



CALL FOR PROPOSALS:

# WIC EXPERIENCE MINI-GRANTS

Released: **March 18, 2019**  
Proposals Due: **April 29, 2019**



**Summary:** No Kid Hungry and the National WIC Association plan to make 2-4 mini-grants to local WIC agencies, or to partnerships between a WIC agency and a local community partner, interested in piloting a change to improve the WIC participant experience. Implementation should be feasible within 3-5 months of award and projects should aspire to be sustainable.

**Financial Support:** Selected organizations will receive grants between \$5,000-10,000 to support implementation of a specific intervention related to the WIC participant experience.

**Timeline:** Proposals are due April 29, 2019. Grantees will be selected by mid-May 2019, and grants will be made shortly thereafter. A brief report will be due post-implementation.

**Eligibility:** This grant opportunity is for local WIC agencies. If a local WIC agency is interested in partnering with a community non-profit organization, local farmers' market or other retailer, grants may be awarded to such partnerships.

**Proposals Due:** Monday, April 29, 2019, via email ([ekovalsky@strength.org](mailto:ekovalsky@strength.org))

**Contact:** Elyse Kovalsky  
Senior Manager, Program Innovation, Share Our Strength  
[ekovalsky@strength.org](mailto:ekovalsky@strength.org) or (202) 808-7849

## Call for Proposals

No Kid Hungry (NKH), a campaign of Share Our Strength, and the National WIC Association (NWA) are soliciting applications from local WIC agencies, or WIC agencies and local community partners, interested in piloting an intervention designed to improve WIC participants' routine experience of the program.

### Who and What are these mini-grants for?

These WIC Experience Mini-Grants are for you if you have an idea you've been wanting to try out, but you haven't had the funds to do so.

NWA and NKH are particularly interested in proposals in the following tracks:

*Track A: Improving the WIC shopping experience through collaboration with current or potential WIC retailers.* This might include (but is not limited to) collaborations with farmers' markets, mobile grocery options or other retailers; improved labeling of or access to WIC-eligible items; training for retail staff to improve the checkout experience; or interventions building on existing platforms for online food ordering or home delivery of WIC items.

*Track B: Improving the WIC appointment experience.* This might include (but is not limited to) interventions related to alternative sites for WIC appointments (home, grocery store, farmers' market, etc.); child engagement activities in WIC appointments and/or waiting rooms; improving appointment wait times; improving the clinic waiting room/reception environment; interventions building on existing telehealth technology; or increasing accessibility or services in languages other than English.

### What you should know about these grants:

- Grants should be used to pilot an intervention that you believe will improve the experience of WIC participants in your area. Proposed interventions need not be complicated and can start out on a small scale. An intervention which you could realistically begin implementing within 3-5 months is ideal.
- NKH and NWA welcome proposals to pilot a new idea, or to implement something you've heard about elsewhere and think might help improve the WIC participant experience in your agency.
- Proposed interventions should be sustainable, if successful in improving WIC participant experience.
- Grant funding is flexible and can be used to cover expenses that aren't allowable under your current budgets or other grants.
- A local WIC agency must be part of each application, although a local partner organization may submit the application. If an organization other than a WIC agency is applying, please include a statement of interest from the local WIC agency.
- NKH plans to award 2-4 grants between \$5,000-10,000 each.
- Grantees will be selected based on the *feasibility, sustainability and potential impact on WIC participant experience* of the proposed intervention.



- NKH and NWA will work with each grantee to determine what data collection, pre- and post-implementation, would be realistic and useful in assessing your project. We understand that access to data varies across WIC agencies, and we will support you however we can in helping to gather relevant data.
- If you have an idea but do not have experience applying for grants, please reach out to NKH for assistance (see contact information below).

### **Proposal Components**

Applicants should submit the following (please see application form below, or you may create a separate document):

- 1) A brief proposal describing the intervention you want to pilot and how you think it will improve WIC participants' experience. The proposal should include brief discussions of:
  - a) The intervention you propose to pilot and the desired outcome.
  - b) The feasibility, sustainability and potential impact of the proposed intervention.
  - c) Any recent trends (local or national) within WIC that you feel are relevant to your intervention (i.e. trends in coverage, utilization of benefits, missed appointments).
  - d) Any data you would like to use to assess your project. (NKH and NWA will speak with all grantees before awards are made to discuss how you will assess the effectiveness of your intervention.)
  - e) A proposed timeline of activities.
- 2) A proposed budget, totaling approximately \$5,000-\$10,000. Please specify how you will use grant funds (funds may be used by local WIC agency and/or a partner organization; please indicate who will use them).
- 3) *If applying in partnership with another organization, please include a brief statement of interest from the other organization (i.e. a community non-profit partner, local farmers' market, etc.) (email acceptable).*

### **Awardees**

Two to four (2-4) selected grantees will receive funds. Once the project is complete, grantees will submit a brief written report summarizing the efforts undertaken and the results. This will include a short narrative of what intervention was implemented, how implementation proceeded, and relevant pre/post data. The report should include a brief discussion of any lessons learned for future projects of this nature (e.g. additional resources required, unexpected challenges or successes, etc.). NKH and NWA will assist with report-writing. Finally, each grantee will have a follow up conversation with NKH and NWA Program Innovation staff (either via phone or in person) at the conclusion of the project.

### **Who We Are**

Share Our Strength is an organization working to end hunger and poverty. No Kid Hungry (NKH), a campaign of Share Our Strength, is ending childhood hunger through effective programs that provide kids with the food they need.

The National WIC Association (NWA) is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children

(WIC), the over 7 million mothers and young children served by WIC and the 12,000 service provider Agencies who are the front lines of WIC's public health nutrition services for the nation's nutritionally at-risk mothers and young children.

**Questions?**

Please contact Elyse Kovalsky if you have any questions or for assistance with your proposal! If you would like a word version of the application, send us an email.

Elyse Kovalsky  
Senior Manager, Program Innovation, Share Our Strength  
[ekovalsky@strength.org](mailto:ekovalsky@strength.org) or (202) 808-7849

# **WIC Experience Mini-Grants Application**

**Organization:**

**Point of contact** *(Please include best phone number, email and mailing address):*

**Any partnering organizations?**

## **Proposed Intervention**

Track A: Improving the WIC Shopping Experience

Track B: Improving the WIC Appointment Experience

Other

**Please describe the intervention you propose to pilot and the desired outcome. If you selected “Other” above, please include a brief explanation of how your proposed intervention would improve WIC participants’ experience.**

**Please briefly discuss the feasibility, sustainability and potential impact of the proposed intervention.**

- How will you be able to implement and potentially maintain this change in your program or services?
- What do you think the potential impact(s) of the proposed intervention will be, for WIC participants as well as any other relevant stakeholders (WIC clinic staff, partner organization staff, WIC retailers, etc.)?

**Background and Data**

Please describe any recent trends (local or national) that you feel are relevant to your intervention and the aspect of WIC participants' experience you are seeking to improve. (i.e. recent trends in coverage, utilization of benefits, missed appointments, retention, etc.).

Please discuss any data you would like to use to assess your project. For example, would you like data on CVV utilization before and after implementation? Are you interested in measuring participant satisfaction among a specific group of participants or for a specific aspect of the WIC clinic experience? (Feel free to share any ideas here; we can work together to determine what is feasible.)

**Proposed Timeline**

Briefly discuss a proposed timeline for implementation and reporting back.



**Proposed Budget**

Item	Amount	Purpose of Funds	Organization which will use funds, if applicable
<b>TOTAL</b>			

***If you are applying in partnership with another organization, please remember to include a brief statement of interest from the other organization (email acceptable).***

***Thank you for your application!***