Grant deadline is 31 December 2018, but it reopens on February 1, 2019 and closes on December 31, 2019. Food Lion Feeds Charitable Foundation accepts applications bi-annually, and the spring application window is from January 1, 2019 to March 15, 2019. The 2019 grant application window for the Community Foundation of the New River Valley will open in late May 2019 and close in late July 2019. Once you have been approved to apply as a partner organization, United Way of the New River Valley’s grant application window closes in mid-March 2019.

Funding Level

The United Way of the New River Valley does not provide details on level of funding, but our other local organization, Community Foundation of the New River Valley, allots up to \$5,000. This is something to strongly consider, as the funding level of CFNRV is quite high for a local program. The Walmart Foundation Community Grant Program states that the organization will fund between \$250-\$5,000, whereas Food Lion Feeds Charitable Foundation goes a bit higher, ranging from \$1,000-\$10,000. The Kroger Co. Foundation itself is also widespread, making differences in 35 states, but its funding is also widespread, ranging from \$1,000-\$100,000. This allows for a variety of funding possibilities. The USDA Community Facilities Grant Program is a bit vague, but we only know that it prioritizes funding based on two things: the organization’s community population number and median household income in the community.

Distribution Type

The Kroger Co. Foundation distributes a lump sum check to your organization's address, which is simple and convenient. If the Walmart Foundation approves an organization, grant checks will be mailed directly to the recipient organization's address listed in the grant application. Food Lion Feeds Charitable Foundation provides a lump sum check to approved organizations. Distribution of the funds for the Community Foundation of the New River Valley is dependent upon which grant the organization is awarded. Distribution is not available for the United Way Agency or the USDA Community Facilities Grant Program.

Follow-up Requirements

The Community Foundation of the New River Valley requires grant recipients to submit a post-grant evaluation form via the online grants system. The USDA Community Facilities Grant Program requires that the funded project demonstrate substantial community support and that the organization complete an environmental review, which must then be accepted. The Walmart Foundation requires that organizations contact their local facility, from which funds were awarded, to schedule a formal recognition event. Both The Kroger Co. Foundation and Food Lion Feeds Charitable Foundation have follow-up requirements for organizations that chose to apply for additional funding. At this time, we do not have enough information to confirm or deny the follow-up requirements for United Way of the New River Valley.

Recommendations

As a result of our research and analysis, and based upon your most urgent needs for funding, we recommend that you consider submitting grant proposals immediately to

- The Kroger Co. Foundation and
- United Way of the New River Valley.

Two other foundations are also good possibilities; however, they do not have open applications until early 2019. Because of this restriction, we also recommend that once the application windows are open, you submit proposals to

- Food Lion Feeds Charitable Foundation and
- Walmart Foundation.

Appendix A: Decision Matrix

| Name of Guarantor / Details | Application Requirements | Deadline Type | Deadline Date | Level of Funding | Distribution Method | Follow-up Requirements |
|----------------------------------------------|--------------------------|---------------|---------------------|-------------------|---------------------|------------------------|
| Community Foundation of the New River Valley | Medium | Timed | Late July 2019 | Up to \$5,000 | Unknown | Yes |
| Food Lion Feeds Charitable Foundation | Easy | Timed | March 15, 2019 | \$1,000-\$10,000 | Lump sum | Yes |
| The Kroger Co. Foundation | Easy | Rolling | N/A | \$1,000-\$100,000 | Lump sum | Yes |
| United Way of the New River Valley | Difficult | Timed | Mid March 2019 | Unknown | Unknown | Unknown |
| USDA Community Facilities Grant Program | Difficult | Rolling | N/A | Unknown | Unknown | Yes |
| Walmart Foundation | Easy | Timed | December 31st, 2019 | \$250-\$5,000 | Lump sum | Yes |