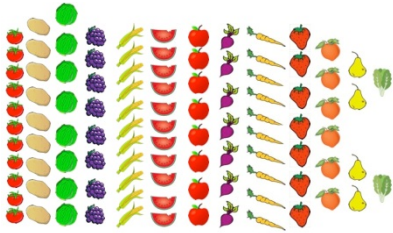


**Request for Proposals**  
**Grant Opportunity**  
**Creating Local Produce Committees**

Released: July 2, 2012

Proposals due: Aug. 1, 2012 by 9 a.m.



**Funded through:**  
**The Heinz Endowments**  
**2012 Summer Youth Philanthropy Internship**  
**In partnership with Sustainable Pittsburgh**

**Produce Change**

A Grant Opportunity to Help Municipalities Create Local Produce Committees

**Funding Opportunity:**

The Heinz Endowments' Summer Youth Philanthropy interns, in conjunction with the nonprofit organization Sustainable Pittsburgh and the independent non-partisan organization Local Government Academy, are pleased to announce the availability of a grant called "Produce Change."

The students offering this grant are learning about the work of foundations and nonprofits by directly funding programs they deem to be valuable. In keeping with priorities identified by municipalities that have completed the online Sustainable Community Essentials Rapid Assessment for Southwestern Pennsylvania, we are interested in funding a committee that would encourage residents to buy local produce. These efforts should improve local produce systems by emphasizing the importance and accessibility of locally sourced foods. We seek to award grants to municipalities in southwestern Pennsylvania, or their recognized nonprofit partners, that are engaged in pursuing more sustainable practices and want to become positive examples for other municipalities in their support of sustainable food systems and consumption of local produce. We plan to fund a municipality's partnership with Buy Fresh Buy Local (<http://www.buylocalpa.org/>). The successful municipal program may work to form a Buy Fresh Buy Local committee, make locally sourced businesses more visible, educate the public, make local foods more accessible and/or create a set of guidelines that can be used as a model for other municipalities. However, we appreciate creativity, and we are open to other suggestions that meet our criteria.

The creation of a Buy Fresh Buy Local program that addresses problems identified in the local produce systems will be beneficial for the increased sustainability of a community in a variety of ways. The community's economy will benefit as a result of the local circulation of capital. Studies project that if every household in Pennsylvania spent just \$10 per week on locally produced food, nearly \$2.5 billion would be recirculated into the local economy each year. In addition to the returns in capital, the region would also benefit from the creation of new jobs. Buying locally produced foods also benefits the environment by reducing carbon dioxide emissions that occur as a result of otherwise transporting produce long distances. By making

local food more accessible to everyone, socioeconomic divides are assuaged and healthy lifestyles are promoted.

From a total of \$25,000 in potential grant funds, grants will be awarded to one or more municipal governments in the region that will develop and sustain a Buy Fresh Buy Local committee in step with the overall objectives presented here. We will consider giving several small grants; however, we would like grants to have a significant impact and are willing to concentrate on one proposal if it best meets the criteria. This large grant may be awarded to a single municipality or several small municipalities that collaborate to create one committee. While this grant is focused on helping municipal governments partner with Buy Fresh Buy Local, we welcome proposals that include other partnerships between municipalities and nonprofits with expertise in these areas.

Preference will be given to municipalities that exhibit a commitment to educating the public on the benefits of buying local and how to do so. Buying locally is an emerging topic in our region; therefore, it is important to educate youth and instill a sense of responsibility in the emerging generation.

An ideal program would:

- involve a diverse committee of farmers, local business owners, local government officials, teachers, nutritionists, hospital staff and community members.
- certify and identify markets and restaurants as locally sourced.
- organize regular community events that bring people together, educate them on sustainable food sources and generate conversation about sustainable living.

We encourage partnership with Buy Fresh Buy Local specifically due to its experience and passion in this field. It pulls from a vast network to connect farmers, farmers' markets, restaurants, grocery stores, co-ops, community-supported farms and large-scale institutions (e.g. colleges and retirement homes). Buy Fresh Buy Local provides the necessary resources for community outreach events. It publishes local food guides and has already established a certification program that identifies locally sourced businesses. For these reasons, the proposed committee is encouraged to serve as a partner with Buy Fresh Buy Local. After the committee is firmly established, it may choose to become an independent chapter of Buy Fresh Buy Local.

Please note that this grant program is in line with Sustainable Pittsburgh's current endeavor to transform the Sustainable Community Essentials Rapid Assessment into a formal municipal certification program. Among the criteria, municipalities that implement local food system projects will earn points toward certification. The certification criteria will be released soon and will have many parallels to that found in the Rapid Assessment.

While completion of the Rapid Assessment is not necessary for grant consideration, it is highly recommended that municipalities review the checklist. The Sustainable Community Essentials Rapid Assessment for Southwestern Pennsylvania may be found at <http://www.sustainablecommunityessentials.org/>. To access the password for municipalities, call 412-258-6643.

One piece of literature that may be of exceptional value in conducting further research would be the Food System Planning Municipal Implementation Tool (<http://www.dvrpc.org/reports/MIT018.pdf>), a booklet which outlines priorities and strategies for municipalities that want to develop their local food system.

## **Project Goals:**

The Buy Fresh Buy Local Committee may choose to focus on one or more of the following key focus areas for food system sustainability:

1. **Collaboration:** Bring change to local produce systems by creating a network of various community leaders (e.g. farmers, local government officials, business owners, teachers, nutritionists, hospital staff, interested residents, etc.)
2. **Access:** Make locally sourced produce more accessible to all members of the community. For example, monthly farmers' markets.
3. **Education:** Organize community events related to local produce to inform the public and encourage healthy, sustainable living. This could include workshops, cooking demonstrations, distribution of educational materials, farm tours or other educational opportunities.
4. **Marketing:** Incorporate Buy Fresh Buy Local's certification program as a means of making local businesses more identifiable as ones that support locally grown produce. Some local businesses have hosted local food tastings to promote visibility and exposure of area farms.

**Who May Apply:** Any municipal government in southwestern Pennsylvania.

**Note:** A nonprofit organization may apply as long as it is working with a specific municipality. In this case, please include a letter of support from that municipality.

**Proposals due: Aug. 1, 2012 by 9 a.m.**

## Produce Change Summer Youth Philanthropy Project

**Municipality or Nonprofit (project fiduciary):** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Municipality's Website:** \_\_\_\_\_

**Primary Contact Name and Title:** \_\_\_\_\_

**Primary Contact's Phone Number:** \_\_\_\_\_

**Primary Contact's Email:** \_\_\_\_\_

**Funding Request (Up to \$25,000):** \_\_\_\_\_

**Total Project Cost:** \_\_\_\_\_

**Number of participants proposed to be served by this project:** \_\_\_\_\_

**Application Questions:** Please answer the following questions in a separate document. Proposals should not exceed six double-spaced pages, using Times New Roman 12-point font.

1. Please briefly describe your proposal, including the role of any partner organizations.
2. State the municipality's mission, vision, and sustainability goals and how the proposal advances them.
3. How would your committee incorporate the ideals of Buy Fresh Buy Local? How closely will you work with Buy Fresh Buy Local?
4. Please submit a description of the proposed committee:
  - Who will be the committee members?
  - How often will the committee meet?
  - What are the committee's goals and objectives?
5. Will you match the grant or otherwise contribute additional resources to this proposal?
6. How will you perpetuate or even expand this project after using the funds from this grant?
7. How do you plan to inform your community about the strides you are taking to create a more sustainable food supply?
8. What is the projected timeline for this project?
9. How will you measure the impact of your project? Be sure to include short-term and long-term outcomes.

**Please attach the following:**

- A detailed budget that includes all expenses and revenues for the proposed project
- Other supporting materials (optional)
- Statement of compliance with Patriot Act requirements (please contact us for sample)

**Please submit proposals to:**

Heinz Endowments Summer Interns, c/o Sustainable Pittsburgh, 425 Sixth Ave, Suite 1335 Pittsburgh, PA 15219 Fax: 412-258-6645

Or by email: [AVogel@heinzinterns.org](mailto:AVogel@heinzinterns.org)

**The proposal is due on Aug. 1, 2012 by 9 a.m.**

Proposals received after this time will not be considered.

**Questions:** Any questions should be directed to the interns - Sean Gaudio, Hannibal Hopson, Oliver Plunkett, Autumn Vogel, and Megan Wall – at: [AVogel@heinzinterns.org](mailto:AVogel@heinzinterns.org) or 412-897-3630.