

**2020 Application for New Partners, California Market Match Program  
Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**



**Market Match Application Instructions**

**1. Introduction**

The Ecology Center is now inviting applications for new Market Match partners. The California Market Match Program currently includes 46 farmers' market and non-profit partners, who offer Market Match at over 275 Certified Farmers' Markets, farm stands, community supported agriculture (CSA) programs, and mobile farmers' markets throughout California. This application will help the Ecology Center select 3-10 new partner organizations in order to offer Market Match healthy food SNAP (known as CalFresh in California) incentives at even more farmers' markets' and other farm-direct sites statewide. The Market Match project purpose is to *increase the purchase of California-grown fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase.*

The Ecology Center received funding from the California Department of Food & Agriculture's *California Nutrition Incentive Program Expansion (CNIP)* which receives its funding in part from the federal *Gus Schumacher Nutrition Incentive Program (GusNIP)* through the National Institute of Food and Agriculture (NIFA), USDA. The Ecology Center then subawards funding to Market Match partners. This application is for one year of funding only.

Applicants may request between \$5,000 - \$50,000 for the operation of a Market Match program at your Certified Farmers' Markets, farm stands, Community Supported Agriculture (CSA) drop-off sites, and mobile farmers' markets. All sites must be farm-direct sites. From the pool of applicants, the Ecology Center will select between 3-10 new funded partners, to begin offering Market Match incentives in Summer 2020. The amount of funds that Ecology Center can offer is contingent upon the pool of applicants, and the Ecology Center may work with selected applicants to modify their project budget and scope.

If you already have separate funding for your Market Match program, and do not wish to apply for additional funding, we may be able to bring you into the program as an *Unfunded Partner*. If you are looking to become an *Unfunded Partner*, please contact us at [marketmatch@ecologycenter.org](mailto:marketmatch@ecologycenter.org) to discuss your options.

New Partners will be selected based on a variety of factors including, but not limited to:

- geographic service area, in order to ensure that Market Match is reaching underserved areas;

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

- need in geographic service area, i.e. number of SNAP and SNAP-eligible households in area and rates of diet-related disease;
- applicant/organizational capacity to track, report, and evaluate Market Match program;
- ability of applicant to bring some of their own funding to support their Market Match program (could include in-kind);
- professionalism, attention to detail, and overall proposal presentation.

We greatly appreciate your time and effort on this application. If you have questions or clarifications, please contact us at [marketmatch@ecologycenter.org](mailto:marketmatch@ecologycenter.org).

## **2. Program Information**

### **A. Background**

Market Match is California's healthy food SNAP incentive program, now in its 11th year, offered at over 275 Certified Farmers' Markets and other farm-direct sites, in 44 counties. Market Match is a monetary incentive provided to customers spending their SNAP benefits (the program formerly known as Food Stamps and known in California as CalFresh) at participating Certified Farmers' Markets, farm stands, community supported agriculture (CSA) drop-off sites, and mobile-farmers' markets. For example, when a customer spends \$10 of SNAP at a participating market, they would receive an additional \$10 of Market Match tokens or vouchers to buy even more fruits and vegetables.

The main goals of the Market Match program are to increase California-grown fruit and vegetable consumption amongst SNAP populations, and support small and mid-sized farmers. For more information on Market Match, including Frequently Asked Questions (FAQ), please visit [marketmatch.org](http://marketmatch.org).

### **B. The Ecology Center and Program Structure**

Since 2009, the Market Match program has been offered through a network of regional leaders—farmers' market operators and Community Based Organizations—known as the California Market Match Consortium (CMMC.) Since 2012, the Ecology Center has led this unique and collaborative program, convening and coordinating the CMMC, providing programmatic direction, representation on state and national policy, centralized fundraising, grant administration, training, technical assistance, tools, and promotion. The Ecology Center also offers Market Match at our three, Berkeley-based, certified farmers' markets.

If selected, your organization would join the 46 other groups, offering Market Match incentives at their farmers' markets and other farm-direct sites. The Ecology Center will onboard and train you and your staff and provide all necessary tools and materials to begin the Market Match program at your sites.

### **C. Program Rules**

Currently, we are accepting applications for Market Match at **Certified Farmers' Markets, mobile farmers' markets, farm stands, and community supported agriculture (CSA) programs**. Applicants must be authorized by the USDA to accept SNAP EBT (Electronic Benefits Transfer) and have at least one season's experience doing so. Offering Market

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

Match incentives at the farm-direct sites listed above ensures that the program positively impacts not only SNAP customers, but small and mid-sized farmers, too.

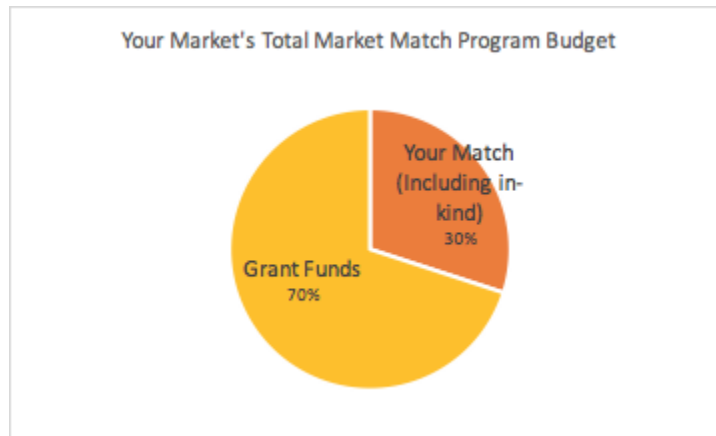
Currently, the Market Match program builds off of existing SNAP EBT infrastructure and utilizes a scrip system (typically tokens or paper vouchers) at the point of sale. The SNAP benefits are matched at a **dollar-for-dollar level, by all program partners statewide**, up to a partner-set maximum, per household, per market day. The Market Match incentive token or voucher is **good for fruits and vegetables only**.

### **3. Eligibility Requirements**

**This application is for new partners who wish to offer Market Match at their Certified Farmers' Market, mobile farmers' market, farm stand, and/or community supported agriculture (CSA) program beginning in Summer 2020.**

- Applicants must operate or partner with a Certified Farmers' Market or farmer running the aforementioned sites. In some cases, a non-profit Community Based Organization may be the regional lead and will work with Certified Farmers' Markets or farmers in their region, county, or city to offer Market Match. **These types of partnerships must be solidified before the time of submission and made clear in the proposal.**
- Sites must be authorized by the USDA to accept SNAP (SNAP) Electronic Benefits Transfer (EBT) cards.
  - **At least one year, or if seasonal, one season, of experience with an EBT program is required.**
  - Markets must have a valid FNS number from USDA Food and Nutrition Service (FNS), have attained a Point Of Sale (POS) device and have SNAP/EBT scrip in their possession, by or before the program begins. Go to [ecologycenter.org/ebt](http://ecologycenter.org/ebt) for more information on SNAP EBT at farmers' markets.
- Applicants must have a designated staff person responsible for the Market Match project, sufficient organizational capacity to handle the associated accounting, reporting, evaluation, CMMC meetings, and must have written support from their governing or fiduciary organization (if different from the market organization). See *Pages 10-11* for staff time estimates.
- Applicants should be able to raise or pledge some of their program costs as a *match*. The word *match* used in this context means that some portion of the total program costs (including incentives, staff/volunteer time, supplies, travel, and printing) will be provided by your organization, or 3<sup>rd</sup> parties, from non-federal, non-obligated funding sources. This can include in-kind (donated) services, like volunteer time. **There is no minimum match requirement for organizations requesting \$15,000 or less of funding. Applicants requesting more than \$15,000 in funding must raise/pledge 30% or more of total program costs from other sources.**

**2020 Application for New Partners, California Market Match Program  
Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**



**If you are selected as a partner, the Ecology Center expects that your market or its representative will:**

- Raise or pledge a match (if requesting more than \$15,000 in funding.) The match can be cash or in-kind program expenses including incentives, staff time, supplies, travel, and/or printing. This can include in-kind (donated) services, like volunteer time. Most farmers' markets donate some portion of their market staff time to the Market Match program.
- Participate in at least two pre-season training webinars likely in May 2020
- Participate in CMMC conference calls 4-6 times per year
- Participate in the annual CMMC conference, typically held in Oakland in February - March
- Participate in program evaluation
- Maintain records and report/invoice monthly in the format provided by the Ecology Center
- Utilize the Market Match branding, program design, and promote Market Match and SNAP at your market(s) through community channels using print-ready materials provided by the Ecology Center.

The Ecology Center will provide program tools and materials, including Market Match scrip designs, at-market signage, bookkeeping tools, and print-ready flyers, posters and other outreach materials. Depending on the funding available, Ecology Center may also coordinate a media campaign or a county mailing to promote Market Match in your region. Your farmers' market(s) or other sites will be included in all statewide promotions including the [Market Match website](#) and the [Farmers' Market Finder](#) site.

#### **4. Market Match Application Process**

This package is intended for partners who wish to offer Market Match incentives starting in Summer 2020, for one year of funding. **The Ecology Center will review all complete applications submitted by or before 11:59pm PT Tuesday, March 31, and will respond to applicants by Friday April 17, 2020.** If your organization is selected, the Ecology Center will send you PART II of the application process, which may require budget revisions and a signed memorandum of understanding.

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

After you submit PART II, the Ecology Center will subcontract with your market, including funds for Market Match incentives as well as limited program operation costs and administration. After contracting occurs, all expenses are paid through reimbursement on a monthly basis.

**A. 2020 Timeline**

- **Friday, March 6** Request For Application (RFA) released
- **Tuesday, March 31, by 11:59 pm** RFA **Submission Deadline**
- **By Friday, April 17** Ecology Center will respond to all applicants
- **Friday, May 1** Selected New Partner will submit finalized budget (if changes are needed.) and any other outstanding materials
- **May - June** Training with Ecology Center staff via webinar, phone, web (staff time will be in-kind match and not covered through grant funds until Summer 2020)
- **May - June** Contracting with Ecology Center
- **Monday, June 1** Contract begins and Market Match incentive distribution may begin (depending on seasonality of market)

**To apply please return completed application and all attachments in PDF format, to:**

**marketmatch@ecologycenter.org**  
**Attn: Jenna Fahle**  
**Farmers' Market Access & Equity Program Manager**  
**Ecology Center**

**Applications must be received by 11:59 pm, Tuesday, March 31.** Please type into the provided Word document and limit your complete application to a maximum of **10 pages** (not including Attachments A-C.) Please use font size 12, Times or Times New Roman, single spaced. The Ecology Center will let you know that we received your materials. Please call 510-548-2220 x236 or email marketmatch@ecologycenter.org with any questions.

**5. Application Instructions**

**A. Application Checklist**

The following items are required, unless otherwise indicated. Please submit all materials using the following formats and naming conventions. Replace “ORG NAME” with the name or acronym of your organization. For example, if your farmers’ market name is Always Sunny Farmers’ Market Association (ASFMA) your Application document would be called *2017-18 MM ASFMA Application.pdf*.

**1. Application**

- 1.1. Format – PDF
- 1.2. Naming Convention – 2020 MM ORG NAME Application.pdf (insert your organization’s name for ORG NAME)

**2. Attachment A: Market Match Program Budget (including your organization’s Match Funding if applicable)**

- 2.1. Format – Excel

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

- 2.2. Naming Convention – 2020 MM ORG NAME Budget.xlsx (insert your organization’s name for ORG NAME)
3. **Attachment B: Site Information**
  - 3.1. Format – Excel
  - 3.2. Naming Convention – 2020 MM ORG NAME Sites.xlsx (insert your organization’s name for ORG NAME)
4. **Attachment C: Market/Association policies, rules, and regulations** (If available. If your market/association does not have rules or regulations, please state that in your application email.)
  - 4.1. Format – PDF
  - 4.2. Naming Convention – 2020 MM ORG NAME Rules.pdf (insert your organization’s name for ORG NAME)

**B. Budget Information**

The budget can be a challenging part of any application. **Please read the instructions below carefully**, if you have questions, please send us an email at [marketmatch@ecologycenter.org](mailto:marketmatch@ecologycenter.org).

If you require funding, the Ecology Center is inviting applicants to apply for grant funds between **\$5,000 - \$50,000 for the operation of your Market Match program**.

Whether you are requesting Ecology Center’s grant funding or showing you have a non-federal match, all funding has to be 100% for the purpose of “increasing the purchase of fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase, using effective and efficient benefit redemption technologies.”

**To avoid confusion, from this point forward the word “Match” is only used for the applicant-provided funds required if applicant is requesting more than \$15,000 in grant funding, required by the federal GusNIP grant. “Incentive” is the word used for the extra funds given to SNAP shoppers at the point of sale (aka the Market Match).**

We may ask you to make revisions to your Budget. The Budget Template and an Example Budget, is available for download on the Market Match website.

**C. The Match**

The GusNIP grant requires that grantees provide a dollar-for-dollar match, which is why we ask applicants to help provide this match as well. This means that for every dollar a GusNIP grantee receives from NIFA, they must be able to show that they are also investing a dollar of their own into the program. **The Ecology Center recommends that applicants requesting more than \$15,000 in grant funding provide at least 30% of their total budget as matching funds.** This request is waived for partners that have annual Market Match budget requests of \$15,000 or less. *If you are requesting \$15,000 or less, you can skip to section “F. Allowable Expenses” below.*

**D. Match Restrictions**

Please note the difference between a **match source** and a **match expense**:

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

- A **match expense** is the good or service your organization is offering as a match. Examples of match expenses include staff or volunteer time, travel costs, and printed materials.
- A **match source** is the original source of the funding that pays for your match expenses. Examples of sources include earned income from stall fees, and cash from a private funder or donor.

Unallowable match sources:

- Match funds cannot come from a federal funder. We cannot match a federal dollar with another federal dollar.
- Match funds cannot be committed to other projects or funders.
- If you are a for-profit (in the case of a farmer-run Certified Farmers' Market) you may not count staff time as a match for this project.
- Indirect costs can not be a match unless you have a federally negotiated indirect rate.

**E. Match Source Types**

NIFA breaks sources of matching funds into three types: **Cash, In-Kind, and 3<sup>rd</sup>-Party**. If you are brought on as a partner you will be required to document what type(s) of match you are providing. Below is an overview.

**Cash** match is any money you have earned or received that is in the bank, or which you expect will be in the bank in subsequent years. An example is earned revenue from stall fees.

**In-Kind** match is anything that normally has value that has been donated to you. This includes space and/or volunteer hours.

Donated (In-Kind) Space: An example of In-Kind could be the fair market value of free space that you use at no cost for your weekly farmers' market or for meetings. However, you would need to calculate the percentage of the donation that is used exclusively for your Market Match program in order to figure out how much of this in-kind rent donation you could count as a match for FINI.

Example: Your landlord, Larissa, normally charges \$200 per day for the use of her parking lot for events. However, Larissa lets you use her parking lot for free every week to host your farmers' market. You have 50 markets per year. [50 markets x \$200 per week = \$10,000 total value]. Your EBT/SNAP/SNAP shoppers make up 30% of your overall shoppers each week and 100% of them participate in Market Match. [\$10,000 total value x 30% EBT shoppers = \$3,000 you can pledge as an In-Kind match to GusNIP]

**Volunteer (In-Kind) Labor:**

To figure a reasonable value for your volunteer hours, NIFA requires that you base it on what you pay similar positions in your organization. **All rates—even those that are in-kind— have to be justified so please indicate the source you are using for the volunteer rate in your budget justification (narrative.)**

If there is no similar paid position in your organization, you can use other sources to justify a volunteer's value. According to *Independent Sector, CA's* average volunteer rate is \$25.43. However, this rate can vary based on job duties. See more information here:

**2020 Application for New Partners, California Market Match Program  
Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

[https://www.independentsector.org/volunteer\\_time](https://www.independentsector.org/volunteer_time)

*Nonprofit Quarterly* provides a more detailed table for you to reference as you develop your organization's rate. See that table here: <https://nonprofitquarterly.org/policysocial-context/22218-what-s-an-hour-of-volunteer-work-worth.html>

**3<sup>rd</sup>-Party** match is a cash or in-kind donation that is coming from outside of your organization that you have not yet received. (According to NIFA, once you have received the donation and it is in your bank, it is no longer 3<sup>rd</sup>-party, it is cash.) An example would be an organization whose paid staff will work your Market Match booth. Their staff time is being paid with non-federal source and would be considered a 3<sup>rd</sup> party in-kind contribution.

**F. Allowable Expenses**

The main guideline you need to follow in determining if any expense is allowable (whether match or grant funds) can be summed up in one simple question: **Is this expense exclusively used to run Market Match?**

Example: If your overall rent is \$1,000 per month, and you have one staff person using 10% of your overall office space who is full-time and 100% dedicated to working on Market Match, then you could claim 10% (\$100) per month of this expenses as being an allowable program expense (likely as part of your match.)

<b>Allowable if exclusively for the funded project</b>	<b>Unallowable</b>
<ul style="list-style-type: none"> <li>● <i>Salaries, wages, and benefits</i></li> <li>● <i>Equipment purchased for use on the project</i></li> <li>● <i>Equipment use charges if it is normal policy</i></li> <li>● <i>Travel</i></li> <li>● <i>Participant/Trainee costs</i> <ul style="list-style-type: none"> <li>○ <i>These are non employees. Example: stipends or travel given to your farmers to attend a Market Match training day.</i></li> </ul> </li> <li>● <i>Space rental/lab use charges</i></li> <li>● <i>Materials/supplies</i></li> <li>● <i>Publication costs</i></li> <li>● <i>Professional Services (Consultants)</i></li> <li>● <i>Computer Services</i></li> <li>● <i>Alterations &amp; Renovations</i></li> <li>● <i>Incentives</i></li> <li>● <i>Indirect costs in accordance with the grantee's negotiated indirect cost rate</i> <ul style="list-style-type: none"> <li>○ <i>See Subawardee restrictions on Indirect below</i></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <i>Equipment already on hand</i></li> <li>● <i>Equipment use charges if part of indirect cost rate or if it is not normal policy</i></li> <li>● <i>Office furniture</i></li> <li>● <i>Entertainment costs, memorabilia, complete project etc.</i></li> <li>● <i>Any amount in excess of the allowed indirect costs</i></li> </ul>

**6. Filling Out Your Budget (Attachment A)**

The Budget Template is an Excel Workbook created by the Ecology Center, modeled after the USDA NIFA's budget form. The budget is protected so that applicants cannot modify any headers or fields which auto-calculate. All white cells are editable, as well as column H (light



**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

blue) and column I (light orange), for your grant and match expenses respectively. If for some reason you need more lines for expenses in a particular section, please contact us for a modified budget form. **You should open this document in Excel.**

Once you have the workbook open in Excel:

- 1) Line 1: Enter the full legal name of your organization.
- 2) Line 2: Start date of contract will be June 1, 2020 and end date will be December 31, 2020. This is the term of the budget (7 months).
- 3) Proceed to populate Sections A - H with any **grant** expenses (these are any grant funds you are requesting from the Ecology Center) and **non-federal match** expenses (these are your match expenses, if requesting more than \$15,000 in grant funding.)
  - a. For all expenses (grant or match) you must provide a *brief* justification (narrative) i.e. what the expense is for and how it is necessary to Market Match. If the budget does not already show it, you should also explain any math you used to get your numbers. This is done in **column K**.
  - b. For all match expenses, you must provide the source of the match funding. Examples of match sources might include: “Kaiser Permanente Grant”, “Earned Revenue from Stall fees”, or “donations from private donors”. This is done in **column J**.
- 4) Please note that the EXPENSE column and TOTAL column (which adds the grant and match funds) should be the same amount. If they are not, the section total will highlight in **red**.
- 5) Near the bottom of the Budget Form you will see an area for the signature of the Authorized Representative. For the purposes of this application, the Authorized Representative may simply type in their name, title, and the date.
- 6) Check your work and save in excel using the naming convention “2020 MM ORG NAME Budget.xlsx” replace ORG NAME with your Organization/Market Name or acronym.

## **A. Details on Budget Sections**

### **Section A – Salaried Personnel**

This section is for staff whom are salaried and working on the Market Match program. If your site is operated by a volunteer or contractor, please type “VOLUNTEER RUN” or “CONTRACTOR RUN” into the Personnel Title field. List all volunteers under Section F, line 9, *Volunteers*, and all contractors under Section F, line 3 *Consultant Services*.

**In addition to staff time at the market distributing and redeeming the SNAP EBT and Market Match incentives and SNAP shopper outreach time**, there are other staff costs that you should include in your budget. The following hours are estimates. Actual number of hours are dependent on your program scale i.e. number of markets/sites and number of SNAP transactions.

#### ***Weekly (approx 1-2 hrs./Week)***

- Bookkeeping, tracking, and data entry on program metrics e.g. incentives and benefits distributed and redeemed, total new customers, total transactions, total farmers served,

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

etc. If you are new to Market Match, and unsure what to put down, you can estimate 1 - 2 hours per week.

***Monthly (approx 6 hrs./Month)***

- Aggregating monthly totals by market and reporting to the Ecology Center (incentives and benefits distributed and redeemed, total new customers, total transactions, total farmers served, etc.) If you are new to Market Match, and unsure what to put down, you can estimate 1 hour per month.
- Invoicing and providing back-up documentation for all program expenses (match and grant funds.) If you are new to Market Match, and unsure what to put down, you can estimate 2 hours of invoicing and backup per month.
- Program Outreach. The number of hours you dedicate to SNAP customer outreach will depend on your internal capacity, existing community relationships, and geographic scope. If you are new to Market Match, and unsure what to put down, you can estimate 3 hours of outreach per month.

***Quarterly (approx 3 hrs./Quarter)***

- As CNIP/GusNIP recipients, we are required to supply certain data, by outlet/site, to an evaluator. Again, this will vary depending on the number of markets you operate. We recommend budgeting at least 3 hours per quarter.

***Annually (approx 40-60 hrs./Year.)***

- Program Evaluation. There are federal and state requirements to participate in program evaluation. We recommend including around 5% of your total Market Match staff time dedicated to program evaluation.
- Internal program planning = 5-20 hrs.
- Attending program Welcome & Training Webinar (includes training on invoicing and reporting) = 2 trainings X 2 hrs. = 4 hrs.
- Attending quarterly CMMC calls (at least 4 times per year) = @ 1 hrs each = 4 hrs.
- Attending in-person California Market Match Consortium (CMMC) meeting in the Bay Area = travel time + 4 hrs meeting (day 1) + 6.5 hrs meeting (day 2) + travel time.
- Mid-year budget and contract revision = 5 hrs.
- Year-end reconciliation = 1 hr.

**Section B – Hourly Personnel**

This section is for staff paid at an hourly rate. Again, if your site is operated by a volunteer or contractor, list all volunteers under Section F, line 9, *Volunteers*, and all contractors under Section F, line 3 *Consultant Services*.

**Section C – Equipment**

This section is for equipment exceeding \$5,000 and is not likely to be in your budget, unless as a match. All equipment must be purchased during the grant/contract period and be 100% attributable to Market Match.

**Section D – Travel**

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

This section is for any travel related to your Market Match program. Some travel may be necessary to execute your Market Match program, such as outreach, site visits, and third-party partner meetings.

Typical travel types include: hotel accommodations, airfare, ground transportation, rental car, mileage, and/or parking.

Please make sure all travel costs are in alignment with [state allowable rates](#). Mileage is reimbursed at the federal [IRS rate](#) of \$.575/mile in 2020. This rate is subject to change in 2021.

If you contract with Ecology Center in 2021, you will be required to attend the Market Match Face-to-Face conference which is held in Oakland February-March.

**Section E – Participant Training and Support Costs**

This section is for any training related to the Market Match program and is not likely to be in your budget. Please note that Incentives are also in Section E, but have been separated to the bottom of the budget form.

Section E expenses, including incentives, can not be counted toward your Modified Total Direct Costs (MTDC) when calculating your indirect costs (see Section H below.)

**Section F, Line 1 – Materials and Supplies**

All materials and supplies under \$5,000 that directly relate to the operation of your Market Match program. You cannot include existing supplies, only supplies that are to be purchased during the grant period for the Market Match program.

If you are new to Market Match, and operating a farmers' market, please make sure to budget for **Market Match scrip**. Scrip is the paper or token voucher given to customers, good only for fruits and vegetables. We are required to track the incentive separate from the SNAP, so this is a requirement at the farmers' market. The most common scrip is wooden nickels. You can get an estimate of costs for your site at the [Old Time Wooden Nickel Company website](#). Scrip is \$150 - \$500 depending on scale and type.

**Section F, Line 2 – Publication Costs**

Any expense for external design, printing, or placement of outreach and promotional materials should go in this section. The promotional materials' top-level message will need to be about the site's Market Match program, and can not promote enrollment in the SNAP program. Any internal costs for these items (for example paper and ink for printing Market Match related materials) should be in Line 1, Materials and Supplies.

**Section F, Line 3 –Consultant Services**

If you have any consultant expenses that directly relate to your Market Match program, put them in this section. If your farmers' market is run by contractors, and some portion of their time will be spent on Market Match, that cost, whether federal or non-federal (match), should go here. See **Section A** above for staff time estimates.

**Section F, Line 4 –ADP/Computer Services**

This includes any sort of computer or IT services and is not likely to be in your budget.

**2020 Application for New Partners, California Market Match Program**  
**Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

**Section F, Line 5 – Subawards/Consortium/Contractual Costs**

Any other contractual costs should go here.

**Section F, Line 6 – Equipment or Facility Rental**

If a facility or location is being donated as an in-kind match, include the value of that here. As with all expenses, be sure to indicate what percent is attributable to Market Match, if not the whole amount.

**Section F, Line 8 – In-Kind 3<sup>rd</sup> Party Contributions (Excluding Volunteers)**

This line will reflect any and all 3<sup>rd</sup>-party In-Kind contributions to your Market Match program, excluding volunteers. All expenses in this line should be non-federal match.

An example of 3<sup>rd</sup> Party In-Kind would be a local organization, First5 for instance, pledging to donate staff time to the operation of your Market Match program at the farmers' market. The total value of that individual's time, including fringe, would be recorded here, in the non-federal (match) column.

Please note that 3<sup>rd</sup> party Cash contribution should be reflected in your budget under the *expense* you expect to spend that funding on. For example, if a private funder provided \$5,000 for staff time to administer Market Match at the farmers' market, that donation should be reflected in Section A or Section B Personnel, in the non-federal (match) column.

**Section F, Line 9 – Volunteers**

This line reflects the value of any volunteers used to implement Market Match. For example, if your market relies on volunteers to staff the info booth, swipe EBT cards and distribute EBT and Market Match scrip, that volunteer time spent on Market Match activities would be a match in the non-federal column. The value of volunteer time should be based on your organization for a similar position or level of responsibility. See information provided under section **Match Source Type** above.

Be sure to describe how you came up with the value of the volunteer time in the Match Source column.

**Section F, Line 10 – Other**

If there is an expense that does not fit into any of the aforementioned categories, list it here. Be sure to explain its necessity to Market Match.

**Section H - Indirect**

Indirect expenses are the overhead that it costs us all just to do business. These costs are not necessarily directly related to the program, but the organization could not exist without these expenses. Indirect includes things like your organization's bookkeeping, facilities costs, insurance, taxes, licenses, and fees.

Thanks to new laws taking effect in December 2014, non-profits can now claim a 10% de minimis Indirect rate. This means that you can bill 10% of your Modified Total Direct Costs or MTDC. Federal regulations define MTDC as follows:

**2020 Application for New Partners, California Market Match Program  
Ecology Center | 2530 San Pablo Ave. Berkeley, CA. 94702**

*§ 200.68 Modified Total Direct Cost (MTDC). MTDC means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and subawards and subcontracts up to the first \$25,000 of each subaward or subcontract (regardless of the period of performance of the subawards and subcontracts under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each subaward and subcontract in excess of \$25,000.*

Important Notes: MTDC excludes equipment, capital expenditures, rental costs, tuition remission, scholarships and fellowships, participant support costs/incentives, and the portion of subawards/subcontracts over \$25,000. You also cannot claim any part of the 10% de minimis as a match (unless you have a federally negotiated Indirect Rate.) If you are claiming the 10% de minimis, type “10” in cell F64.

If your organization has a federally approved rate from a federal agency, you can claim that negotiated percentage of your Grant Direct Costs either as a match or as a request for cash. If you have a federally negotiated rate, and wish to claim indirect as a match, contact us for a modified Budget Template.

**If you choose not to include your Indirect costs, please type “NONE REQUESTED” in Section H under Budget Justification and type a zero in cell F64.**

### **Section E - Incentives**

The subsection E, at the bottom of the budget form is for your Market Match incentive expenses (the incentive distributed to SNAP customers at the time of sale.) Please remember that Market Match incentives are required to be offered at a dollar-for-dollar match level (for each dollar of SNAP spent, the customer receives one dollar of Market Match incentive), per household, per market-day. The incentive amount should also have a maximum per household, per market-day, which can be set by your organization based on your budget. The most common maximum statewide is \$10.

Please use your site’s previous SNAP transaction data, and a chosen maximum incentive amount per participant, to estimate the amount of incentives you will need. For assistance with this, you can utilize the incentive calculator tool downloadable on the Market Match site.

### **Non-Incentive to Incentive Funding**

**USDA, NIFA, and CDFR have made it clear that they want the majority of the funds to go to incentives for SNAP shoppers. We require that applicants dedicate a majority of grant funding to incentives. An ideal project budget would show around 30% for staff/operations/promotions and 70% for incentives.**

At the bottom of the budget form we have created an area allowing you to see your overall budget and grant budget as compared to the incentives you plan to distribute.

**END INSTRUCTIONS**