VegFund Food for Life Grants

A Guide for Food for Life Instructors and Institutions

VEGFUND

VegFund is pleased to be working with you!

The purpose of VegFund's grant program is to promote charitable vegan outreach to communities that would not otherwise receive education about veganism and a plant-based lifestyle. Your commitment to improving community health and wellness by imparting knowledge about how to thrive on a plant-based diet represents exactly the kind of activity VegFund seeks to support through grants and skills development resources. VegFund is excited to be working with you!

We strongly encourage all VegFund grantees, including Food for Life (FFL) instructors and institutions, to do their utmost to keep their costs low and class fees accessible to maximize their reach to the non-vegan public. While we do our best to lay out clear guidelines for our grant programs, we know that all instructor classes are unique and that not all cases can be covered in our written guidelines. VegFund staff will maintain final discretion as to whether proposed classes are in the spirit of this charitable mission.

VegFund empowers vegan advocates worldwide through grant funding and supporting effective outreach that inspires people to choose and maintain a vegan lifestyle. www.vegfund/org.

Table of Contents

Eligibility Requirements

To meet the minimum eligibility requirements to apply for a VegFund Food for Life (FFL) grant, you must be:

- A licensed instructor of the Physicians Committee's Food for Life program
- An adult 18 years or older
- Willing to adhere strictly to a plant-based diet and, ideally, are vegan
- Able to apply for grant funding using our online application prior to the start of a class or class series
- Willing to receive the grant reimbursement after the completion of a class or class series
- In agreement to submit 1) a project report following completion of the class or series, 2) receipts for each reimbursable expense, 3) photos of class participants and food prepared, or screenshots if the class is virtual as a condition to receive grant reimbursement, and 4) report on the number of class participants.

Required Documents

Instructors and institutions may apply as individuals or on behalf of a nonprofit or for-profit organization. Nonprofits and for-profit organizations must submit proof of their organizational status along with their grant application by uploading the information listed below into Zengine.

IRS Form W9: All US-based FFL instructors are required to include a completed IRS form W9 with their Applicant Profile. Access a blank one here.

Nonprofits:

- IRS Code 501(c)(3) status determination letter
- Most recently filed IRS 990
- Name, resume, or email of the executive director, president, or most-senior manager

For-profits:

- Certificate of Incorporation
- Certificate of good standing from the applicable state of incorporation
- Name, resume, and email address of the president or chief executive officer

Allowable Expenses

- Food costs: Up to $50 per class for virtual classes
- Food costs: Up to $100 for in-person classes
- Marketing costs: Up to $5 per participant, covering social media ads, boosted posts, or other forms of marketing
- Virtual Classroom license for the month of class offers (example: Zoom)
- In-person classroom rental fees and related costs
- Handout and flyer printing, or shipping of literature if cheaper than printing locally. VegFund will not cover the purchase of books for participants but will provide expense reimbursement for handouts and copies of a few pages.
- Printed Food for Life class manuals
- Some expenses related to translation of PCRM materials from English. Please note: VegFund will first seek free translation services through Vegan Linguists (https://veganlinguists.org/). If this organization is not able to provide translation within a reasonable time frame, VegFund will support paid translation services sought by the instructor. VegFund does not cover the cost of hiring actors to overdub videos.
- Plates, cups, napkins, and plastic cutlery for food samples. Cookware and stoves are not eligible for funding.

All expenses listed above require receipts for reimbursement and must be included in your budget request in your original application.

Participant Surveys

Class participants will have access to a survey to be administered post-class or post-series. The survey captures the basic impressions of participants about the Food for Life content, their learning experience, and basic demographic data. The survey also includes a few questions about the likelihood that a participant will adopt dietary change post-learning or, for those attending a longer class series, how they may already be initiating dietary change.

The survey is accessed via your class page hosted on PCRM.org. A teal button will appear at the bottom of that page on the final day of your class or series. All classes, public or private, have a class page, which can be found in your PCRM.org account.

By accessing the survey from your class page, you will have your class ID number embedded in the survey so that you receive appropriate credit. **We will not be able to associate survey responses to you and your class if they do not access the survey this way.**

The web link for your class page looks like this (**example only,** not for survey use):
www.pcrm.org/good-nutrition/plant-based-diets/ffl/classes/123456

The six-digit number at the end is your unique class ID. The estimated time to complete the survey is about 8 minutes.

Registrants need not provide their name or email address or any other confidential information unless they wish to register for PCRM or VegFund email updates. Instructors simply must remember to guide registrants to complete the survey. Registrants should be assured that no personal information is required, but their feedback is appreciated and is invaluable to everyone working on this collaboration.

Financial Incentive for Survey Responses

Instructors are eligible to receive a one-time $500 financial incentive annually if they receive 50 or more completed participant surveys per calendar year (January to December). VegFund no longer provides a financial incentive to instructors as a part of their per-class grant payments. Instructors are strongly encouraged to ask participants to complete surveys as the results are valuable in informing instructors' future outreach. However, VegFund no longer requires instructors to have class participants complete surveys in order to receive grant funding.

Hosting a Series of Classes

FFL instructors teaching a series of classes provided through the PCRM FFL curriculum should submit one application per series. Instructors should also register each complete series under one registration ID using the PCRM system. For example, an instructor teaching the four-part series The Power of Food for Diabetes Prevention and Treatment designed by PCRM should submit one application, even if the series will be broken into four individual classes.

Instructors should expect to receive **one survey** per series participant after completion of the class series. We understand that not all participants take part in each class, and thus it can be difficult to collect surveys from participants who take part in only one or two of a multi-class series. Do your best to communicate in advance about the survey and consider offering incentives to participants to complete the survey.

When submitting a report on a class series to receive reimbursement from VegFund, please include the greatest number of individuals who took part in your series. For example, if you had 20 people attend your first class but only five attend your final class, report that you reached 20 individuals.

VegFund's per-class expenses still apply to a series of multiple classes. For example, if you are teaching a series of six in-person classes, you may request up to $600 USD for food expenses, or $100 per in-person class.

Submitting an Application for Funding to VegFund's Grant Management System

FFL Instructors should always submit the **Community Event Grant Application**. You can access this application in one of two ways:

- Visit the VegFund website at www.vegfund.org and select **APPLY/LOGIN** in the upper right-hand corner of the Home page and then select Community Events, or

- Go directly to the Zengine portal at https://webportalapp.com/sp/vegfund-communityeventsgrants

Instructors should submit grant applications at least four weeks prior to a class start date. VegFund will reject applications that do not meet this deadline. Grant applications are not accepted for events in progress or for past dates.

Grantees may submit up to two grant requests per month. Instructors can apply for types of VegFund grants other than the Food for Life program. More information is available on www.vegfund.org/grants.

STEP 1: REGISTER YOUR CLASS IN THE PCRM SYSTEM

Before you submit your application to VegFund, please be sure to register your class at PCRM.org/user/login. This will provide you with a unique six-digit ID that is required to complete your application to VegFund. The ID is the six-digit number that appears at the end of the URL for your class page: https://www.pcrm.org/good-nutrition/plant-based-diets/ffl/classes/**999999**.

When logging your class, check the box marked "Is this class sponsored by VegFund?" After you check the box as a VegFund-sponsored class, your attendees will be directed to an alternate survey that VegFund will access to monitor your respondents. It is critical that you mark this box so that your reimbursement can be calculated appropriately. VegFund will not be able to access your survey results if this box is not marked.

STEP 2: CREATE AN ACCOUNT IN VEGFUND'S GRANT MANAGEMENT SYSTEM, ZENGINE

- Click the **Sign Up** button to create a new account.
- Enter your email and create a password.

If you are a returning applicant, skip to **Step 4**.

STEP 3: COMPLETE AN APPLICANT PROFILE

First-time applicants must create a login to the grant management system and then complete their Applicant Profile before submitting a Community Event Grant application. If you already created your Applicant Profile, you only need to complete an application. These steps are reviewed in detail later in this document.

Once created, your Applicant Profile will always remain tied to your account and is always available for editing (e.g., for a change of address). With each new grant request, however, applicants must create a new grant application. Applicants always have access to previously submitted applications and may copy and paste information from those forms into a new application.

- Click on the text **Create an Applicant Profile to Get Started** to start your Applicant Profile.

- **Please answer all prompts.** You will be asked for your name, location, contact information, social media links, your activism experience, and skills you would like to improve.

- **Apply either as an individual, as a nonprofit, or as a for-profit.** You will be asked if you are applying on behalf of an organization. If you have your own nonprofit or for-profit business to which we will be paying the grant, answer this question as "Yes," answer the additional questions about your organization, and attach the requested forms.

If you do not have your own organization, answer this question as "No" and apply as an individual. **DO NOT apply on behalf of PCRM.** Apply using either your individual name or the name of your nonprofit or for-profit, as applicable.

- Upload a completed IRS Form W9.

- **Need to stop before completing your profile?** If you need to stop before completing your Applicant Profile, click the **Save Draft** button on the top or bottom right corner of the form.

- **Ready to finish completing your profile?** Once you complete your Applicant Profile, click the **Create Profile** button to be taken back to the grant portal Home page.
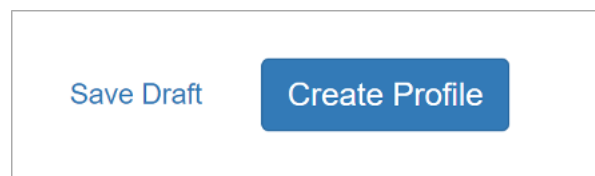
STEP 4: COMPLETE AND SUBMIT AN APPLICATION FORM

Once you have created an Account and Applicant Profile, go to your **Community Event Grants** portal Home page to submit an application.

Please remember to submit your application AT LEAST 4 WEEKS IN ADVANCE of your event.

1. **Ensure you are in the Community Event Grants portal**. You should see the following "Welcome" message at the top of your window.

If you are in the Special Projects or Online Campaigns portal, click the link shown to return to the Community Event Grants portal.

Note: If a Special Project or Online Campaign application is submitted instead of a Community Event application, the grant will not be awarded because your application is in the wrong portal.
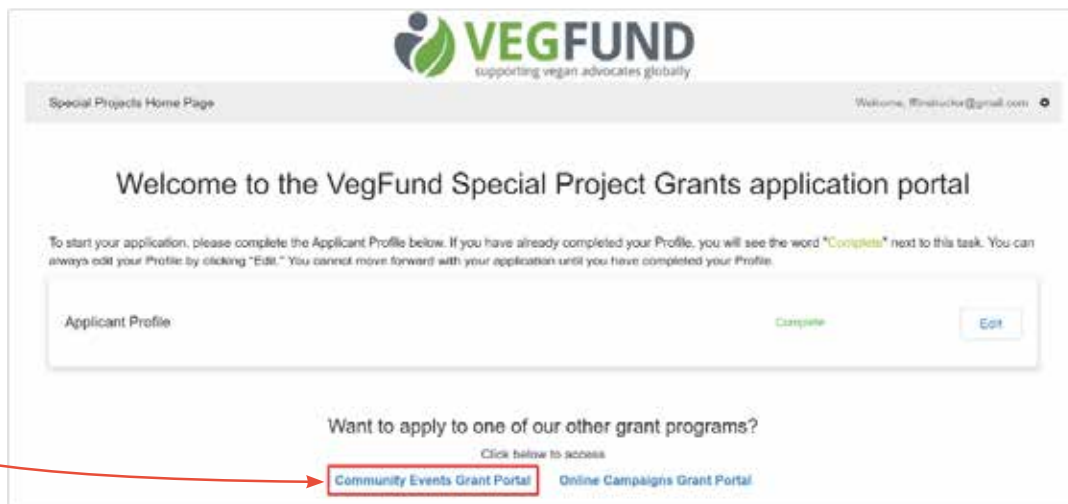
2. Scroll to the bottom of the **Community Event Grants portal** and click the **Get Started** button to create your first application.

3. **Not your first application?** If this is not your first application, click the **Add Another** button to create a new application.

4. Click the **Open** button to begin your new application.

5. **Indicate what activities are a part of your project.** Your Food for Life class probably includes food preparation, which VegFund refers to here as "Food sampling," as well as educational elements relating to your class instruction about preparing plant-based foods and the benefits of plant-based diets. VegFund categorizes the latter element as a "Conference, panel discussion, or other educational event with presenter(s)." Select these elements in the list (see image below). If your event also includes, for example, a film screening of a documentary such as *Eating You Alive, What the Health,* or another film, please also select the "Film screening" element as it is appropriate to your grant request.

The most likely case for Food for Life instructors and institutions will be selecting "Food sampling" and "Conference, panel discussion, or other educational event with presenter(s)." Even if your class is virtual and food will not be sampled in person by participants, we ask that you select the Food Sampling activity if you are planning to purchase food for a cooking demonstration.

6. Check **Yes** to indicate that your grant request is for a PCRM Food for Life program class or series of classes.

Is this class or series part of the PCRM Food For Life program?
● Yes
○ No
Please enter your registered Food For Life unique class ID:
133438
Please note that your class needs to be registered as a VegFund funded class in order to access the correct survey. If the incorrect survey is used, VegFund reserves the right to not fulfill your grant.

7. Enter your unique 6-digit FFL Class ID number. The class ID number is created when you log your class in PCRM's system at PCRM.org/user/login. The ID is a six-digit number that appears at the end of the URL for your class page: https://www.pcrm.org/good-nutrition/plant-based-diets/ffl/classes/**999999**.

8. **Are you requiring event fees?** If you are requesting a fee from your attendees to attend your event, answer "Yes" to this question and answer the following questions. If you are not requesting payment from your attendees, answer "No" to this question.

Is there a fee to attend your event? *

9. Upload the agenda(s) for your classes that includes an outline of what will be discussed.

Upload agenda (if available)
＋ Select a file

10. In the Budget Form, request expenses based on the allowable expenses list. For example, in a two-class virtual series with 10 participants, VegFund would consider funding the following budget: $100 for "Food expenses" (ingredients) at a rate of $50 per virtual class, and other expenses such as "Marketing/advertising" and "Literature" expenses. If a registration fee is being requested from participants, include the total expected income from participant fees under "Other sources of income."

All expected expenses must be explicitly listed in the budget table and included in the "Amount requested from VegFund" to be considered for reimbursement. Expenses and fees that are not listed in the original application cannot be reimbursed.

11. **Two important steps as you complete your application are MARK COMPLETE and SUBMIT.** Please do not forget to complete these steps!

    •   When your application is complete and ready to submit for review, click the **Mark Complete** button in the top or bottom right corner of the form.

Save Draft | Mark Complete | Close

- Click the **Submit** button to submit your application for review by the VegFund staff.
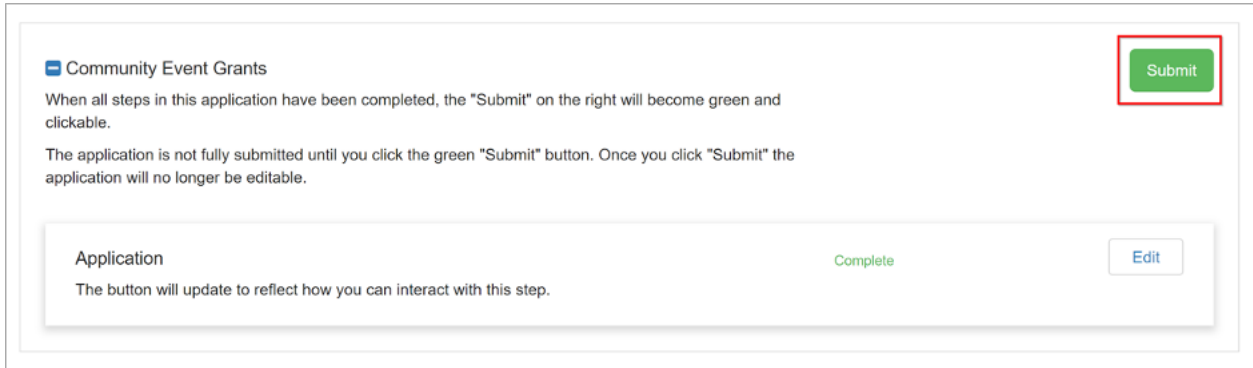
12. **Will VegFund ask for additional information?** VegFund may ask you for additional information. In that case, we will send your application back to you with a request for changes. Be sure to add the requested information or answer additional questions **in the grant management system**. **Do not respond to these questions by email.** Once you have answered the questions or added the requested material in your application, click Submit again to send your application back to VegFund for review.

STEP 5: VEGFUND APPROVES OR DENIES YOUR APPLICATION

About four weeks after your final grant submission, VegFund will notify you by email whether your grant is approved or denied.

If your grant is approved, you must log in to accept your award. You will receive an email notification from no-reply@email.zenginehq.com that your application has been approved and instructing you to log in to accept your award. In this email, VegFund will state the maximum amount of your grant approval and details about how funds may be applied to expenses. The approval email will also indicate the date your post-class report is due.
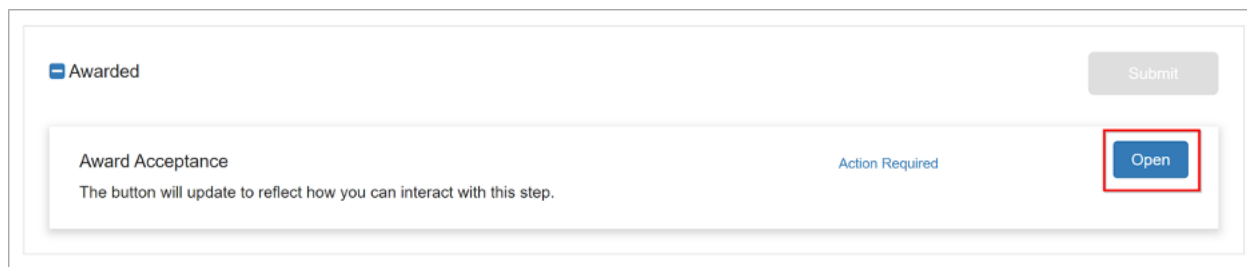
STEP 6: ACCEPT YOUR AWARD

Log in to the **Community Event Grant portal** using your Zengine login ID and password.

1. Scroll to the bottom of the Home page and click the **Awarded** button on your grant application.
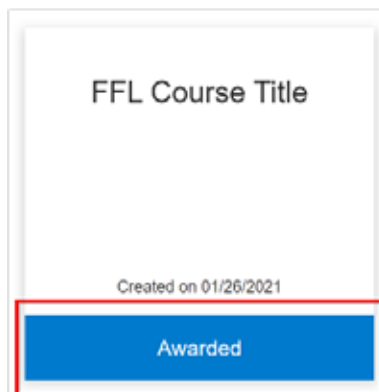
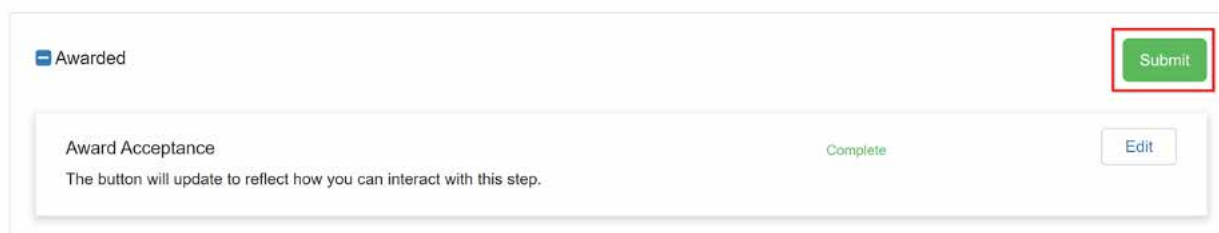2. Click the **Open** button to view your Award Acceptance.

3. Review the grant details, read the Terms and Conditions, sign your name at the bottom of the form, and click **Mark Complete**.

4. **CLICK SUBMIT TO FINISH ACCEPTING YOUR AWARD.**

STEP 7: COLLECT INFORMATION TO COMPLETE YOUR PROJECT REPORT

You may recall under "Eligibility Requirements" in this guide that VegFund will approve your grant before your class or series begins. However, funds will be distributed as reimbursements after the class or class series is complete and a project report has been filed. As you prepare for your classes, it is essential that you remember several details that VegFund will collect as a part of your final grant report.

Please remember to:

- Keep your expense receipts as you prepare for your class or classes.

- Take photos if you're holding an in-person event or screenshots of each of your classes if it's a virtual event so that we may see the happy faces of your class participants.

- Take photos of the beautiful dishes you have prepared for your classes. We'd love to know how things turned out.

- Have someone take a photo of you conducting your classes because, if you agree, we may have the opportunity to share your story and event as a part of the Activist Stories on the VegFund website.

- Please ask your class participants to take a post-class survey!

Once you have completed your series and gathered all the requested information, you are ready to submit your Event Report. Reports are reviewed within 30 days following the report due date (or 60 days after the final class) in order to allow ample time for participants to submit post-class surveys.

1.   Log in to the **Community Event Grant portal**.

2.   Scroll to the bottom of the Home page and click the **Reporting Round** button on your grant application.

3.   Click the **Open** button to view your Event Report entry fields.

4.   Answer all prompts in the report. Be as detailed as possible.

5.   When asked to select "elements" of your project, select the activities that were a part of your event. In most cases, these will be "Food sampling" and "Conference, panel discussion, or other educational event with presenter(s)."
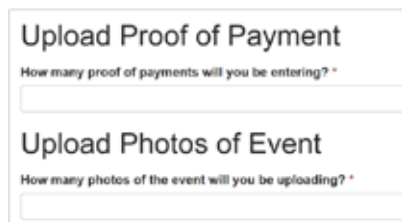

6.   **Enter your actual expenses.** As a part of your reporting process, you will need to complete your final budget based on your **actual expenses**, as supported by receipts. Note that your final expense amounts may vary

from your initial budget request in your original application because your application included projected expenses. Please enter the actual amounts that were spent in each category even if the amount is less than or more than what was originally budgeted. VegFund staff will determine your grant amount based on the number of classes taught and submitted receipts.

7.   Upload receipts, paid invoices, and other proof of payments, as well as photos of the event, which should include a) photos of prepared food, and b) photos or screenshots of your audience.

Upload Proof of Payment
How many proof of payments will you be entering? *

Upload Photos of Event
How many photos of the event will you be uploading? *

8.   When your report is complete and ready to submit for review, click the **Mark Complete** button.

Save Draft   Mark Complete   Close

9.   Click **Submit** to submit your report for review by VegFund staff.

Reporting Round   Submit

Final Report   Complete   Edit
The button will update to reflect how you can interact with this step.

10.   If we need additional information from you, we will send your report back to you requesting changes. Answer the questions and/or add the requested material to your report. Then, be sure to click **Submit** again to send your report back to VegFund for review.

11.   After VegFund reviews and approves your report, receipts, budget, and photos, US-based instructors will receive an email from a third-party system called Bill.com. Follow the instructions in that email to sign up for their service, which will trigger your payment. Instructors based outside of the United States will receive payment via PayPal.

12.   Once payment has been successfully distributed, your grant will be closed, and you will receive a message informing you that the grant period has ended.

VegFund empowers vegan advocates worldwide through grant funding and
supporting effective outreach that inspires people to choose and maintain a vegan lifestyle.

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