



Market Match Program Information and Application Instructions

Grant Period: June 1, 2021 - Dec 31, 2021

Table of Contents

[Introduction](#)

[Program Information](#)

[Eligibility](#)

[Essential Administrative Requirements](#)

[Grant Review Criteria](#)

[Application Submission and Key Dates](#)

[Budget Instructions](#)

[Reference: Budget Match](#)

Introduction

The Ecology Center is now inviting applications for new Market Match partners. The California Market Match Program currently includes 52 farmers' market and non-profit partners, who offer Market Match, a healthy food incentive for SNAP recipients, at over 240 Certified Farmers' Markets, farm stands, community supported agriculture (CSA) programs, and mobile farmers' markets throughout California.

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. See participating locations by visiting: FMFinder.org.

This application will help the Ecology Center select 3-6 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 amount of funds that Ecology

2021 Application Instructions for New Partners | California Market Match Program
Application Deadline: Friday, March 26, 2021

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.

The Ecology Center received state and federal funding as a grantee of the California Department of Food & Agriculture's [California Nutrition Incentive Program \(CNIP\)](#) 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.

The grant period of activities and funding will begin in Summer 2021 and end in Dec 2021. If mutually agreeable, we will recontract with you in December 2021 for 2022.

Applicants may request between \$5,000 - \$30,000 for the operation of a Market Match program at your Certified Farmers' Markets, farm stands, CSA drop-off sites, and mobile farmers' markets. All sites must be farm-direct sites.

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*. Unfunded partners are able to use the Market Match name, taglines, logo, and pre-approved Market Match materials for the sole purpose of operating the program. Additionally, unfunded partners collect and share program data with the Ecology Center. If you are looking to become an *Unfunded Partner*, please contact us at marketmatch@ecologycenter.org to discuss your options.

Acronym Glossary	
SNAP	Supplemental Nutrition Assistance Program
EBT	Electronic Benefits Transfer
CNIP	California Nutrition Incentive Program
GusNIP	Gus Schumacher Nutrition Incentive Program
NIFA	National Institute of Food and Agriculture
FNS	Food and Nutrition Service
CDFA	California Department of Food and Agriculture
CMMC	California Market Match Consortium
CSA	Community Supported Agriculture

Program Information

A. Background

Market Match is California’s healthy food SNAP incentive program offered at over 240 Certified Farmers’ Markets and other farm-direct sites, in 38 counties. Market Match began in 2009. For more on the history of the program, visit the [history section of our website](#).

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 by:

- convening members to share best practices in nutrition incentive program operation and outreach;
- providing programmatic direction;
- representing the consortium on state and national policy regarding nutrition incentives;
- providing centralized fundraising, grant administration, one-on-one training, technical assistance, tools, and print and digital promotion.

The Ecology Center also offers Market Match at our three, Berkeley-based, certified farmers’ markets.

If selected, your organization would join the 52 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, 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 [FMFinder.org](#).

C. Program Rules

The way that the incentive is delivered in most settings is that when a customer spends \$10 of SNAP at a participating location, they receive an additional \$10 of Market Match to buy even more fruits and vegetables. At farmers’ markets, customers receive SNAP and Market Match tokens or vouchers which are called scrip. If you are a farm stand, CSA, or mobile market, then you can operate the Market Match program as a 50% off of fresh fruits and vegetables from the entire CalFresh purchase up to a maximum discount.

Additional program rules follow:

- Market Match incentives must be distributed to CalFresh customers at a **dollar-for-dollar match level, by all program partners statewide**, up to a daily maximum, per household, per market day.
- The Market Match incentive token or voucher is **good for fresh fruits and vegetables, fresh herbs, and edible plant-starts only**.
- This grant can **only reimburse for incentives that are matching CalFresh purchases**. However, if you have separate funding to match another type of benefit (like WIC benefits), you can also brand or advertise that incentive program as Market Match.

D. Grant Reimbursement

Market Match partners expense the Ecology Center for the previous months' expenses on the 7th of each month. Because Ecology Center submits the expenses to the California Department of Food & Agriculture, it can take up to 90 days to receive reimbursement from the Ecology Center for Market Match incentives and non-incentive costs.

Please know that:

- **Proposed budgets must dedicate a majority of grant funding to incentives. An ideal project budget would show around 30% for staff/operations/promotions (all non-incentive costs) and 70% for incentives.** The amount of incentives included in the budget must be based on previous experience and a justified and reasonable estimate of an increase in customers and incentive distribution.
- **If requesting over \$30,000 in funding, applicants may be asked to provide (raise or pledge) at least 30% of their program costs as a budget *match*.** More information on budget match is provided in the reference section of this document.

Eligibility

A. Site Type

This application is for new partners who wish to offer Market Match at their **Certified Farmers' Market, mobile farmers' market, farm stand, and/or other program serving direct marketing farmers and certified producers**.

- Applicants must operate or partner with a Certified Farmers' Market or Certified producer running the aforementioned sites. A non-profit Community Based Organization may work with Certified Farmers' Markets or Certified producers to offer Market Match. In this case, the partnerships must be solidified before the time of submission and the role each partner will play in operating the Market Match program must be made clear in the proposal.

B. EBT Authorization

Sites must be authorized by the USDA Food and Nutrition Service (FNS) to accept SNAP Electronic Benefits Transfer (EBT) cards, have a valid FNS number from USDA FNS, and have obtained a Point of Sale (POS) device.

- **Sites must have at least one season of experience with an EBT program in place.**
 - For farmers' markets: must have SNAP/EBT scrip (tokens or vouchers) in their possession, by or before the program begins. Go to ecologycenter.org/ebt for more information on how to set up and manage SNAP EBT at farmers' markets. Currently, the Market Match program builds off of existing SNAP EBT infrastructure and in a farmers' market setting utilizes a scrip system (typically tokens or paper vouchers) at the centralized point of sale where CalFresh customers swipe their card to be able to use their funds at any vendor in the market.
 - If you are a farm stand, CSA, or mobile market, then you can operate the Market Match program as a 50% off of fresh fruits and vegetables from the entire CalFresh purchase up to a maximum discount. (No scrip system required).

C. Other Requirements

- Applicant must have a designated staff person responsible for the Market Match program.
- Applicant must have sufficient organizational capacity to handle the associated accounting, reporting, evaluation, and attend quarterly CMMC meetings.
- Applicant must have written support from their governing or fiduciary organization (if different from the market organization).

Essential Administrative Requirements

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

- Abide by all FNS regulations regarding your SNAP retailer agreement.
- Participate in at least two pre-season training webinars likely in May 2021.
- Participate in quarterly CMMC conference calls 4-6 times per calendar year.
- Participate in national and state program evaluations which may include distributing evaluation surveys to customers at your market booth.
- Maintain records and report/invoice monthly in the format provided by the Ecology Center. This includes:
 - Customer transaction logs for every market day recording the amount of EBT and Market Match distributed in each transaction, recording transactions of new vs. return customers (customers who have used Market Match at that site before);
 - End of day receipts from the EBT point of sale machine for every market day;

- Vendor redemption records for EBT and Market Match scrip from each vendor;
- Vendor reimbursement receipts or records for EBT and Market Match scrip;
- Total number of customer transactions per month per site;
- Total number of EBT distributed and redeemed per month per site;
- Total number of Market Match incentives distributed and redeemed per month per site;
- Invoicing records include signed timesheets from paid and volunteer staff, expense receipts from all costs charged to the grant or logged as a budget match.
- Reimburse vendors for accepting Market Match incentives in a timely manner agreed upon by your organization and vendors. This will most likely be before your organization is reimbursed by the grant (up to 90 days).
- Utilize the Market Match branding (logo and language/manner of describing the program) to promote Market Match and SNAP at your market(s) through community channels using print-ready materials provided by the Ecology Center.
- Notify the Ecology Center of any changes in your program operation or requested change in your program operation.

B. Time Estimates

The following hours are estimates of the essential administrative requirements. These time estimates are intended to give you an idea of how much administrative time it takes to operate the program. Actual number of hours are dependent on your program scale (i.e. number of markets/sites and number of SNAP transactions).

Weekly (approx 2 hrs./Week)

- Bookkeeping, tracking, and data entry on program metrics e.g. incentives and benefits distributed and redeemed, total new customers, total transactions, (to be recorded while distributing incentive tokens/scrip), total farmers served, etc.

Monthly (approx 3-6 hrs./Month)

- Adding 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.)
- Invoicing and providing back-up documentation for all program expenses (match and grant funds.) Program Outreach. The number of hours you dedicate to SNAP customer outreach will depend on your internal capacity, existing community relationships, and geographic scope.

Evaluation (approx 2-10 hours/Year)

- ❑ 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/Year.)

- ❑ Internal program planning
- ❑ Welcome & Training Webinar (includes training on invoicing and reporting) = 2 training X 2 hrs. = 4 hrs.
- ❑ Attending quarterly CMMC calls (at least 4 times per year) = @ 1.5 hrs each = 6 hrs.
- ❑ Mid-year budget and contract revision (if applicable)
- ❑ Year-end reconciliation

Grant Review Criteria

Priority will be given to applicants that meet the following criteria:

- Reaches CalFresh participants in high-needs communities, including regions without a current Market Match program (0-10)
- Demonstrates sufficient capacity to administer an EBT program and a state/federal grant (0-10)
- Organizational leadership identifies as members of socially disadvantaged groups as defined by the California Farmer Equity Act of 2017 (0-5)
- Has developed or plans to develop partnerships with community organizations, local government entities, and CalFresh shoppers (0-5)
- Provides a complete, clear, and coherent budget and application (0-5)

We invite and prioritize applications from organizations with leadership who are members of socially disadvantaged groups. Under [Assembly Bill No. 1348](#) (California Farmer Equity Act of 2017), a socially disadvantaged group is defined as: *A group whose members have been subjected to racial or ethnic prejudice because of their identity as members of a group without regard to their individual qualities.* Groups include, but are not limited to, individuals who identify as:

- African Americans
- Native Indians
- Alaskan Natives
- Hispanics
- Asian Americans
- Native Hawaiians and Pacific Islanders

Application Submission and Key Dates

How to Apply:

We send your email a unique link to the Market Match application. Your unique link lets you close out of the survey and finish it later without having to start over.

[Get your unique link here!](#)

Required Attachments:

- Attachment A:** Market Match Program Budget in Excel, [using the template provided](#)

- Attachment B:** Market/Association policies, rules, and regulations (If available)

Application Open Date: Monday, February 22, 2021

Application Deadline: Friday, March 26, 2021

Selection Notification: Friday, April 16, 2021

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.

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.

If funds are available after new partners are selected, we will continue to invite applications throughout the year.

2021 Key Dates:

February 22, 2021	Application Open Date
March 26, 2021	Application Deadline
April 16, 2021	Ecology Center will respond to all applicants
April - May 2021	Part II - Ecology Center will work with selected New Partners to finalize the budget, Memorandum of Understanding, and any other outstanding materials
April - May 2021	Training with Ecology Center staff via webinar / phone

	(staff time can not be covered through grant funds until June 2021)
May 2021	Complete Contracting with Ecology Center
June 2021	Contract begins

Budget Instructions

A. 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.

If you require funding, the Ecology Center is inviting applicants to apply for grant funds between **\$5,000 - \$30,000 for the operation of your Market Match program**.

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.”

We may ask you to make revisions to your Budget. The Budget Template and an Example Budget are available for download [at this link](#).

B. 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?”**

<u>Allowable if exclusively to operate the Market Match program</u>	Unallowable
<ul style="list-style-type: none"> ● <i>Salaries, wages, and benefits</i> ● <i>Equipment purchased for use on the project</i> ● <i>Equipment use charges if it is normal policy</i> ● <i>Travel</i> ● <i>Participant/Trainee costs (non-employee)</i> <ul style="list-style-type: none"> ○ <i>Example: stipends or travel given to your farmers to attend a Market Match training day.</i> ● <i>Space rental</i> ● <i>Materials/supplies</i> 	<ul style="list-style-type: none"> ● <i>Equipment already on hand</i> ● <i>Equipment use charges if part of indirect cost rate or if it is not normal policy</i> ● <i>Office furniture</i> ● <i>Entertainment costs, memorabilia</i> ● <i>Any amount in excess of the allowed indirect costs</i>

<ul style="list-style-type: none">● <i>Publication costs</i>● <i>Professional Services (Consultants)</i>● <i>Computer Services</i>● <i>Incentives</i>● <i>Indirect costs in accordance with the grantee's negotiated indirect cost rate</i><ul style="list-style-type: none">○ <i>See Subawardee restrictions on Indirect below</i>	
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C. Filling Out Your Budget Attachment

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 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) Write in your expenses for carrying out the Market Match program in the appropriate sections (salary personnel, hourly personnel, travel, other direct costs). You will find more information below on what type of expenses go in each section. Then attribute or log the expense to the grant in the blue cells in column **H**. If you are requesting over \$30,000 in total from the grant, then also attribute some expenses to the non-federal match column **I** (salmon colored cells). More information on non-federal match is included below in the reference section.
- 3) For all expenses (grant or match) you must provide a *brief* justification (narrative explanation) 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**.
- 4) For all budget 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**.
- 5) 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**.
- 6) 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.

See the [example budget for reference](#).

D. Details on Budget Sections

Section A – Salaried Personnel

This section is for staff who are salaried and working on the Market Match program. 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 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

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 includes travel for the Market Match Face to Face conference. For instance, hotel accommodations, airfare, ground transportation, rental car, mileage, and/or parking. However, you will not need to include Face to Face Conference expenses in your 2021 budget.

Please make sure all travel costs are in alignment with [state allowable rates](#). Mileage is reimbursed at the federal [IRS rate](#) of \$.650/mile in 2021. This rate is subject to change in 2022.

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, Other Direct Costs

In this section of the budget template, we ask you to elaborate on what type of direct cost it is in column A. The categories included in the dropdown menu include:

- Materials and Supplies

- Publications Costs
- Consultant Services
- ADP/Computer Services
- Subawards
- Equipment / Facility Rentals
- In-Kind Third Party Contributions (Excluding Volunteers)
- Volunteers
- Other

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 SNAP, so scrip is a requirement at farmers' markets. 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](#). For plastic tokens, you can visit www.tokenfactory.com or www.ordertokens.com. For paper vouchers, you can visit www.BlanksUSA.com or search for a local print shop (vouchers must be printed on anti-counterfeit paper). Scrip is generally \$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.

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 3rd Party Contributions (Excluding Volunteers)

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

An example of 3rd 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 3rd 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 laws in effect since December 2014, nonprofits can 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:

§ 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. If you kept a record of how many customer transactions you had in your last season, you can easily calculate the total amount of incentives you are likely to deliver. If you only kept data on the amount of CalFresh EBT distributed, then you can work off of that estimate. You can also assume that your program will grow once you offer Market Match. We recommend estimating 10% growth, but you can choose a higher growth rate with justification. For

assistance with this estimation, you can utilize the incentive calculator tool downloadable on the Market Match site [here](#).

Non-Incentive to Incentive Funding

USDA, NIFA, and CDFA 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 (all non-incentive costs) and 70% for incentives.**

At the bottom of the Excel budget template we have created an area allowing you to see your overall budget and grant budget as compared to the incentives you plan to distribute to review if your proposed budget aligns with the guideline stated above.

Reference: Budget Match

A. Budget Match

The GusNIP grant requires that grantees provide a dollar-for-dollar match, which is why we ask applicants requesting more than \$30,000 in grant funding to help provide this match as well. This means that for every dollar a GusNIP grantee receives from the National Institute of Food and Agriculture (USDA), the grantee (for Market Match, CDFA) must be able to show that they are also investing a dollar of their own into the program. The State of California, through the California Department of Food and Agriculture, provides most of the budget match for the Market Match program.

- **The Ecology Center recommends that applicants requesting more than \$30,000 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 \$30,000 or less. If providing matching funds is a hardship, please let us know.
- 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 3rd 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 \$30,000 or less of funding.**

B. Budget Non-Federal Match Restrictions

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

- 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 or match expenses:

- 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.

C. Match Source Types

NIFA breaks sources of matching funds into three types: **Cash, In-Kind, and 3rd-Party**. If you are providing a non-federal match, you are 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 GusNIP.

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 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.

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*, the average volunteer rate is \$27.20. However, this rate can vary based on job duties. See more information here:

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>

3rd-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 3rd-party, it is cash.) An example would be an organization whose paid staff will work at your Market Match booth. Their staff time is being paid with non-federal source and would be considered a 3rd party in-kind contribution.

END INSTRUCTIONS