
WIC SPECIAL PROJECT INNOVATION GRANT

Sample Letter of Intent

(Date)

Dear Mr. Shafer,

I write on behalf of (INSERT WIC AGENCY NAME), to indicate my intent to submit a proposal for the WIC Special Project Innovation Grant. My agency strongly supports looking for innovative solutions to addressing challenges WIC applicants face related to the certification process. We have reviewed the request for applications and have accessed the fillable application form. My agency plans on pursuing (check all that apply)

- Certification Enhancement Opportunity 1: Adopt policies, practices, and/or technologies that enable participants to initiate and complete allowable portions of certification procedures online.*
- Certification Enhancement Opportunity 2: Enhance capacity to utilize digital technology for appointment reminders and notifications of incomplete certifications.*
- Certification Enhancement Opportunity 3: Develop and implement an online WIC referral portal for other social programs that establish adjunctive income eligibility for WIC*



Certification Enhancement Opportunity 4: WIC agency led innovative strategies to improve the WIC certification process that are not captured by Enhancement Opportunities 1-3.

We believe that this project provides an innovative solution to our agency to improve the WIC certification process. If awarded, my agency agrees to participate in the overall project evaluation and will collaborate with The Gretchen Swanson Center for Nutrition (GSCN) to develop an individualized evaluation plan. We look forward to working with you to develop, implement, and evaluate interventions to improve customer service in WIC clinics and ultimately improve the WIC certification process.

Sincerely,

(NAME OF RESPONSIBLE PERSON FROM APPLYING AGENCY)
(WIC AGENCY NAME)



Attachment 1: Work Plan Template

Instructions: In order to assist applicants in thinking through each step in the project planning and implementation process, CSG has designed a work plan template for each WSPI applicant to complete. Please fill in this work plan template with your project goals and activities listed in Section 2: Project Plan of your application form. Please include the date when you expect the activity to be completed and the person/entity who will be responsible for completing the activity. Below is a sample entry to provide guidance for completing the work plan.

Goal: What does your project intend to accomplish?

Activity: What steps will you take to achieve the project goals?

Note: CSG designed the template to provide ample space for applicants to include all activities. However, applicants should only include goals and activities outlined in Section 2: Project Plan of the application form. Applicants do not need to utilize every blank entry below.

Sample Goal 1: Increase Participant Access to WIC Information Through a Mobile App	
Activities	Expected Completion Date
Sample Activity 1: Solicit new technology contractor to design mobile app.	June 2021
Party Responsible: WIC State Agency	
Sample Activity 2: Train WIC staff on the new mobile app	December 2021
Party Responsible:	
Party Responsible	



Party Responsible:	
Party Responsible:	
Party Responsible:	
Party Responsible:	
Party Responsible:	
Goal 2	
Activities	Timeline
Party Responsible:	
Party Responsible:	
Party Responsible:	

Party Responsible:	
Party Responsible:	
Party Responsible:	
Party Responsible:	
Party Responsible:	
Goal 3.	
Activities	Timeline
Party Responsible:	
Party Responsible:	

Attachment 2: Budget Form

Categories	Itemized List of Costs	Total
a. Personnel		\$
b. Fringe Benefits		\$
c. Travel		\$
d. Equipment		\$
e. Supplies		\$
f. Contractual		\$
g. Construction		\$
h. Other		\$
i. Total Direct Charges (sum of a-h)		\$
j. Indirect Charges		\$
k. TOTALS (sum of i and j)		\$



Attachment 3: State Agency Letter of Support

(Date)

Dear Mr. Shafer,

I write on behalf of (INSERT STATE WIC AGENCY) in support of (INSERT LOCAL WIC AGENCY)'s 2019 WIC Special Project Innovation Grant project proposal. As an organization, (describe ongoing or past efforts working with Local Agency and qualifications within the project focus area).

Through submission of this letter, we acknowledge the role and responsibilities that we will fulfill in this partnership. In the event this proposal is funded, (INSERT STATE WIC AGENCY) offers its full commitment to assist (INSERT LOCAL WIC AGENCY) with planning and implementation activities needed to accomplish the project's goals.

We look forward to working with you to support enhancements to the WIC certification process that improve the WIC participant experience.

Sincerely,

(NAME OF RESPONSIBLE PERSON FROM APPLYING AGENCY)

(WIC AGENCY NAME)



Attachment 4: State Agency Consortium Letter of Support

(Date)

Dear Mr. Shafer,

It is with great pleasure that (INSERT YOUR AGENCY NAME) commits to partner with (INSERT CONSORTIUM MEMBER(S)) on the implementation of the proposed project for the 2019 WIC Special Innovation Grant. (INSERT YOUR AGENCY NAME) commits to assist the other participating states within the consortium in meeting the following project goals outlined in Section 2 of the application form:

- Goal 1
- Goal 2
- Goal x

We are committed to the successful implementation of the project, beginning March 1, 2021. Please note that (INSERT NAME AND TITLE OF YOUR AGENCY'S PROJECT LEAD) will serve as the Project Lead for (INSERT YOUR AGENCY NAME)'s work.

Sincerely,

(NAME OF YOUR AGENCY'S DIRECTOR/AUTHORIZED REPRESENTATIVE)

(TITLE OF YOUR AGENCY'S DIRECTOR/AUTHORIZED REPRESENTATIVE)



Attachment 5: Key Partner or Contractor Letter of Support

(Date)

Dear Mr. Shafer,

It is with great pleasure that (INSERT YOUR ORGANIZATION) commits to partner with (INSERT WIC AGENCY) on the implementation of the proposed project for the 2019 WIC Special Innovation Grant. (INSERT YOUR ORGANIZATION) commits to assist (INSERT WIC AGENCY) in meeting the following goals outlined in Section 2 of the application form:

- Goal 1
- Goal 2
- Goal x

We are committed to the successful implementation of the project, beginning March 1, 2021. Please note that (INSERT NAME AND TITLE OF YOUR ORGANIZATION'S PROJECT LEAD) will serve as the Project Lead for (INSERT YOUR ORGANIZATION)'s work.

Sincerely,

(NAME OF YOUR ORGANIZATION'S REPRESENTATIVE)

(TITLE OF YOUR ORGANIZATION'S REPRESENTATIVE)