

Healthy Food Incentive Program Request for Applications (RFA)



May 28, 2025

Agenda

- Welcome and Introductions from the Department of Health Services (DHS)
- Housekeeping Items
- RFA Legislative Background
- Eligibility and Review of the RFA
- Evaluation Criteria
- Schedule for Applications
- Close-Out, How to Submit Questions, and Next Steps

Housekeeping

- During today's webinar:
 - The chat feature is disabled.
 - The Q&A feature is available for you to submit any final questions about the RFA.
Because the answers to questions must be available to everyone, **we will not answer any questions today**. Questions submitted today will be answered in the full Q&A document.
- By end of the day on Friday, May 30, we will publish the full Q&A document on the [Healthy Food Incentive Program RFA webpage](#).

RFA Legislative Background

Act 201 was enacted and published by the Wisconsin Legislature in March 2024.

- This Act appropriated funding and instructed DHS to contract with one or more non-profit organizations to operate a statewide Healthy Food Incentive program.
- The Act states that DHS must identify the non-profit organization(s) through a competitive RFA process.

Act 201 Highlights

- Healthy Food Incentive program must be operated statewide.
- Program shall provide to any FoodShare member who uses benefits at an eligible retailer a monetary amount up to the amount of FoodShare benefits they used at the retailer to purchase fruits and vegetables.
- Nonprofit shall prioritize including retailers who source fruits and vegetables primarily from Wisconsin growers.

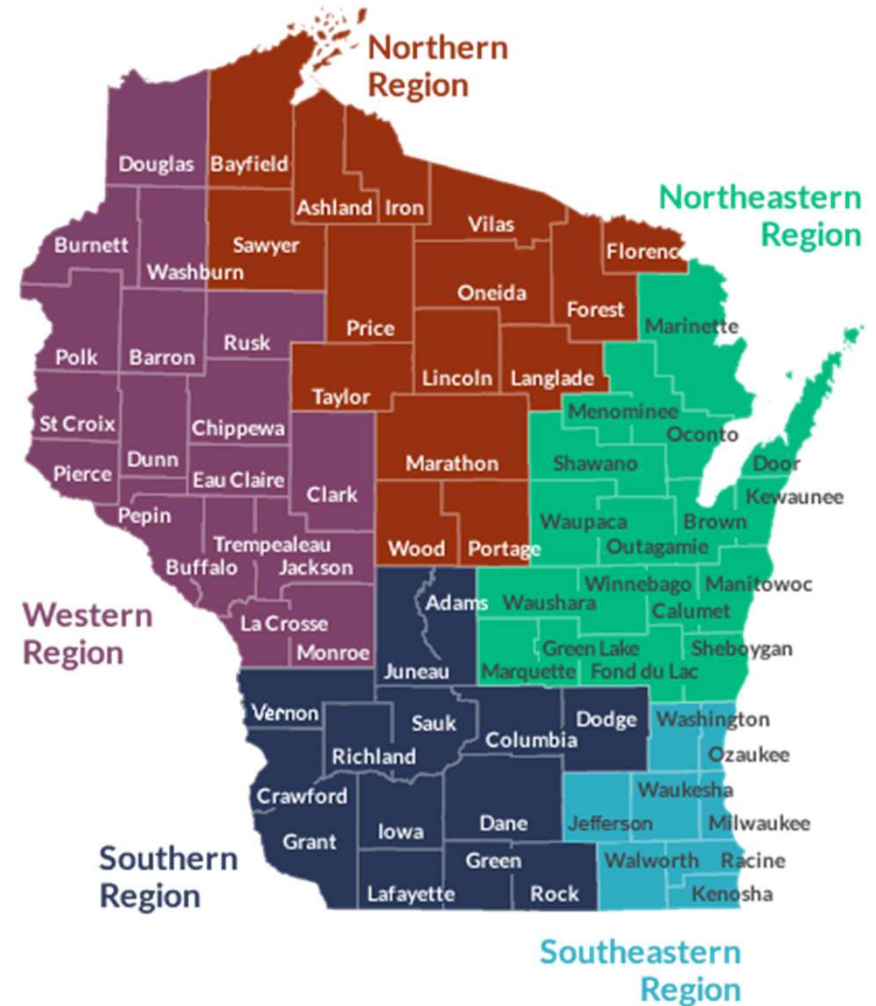
Act 201 Highlights

- Nonprofit must establish a process for incentive expiration.
- DHS may establish a maximum on incentive earning per day per FoodShare member.
- No more than 25% of funding may be used for program administration.
- Wisconsin applied for, but did not receive, a federal Gus Schumacher Nutrition Incentive Program (GusNIP) grant.

RFA Eligibility

Applicants must:

- Be a **501(c)(3)** designated organization.
- Administer this program in one or more regions.
- Be located in Wisconsin.



RFA Nonprofit Roles

The nonprofit(s) operating the program will:

- Develop program requirements.
- Abide by requirements in RFA and Act 201.
- Administer the nutrition benefits program.
- Operate the program with integrity.
- Comply in a timely manner with any data collection, communications review, and submission requirements outlined by DHS.

RFA DHS Roles

- DHS will:
 - Oversee administration of the statewide program.
 - Provide funds to selected nonprofit(s).
 - **Promote the program to all FoodShare members.**
- DHS reserves the right to:
 - Establish maximum benefits that may be matched per day per participant, and a matching rate for incentives.
 - Establish and enforce reporting requirements for the nonprofit administering the program.
 - Review and approve any other program communications and outreach materials developed.
 - Reallocate incentive funds as needed.

Required Application Questions

- **Question 1:** What does your organization do? How does your mission/work relate to DMS's mission? (Max 100 words)
- **Question 2:** Describe the program structure you plan to implement to administer a nutrition incentive program in at least one region of the state. (Max 1,000 words)
 - Responses must include a completed [budget template \(Excel document\)](#).
 - Responses should specify:
 - ◆ Region(s) you propose to serve
 - ◆ Mechanisms for administering incentive/working with retailers
 - ◆ Plan to track participation
 - ◆ Plan to prioritize Wisconsin-grown fruits and vegetables
 - ◆ Description of program integrity measures

Required Application Questions

Healthy Food Incentive Program Administration Budget	
Personnel (Salary and Benefits)	\$ -
Other Direct Costs	\$ -
Copying/Printing	\$ -
Equipment	\$ -
Supplies	\$ -
Other	\$ -
Travel	\$ -
Total Direct Costs	\$ -
Indirect Cost Rate (optional, maximum rate is 6.7%)	
Indirect Costs	\$ -
List of Regions Served	
Estimated Total Number of FoodShare Members Served	
Total	\$ -
<i>Maximum \$21,250 per region</i>	
Note: This budget template should include only costs associated with administering the program and not costs for providing incentives to FoodShare members.	

Note: Responses to question 2 must include a **completed budget template**.

The completed budget template will **not** count towards the word limit. Responses should reference the budget template as needed to explain how the administration of this program will be completed within the allotted administrative budget.

Required Application Questions

- Administrative funds are limited to 25% of the program's budget (\$106,250).
To ensure access in every region, administrative funds will be divided evenly across the 5 regions (**\$21,250 per region for administration**).
- Applicants can apply to administer the program in **one or more regions**.
For example, an applicant who proposes implementing the program in **two** regions could apply for **2/5** of the administrative budget ($\$21,250 \times 2 = \$42,500$).
- Incentive funding will be evenly divided across the 5 regions (**\$63,750 per region**). Applicants do **not** need to submit a budget for incentive funds.

Required Application Questions

- **Question 3:** What is your proposed timeline for developing and implementing this program? (Max 700 words)
- **Question 4:** Describe your plan for the expiration of incentives earned by FoodShare members, keeping in mind that any unspent incentives earned must expire no later than one year after they are provided. Also describe the system you will put in place to ensure that any expired benefits will be available to use to provide continued incentives to other FoodShare members. (Max 300 words)
- **Question 5:** Describe how you will build a coalition of participating, eligible retailers in the region(s) where you propose to operate. Include a preliminary list of eligible retailers and partners. (Max 500 words)

Required Application Questions

- **Question 6:** Describe any outreach activities you plan to take to make FoodShare members aware of the program. Describe how will you ensure that FoodShare members can use this program given the funding available. (Max 500 words)
 - Affirm allowing any FoodShare member to participate if they shop with eligible retailers.
 - Any obstacles anticipated.
 - Plans for outreach and communications if/when the funds are spent.

Required Application Questions

- **Question 7:** Describe any data collection and evaluation you will do as a part of this program to measure the success of the program. When do you anticipate these data collection activities occurring/recurring? (Max 500 words)
 - Location and type of participating retailers
 - Degree to which incentive is used at participating retailers
 - Degree to which the incentive is used by members to meet their needs
 - Metrics that evaluate member experience in using the program

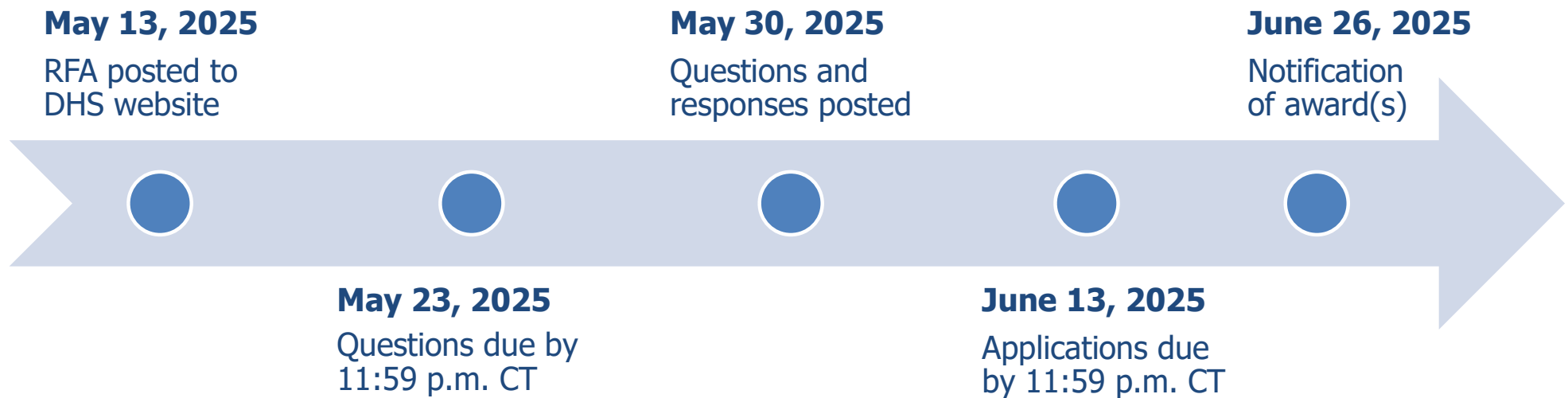
Required Application Questions

- **Question 8:** What does success look like for you with the healthy food incentive program? (Max 300 words)
 - Do you anticipate any potential challenges?
 - What are your solutions for handling those challenges?

Evaluation Criteria

Solicitation Section	Points
Organization Qualifications	Yes/No
Technical Qualifications	
Mission	10
Program structure	65
Timeline	30
Engaging retailers	25
Outreach to FoodShare members	25
Data collection/evaluation	25
Anticipated challenges/solutions	20
Cost	N/A
Total	200

Schedule for Applications



How to Submit Questions

- During this webinar, you can submit any final questions using Zoom Q&A.
As a reminder, we are not answering any questions today because the answers need to be available to everyone. They will be answered in the posted Q&A.
- By the end of the day on Friday, May 30, we will post the Q&A on the Healthy Food Incentive Program webpage:
www.dhs.wisconsin.gov/contracts/healthy-food-incentive-program.htm

Thank you!

The presentation has ended but you can submit questions about the RFA through the Zoom Q&A feature until 1 p.m.

We will post all submitted questions and their answers to the DHS webpage on May 30, by the end of the day.