

Policy Campaigns to expand or strengthen Supplemental Nutrition Assistance Program (SNAP) Fruit and Vegetable Incentives

The Gus Schumacher Nutrition Incentive Program (GusNIP) provides financial incentives for the purchase of fruits and vegetables among Supplemental Nutrition Assistance Program (SNAP) participants. Incentivizing fruits and vegetables through SNAP is associated with [increased purchases and consumption](#) of targeted foods. In year two of the GusNIP program, participants that used SNAP incentives reported [greater fruit and vegetable intake than the average American](#) adult. Yet many people cannot access incentives—due to uneven distribution of GusNIP grants, limited program awareness, and other factors—and funding and technology constraints inhibit scaling to more participants and retailers.

We are seeking to fund state or tribal policy campaigns to further strengthen the reach and public health impact of SNAP incentives. **CSPI has identified the following policy priorities, but we also invite submissions for other SNAP incentive policy campaigns that fall outside of these areas and include justification for their importance.**

- Scaling incentives statewide. Administrative or legislative action might include:
 - Allocation of funds for a permanent incentive program
 - Expanding to more brick & mortar and online retailers
 - Increasing program awareness through digital advertising campaigns, or other evidence-based and community driven strategies.
- Expanding digitization of incentives, including through replacement of tokens and coupons with digital cards, and especially through EBT integration projects to deliver incentives to all participants directly through the SNAP EBT card.¹

Applications can be submitted for up to \$80,000 in direct costs for a duration of up to 18 months and can support non-lobbying and lobbying activities.*

Key Application Priorities

- We are prioritizing applications from the following states, but any state may apply: Alabama, Arkansas, Kentucky, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, Texas, West Virginia. To promote nutrition security with a racial equity lens, these states were chosen based on [highest rates of food insecurity](#) and a high representation of BIPOC households using SNAP, ensuring that fruit and vegetable incentives reach these communities.

¹ See an example of an EBT integration project launched through state legislation in California here: [California Fruit & Vegetable EBT Project](#)

- Applications are from diverse organizations who are either representative of the population for which a policy is focused or are directly partnering with individuals and or community organizations representing the population. If application is from a white-led organization, we recommend that a minimum of 25% of your grant supports organizations and/or individuals from communities most impacted by health disparities.
- Grant funds are available for policy campaigns, such as ones that seek legislation to test EBT integration or fund other program expansions.
- We are focusing on policies that have the greatest impact to support statewide incentive expansion, and as such will not accept city or county level campaigns for this particular opportunity.
- Projects are informed by community needs and applicant organizations partner with diverse stakeholders, including SNAP participants.

Additional resources for applicants:

- Introduction to SNAP: <https://cspinet.org/resource/introduction-snap>
- SNAP Purchasing Power for Nutritious Food (includes policy opportunities to strengthen incentives): <https://cspinet.org/resource/snap-purchasing-power-nutritious-food>

The deadline for Letter of Interest (LOI) submission is April 1, 2022. All LOIs should be submitted through CSPI's Online Grant Management System.

For information on how to apply online, please visit our [website](#). More details about our grantmaking are also available in our 2022 Grant Applicant Guide. For any other questions you may have about this specific funding opportunity or our application process in general, please don't hesitate to reach out to us at grants@cspinet.org.

** In recognition of the disproportionate impact of gaps in operational funding for smaller nonprofits, we have implemented a tiered Indirect Cost rate structure. Indirect costs will be added on top of submitted project budgets:*

- 12% indirect costs for grantees with annual budgets over \$5 million
- 15% indirect costs for grantees with annual budgets \$1 million up to \$5 million
- 20% indirect costs for grantees with annual budgets under \$1 million