



Market Match Program Information and Request for Application (RFA) Instructions

for Grant Period: May 1, 2023 - Dec 31, 2023

Application Deadline: March 6, 2023

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Introduction

Ecology Center invites applicants to join 53 Market Match partners (farmers' markets and farm-direct sites) that offer healthy food incentives to SNAP recipients. Market Match's goal is to increase California-grown fruit and vegetable consumption amongst SNAP participant populations and support small- and mid-sized farmers.

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

Ecology Center receives state and federal funding as a grantee of the California Department of Food & Agriculture's [California Nutrition Incentive Program \(CNIP\)](#), which receives partial funding from the federal [Gus Schumacher Nutrition Incentive Program \(GusNIP\)](#), a part of the National Institute of Food and Agriculture (NIFA), USDA. Ecology Center subawards funding to Market Match Implementing Contractors (ICs). Subawardees must follow state and federal grant compliance requirements.

The amount of funds that Ecology Center offers is contingent upon the pool of applicants, and Ecology Center may work with selected applicants to modify their project budget and scope. The grant period of activities and funding will begin in May 2023 and end in December 2023. If mutually agreeable, subcontracts can be renewed annually. The recontracting process begins in December of 2023 for January - December of 2024.

Program Information

A. 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 (CBOs)—known as the California Market Match Consortium. Since 2012, Ecology Center has led this unique and collaborative program by:

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

Ecology Center also offers Market Match at our three Berkeley certified farmers' markets.

If selected, Ecology Center will onboard and train your organization and staff supporting the program. We will 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. Your farmers' market(s) or other sites will be included in all statewide promotions including the [Market Match website](#) and [FMFinder.org](#). Depending on the funding available, Ecology Center may also coordinate a media campaign or a county mailing to promote Market Match in your region.

B. Program Requirements

- a. 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) as the centralized point of sale. CalFresh customers swipe their EBT card and use their funds with any vendor in the market.
- b. Market Match incentives must be distributed to CalFresh customers at a **dollar-for-dollar match level** up to a daily maximum decided by Ecology Center staff (and often \$10), per EBT card, per market day.
- c. The Market Match incentive token or paper voucher is **good for fresh fruits and vegetables, fresh herbs, as well as seeds and plant starts for growing one's own food.**
- d. This grant can **only reimburse for incentives (extra money provided to shoppers) that are provided as a dollar-for-dollar match on CalFresh purchases.**
- e. If your organization has separate funding to match another type of benefit (like WIC benefits), your organization can brand or advertise that incentive program as Market Match.
- f. For example, when a customer spends \$10 of SNAP/CalFresh at a participating location, they receive an additional \$10 of Market Match incentives valid only for fresh fruits and vegetables, fresh cut herbs, edible plant starts and seeds. At farmers' markets, customers receive SNAP and Market Match scrip (tokens or paper vouchers) which are called scrip.
- g. If your organization operates a farm stand, CSA, or mobile market, then Market Match is offered as a 50% off discount on fresh fruits and vegetables on the entire CalFresh purchase.

C. Grant Reimbursement

Market Match partners invoice Ecology Center for the previous months' expenses by the 7th of each month. After Ecology Center submits the expenses to the California Department of Food & Agriculture, it may take up to 90 days to receive reimbursement from Ecology Center.

For example, for the incentives distributed in June, your organization submits an invoice and back up documentation by July 7th. Ecology Center then reimburses your organization via check by mid-August. This delayed reimbursement schedule means that your organization needs start-up funds to join this program.

Please note: Proposed budgets must dedicate a majority of grant funding to incentives. An ideal project budget would show no more than 30% for staff/operations/promotions 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.

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, partnerships must be solidified before the time of submission and each partner's role in operating the Market Match program must be made clear in the proposal.

B. SNAP Retailer Authorization by USDA's Food Nutrition Service

All sites must have:

- a. Authorization from the USDA Food and Nutrition Service (FNS) to accept SNAP Electronic Benefits Transfer (EBT) cards
- b. A valid FNS number from USDA FNS
- c. A Point of Sale (POS) device for each market location
- d. An active and valid SNAP Retailer permit from USDA's Food Nutrition Service

Preference will be given to organizations that have at least one season of experience with an EBT program in place. If your site has less than one season of experience accepting EBT, you are welcome to still apply but you must have an active and valid SNAP Retailer permit from [USDA's Food Nutrition Service](#) at the time of application.

Farmers' markets must have:

- a. SNAP/EBT scrip (tokens or vouchers) in your possession 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.

Farm stand, CSA, or mobile markets:

- a. No scrip system is required.
- b. Customers paying with SNAP or CalFresh are offered 50% off of fresh fruits and vegetables.

C. Other Requirements

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

Application Submission and Key Dates

How to Apply:

Fill out application form available [here](#).

Required Attachments:

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

Attachment B: Market/Association policies, rules, and regulations (only for farmers' markets)

If your organization is selected, 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, Ecology Center will subcontract with your site for funds for Market Match incentives and limited program operation costs and administration. After contracting occurs, all expenses are paid through reimbursement on a monthly basis.

2023 Key Dates:

February 1, 2023	Application Open Date
Feb 14, 2023	Application Q&A Session
March 6, 2023	Application Deadline
March 31, 2023	Ecology Center will respond to all applicants
April - May 2023	Part II - Ecology Center will work with selected New Partners to finalize the budget, Memorandum of Understanding, and any other outstanding materials
April - May 2023	Training with Ecology Center staff via webinar/phone (staff time can not be covered through grant funds until May 2023)
May 2023	Contracting with Ecology Center finalized, scrip orders
June 2023	Start distributing Market Match incentives

Essential Administrative Requirements

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

- a. Abide by all USDA Food Nutrition Service regulations regarding your SNAP retailer permit/agreement.
- b. Maintain records and submit timely invoices report/invoice monthly in the format provided by Ecology Center. This includes:
 - i. Monthly Invoice
 - ii. Receipts for expenses charged to the grant or logged as a budget match
 - iii. Signed timesheets (from paid and/or volunteer staff)
 - iv. Monthly Report:
 1. Total number of EBT distributed & redeemed per month per site;
 2. Total number of Market Match incentives distributed and redeemed per month per site;
 3. Number of transactions of new vs. return customers (customers who have used Market Match at that site before);
 4. Total number of customer transactions per month per site
 5. Amount reimbursed to vendors
- c. Participate in an annual compliance audit with Ecology Center. This includes supplying:
 - i. Customer transaction logs for every market day recording the amount of EBT and Market Match distributed for each transaction;
 - ii. End of day receipts from the EBT point of sale machine for every market day;
 - iii. Monthly Report;
 - iv. Invoice Record;
 - v. Vendor redemption records for SNAP/EBT and Market Match scrip (separately) from each vendor;
 - vi. Vendor reimbursement receipts or records for EBT and Market Match scrip
- d. Collaborate with Ecology Center staff to resolve errors regarding compliance, customer transaction logs, end of day EBT terminal receipts, and vendor redemption records upon request.
- e. Participate in a pre-program training webinar.
- f. Participate in quarterly Market Match Consortium conference calls and the annual Face-to-Face conference.
- g. Participate in national and state program evaluations which may include distributing evaluation surveys to customers at your market booth.
- h. Reimburse vendors for accepting Market Match incentives in a timely manner, as agreed upon between your organization and vendors. This may be before your organization is reimbursed by Ecology Center (up to 90 days after you submit your invoice).
- i. 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 Ecology Center.

- j. Participate in compliance-related in-person or virtual site visits by Ecology Center staff in the first year of program operations and within every three years thereafter.
- k. Notify Ecology Center of any changes in your program operations.

B. Time Estimates

These time estimates are intended to give you an idea of essential administrative requirements to operate Market Match. 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)

- Recordkeeping on program metrics e.g. incentives and CalFresh distributed and redeemed, total new customer transactions, total transactions, (to be recorded while distributing incentive tokens/scrip), total farmers served, etc.

Monthly (approx 3-6 hrs./Month)

- Calculating monthly totals by market and reporting in Monthly Report to Ecology Center (incentives and benefits distributed and redeemed, total new customers, total transactions, total vendors/farmers selling fruits and vegetables each month, etc.)
- Creating invoice and providing back-up documentation for all program expenses (match and grant funds.)
- Program outreach hours to SNAP customer outreach will depend on your internal capacity, existing community relationships, and geographic scope.

Annually (approx 40/Year or 20 hours for first grant period of May - Dec)

- Internal program planning
- Welcome & Training Webinar (includes training on invoicing and reporting) = 1 training X 2 hrs. = 2 hrs.
- Attending quarterly Market Match Consortium calls at least 4 times per year (2 for first year) = @ 1.5 hrs each = 3 hrs.
- Submission of back up documentation during annual granular audit of at least one market operated by your organization.
- Reviewing budget spending over time
- Year-end reconciliation

Grant Applicant Review Criteria

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

1. Reaches CalFresh participants in high-needs communities, including regions without a current Market Match program

2. Provides a complete, clear, and coherent budget and application
3. Demonstrates sufficient capacity to administer an EBT central point of sale and scrip program, keep necessary records from EBT sales, and produce necessary reports on EBT sales and Market Match incentive distribution
4. Has developed or plans to develop partnerships with community organizations, local government entities, and/or CalFresh shoppers to promote awareness of the Market Match program

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.

We will ask your organization for budget revisions if they include ineligible items. The Budget Template and an Example Budget are available for download [at this link](#).

B. Allowable Expenses

The main guideline in determining if any expense is allowable (whether third party match, fundraising, or grant funds) can be summed up in one simple question: **“Is this expense exclusively used to run Market Match?”**

Allowable if <u>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> ● <i>Publication costs for outreach</i> ● <i>Professional Services (Consultants)</i> ● <i>Computer Services</i> ● <i>Incentives (supplements SNAP/CalFresh \$ at market)</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>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 Organization's Budget Attachment

The Budget Template is an Excel Workbook created by 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. Please open this document in Excel.

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 more lines are needed for a particular section, please contact Ecology Center for a modified budget form. Once you have the workbook open in Excel:

- 1) Line 1: Enter the full legal name of your organization as it appears on your SNAP Retailer Permit.
- 2) **Column H:** Input organization expenses needed to execute 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.
- 3) **Column K:** For all expenses (grant or budget match) your organization 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.
- 4) **Column J:** For all budget match expenses, your organization 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".
- 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. 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.

Please make sure all travel costs are in alignment with [state allowable rates](#). Mileage is reimbursed at the federal [IRS rate](#) of \$.655/mile in 2023.

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 please indicate direct costs in Column A using the dropdown menu. Please elaborate and include justifications of direct costs. The categories in the dropdown menu include:

- Materials and Supplies
- Publication Costs for Outreach
- Consultant Services
- ADP/Computer Services
- Subawards
- Equipment / Facility Rentals
- In-Kind Third-Party Contributions (Excluding Volunteers)
- Volunteers
- Other

Section F: Materials and Supplies

Please make sure to budget for **Market Match scrip** as your organization is new to Market Match. Scrip is the paper or token voucher given to customers and only valid for fruits and vegetables and is a requirement at farmers' markets. We are required to track the Market Match incentives separate from SNAP.

Scrip generally costs \$150 - \$500 depending on scale and type. 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).

Section F: Publication Costs

Any expenses for external design, printing, or placement of outreach and promotional materials should go in this section. To qualify, the promotional materials' key message must be about the site's Market Match program, and can not promote enrollment in the SNAP program. **Line 1, Materials and Supplies** include any internal costs for these items (for example paper and ink for printing Market Match related materials). Please note that Ecology Center will provide your organization with printed posters and banners about the Market Match program.

Section F: Consultant Services

If you have any consultant/contractor expenses that directly relate to your Market Match program, put them in this section.

Section F: 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 Third-Party Contributions (Excluding Volunteers)

This line will reflect any and all third-party in-kind contributions to your Market Match program, excluding volunteers.

Section F, Line 9: Volunteers

This line reflects the value of any volunteers used to implement Market Match. 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.

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.

Section H: Indirect

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

Your organization 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 organization's Market Match incentive expenses (the incentive distributed to SNAP customers at the time of sale). The incentive amount should also have a maximum per EBT card, per market day, which will be set by Ecology Center based on your budget. The most common maximum statewide is \$10. 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 EBT card, per market day. 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 your organization kept a record of total customer transactions per season, please calculate

the total amount of incentives your organization will deliver i.e. \$10 x # of customer transactions for 2022. If your organization only kept data on the amount of CalFresh EBT distributed, then you can work off of that estimate.

Your organization should anticipate 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.

Non-Incentive to Incentive Funding

USDA, NIFA, and CDFA 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 Ecology Center has created an area that calculates your organization's overall budget and grant budget as compared to the incentives you plan to distribute. Please compare this percentage in your organization's proposed budget 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 \$100,000 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.

- Applicants with less than \$100,000 in grant funding can provide matching funds to support the program, but are not required to provide a budget 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 third 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 less than \$100,000.**

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. Ecology Center cannot match a federal dollar with another federal dollar.
- Match funds cannot be committed to other projects or funders.
- If your organization is a for-profit entity (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 Third-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.

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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>

Third-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 third-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 third-party in-kind contribution.

END INSTRUCTIONS