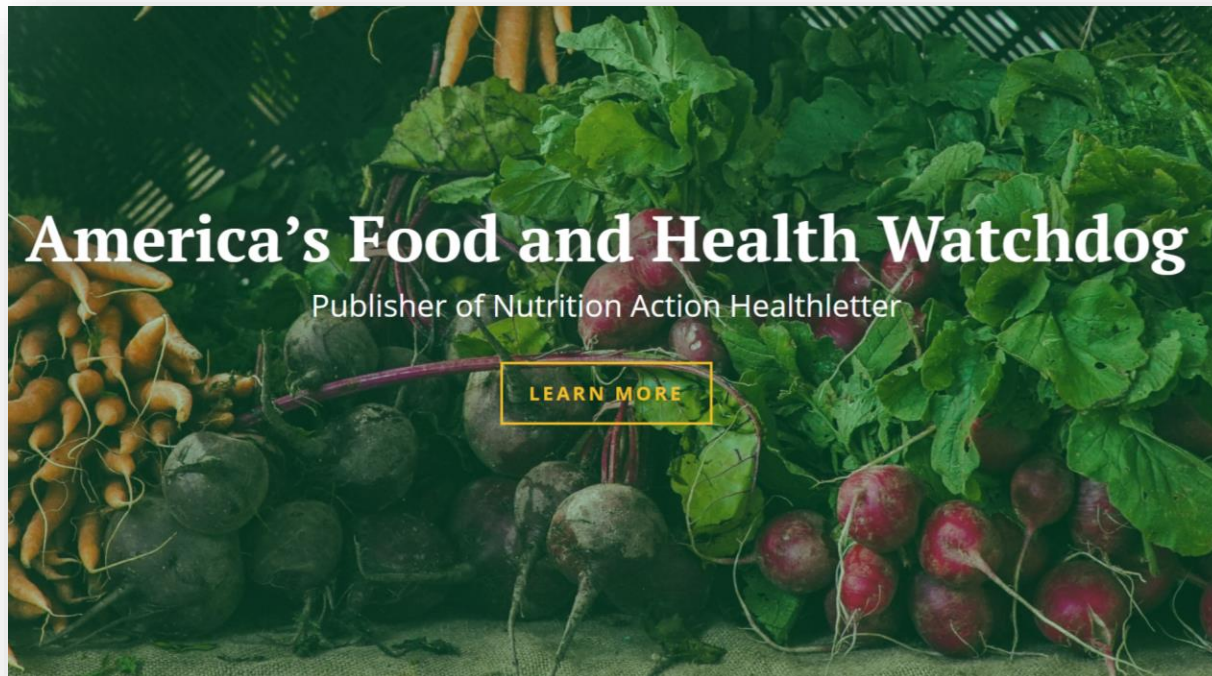# Logistics for Today's Webinar

Please keep your microphone on mute.

We will have a 15-minute presentation followed by 45 min for Q&A and discussion.

All questions should be asked through the chat box, where CSPI staff will be monitoring them and helping to facilitate the conversation.

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Center for Science in the Public Interest (CSPI)

America's Food and Health Watchdog

Publisher of Nutrition Action Healthletter

LEARN MORE

Our Strategies:
- National, state, local policy
- Education (newsletter, social media)
- Advocacy (regulatory, legislative)
- Litigation

A leading public health advocacy organizations with a 50-year record of fighting for science in the public interest and working to improve the food environment for all.

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CSPI'S PUBLIC HEALTH VISION FOR SNAP

Learning from & lifting up **communities**

Conducting rigorous **research**

Driving **corporate accountability** for consumer health

Healthier food environments

Reduced food insecurity

Improved diet quality

Background on the Opportunity

In 2020, Bloomberg Philanthropies awarded CSPI a grant to lead a national advocacy initiative to secure innovative state and local food and nutrition policies that improve public health and serve as models that can be replicated and scaled.

Now in our second grantmaking cycle, **CSPI's campaign funding is focused on supporting community engagement and advocacy to advance innovative policy solutions to improve the food environment.**

4 Categories of Funding:
- State and local policy grants
- Community prioritized policy innovation grants
- Federal lobbying grants
- Power building grants

State/Tribal Policy Campaign:
Expand or Strengthen SNAP Incentives

Funding up to $80k in direct costs; for up to 18 months

Campaign Priorities:

Evidence-based and community driven strategies to strengthen and scale incentives. Might include:

- Funds for a permanent state incentive program

- Expanding to more brick & mortar and online retailers

- Expanding digitization of incentives, especially EBT integration

- Increasing program awareness through digital ad campaigns

Application Priorities:

– Diverse-led orgs or strong plan for subgranting to BIPOC orgs

– State or tribal campaigns in:
  - AL, AR, KY, LA, MS, NM, OK, TN, TX, WV

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Community Prioritized Policy Campaign:
Advance Health Equity through SNAP

Funding up to $80k in direct costs; for up to 18 months

Campaign Priorities:

- Increasing SNAP access for marginalized communities

- Improve program enrollment and eligibility
  - Align enrollment with other public benefit programs

- Increase benefits and improve issuance timing

- Facilitate use of online SNAP

More examples: https://www.cspinet.org/resource/snap-access-and-utilization

Application Priorities:

– Applicant org is led by/representative of the groups they are serving/working in

– Build capacity of BIPOC orgs

– Must center authentic community engagement at all stages of policy campaign

– State, tribal, territory campaigns in:

  - AL, AR, CT, IN, LA, MI, MS, NC, OH, OK

  - All U.S. territories and tribal nations

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What's requested in a Letter of Interest (LOI)?

Organization information

- Contact information

- Address

- EIN/Tax ID of org or fiscal sponsor

- Demographic information

- Overview of organization's work in relation to the project proposed

- Organization budget information

- Conflict of interest check

Project details

- Project title

- Estimated duration

- Geographic focus

- Priority population(s) served

- Project summary and rationale

- Project partners

Funding request

- Estimated funding amount

- Percent of estimated funding to be used for lobbying activities

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Available Resources from CSPI

At CSPI, we have several ways which we aim to support grantees, including:

- Messaging and communications support, including from staff as spokespeople with the media, testimony, and articles;

- Technical assistance on legal, policy, and science;

- Support with grassroots organizing, grasstops engagement, and coalition building;

- Support with state and federal lobbying;

- Opportunities to learn from fellow and past grantees and experts through regular meetings and webinars.

See also:

- 2022 Grant Applicant Guide

- SNAP Toolkit (coming soon)

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Next Steps

- CSPI will circulate responses to questions / follow-up as needed

- **Second SNAP webinar opportunity = March 29, 1-2pm ET**

- **LOI submission deadline = April 1, 2022**

- Contact our CSPI team if you have specific questions or want to discuss a campaign idea

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For more information:

CSPI Grant Opportunities webpage
cspinet.org -> Get Involved -> Grant Opportunities

Please reach out to us at grants@cspinet.org **for:**
- General RFP or application inquiries
- Specific policy/campaign details or eligibility questions
- Technical questions on our Grant Management System
- Accessibility concerns

Specific policy/campaign related questions:
Joelle Johnson, Campaign Manager: jjohnson@cspinet.org
Cassie Ramos, Policy Associate: cramos@cspinet.org

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Q&A

General:

1. Can applicants apply for more than one campaign opportunity?

2. Can only 501c3 organizations apply?

3. Can applicants apply for funding for lobbying activities?

4. What if applicants anticipate it taking longer than one year to pass a policy in a state or locality?

Please submit questions via the Zoom Chat

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