



## OVERVIEW FOR GRANT APPLICANTS 2017

Farmers Advocating for Organic (FAFO) began with the 2002 Farm Bill, which included an exemption for organic farmers from contributing to national promotion programs (e.g., “Got Milk?” and “Pork: The Other White Meat”) . In response, Organic Valley devised a way for farmers to pool their exemptions into an organic-focused granting fund that would promote and advance organic farming.

## OUR NAME SAYS IT ALL: FARMERS ADVOCATING FOR ORGANIC

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FAFO is a grant program funded entirely by annual, voluntary contributions from Organic Valley farmers. It's the largest farmer-funded grant program in the U.S. and one of the few focused solely on organic.

The fund provides a way for Organic Valley farmers to address the long-term needs of the organic marketplace and the future of organic agriculture by supporting the development of long-term solutions. Through combining resources, Organic Valley farmers are able to invest in projects that affect the livelihoods of organic farmers across the country.

Simply said, FAFO is organic farmers helping organic farmers.

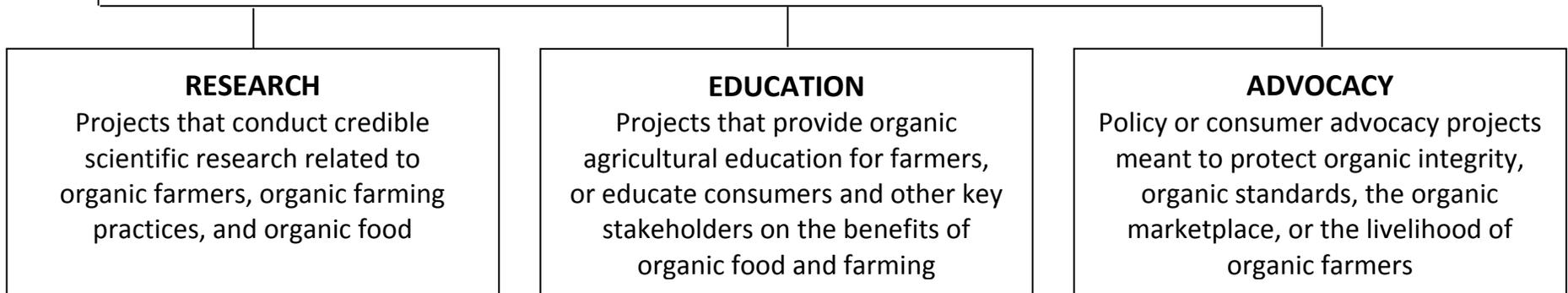


**80%**

of Organic Valley farmers  
contribute to FAFO

## FAFO FUNDS PROJECTS THAT MAKE A DIFFERENCE

Grants are awarded to research, education and advocacy projects that advance FAFO's mission:  
**to protect and promote the organic industry and the livelihood of organic farmers.**



Within the context of these categories, FAFO is currently focused on addressing the following strategic priorities:

### ***Go organic, stay organic***

Projects that support farmers transitioning to organic, preserve and increase organic acreage, and provide the training, development and resources needed to ensure future generations of organic farmers.

### ***Amplify the organic voice***

Projects that educate consumers and other key stakeholders on the proven benefits of organic food and farming.

### ***Increase organic farmer success***

Projects that provide organic farmers with the information, tools and resources they need to be successful and profitable.



*local?* Here at Organic Valley, we strongly believe in the importance of local, community-based projects in growing the organic movement. However, supporting these types of projects is not the purpose of the FAFO program. If you are looking for financial support for an organization with local reach, we invite you to submit a donation or sponsorship request [here](#).

## INTERESTED IN APPLYING?

Non-profit organizations and academic/research institutions are eligible to submit a letter of interest (LOI) via our [online grant portal](#). LOIs will be reviewed and responded to within two weeks. If an LOI is approved, an organization will be invited to submit a full application. Refer to the last three pages of this document for the information requested during the LOI and application process.

### ***Application Deadlines***

Grant applications are reviewed three times per year, following the application deadlines: **February 15, June 15, and September 15.**

LOIs submitted within one week prior to the application deadline will be given an additional week extension on submitting the full application.

Decisions are announced 6-8 weeks following the deadline.

### ***Grant Amounts***

One-time grants are awarded in the amounts of **\$5,000-\$50,000**, with an average grant award of **\$20,000** and the size of the award corresponding to the scope and impact of the project. Grants exceeding \$50,000 and multi-year grants are considered under extraordinary circumstances by invitation only.



### *applicant checklist*

#### ***Check if your project meets the following criteria before applying:***

- ✓ Advances FAFO's mission of protecting and promoting the organic industry or the livelihood of organic farmers (with an explicit focus on organic)
- ✓ Category of research, education, or advocacy
- ✓ Aligned with FAFO's strategic priorities
- ✓ Organization's impact reaches beyond local community
- ✓ One-time grant requested in the amount of \$5,000-\$50,000, corresponding to project scope/impact
- ✓ Administrative overhead does not exceed 5% of amount requested



### **Questions?**

Contact FAFO Program Manager, Vicky Reeves  
[vicky.reeves@organicvalley.coop](mailto:vicky.reeves@organicvalley.coop)

# LETTER OF INTEREST (LOI) CONTENT

The following content is required when submitting an LOI via the online grant portal.

- **Project title/description**

Provide a title or description of your project that answers the question “what is it?” in 10 words or less.

- **Project purpose**

Explain the main purpose of this project in 50 words or less.

- **FAFO grant category:** organic research, education, or advocacy (see descriptions on pg 3)

- **FAFO Mission**

Explain how your project advances FAFO’s mission: to protect and promote the organic industry or the livelihood of organic farmers.

- **FAFO funding priorities**

Explain how your project aligns with FAFO’s current strategic funding priorities. (see descriptions on pg 3)

- **Problem/needs statement**

State the problem or need within the organic food and farming industry that your project/program will address.

- **Project reach**

Explain how far-reaching the impact of your project will be, demonstrating how it will reach beyond your local community.

- **Impact on Organic Valley** (if applicable)

Though not required, some projects directly benefit Organic Valley farmers or the business in general. If your project will have a direct impact on Organic Valley, please describe how.



# APPLICATION CONTENT

In addition to the content below, the information originally provided in the LOI will be included in the full application submitted via the online grant portal.

## PROJECT/PROGRAM OVERVIEW

- **Project overview**

Provide an introduction and general overview of your project, addressing any aspects of the project that are not covered by the remaining questions.

- **Goals and expected outcomes**

Describe your major goals and the quantifiable results expected.

- **Methodology**

Describe the activities to be completed to achieve the desired outcomes.

- **Evaluation of success**

Describe how you will evaluate the outcomes of the project to measure its success.

- **Outreach plan**

Explain how the results of this project/program will be used or shared to reach a wider audience or increase the project's impact.

- **Collaboration**

Briefly introduce the organizations or individuals you plan to work with on the project. Be sure to highlight specific expertise brought to the project through this collaboration. Additionally, note any collaboration your organization has had with Organic Valley in the past few years, including names of the individuals your organization has been in contact with.

- **Timeline**

Provide a detailed timeline of the activities to be completed for your project.

- **Project duration (# of months)**



## APPLICATION CONTENT CONTINUED

- **Progress report date**

If the project is longer than 9 months, a progress report is due before the completion date. You may choose the due date for your progress report based on expected milestones, but it should be at least 3 months before the completion date.

- **Report content**

Describe what will be included in any progress reports and/or a final report.

- **Additional information and materials** (optional)

## FINANCIAL INFORMATION

- **Requested grant amount**

- **Total project budget**

- **Organization's total operating budget last year**

- **Organization's total operation budget this year**

- **Amount of project funds already secured**

- **Other committed funding** (if applicable)

If other funding has already been committed, list the departments or organizations and dollar amounts that have been committed. Note if any of these organizations have matching grant opportunities.

- **Seeking other funding** (if applicable)

List other organizations that will be asked for funding, if any.

- **Budget narrative**

Provide, in detail, the budget for the requested amount (i.e., how the requested funds will be used.) If this project is part of a larger plan, please share that budget as well to provide context.

