



# ORGANIC FARMING RESEARCH FOUNDATION

## Organic Farming Research Foundation Request for Education and Outreach Proposals

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The Organic Farming Research Foundation grants program is open to all applicants residing in Canada, Mexico and the United States. OFRF particularly encourages farmers, ranchers, researchers, and extension personnel to consider applying for funding.

Proposals are considered twice a year. The deadlines and notification dates for the next two granting cycles are:

<u>Proposal due date</u>	<u>Applicants will be notified by</u>
July 15, 2008	Dec. 1, 2008
Nov. 17, 2008	April 1, 2009

### Overview of the Education and Outreach Grants Program

OFRF will fund the development of educational opportunities and materials that are:

1. Pertinent to organic agricultural production or marketing, and
2. Aimed at organic producers and/or those considering making the transition to organic certification.

OFRF will also accept proposals to fund activities that promote information sharing among organic agricultural researchers and organic farmers and ranchers.

OFRF will consider proposals to:

#### Develop Media

- Develop or update instructional media for organic production systems
- Develop educational media on specific organic production or marketing challenges
- Develop and publish educational production or marketing media for farmers interested in transitioning to organic production systems.
- Conduct surveys on organic production or marketing-related topics (gather and analyze existing information contrasted to generating new information)

#### Conduct Interactive Outreach

- Conduct participatory training in some aspect of organic production
- Organize farmer-to-farmer mentoring, support groups, or programs
- Support cooperative extension workshops or meetings on organic topics
- Support a conference that specifically emphasizes organic-related issues
- Provide training in organic agriculture for professional information providers (e.g. extension personnel, crop advisors)
- Develop training sessions and tools for organic inspectors

The following types of projects are not likely to be funded by OFRF:

Topic areas

- Organic farm-based educational programs for children
- Local/regional food security projects
- International community development
- Consumer education on organic-related issues
- Demonstration farms or gardens
- Developing a website on an organic topic that is not specifically focused on organic producers
- Developing a course in organic agriculture for non-farmers

Audience

- OFRF usually does not fund development of educational materials targeted primarily at consumers or the general public.

Funding levels

OFRF requests proposals which have objectives that are realistically achievable with a modest level of funding. The average education/outreach grant awarded in OFRF's last funding cycle was \$8,883. OFRF will not fund a project for more than \$15,000 per year except for fruit grants, for which the maximum grant size is \$20,000 per year. Matching funds from other sources and/or in-kind contributions from cooperators are encouraged but not required.

Proposal requirements

**In order to fairly evaluate an increasing volume of grant proposals, OFRF must enforce the following requirements. Proposals that surpass the page limit or otherwise do not meet these requirements will not be considered for funding.**

**Number the pages of your proposal and limit it to no more than 9 pages. OFRF requires that 12-point font be used for all text in the proposal.** Begin your proposal with a ½-page abstract of the project and then address each of the 11 points outlined below under Proposal Content Guidelines. The successful application will provide a clear rationale for the project and demonstrate that there is a significant need for the education/outreach project proposed. It is important that the objectives for your project be clear, well-structured, and succinct. Demonstrate why your project is necessary, present measurable outcomes, and explain what, specifically, you hope to accomplish. Limit appendices to abbreviated curricula vitae for major participants and letters of support for the project.

General budget information

***OFRF funds can only be used for expenses directly relating to your original education/outreach project; general overhead and operational costs may not be included in your budget proposal.***

Ordinarily, OFRF **will not** provide funding for:

- faculty salaries;
- labor or expenses not directly related to outreach/education activities;
- permanent equipment;
- international travel;
- travel to professional meetings or publication in scientific journals.

#### Proposal Content Guidelines

Provide a 1/2-page summary of the project and its objectives then address each of these points in order:

1. **List the name, phone number, address, and electronic contact information for everyone involved in the project, including farmer/rancher collaborators.** State total amount of funding requested from OFRF. (Provide full budget with details later in proposal. See question 11.)
2. What are the specific objectives of this project? For each objective, present a measurable outcome that will indicate successful achievement of it. Describe how the project will foster the improvement and/or widespread adoption of organic farming practices.
3. Describe what kind of educational project you are requesting funds to develop. Is it a manual, training program, etc.? What kind of media will you utilize? What steps have you taken to determine that the project you're planning has not already been done? **OFRF requires that you conduct a review of the literature and existing educational resources on the subject matter and present your findings in the proposal.**
4. Describe the organic farming issues being addressed by this project. What organic farmers and/or ranchers have you consulted on the topic? Detail how organic farmers and/or ranchers have been involved in determining the objectives of the project and its planning.
5. Who is your target audience? Please describe how you have assessed the current state of your audience's understanding of the subject matter. Describe the end goal of the instruction or outreach and how the project you propose to develop matches the need with the goal. Please describe why you are choosing this type of project to accomplish your objectives.
6. How will you gather the information for this project? How will you involve farmer/rancher collaborators in developing the content? **Please present a plan for peer review to assure the quality of your project.**
7. How will you create the project? Please describe the specific steps you will take to organize production of the document, meeting, or other project.

8. How will you ensure that the project reaches organic farmers/ranchers or other end users? Please present a distribution plan targeting the end users or audience. **Projects developed with OFRF funds must be available for free or for a minimal cost to cover production expenses.** If a fee is charged for the final product, OFRF reserves the right to request that a certain number of free copies of it be provided to key information centers in order to make it broadly accessible to organic producers.
9. Provide a timeline or calendar of important milestones in completing the project. If the project will take more than one year to complete, please provide a year-by-year breakdown of the project timeline. State what the date of completion will be.
10. What are your qualifications to do this work? What previous experience do you have in preparing the type of project you are proposing to do? Include the qualifications of the researchers or producers with whom you are collaborating.
11. What is your project budget? Document other sources of support for the project, all matching and in-kind resources, and list other funding sought. Your budget should detail labor, materials, travel, and outreach costs, with justification for each. If applying for a multi-year project, please provide a breakdown of your budget by year.

### **Submission requirements**

Make sure to supply the name, address, e-mail address, and telephone number for the principal investigator for the project.

1. Send **eight (8)** copies of your proposal (*faxed or emailed copies will not be accepted*) to:
  - Grants Program
  - Organic Farming Research Foundation
  - P.O. Box 440
  - Santa Cruz, CA 95061

For express shipping purposes, OFRF's street address is  
303 Potrero St. #29-203  
Santa Cruz, CA 95060

2. Proposals must be received in the OFRF office by the close of business on the deadline. Upcoming deadlines are Tuesday, July 15, 2008, and Monday, November 16, 2008. **Please note that in 2009, proposal deadlines will be May 15 and November 16.**
3. Do not bind or staple the proposal. Please use paper clips or binder clips only.
4. **12-point font must be used for all text in the proposal**
5. Number the pages of your proposal and **limit it to 9 pages.**
6. Proposals that do not address organic farming issues or follow these guidelines will not be considered for funding.

**The following criteria will be used to evaluate education and outreach proposals:**

1. Presents clear learning or outreach objectives demonstrating that the project will foster the improvement and/or widespread adoption of organic farming practices, and specifies measurable outcomes that will indicate successful achievement of the objectives. (10 points)
2. Proposes to create a unique education or outreach product or event that addresses a high priority organic farming issue, including production, social, or economic problems. (10 points)
3. Targets a high priority audience, defined as organic producers and/or those considering making the transition to organic certification; researchers; policymakers; and/or agricultural information providers. (10 points)
4. Demonstrates meaningful producer involvement in identifying the problem addressed by the project and in carrying out the project, and provides compensation for producer participation. A peer review plan for quality control of the final project must also be included. (15 points)
5. Clearly demonstrates that applicant has assessed the current state of learner understanding, defined the end goal of instruction or outreach, and designed an education or outreach product or event that matches the two and brings them together. (15 points)
6. Presents a viable distribution plan for the educational product or proceedings of the event, making it/them available to organic farmers/ranchers or other clearly identified end users. (15 points)
7. Proposal is well-written and clear; follows the requirements in the Request for Proposals including page limits and font size; demonstrates how accomplishment of the objectives will be measured and evaluated; and presents a realistic time table for each of the project's activities. (10 points)
8. Describes the qualifications and skills of the applicants and all cooperators demonstrating that they are qualified to ensure the success of the project. (5 points)
9. Presents a well-justified and detailed budget appropriate to carrying out the project's objectives, showing any matching funds applied for or already secured. (10 points)

**If your project is funded**

OFRF requires that successful applicants sign a grant contract before initial payment of the grant award. OFRF will retain 10% of the total grant award until completion of the project, timely submission of a final report by the grantee, and a satisfactory evaluation of the project by OFRF staff. Evaluation involves analyzing whether or not the original project objectives were met, not the success or failure of a project. OFRF expects all

grantees to post their final results to the [www.organicaginfo.org](http://www.organicaginfo.org) website as part of their dissemination of results.

*Revised April 2008*