



## Guide to Answering Key Application Questions

*Several critical questions must be addressed by all grant applicants. Use this guide for more information about how to address each question.*

### Question 1: Why is this project important to your organization?

**Context:** This is an opportunity to talk about how your Tyson-funded project will help your organization achieve its long-term goal. Note: This is not a request for explanation about why your organization is important.

**Example answers:**

- a. *“Eliminating hunger in ABC county is our primary goal. Our five-year plan is aimed at reducing the hunger rate from 13% to 10% of the population (equal to 1,500 people) by 2025. If funded, this grant request will enable us to reach our goal by 2024.”*
- b. *“Stabilizing the lives of immigrants is our primary goal. Our three-year plan is focused on resettling 100 families and ensuring they have an affordable place to live, a full-time job, and knowledge of local support services. If funded, this grant will enable us to do monthly outreach meetings at Tyson’s plant and in the community, where we expect to provide direct support to 15 individuals per month, each receiving three hours of hands-on assistance.”*

### Question 2: Why is this project important to the target audience?

**Context:** This is an opportunity to share your knowledge of the target audience and explain why the project’s success will be important to them.

**Example answers:**

- a. *“Food insecurity in ABC county is 20% higher than the state average. This is largely due to two factors: no grocery stores within 30 miles, and the region has a 35% poverty rating. As such, people are constrained with their access to fresh fruit and protein and its affordability.”*
- b. *“Immigrants seeking U.S. citizenship often struggle to afford legal services to file forms and navigate the naturalization process. As such, they are unable to advance their claims.”*

**Question 3: What is your performance target? Please provide two sentences about what you are committing to achieve. This is the “target” by which we will assess your performance at completion.**

**Context:** Your performance target is the goal level of performance you’re seeking to achieve using your Tyson Foods grant. A strong performance target includes the following attributes:

- It is a one-sentence statement.



- It establishes a deadline for completion (“time-bound”).
- It identifies who/what will benefit from the project/effort.
- It includes verifiable quantity and quality benchmarks for measurement.

**Example answers:**

- a. *“By August 1, 2021, deliver 180,000 lbs. of produce, dry goods and protein to an average of 250 individuals in ABC communities at an average cost of \$7.20.”*
- b. *“By December 2021, assist 100 families with completing and submitting applications for citizenship, family visas, “green cards,” and work authorizations at no cost.”*

**Question 4: What are the major milestones necessary to achieve your performance target?**

**Context:** These are short-term critical steps necessary for the performance target to be achieved.

**Example answers:**

**Hunger:**

1. *Secure food for the year via contract by (date)*
2. *Launch communication campaign to raise awareness by (date)*
3. *Organize monthly volunteer team by (date)*
4. *Deliver food on the first of every month*
5. *Document distribution with monthly social media post*
6. *Record number of people attending, and amount/type of food distributed*

**Immigration:**

1. *Identify 200 immigrants in need of your service by (date)*
2. *Launch communication campaign to raise awareness by (date)*
3. *Organize monthly meeting dates/locations by (date)*
4. *Create meeting schedule for 8 people over 8 hours*
5. *Conduct meetings*
6. *Submit applications*
7. *Document assistance provided on monthly social media post*
8. *Record number of people assisted and service provided*



**Question 5: What is your project budget? (Please attach.)**

**Context:** This budget format is designed to help us understand the cost structure necessary for achieving the performance target. Tyson does not need to know your overhead rate or incidental expenses. *Note:* If you are making a capital purchase, you must include the formal price quote.

Tyson Foods Budget Template for Grant Requests		
<b>Organization Name</b>	XYZ Food Bank	
<b>Project Manager</b>	Tom Jones	<b>Amount</b>
<b>Performance Target</b>	By August 1, 2021, deliver 180,000 lbs. of produce, dry goods and protein to an average of 250 individuals in the following communities at an average cost of \$7.20.	
<b>Milestone #1</b>	a. Secure food for the year via contract by (date)	15,000
<b>Milestone #2</b>	b. Launch communication campaign to raise awareness by (date)	1,000
<b>Milestone #3</b>	c. Organize monthly volunteer team by (date)	1,000
<b>Milestone #4</b>	d. Deliver food on the 1st of every month	12,000
<b>Milestone #5</b>	e. Document distribution with monthly social media post	1,000
<b>Milestone #6</b>	f. Record number of people attending, and amount/type of food distributed	1,000
	<b>TOTAL</b>	<b>31,000</b>