

FreshLo Implementation Plan: Proposal Guidelines

DRAFT

Revised July 19, 2016

Successful Implementation Plans will show how projects are meeting the following Fresh, Local, Equitable (FreshLo) Core Criteria:

Creative Place-Making: Proposed projects will use creativity (e.g., art, culture, design) to promote cultural heritage, animate public and private spaces, rejuvenate structures and streetscapes, improve local business viability and public safety, and brings diverse people together.

Health: The proposed project will improve access to healthy, affordable food within low-income communities and build social cohesion.

Economic Development: The proposed project will create living-wage jobs, expand micro-enterprise development, promote enterprise-level training, and contribute to neighborhood revitalization.

Equity: The proposed project will expand opportunities for everyone to participate and prosper, particularly those communities that have historically been excluded from such opportunities.

Implementation Proposal Due: June 7, 2017

Instructions: Please answer each blue title question specifically, thinking carefully about the prompt questions and demonstrating your attention to detail as well as your creativity.

Summary/Pitch (1 paragraph)

What is your project about written in an “elevator speech” format – make it exciting.

Vision & Values

Tell us briefly about the community you want to see with your plan. What is your vision? What are the values that your organization and partners are committed to and how have you come to them?

Define the Problem & Opportunity

What are your community's most important assets?

What's unique about your community?

Tell us something an outsider would never know about your great people, food, arts & culture.

How does the project resonate with community identity?

What community need/problem is this project solving, as defined by community members in your planning process?

What is the opportunity for impact if this project is implemented?

Optional – Use creative media to help reviewers understand community (locate in appendices)

How will your project solve the problem? / STRATEGIES TO ACHIEVE YOUR GOALS

Define the solution concisely. How does this solution directly address the community? Problem/Opportunity defined above?

What are the specific activities you will conduct?

How will this plan improve/strengthen:

- Sense of belonging, community identity, and social connections?
- Community health disparities?
- Community economic opportunity for low-income residents? Is there a shift in power as a result of your project? What are the specific indicators of this shift?
- The integration of health, arts, and culture as core elements of the work?
- Additional goals and indicators?

What will you observe and track to see if you are making a difference and learn from as you go along?

Tie narrative to logic model for consistency

Exhibits in appendices

Neighborhood map with project sites - suggested

Schematic drawings of implementation projects - optional

Logic Model - required

Who will this project engage and serve residents and how will you reach them?

How specifically will you reach them? (don't assume "if you build it they will come") Define outreach/marketing plan.

What evidence do you have that this marketing strategy will work? Have you tested it before? Did you do any pilot activities, and what did you learn?

Who will this project benefit? Include community demographics, market information.

Risks and Challenges

USE MEDIA TO SUPPORT STORYTELLERS

What are the three biggest risks to the achievement of objectives, and how you will overcome/mitigate them? Have you seen examples of similar projects or enterprises, and have you learned from their success or failure?

Are there any national or regional issues or trends that could impact your project?

Is there anybody who might be opposed to your plan? Why? What will you do?

Team & Project Management + GOVERNANCE

What people will oversee this project through implementation?

Why is this the right team?

Who will make decisions? How will you resolve conflicts?

How will you ensure that community members have an ongoing role in decision-making?

What partners are involved and what are their specifically defined roles or resources engaged in this project?

→ HELP THE KRESGE REPORT ON A NATIONAL NARRATIVE (PROVIDING) AROUND THE ISSUES - RISE WORKING ON EQUITY PLAN (INSPIRE)

Exhibits in appendices

Team Bios and Photos - required

Organizational Chart -suggested

Stakeholder map- suggested

How is this project unique/distinctive in your community? Why will your project work where others maybe haven't?

How is the implementation plan unique and appropriate for your community?

What other businesses or initiatives in the neighborhood are competing for your target participants' /stakeholders' attention (there is definitely something...)? How is your initiative more fun and exciting? Why will your initiative capture participants' ongoing time and attention over other activity?

Financial Plan (narrative)

What resources (financial and non-financial) will you need to complete this plan?

How will the outcomes of this plan be sustained and grown after project completion?

Include capital breakdown of following:

Private philanthropic funds:

Loans:

Public Funds:

Non-financial:

Exhibits in appendices

Implementation Budget -required

Pro forma -suggested

Business Model Canvas (widely used business planning tool) for proposed enterprises - suggested

Appendices Checklist

(Templates will be provided by DAISA, National Program Office)

- Creative media (optional)
- Logic Model (required)
- Neighborhood map with project sites identified (suggested)
- Schematic drawings of implementation projects (optional)
- Team bios & photos (required)
- Stakeholder map (optional)
- Organizational Chart (optional)
- Project Phasing and Timeline (required)
- Financials
 - Pro forma (suggested)
 - Implementation Budget (required)
- Business Model Canvas for any enterprises (suggested)

Characteristics of a strong implementation plan: rigor, creativity, viability, high-impact

- Practical, feasible, viable for phases defined during 2yr Implementation Period (not all grantees at same starting point, should be appropriate advancement based on where they started)
 - Clear and thorough financial plan
 - Partnerships established (formally as needed), partners aligned on goals
- High impact - Clear pathway to how project will achieve strong and appropriate impact
 - Clear plan for tracking impact
- Product of a strong inclusive planning process
 - Evidence that initiative has progressed during planning phase, incorporated FreshLo objectives in new ways
 - Community decision making, representation, and alignment, are strong
- Evidence of demand, project will fill a need for people with low income (people impacted actually want it)
- Strong leadership and/or execution team in place or identified
- Plan structured to have ongoing cross-disciplinary activity– arts, culture, health, integration in authentic ways
- Sustainability – lasting impact on community after implementation grant funds end
- Equitable –truly inclusive, diverse parties at the table and different parts of the community benefitting
- Fun, exciting, delightful– we would want to visit and participate, we can't wait to come back

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