

Business Plan Template

[GusNIP Project Proposal Title]

From the RFA: Title the attachment as ‘Business Plan’ in the document header and save file as ‘BusinessPlan’. The Business Plan should provide evidence, e.g., a market analysis or the outline of a management business plan, to demonstrate how sustainability of the project will be achieved. Business plan outlines or any other documentation of evidence for sustainability should be no more than five pages.

Notes to applicants: The Business Plan is distinct from the Sustainability section of the project narrative.

The Sustainability section is a required portion of the Project Narrative for Standard (FIP) and Large Scale (FLSP) Nutrition Incentive project proposals, and it describes which components of the project will continue beyond the end of the project period.

The Business Plan is a document of **up to five pages** describing longer-term evidence of the ongoing sustainability of the proposed project. The Business Plan dives into financial sustainability of project support – which could be the primary applicant/organization, a partner organization, or other entity(ies). **It should demonstrate the vision for financial stability by documenting plans for the long-term sustainability and potential for ongoing impact of the applicant organization, project partnership, or proposed GusNIP project.** The strongest plans will not describe a long-term reliance on future infusions of GusNIP grant funding. Some approaches to make a project self-sustaining might be to generate program or business income, create an endowment, connect with consistent state or private funding, or integrate the project into the organization’s and/or partners’ annual operating budget(s).

The following is a suggested outline that may be used to complete the Business Plan.

Executive Summary

Provide a 1-3 paragraph overview of the applicant organization’s mission, programs, capacity, and what it sees as its unique position in its region. What need(s) does the organization exist to serve, how does it serve them, and how does the proposed GusNIP project fit into that service map?

Organization History and Assets

Provide a brief history of the applicant organization, such as when and how it was founded and to achieve what aim(s). Describe any significant growth or expansion of the organization since its founding and include any uniquely compelling assets that the organization or partnership brings to the project.

Programs: Operations, Funding Strategies, and Key Implementation Partners

Provide an overview of the applicant organization’s programs, including a description of the organizational operations of programs, funding strategies used to support the organization’s programs, and key partners who support program implementation. Describe the organization’s track-record in successfully launching and sustaining programs and some of the key strategies used to do so.

Proposed GusNIP Project Summary

Provide a brief overview description of the proposed project, for example: “[Proposed GusNIP Project] is ...and will...”. Describe how this proposed project fits into the organization’s programming, and why the applicant organization is well-positioned to operate this project now and into the future.

Market Analysis

Provide evidence of demand for this project. If not fully described in the project narrative, describe and document the existing and potential community capacity to implement this project, the market demand (i.e., current/potential need and participants), and the potential to impact these demands. This analysis should provide a description of the need for the proposed GusNIP project in the areas it aims to serve by providing data or analysis describing the market (current and future) for the proposed project. Reference any relevant feasibility studies.

Organizational and Programmatic Funding Strategy

This section should address the financial stability and sustainability of the applicant organization, partner organization(s) overall, and the specific program area(s) within which the proposed project will be implemented. This section should answer the question “How is the organization and/or partnership ensuring financial sustainability for the organization and project?”

- What is the outlook for funding and how will it secure this funding? Describe current and expected sources (philanthropic, private, state, federal, etc.) and the outlook for diversifying or growing the pool of funders, for example:

- Connections to state, tribal, or regional funding including participation in state or regional advocacy groups influencing the policy/funding landscape
- Connections to Medicaid/Medicare innovation initiatives, healthcare plan and funder initiatives, healthcare partners' business office, or other potential future revenue streams
- Describe any role the Board of Directors or other committees will play in sustainability planning
- Describe any planned operational efficiencies, program growth, and other relevant organizational capacity changes

Organization and Management Team

Provide an overview of organizational staffing structure – number of full- and part-time staff, average length of tenure at organization, and breadth/depth of expertise. Describe the key staff who are responsible for oversight of the applicant organization's financial planning and sustainability, and the proposed project. Describe the Board of Directors and their involvement in ensuring the long-term stability of the applicant organization.

Dissemination and Engagement (Marketing Plan)

Describe who (specific or types of entities) the applicant organization will engage during the proposed project to share program goals, progress, and impacts with aims towards sustainability and potential growth. What engaged stakeholders or leaders may be invested in program sustainability? What are some of the key steps that will be taken to promote the project's story to potential funders and partners?

Financial Plans

- Share summary of past years' revenue/expense/assets/liabilities, plus this year's pending budget
- Describe who is responsible for managing the federal and non-federal resources
- Discuss expectations for any increased efficiencies throughout the grant

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