



EAST TEXAS FOOD BANK AGENCY INSTITUTE

2019-2020 APPLICATION FOR PARTICIPATION

OVERVIEW

The East Texas Food Bank (ETFB) partners with a hunger-relief network of more than 200 agencies and programs located throughout a 26-county, 20,000-square-mile service area. This network includes food pantries, soup kitchens, emergency shelters, and other nonprofit organizations. These agencies are on the front lines in the fight against hunger, and are the direct link between ETFB and the low-income East Texans we serve.

As ETFB works toward the goals of our ambitious strategic plan, one of our vital strategies is to develop standards, modules and trainings that build the organizational strength of our partners. Our goal is to empower our partner agencies to operate more effectively, and to enable them to expand their services to distribute more food and serve more people.

The East Texas Food Bank Agency Institute is a yearlong program that will provide training, resources and support in various aspects of nonprofit management, as well as practical action steps that will help build agency capacity and increase effectiveness.

All partner agencies are eligible to apply for the Agency Institute. ETFB will review all submitted applications, and select **up to 8 agencies** to join the Institute. Selections will be made based on several factors, such as applicants' commitment to the program, commitment to increasing organizational capacity, opportunity for growth and geographic location.

In addition to training, participating agencies will each receive \$4,500 in support from ETFB, including **\$4,000** in shared maintenance credit and a **\$500** cash stipend to help cover travel expenses.

TRAINING DETAILS

The East Texas Food Bank Agency Institute will provide eight training workshops over the course of one year, from July 2019 through June 2020. Some workshops will be conducted by ETFB staff members, and others will be presented by nonprofit leaders and communicators who have knowledge and expertise in particular areas of nonprofit management. Below is a brief description of each workshop:

- **Session 1: Bridges Out of Poverty:** Understanding clients is vital for effectively serving them. This workshop, conducted by the East Texas Human Needs Network, will provide Institute members with knowledge and insights to better understand their clients, and work more effectively for positive outcomes. The Bridges Out of Poverty framework is designed to bring people of all economic classes, races, sectors, and political persuasions to the table to address causes of poverty and create a sustainable community.



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- **Session 2: Identifying, Understanding and Meeting Needs:** Understanding the scope of the need in your community is a necessary step toward meeting it. This workshop will help agencies think through and evaluate hunger and poverty in their own communities and throughout East Texas, and also how they can have a greater impact on that need. It will include an interactive “Poverty Simulation,” conducted by the East Texas Human Needs Network, as well as discussions about how to accurately and effectively identifying and analyzing the needs in a community; how the agency’s work fits into the “bigger picture” of ETFB’s strategic plan to fight hunger in East Texas; best methods for reaching low-income clients, including time and frequency of distribution; and a description of other potential programs and services for clients.
- **Session 3: Board Governance:** This workshop, conducted by the East Texas Center for Nonprofits, will deal with the intricate relationship and role of the nonprofit board. Topics include: board roles and responsibilities; board/staff partnership; board structure; the board’s role in fundraising; board building cycle; and board performance assessment. Participants will learn how to increase a board’s effectiveness, how to utilize smaller committees and task groups, and how to have the most productive board meetings.
- **Session 4: Risk and Financial Management:** Many organizations do not have the strategies and structures in place to protect them from uncertainty and threat. This workshop, conducted by the East Texas Center for Nonprofits, will help participants learn how to effectively operate an agency, and will provide strategies and tools to ensure that organizations are prepared for any threat. This will include financial essentials and the legal structures and practices for effective and legal nonprofit operations.
- **Session 5: Telling Your Story:** If you’re going to engage more people in the work of your organization, you have to be able to effectively communicate who your organization is, what your organization does, and why your organization is needed in the community. This workshop will cover strategies for effectively communicating an agency’s mission, vision, programs, and history, as well as the scope of need. Participants will learn how to craft an effective mission statement; how to write a one-page organization description; how to write a case for support; how to craft an “elevator speech” for succinctly describing an agency in conversations; how to utilize public speaking opportunities to engage potential supporters; and how to gather and use client stories.
- **Session 6: Engaging the Public:** This workshop will cover different aspects of working with the public to further the work and mission of an organization, including: how to utilize public speaking engagements to effectively engage potential supporters; how to effectively utilize social media outlets such as Facebook and Twitter; how to maximize the impact of an agency’s website; how to communicate with local media outlets; how to write a good press release; how to get involved in the work of advocacy; and how to recruit, manage and train volunteers.



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Session 7: Community Based Fundraising: One of the biggest challenges for nonprofits is being able to raise the funds necessary to support their work. This workshop will help participants create a plan for engaging potential donors through special events; public speaking engagements; and building and stewarding relationships with local businesses, civic groups, and other community members. There will also be a panel discussion with other agency representatives, who will share examples of creative fundraising projects.

Session 8: Grant Writing: Grants can be a good source of funding for nonprofits, but many organizations don't even know where to begin. This workshop will provide insights into various aspects of grant writing, including: how to evaluate potential grant prospects; key components of typical grant proposals; attachments needed for many grant proposals; and best practices for effective, efficient writing. The workshop will include interactive grant writing exercises; a question and answer session with a local grantmaker; and a list of grant prospects and additional resources.

Each of these workshops will have assignments to be completed by participants. These assignments will help agencies to turn ideas into action steps, putting into practice what they've learned at the workshops. Assignments will vary for each session.

Each agency must send at least **two** and up to **three** pantry representatives to participate in each workshop, which should include the agency's executive director or organization leader, if possible. Most workshops will be held at ETFB's distribution center in Tyler. Workshops conducted by third party organizations may be held at a separate location in Tyler. Most workshops will run from 9am to 3pm. Lunch will be provided by ETFB.

At the end of the Institute year, agencies will be honored in a graduation ceremony, which will be held either at the Annual Agency Conference or at ETFB's Board of Directors meeting.

FUNDING DETAILS

In addition to free training workshops, each participating agency will also receive \$4,500 in support from ETFB, including **\$4,000** in shared maintenance credit with ETFB, and a **\$500** stipend to help cover travel expenses. The first half of the stipend will be distributed at the beginning of the Institute year, in July 2019, and the second half will be distributed halfway through the Institute year in January 2020. The first half of the shared maintenance credit will be allocated to each agency's account in early January 2020, at the halfway point of the Institute year. The second disbursement will be provided in June 2020, at the conclusion of the Institute year. However, in order to receive these shared maintenance allocations, an agency must adhere to all of the Institute requirements, listed in the "Agency Agreement" (page 5 of this document).



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HOW TO APPLY

All of ETFB's partner agencies are eligible to apply for the Agency Institute. If you are interested in applying, please submit a completed application, including a signed Agency Agreement (page 5 of this document), in one of the following ways:

Email to: tbutler@easttexasfoodbank.org

Mail to: **Tim Butler**
East Texas Food Bank
3201 Robertson Road
Tyler, TX 75701

The deadline to apply is **Friday, May 17, 2019.**

TIMELINE

April 26, 2019	<i>Application Released to Agency Network</i>
May 17, 2019	<i>Application Submission Deadline</i>
May 31, 2019	<i>Notifications of Awards</i>
July 2019	<i>First Cash Stipend Disbursement (\$250)</i>
July 23, 2019	<i>Session 1: Bridges Out of Poverty</i>
September 6, 2019	<i>Session 2: Identifying, Understanding and Meeting Needs</i>
October 30, 2019	<i>Session 4: Board Governance</i>
November 29, 2019	<i>Session 3: Risk and Financial Management</i>
January 2020	<i>First Shared Maintenance Disbursement (\$2,000)</i>
January 2020	<i>Second Cash Stipend Disbursement (\$250)</i>
January 24, 2020	<i>Session 5: Telling Your Story</i>
February 28, 2020	<i>Session 6: Engaging the Public</i>
March 27, 2020	<i>Session 7: Community-Based Fundraising</i>
April 24, 2020	<i>ETFB Annual Agency Conference</i>
May 8, 2020	<i>Session 8: Grantwriting</i>
June 2020	<i>Second Shared Maintenance Disbursement (\$2,000)</i>



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AGENCY AGREEMENT

The following are the terms and conditions of participating in the ETFB Agency Institute:

1. You will participate in all scheduled workshops, sending at least two, and no more than three, representatives to ETFB for the workshop.
2. You will complete all homework assignments.
3. You understand that missing one of the workshops may result in a \$500 deduction in the amount of shared maintenance credit received, while still being required to complete the assignment for that workshop. You also understand that missing three workshops will disqualify you from further participation in the ETFB Agency Institute.
4. You will be available to participate with ETFB in any scheduled media events announcing or promoting the ETFB Agency Institute.
5. You will be available to share about your experiences at the Annual Agency Conference.
6. You will complete a survey at the conclusion of the Institute year, with feedback on various aspects of your experience.

When signing below, I fully understand and agree to comply with the above conditions and requirements of participating in the East Texas Food Bank Agency Institute. I understand that if I do not adhere to all of the above conditions and requirements, I may not be eligible to receive funding, and may potentially be disqualified from participation.

Agency Representative Signature

Date

Agency Representative Printed Name and Title



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APPLICATION

PART ONE: AGENCY CONTACT INFORMATION

Agency Name:

Agency Address:

Agency County:

Executive Director/President Name:

Primary Contact Name:

Primary Contact Title:

Primary Contact Phone:

Primary Contact Email:

PART TWO: AGENCY ASSESSMENT

- 1. Describe the need in your community.**
- 2. Provide a brief history of your agency.**
- 3. Describe your agency's current programs and services.**
- 4. Does your agency partner with any other agencies or organizations in the community? If so, describe each partnership.**
- 5. Describe the role that volunteers play at your agency.**



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- 6. List the names of your agency's board of directors, along with their professional or community affiliations.**

- 7. Provide a brief description of all sources of financial support and revenue for your agency. Do not list names of donors, rather use categories of support/revenue (e.g. individual contributions, corporate donations, foundation grants, special events, etc.)**

PART THREE: AGENCY VISION

- 8. Describe your agency's biggest challenges and/or barriers to growth.**

- 9. Describe your commitment to growth, in areas such as serving more clients, distributing more pounds of food, expanding hours of operation, and offering more comprehensive services to clients. Include your vision of where you would like your organization to be in five years.**

- 10. Why do you want to participate in the ETFB Agency Institute, and why is your agency is a good candidate for the Institute?**