

Appendix C: Required Format for Project Plan

2019 Farm Viability Grant

Use the following section headings when writing the project plan. Be thorough in each section addressing all questions/statements below.

1. **Cover Sheet** – Name of applicant and contact information.

2. **Introduction** – Use this as an opportunity to introduce your organization/municipality to the reviewers. Include the following information
 - Municipality*
 - a. Agricultural history
 - b. Long-term plans for agriculture
 - c. Are you enrolled in the Community Farms Preservation Program? What steps have you taken to participate in the program?
 - d. Staff and/or committees dedicated to agriculture
 - e. How is the project positively working towards your core mission?
 - Nonprofit*
 - a. How long have you been organized?
 - b. What is your core mission? How does agriculture fit in?
 - c. How is the project positively working towards your core mission?

3. **Project Explanation** – Explain in detail what the project is going to accomplish - what it will do for Connecticut agriculture and your organization/municipality long-term? What is the sustainability of the project once grant funds are exhausted?

4. **Funding Requirements and Proposals** – Review and summarize the budget. Include information such as:
 - a. Where the cash match coming from – cash on hand, loan, other grant, etc.
 - b. Where the in-kind match is sourced from – volunteer hours, staff time, etc.
 - c. Sufficiently explain and justify the financial support requested

5. **Project Timeline** – Include all project milestones and related deadlines. Include information such as:
 - a. When you *need* to begin the project
 - b. Main activities/tasks that need to happen to complete the project and when
 - c. When the project will be completed

Below is an example of how to present this information:

Task	Task Completion Date	Person Responsible for Completing Task
Organize committee to begin planning first event	_____ days from final contract signing	Nonprofit
Hire graphic designer to develop marketing and promotional materials for event	_____ week(s) from final contract signing	Nonprofit, graphic designer
Have second meeting to XYZ	_____ month(s) from final contract signing	Nonprofit
Host event		
Send follow up survey to event participants	Etc.	
Evaluate survey		
Etc.		

6. **Target Audience(s)** – What expanded, additional, or new audience(s) will your project allow you to serve or reach? Include information such as the number or volume of people, markets, etc. Describe how the project directly benefits the following:
- Veterans
 - New farmers (farming for 10 years or less)
 - Anyone in a protected class
 - Anyone that speaks English as a second language

7. **Goals, Outcomes and Objectives** – Identify at least one goal/outcome that will be achieved as a result of the project. Identify the objectives necessary to meet the goal(s)/outcome(s) and how you will determine if it was met. *Municipalities:* How does your project conform with the approved Plan of Conservation and Development?

Goal vs. Outcome vs. Objective

A *goal* is defined as a broad-based result.

Example: There will be an increase in the number of attendees at the weekly farmers' market in 2019.

An *outcome* is defined as a quantifiable result.

Example: The number of attendees to the weekly farmers' market will increase by 5% in 2019.

An *objective* is defined as a task taken towards achieve a goal/outcome. There are often multiple objectives that must be completed in order to measure progress and reach the goal/outcome.

Example: Objectives to meet the goal:

- Determine the baseline number of weekly attendees from 2019
- Determine and conduct the necessary marketing and outreach to improve attendance
- Develop events, activities, and/or other entertainment to attract additional attendees
- Measure the number of weekly attendees
- Evaluate data collected weekly to determine if goal was met

A goal or outcome is often misinterpreted as an objective. A goal is *not* to host an event or conference; this is an objective.

Be sure to establish realistic, reasonable outcomes. While it might look impressive increase something by 25% percent, is that realistic? Identify outcomes that can be achieved rather than inevitably unrealistic and unachievable.

8. **Financial History** – Non profits must submit Form 990 for the last three years starting with the most recently filed.

9. **Project Summary and Conclusions** – Summarize the project. Explain why the project should be supported. How do the goals/outcomes sustain and promote Connecticut agriculture long-term? What are the long-term benefits to the applicant and target audience(s) as a result of this project?