

# FY 2024 PA SNAP-Ed Request for Partners Information & Instructions

## Introduction

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The Pennsylvania Department of Human Services (DHS), through a Management Entity (ME) at The Pennsylvania State University (PSU) invites Pennsylvania-based public and private agencies and organizations that offer nutrition education activities for eligible audiences to submit a Pennsylvania (PA) SNAP-Ed proposal.

PA SNAP-Ed funding is from DHS, which administers Supplemental Nutrition Assistance Program (SNAP) in the Commonwealth of Pennsylvania; PSU manages the Commonwealth's SNAP nutrition education plan (SNAP-Ed). Agencies and organizations with accepted proposals are known as PA SNAP-Ed Partners (Partners); the ME compiles accepted Partner proposals into a coordinated state plan for DHS to submit to the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA).

Partners are reimbursed for costs expended on allowable, approved nutrition education and policy, systems, and environmental (PSE) change intervention activities for individuals or families currently receiving or eligible to receive Supplemental Nutrition Assistance Program (SNAP) benefits. Eligible audiences also include those in which at least 50% have household incomes less than 185% of the federal poverty level and meet all other categorical, non-financial SNAP requirements.

Specific information about scope and nature of SNAP-Ed activities can be found in the [FNS SNAP-Ed Plan Guidance](#) and other national SNAP-Ed resources, such as the [SNAP-Ed Toolkit](#) and the [SNAP-Ed Evaluation Framework](#). SNAP-Ed focuses on basic nutrition and healthful eating, not medical nutrition therapy. The goal of the national SNAP-Ed program, as noted in the *FY 2023 FNS SNAP-Ed Guidance* is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and the USDA food guidance.

To meet this goal, FNS calls for the use of science-based, behaviorally-focused interventions that address a limited set of key outcomes. Interventions must be evidence-based and evaluated as meaningful to the target audience with impact on behavior. SNAP-Ed activities must be compatible with the most recent dietary information and recommendations outlined in the [2020-2025 Dietary Guidelines for Americans](#) and [MyPlate](#). In addition, PA DHS encourages that SNAP-Ed reach as many eligible SNAP participants as possible across all 67 counties in the state in both rural and urban locations.

## Proposal Preparation

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Applicants must follow the proposal guidelines as described here and in the application materials. Failure to do so may preclude inclusion in the PA SNAP-Ed Plan.

Proposals will be assessed on several metrics, e.g., cost/participant and allowable costs, intervention strategies, expansion to underserved areas (as described in the Statewide Needs Assessment), and soundness of evaluation plan. Returning Partners will also be assessed on administration of Plans previously accepted and approved by USDA FNS. Metrics that may be considered include actual costs, percentage of budget spent, percentage of proposed participants and service area reached, and percentage of evaluation plan completed.

All applicants may be instructed to adjust their proposed budget during the review process. Budget adjustments will be informed by the proposal assessment described above, and/or by the availability of USDA funds (see requirement #3 below). Proposal acceptance is predicated on three requirements: (1) eligible target audience, (2) nature of the proposed Statement of Work, and (3) availability of USDA funds.

### (1) Eligible Target Audience

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Eligible audiences include individuals and families currently receiving or eligible to receive SNAP benefits. Audiences may also be eligible for SNAP-Ed if at least 50% have household incomes less than 185% of the federal poverty level and meet all other categorical, non-financial SNAP requirements, such as U.S. citizenship and non-incarcerated status.

Review [FNS SNAP-Ed Plan Guidance](#) and [Program Delivery Sites Report Instructions](#) carefully before continuing with the RFP to ensure audience eligibility. Applicants must qualify locations and audiences for SNAP-Ed as part of the proposal.

### **(2) Nature of Proposed Statement of Work**

PA SNAP-Ed is organized into five setting-based Projects (Community, Early Childhood, Food Assistance, Food Retail, and K-12 Schools) plus two statewide social marketing Projects (Be Healthy PA and CookWith).

Review [FNS SNAP-Ed Plan Guidance](#), [Statewide Needs Assessment](#), [Statement of Work and Project Description Instructions](#), and the [SNAP-Ed Evaluation Framework](#) carefully before continuing with the RFP to ensure eligibility and appropriateness of proposed work. Applicants must propose programming that aligns with the Statewide Needs Assessment and that is pertinent to one or more PA SNAP-Ed Projects.

Additionally, proposals for PA SNAP-Ed funding should address the following State level goals. Additional goals may be developed for inclusion in the PA SNAP-Ed Plan.

- Assess and improve program effectiveness through formative, process, outcome, and impact evaluation activities and develop strategic approaches to determine overall Plan's impact using appropriate measures and indicators.
- Adopt SNAP-Ed approaches that further prioritize nutrition security particularly among racial/ethnic minority populations, populations living under the Federal poverty line, and rural and remote populations. Expand reach to under-served geographic regions (rural) and audiences (low-income adults) using multimedia and public health approaches.
- Employ technology to maximize efficiency and effectiveness of PA SNAP-Ed programming and evaluation activities.
- Develop new, and strengthen existing, partnerships with agencies providing related public health services to support coordination of efforts, prevent duplication of services, and build community/public health approaches recommended in Federal SNAP-Ed Guidance.

### **(3) Availability of USDA Funds**

All SNAP-Ed funding is subject to the availability of funds from the Federal Government. Pennsylvania is allocated a specific amount of funds from the SNAP-Ed Nutrition Education and Obesity Prevention Grant Program; state expenditures for SNAP-Ed cannot exceed the allocation. The FY 2024 allocation is expected to be similar to the current level of SNAP-Ed funding, so FY 2023 Partners submitting proposals for FY 2024 should submit a budget that is less than or equal to their approved FY 2023 budget. Applicants may be instructed to adjust their proposed budget during the review process so that the statewide SNAP-Ed plan submitted to FNS does not exceed the state allocation.

PA SNAP-Ed is funded annually for the federal fiscal year (FY) that begins October 1 and ends September 30 of the following calendar year. The current application covers the funding period from October 1, 2023, through September 30, 2024.

Review [FNS SNAP-Ed Plan Guidance](#), [Budget and Budget Narrative Instructions](#) carefully before continuing with the RFP to ensure costs are allowable and budget is reasonable and necessary to conduct the proposed programming.

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## Proposal Instructions

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Pay close attention to deadlines. Missing a specified deadline may prevent inclusion in the FY 2024 PA SNAP-Ed Plan.

1. Return a completed FY 2024 Intent to Apply form to the ME ([dew177@psu.edu](mailto:dew177@psu.edu)) no later than **January 30, 2023** to indicate intent to submit a proposal. Download ([click here](#)) the current version of Adobe Reader for completing PDF forms. Open the form and select the Fill & Sign Tool to complete the form fields.
2. View the [RFP Orientation Video](#). This will be made available on **January 31, 2023**. This video familiarizes applicants with RFP form completion and submission, and PA SNAP-Ed programming and reporting requirements.
3. Complete the documents listed in the FY 2024 RFP Documents section below, as required. All forms are accompanied by detailed instructions that appear either as separate documents or within the form itself.
4. Upload and “Check In” all proposal documents on the Partner Portal no later than **February 28, 2023, at 11:59pm**. Prepare and submit documents using forms provided on the FY 2024 RFP website. Applicants that submit documents using a previous year’s RFP form will be considered to have submitted an incomplete proposal, i.e., missing the proposal submission deadline. The ME will work with new applicants to identify Portal users, establish user accounts, and provide instructions for uploading and editing documents.
5. Participate in a proposal conference with the ME during April 2023. The ME will contact applicants to schedule and arrange the proposal conference. ME staff review and discuss all proposals and prepare a Revision Request Chart for each applicant. The Chart will be provided to the applicant 2 business days prior to the proposal conference and will be used to guide discussion.
6. Complete document revisions and the Revision Request Chart on the Portal **within one week plus one business day** following your proposal conference. “Check in” revised documents on the Portal.

## FY 2024 RFP Documents

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[Click here](#) to access forms, instructions, and resources on the FY 2024 RFP website. The table below provides a list of application forms. Below the table is a brief description for each form. Unless otherwise specified, when checkboxes are available for a section, applicants should check all options that apply. Contact the ME with questions about form functionality, as needed.

Form	Format	Notes
Applicant Information & Assurances	PDF	This is a required form for all proposals. Submit a scanned fully signed copy via the Portal; retain originals in your files.
Partner Project Director Responsibilities	PDF	This is a required form for all proposals. Submit a scanned fully signed copy via the Portal; retain originals in your files.
Be Healthy PA Project Description	Word	Pennsylvania Nutrition Education Network (NEN) Only
CookWith Project Description	Word	NEN Only

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<b>Form</b>	<b>Format</b>	<b>Notes</b>
Statement of Work	Word	Required for proposing delivery of existing direct education and PSE interventions by Project for use in PA SNAP-Ed.
New Intervention Statement of Work	Word	Required for proposing development of a new intervention for use in PA SNAP-Ed. Must complete one form for each new intervention.
Other Evaluation	Word	Required when proposing New Interventions, Emerging Interventions, PSE Follow-up Needs Assessment, and/or PSE Individual Effectiveness Evaluation. Must complete one form for each Other Evaluation project.
Engagement with Multisector Partnerships/Coalitions	Word	Required for proposing work with multisector partnerships or coalitions composed of at least five diverse sector representatives.
Coordination and Collaboration with Minority-Serving Institutions	Word	Required for proposing coordination or collaboration with minority-serving institutions of higher education.
Program Delivery Sites Report	STARtracks, Excel	Returning applicants will use the STARtracks system to prepare the Program Delivery Sites (PDS) Report.  New applicants will receive a Microsoft Excel form to complete the PDS Report.
Memorandum of Understanding	STARtracks, Word	Returning applicants will use the STARtracks system to prepare new/renewal Memoranda of Understanding (MOU) documents. Returning applicants should also submit effective 2-year MOU documents that cover FY23-FY24.  New applicants will receive a Word form to complete MOU documents.  Submit unsigned new/renewal Memoranda of Understanding in their original editable format; do not obtain signatures until after content is reviewed and accepted by the PA SNAP-Ed Management Entity (ME).
Letter of Agreement	Word	Required if providing SNAP-Ed services in the same location as another PA SNAP-Ed Partner.  Submit unsigned Letters of Agreement in their original editable format; do not obtain signatures until after content is reviewed and accepted by the ME.
Budget/Staff Chart	Excel	Required
Budget Narrative	Word	Required

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Form	Format	Notes
Indirect Cost Rate Agreement		Required if indirect costs are included in the Budget. Document internal to your organization, submit as paper document or scanned file as appropriate.
Audit Report		Required for non-federal entities that expend \$750,000 or more in a year in total federal awards. Document internal to your organization, submit as paper document or scanned file as appropriate.

### Applicant Information & Assurances Form\*

Completing fields on the Applicant Information page will automatically fill corresponding fields on the Assurances page. Indicate the agency/organization’s adherence to each point listed with a signature of the person legally authorized to bind the submitting organization. Both pages of this form require signatures. Download ([click here](#)) the current version of Adobe Reader for completing PDF forms. Open the form and select the Fill & Sign Tool to complete the form fields.

- *Partner Project Title:* Project title identifying the main purpose or activity of the proposed PA SNAP-Ed project.
- *Partner Project Director:* Applicant staff member who will direct the agency’s PA SNAP-Ed project.
- *Binding Authority:* Individual authorized to legally bind the applying organization.

### Partner Project Director Responsibilities Form\*

This form requires the signature of the person designated as the Partner Project Director for proposed SNAP-Ed programming. Download ([click here](#)) the current version of Adobe Reader for completing PDF forms. Open the form and select the Fill & Sign Tool to complete the form fields.

### Statement of Work

PA SNAP-Ed is organized into five setting-based Projects (Community, Early Childhood, Food Assistance, Food Retail, and K-12 Schools). Complete one Statement of Work form to propose participation in one or more of these Projects. Applicants choose from the direct education and PSE intervention options listed for each Project. The form also collects information on intervention fidelity efforts, coordination with other Federal nutrition programs, and statewide evaluation. Refer to the Statement of Work Instructions to guide program planning and completion of the Statement of Work form. Responses in the Statement of Work form must use Calibri size 11 font. Checkbox functionality works best in the Microsoft Word desktop application. Ensure narrative responses do not exceed the word limit, if specified.

### Project Description

PA SNAP-Ed includes two statewide social marketing Projects (Be Healthy PA and CookWith). Pennsylvania Nutrition Education Network (NEN) will use the Be Healthy PA and CookWith Project Description forms to provide information and propose activities related to these Projects. NEN should refer to the Project Description Instructions to guide program planning and completion of the forms. Responses in the Project Description forms must use Calibri size 11 font. Checkbox functionality works best in the Microsoft Word desktop application. Ensure narrative responses do not exceed the word limit, if specified.

### New Intervention Statement of Work

Applicants may propose development of new interventions by completing this form. Complete one form for each new intervention. New interventions must address the implications of the Statewide Needs Assessment and/or the State

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level goals described above, meet the criteria listed in the form, and provide sufficient justification. Refer to the New Intervention Statement of Work Instructions for additional detail. Responses in the New Intervention Statement of Work must use Calibri size 11 font. Checkbox functionality works best in the Microsoft Word desktop application. Ensure narrative responses do not exceed the word limit, if specified.

### **Other Evaluation**

Applicants may propose non-statewide (partner-specific) evaluation activities using this form. Other evaluation is required when proposing Emerging Interventions, New Interventions, PSE Follow-up Needs Assessment, and/or PSE Individual Effectiveness Evaluation. Must complete one form for each Other Evaluation. Each Other Evaluation can include one or more of the following types of evaluation activities: formative, process, outcome and impact. Refer to the Other Evaluation Instructions for additional information. Responses in the Other Evaluation form must use Calibri size 11 font. Checkbox functionality works best in the Microsoft Word desktop application. Ensure narrative responses do not exceed the word limit, if specified.

### **Multisector Partnerships/Coalitions**

This form is required for proposing work with multisector partnerships or coalitions composed of at least five diverse sector representatives. Definitions and instructions are included within the form. Responses entered in this form must use Calibri size 11 font. Checkbox functionality works best in the Microsoft Word desktop application. Ensure narrative responses do not exceed the word limit, if specified.

### **Minority Serving Institutions**

This form is required for proposing coordination or collaboration with minority-serving institutions of higher education. Definitions and instructions are included within the form. Responses entered in this form must use Calibri size 11 font. Checkbox functionality works best in the Microsoft Word desktop application. Ensure narrative responses do not exceed the word limit, if specified.

### **Program Delivery Sites Report**

The Program Delivery Sites Report lists the applicant's SNAP-Ed programming sites and eligibility criteria that qualify one or more audiences for SNAP-Ed programming at each site. Although obtaining documentation of each participant's income level is not necessary, justification of SNAP-Ed eligibility of proposed audiences is required. Refer to the Program Delivery Sites Instructions to guide completion of a Program Delivery Sites (PDS) Report that includes all planned locations and audiences (intervention settings).

Returning Partners will create the PDS Report using the STARtracks system. The ME will provide an Excel form to New Applicants.

### **Memorandum of Understanding (MOU)\***

FNS requires that sites where SNAP-Ed programming is delivered be covered by Memoranda of Understanding (MOU) between the applicant and the school, school district, agency or organization that owns or operates the site. Applicants are encouraged to execute MOU at the highest level possible, e.g., an MOU with a school district that covers all participating schools is preferable to several MOU with each individual school building. MOU may be established for up to a two-year time period. MOU are not required for sites owned or operated by the applicant. In addition, MOU are not required for SNAP Offices. Refer to the MOU Instructions to guide completion of new/renewal and effective MOU for the proposal. Use the MOU to clearly outline the responsibilities of all parties involved. Upload signed effective MOU and unsigned new/renewal MOU with the FY 2024 proposal. **Signed new/renewal MOU are due by September 30, 2023.**

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Returning Partners will create each MOU document using the STARtracks system. The ME will provide a Microsoft Word form and instructions to New Applicants.

### **Letter of Agreement (LOA)**

Submit an LOA if your agency proposes programming at a location already provided PA SNAP-Ed programming by another Partner. See PA SNAP-Ed Policy GA-03 *Identifying Potential Programming Sites & Non-Duplication of Services*. Also reference the Master List of Program Delivery Sites on the Partner Portal. Applicants must document that programming targets different audiences (intervention settings). An LOA form is provided with the FY 2024 Request for Partners; applicants may use this form or create an agreement that meets the same requirements. Refer to LOA Instructions. Upload unsigned Letters of Agreement with the FY 2024 proposal. **Signed LOA are due by September 30, 2023.**

### **Staffing Chart/Budget Form**

Use the Staffing Chart (first and second worksheets of template) to describe how Partner project staff members support the delivery of SNAP-Ed. The staffing chart and budget worksheets are linked; data provided in the Staffing Chart will automatically be reflected in the Budget (third worksheet of this template). Do NOT delete any rows or columns in this form.

Use the Budget (third worksheet of template) to provide a detailed budget for the proposed SNAP-Ed programming. Verify budgets for mathematical accuracy and round to whole dollar amounts. The template will automatically calculate column totals. Refer to Staffing Chart/Budget Instructions.

### **Budget Narrative Form**

Use the Budget Narrative form to explain and justify the need for funding for each line item identified in the budget. Budget narratives must reflect the activities described in the Statement(s) of Work. Refer to Budget Narrative Instructions.

### **Indirect Cost Rate Agreement**

Submit documentation of your agency's approved indirect cost rate plan approved by a "cognizant agency" that corresponds to the indirect cost rate indicated in the budget. See the Cost Policy in [FNS SNAP-Ed Plan Guidance](#) for more information.

### **Audit Requirements**

According to §200.501 of the *Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards*, non-federal entities that expend \$750,000 or more in a year in total federal awards shall have a single or program-specific audit conducted for that year. Applicants are responsible for compliance with this requirement if the proposed federal reimbursement level for all federal grants is \$750,000 or more and must submit a copy of the most recent audit report with their proposal.

### **PA SNAP-Ed Plan**

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PA SNAP-Ed Plan preparation is a cooperative effort between applicants and the ME. The ME integrates all accepted proposals into the statewide SNAP-Ed Plan. Assistance provided by ME staff during the proposal process, e.g., Revision Request Chart, is based on the ultimate goal of preparing a successful statewide SNAP-Ed Plan. The PA SNAP-Ed Plan must follow FNS preparation guidelines and failure to do so may adversely affect or delay review and funding of the entire plan.

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Upon final approval from USDA FNS for the FY 2024 State SNAP-Ed Plan and a statement of funding assurance from DHS, PSU issues a subaward agreement to Partners. With a fully executed subaward agreement, both parties are obligated to adhere to the specifications of the agreement. Partners are held responsible for ensuring that any subcontracting agencies or purchased services that were approved for inclusion in their proposal carry out the intended plan of work as described in the proposal.

Partners submit an invoice to the ME listing reimbursable USDA expenses incurred for SNAP-Ed programming on a regular basis, no less than quarterly. Upon verification and processing, PSU issues payment to reimburse the approved expenses detailed in the invoices.

### PA SNAP-Ed Partner Responsibilities

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To maintain a statewide SNAP-Ed plan with consistent programming, evaluation, and fiscal management, the ME issues and updates official PA SNAP-Ed Policies and Procedures that have been approved by DHS. Partners are required to:

- Comply with and remain knowledgeable about all PA SNAP-Ed policies.
- Keep their SNAP-Ed staff and subcontractors informed of all PA SNAP-Ed policies.

Reporting of fiscal, programming, and evaluation activities is required. ME staff will provide technical reporting assistance to successful applicants.

- Fiscal Reporting requires routine submission of fiscal reports and invoices. A final invoice for FY 2024 is due by **October 30, 2024**.
- Program Activity Reporting requires use of web-based systems to report nutrition education and PSE activities, target audience contacts and demographics, and other descriptive information. Program reporting is required for invoice payment of a corresponding time period. All program reporting for FY 2024 is due by **October 15, 2024**.
- Evaluation Activity Reporting includes:
  - Submitting a quarterly progress report on statewide and partner-specific evaluation activities, as well as additional documents or information to determine success in meeting planned objectives. The Quarter 4 Evaluation Progress Report is due by **October 15, 2024**.
  - Submitting a separate report for Other Evaluations (i.e., partner-specific evaluations), as applicable. This report is due by **November 15, 2024**.

### Questions?

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Contact the ME office:  
Pennsylvania SNAP-Ed Management Entity  
135 E. Nittany Avenue, Suite 405  
State College, PA 16801  
Phone: (814) 863-0074