

USDA Center for Faith March Webinar

Below are details and resources shared on a recent Webinar conducted by the USDA Center for Faith, including key contacts and a recording of the webinar, along with slides.

Key Contact Information

- Steve Messeh, Director, USDA Center for Faith, steve.messeh@usda.gov
- Alex Cordova, Deputy Director, USDA Center for Faith, alex.cordova@usda.gov
- USDA Center for Faith, faith@usda.gov
- Local and Regional Food System Grants, USDA Agricultural Marketing Service
 - Farmers Market Promotion Program and Local Food Promotion Program: FMLFPPgrants@usda.gov
 - Regional Food Systems Partnerships: IPPGGrants@usda.gov
- Brian Woods, MD, Great Grants AI, bw@greatgrants.ai
- Bethany Miller, CityServe, bethanymiller@cityserve.us

Helpful Links and Resources

- USDA Center for Faith: www.usda.gov/faith
- USDA Agricultural Marketing Service: <https://www.ams.usda.gov/>
- USDA AMS Grants: <https://www.ams.usda.gov/services/grants>
- Great Grants AI: <https://www.greatgrants.ai/>
- Good Neighbor Day America: <https://shorturl.at/MGHIO>
- CityServe: <https://cityservenetwork.com/>

Recording

- <https://shorturl.at/ZOoAZ>
 - Passcode: u4.6jpE!

Sign up for the Center newsletter here: <https://lp.constantcontactpages.com/su/yZRGw0K/center>



Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE



AMS Creating Opportunities for
American Farms & Businesses



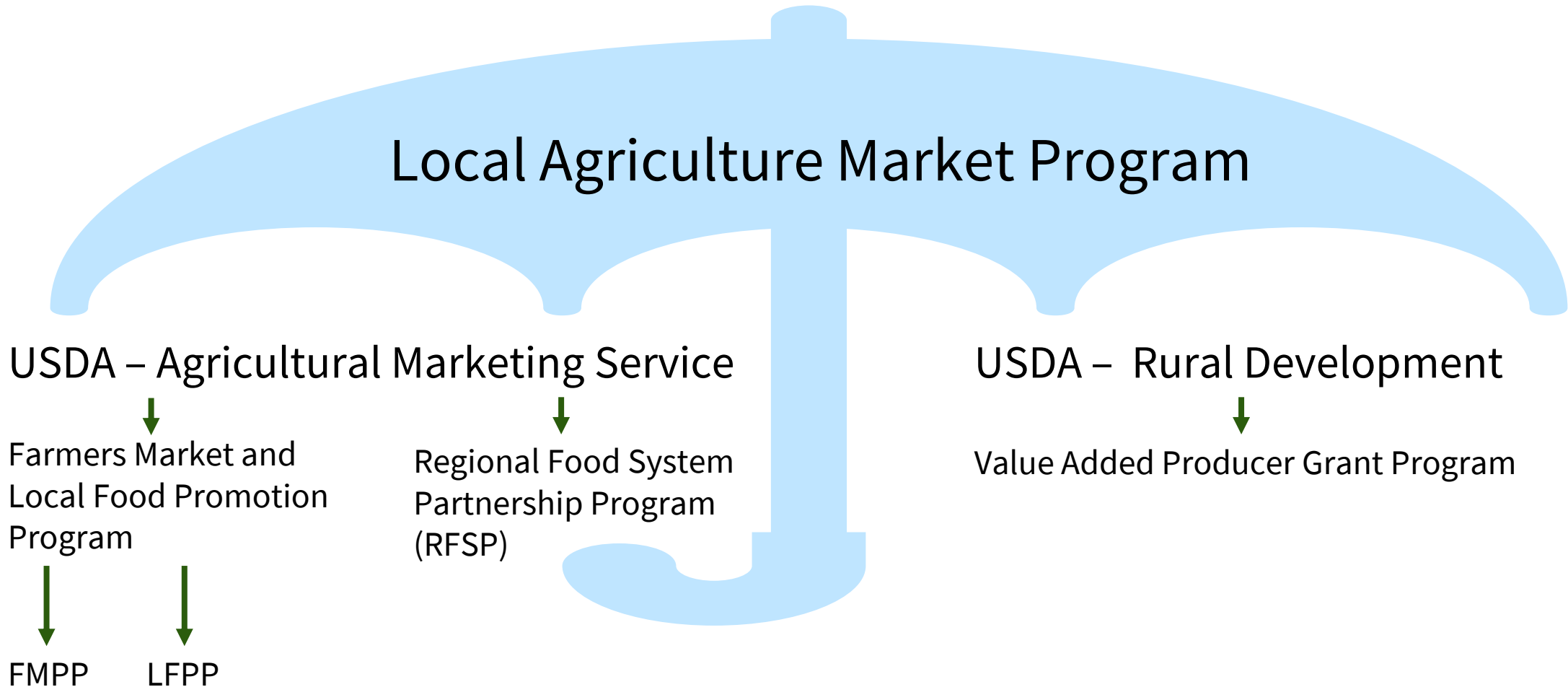
Transportation and Marketing Program

Local Agricultural Market Program (LAMP) Overview

March 31, 2026



What is LAMP?





Farmers Market Promotion Program Purpose

To develop, coordinate, and expand *direct* producer-to-consumer markets to help increase access to and availability of locally and regionally produced agricultural products.



Farmers Market Promotion Program Project Types

Project Type	Amount	Duration
Turnkey: Marketing & Promotion Recruitment & Training	\$50,000 - \$100,000	24 Months (2 years)
Capacity Building (CB)	\$50,000 - \$250,000	36 Months (3 years)
Community Development, Training, and Technical Assistance (CTA)	\$100,000 - \$500,000	36 Months (3 years)

25%
Cost
Share



Local Food Promotion Program Purpose

To develop, coordinate, and expand local and regional food business enterprises that engage as intermediaries in *indirect* producer to consumer marketing to help increase access to and availability of locally and regionally produced agricultural products.



Local Food Promotion Program Project Types

Project Type	Amount	Duration
Planning	\$25,000 - \$100,000	24 Months (2 years)
Turnkey: Marketing & Promotion Recruitment & Training	\$50,000 - \$100,000	24 Months (2 years)
Implementation	\$100,000 - \$500,000	36 Months (3 years)

25%
Cost
Share



Allowable vs Unallowable Cost

Allowable	Unallowable
Salaries/ Fringes and Benefits/ Travel	Building/Construction/Land
Marketing & Advertising	Purchase or resale of food/Food donation/EBT devices
Materials & Supplies	Agricultural Production
Equipment	Fundraising/Financial Campaigns

**If the project relies on critical infrastructure– such as a building that is still under construction –it may be deemed ineligible.

Applicant Eligibility

- Agricultural Business
- Producer Networks
- CSA Networks
- Food Councils
- Local Governments
- Non-Profit Corporations
- Public Benefit Corporations
- Economic Development Corporations
- Regional Farmers Market Authorities
- Tribal entities





What is the RFSP Program?

- **RFSP supports the formation of multi-stakeholder partnerships that connect public and private resources to encourage local or regional approaches to planning and developing food systems.**
- RFSP grants are intended to broadly support:
 - Convening partners to develop business plans, strategies, and shared goals and priorities for local and regional food systems infrastructure;
 - Improving communication and collaboration among food system stakeholders; and
 - Increasing economic opportunities for local or regional producers and food businesses.



Who is Eligible to Apply?

Applicants must be domestic entities owned, operated, and located within the:

- 50 United States, District of Columbia, U.S. Territories: Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands.



Who is Eligible to Apply?

- **Partnership:** an agreement between one or more eligible entities and one or more eligible partners.
 - An eligible entity or an eligible partner can submit the application on behalf of the partnership.
 - Specify in the application which organization(s) in the partnership are responsible for receiving and managing the award.
- **Region:** an area bigger than a neighborhood but smaller than the entire country

The partnership has the authority to define the region for their project.



Eligible Entities

Eligible entity types include:

- Producer
- Farmer or Rancher Cooperative
- Producer Network or Association
- Majority-Controlled Producer-Based Business Venture
- Food Council
- Community Supported Agriculture (CSA) Network or Association
- Local Governments
- Nonprofit Corporations
- Public Benefit Corporations
- Economic Development Corporations
- Regional Farmers Market Authorities
- Tribal Governments



Eligible Partners

Eligible partner types include:

- State Agencies or Regional Authorities
- Philanthropic Corporations
- Private Corporations
- Institutions of Higher Education
- Commercial, Federal or Farm Credit System Lending Institutions



What Does RFSP Fund?

- **Partnership** functions focused on building capacity for decision making, coordination efforts, obtaining additional resources, and planning direction and needed activities.
- Activities that can be funded under this grant that are not commonly funded under other USDA programs may include:
 - Value chain coordination,
 - Convening multiple types of partners and stakeholders for strategic planning,
 - Grant-writing, and
 - Program exploration on behalf of partners and entities.



Projects/Activities that are NOT Eligible

Projects or activities that are not eligible for funding include:

- Production-related expenses, including the purchase of farm equipment, tools, materials, supplies, and other related costs (Does NOT include providing TA to producers related to improving production efficiency, etc.).
- Construction or purchasing land.
- Benefiting only one agricultural organization, producer, or individual.
- Using RFSP funds to purchase food.



RFSP Project Types

Type	Amount	Duration
Planning & Design Grants	\$100,000 - \$250,000	24 months (2 years)
Implementation & Expansion	\$250,000 - \$1,000,000	36 months (3 years)

**25%
Cash
Cost
Share**



Questions



AMS Grants Division Web page:
<https://www.ams.usda.gov/services/grants>

E-mail:

FMPP and LFPP: FMLFPPgrants@usda.gov

RFSP: IPPGGrants@usda.gov



SERVICES INTRODUCTION | March 31, 2026

BRIAN WOODS, MD

bw@greatgrants.ai

POTUS

BRANCHES

STATE

TREASURY

DEFENSE

JUSTICE

INTERIOR

AGRICULTURE

COMMERCE

LABOR

HEALTH AND HUMAN SERVICES

HOUSING AND URBAN DEVELOPMENT

ENERGY

EDUCATION

TRANSPORTATION

HOMELAND SECURITY

FAITH OFFICER REQUIRED

OFFICES

Office of Communications

Office of Public Engagement

Office of Management and Budget

National Security Council

National Economic Council

Council of Economic Advisers

Domestic Policy Council

White House Faith Office

Office of Science and Technology Policy

Office of the National Cyber Director

Office of National Drug Control Policy

Council on Environmental Quality

Office of the U.S. Trade Representative

Office of Intergovernmental Affairs

Office of Digital Strategy

OCOMM

OPE

OMB

NSC

NEC

CEA

CEQ

WHFO

OSTP

ONCB

ONDCP

CEQ

USTR

IGA

ODS

GRANTS

Gov + Foundations + Private

COUNCIL OVER EACH AREA

Public & Private Partnerships

- 2 Donor Committee
- 2 Service Providers
- 1 Expert

Great Grants

Business

Science & Health

A&E + Media

Govt

Family

Education

Religion

Lobby

501c3

STATE OFFICES

- Tennessee
- Florida
- Texas
- Arkansas
- South Carolina
- Etc

DEPLOYING INFRASTRUCTURE

Great Grants.ai

Now in Early Access



Platform Features

Automatically surface every grant you could win

Discover, and compose qualified federal grant applications with tools designed specifically for faith-based organizations navigating complex compliance requirements.

- Smart Grant Matching**
AI-powered recommendations tailored to your organizations mission and eligibility.
- AI Grant Writer**
Generate professional, compliant grant proposals in minutes using faith-trained AI.
- Top Grant Advisors**
Access vetted service providers who have won millions in grants over the years.



Great Grants Grant Platform

NW Nikki Wolfe Faith Community Cent...

Dashboard
Grant Discovery
Readiness
AI Grant Writer New
Organization

Organization Profile

Complete your profile to unlock full platform features

Profile Completion **65%**

Basic Info Details Documents Compliance

Basic Information AI Assisted

Organization Name *
Faith Community Center

EIN (Tax ID) * Organization Type *
12-3456789 501(c)(3) Nonprofit

Format: XX-XXXXXXX

Mission Statement *
To serve and empower our local community through faith-based programs that address spiritual, social, and economic needs.

AI Suggestion
Consider highlighting specific outcomes and the populations you serve for stronger grant alignment.

Year Founded Number of Employees
2010 25

Contact Information

Completion Checklist

- Basic Information
- Contact Details
- Organizational Details
- Upload Documents
- Compliance Verification

AI Assistance

Let AI help you complete your profile faster by analyzing your existing documents and suggesting improvements.

Enable AI Suggestions

Need Help?

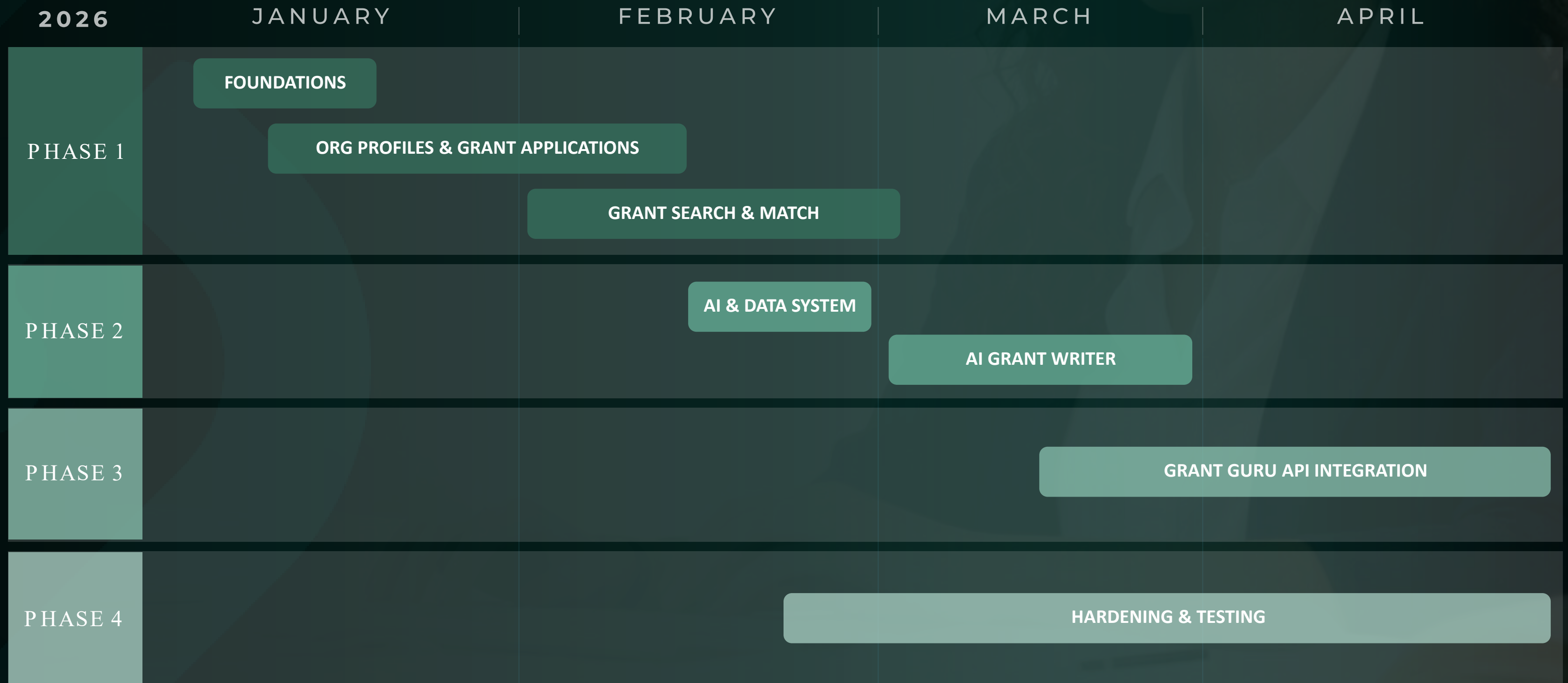
Our team is here to help you complete your profile and get ready for grants.

The screenshot shows the 'Grant Discovery' page on the Great Grants platform. The user is logged in as Nikki Wolfe from Faith Community Cent... The interface includes a sidebar with navigation options: Dashboard, Grant Discovery (selected), Readiness, AI Grant Writer (marked as 'New'), and Organization. The main content area is titled 'Grant Discovery' and features a search bar, a 'Bookmarked (2)' indicator, and an 'AI Match Analysis' button. A 'Filters' panel on the left allows users to refine results by Match Score (Excellent, Good, Fair), Award Amount (Under \$100K, \$100K - \$500K, \$500K - \$1M, Over \$1M), Category (Health & Human Services, Faith & Community, Employment & Training, Youth Development, Food & Nutrition), and Deadline (Next 30 days, Next 60 days, Next 90 days). The main area displays two grant opportunities:

- Community Impact Fund** (94% Match, Federal): Department of Health & Human Services. Funding to support community-based programs that improve health outcomes and social services for underserved populations. Award Range: \$250,000 - \$500,000. Deadline: Feb 28, 2026. Days Left: 7 days. Location: National. Tags: Health & Human Services, Urgent. Buttons: View Details, Start Application.
- Faith-Based Initiative Grant** (89% Match, Federal): White House Faith-Based Office. Support for faith-based organizations delivering social services, mentorship programs, and community development initiatives. Award Range: \$100,000 - \$250,000. Deadline: Mar 15, 2026. Days Left: 22 days. Location: National.

The screenshot shows the 'AI Grant Writer' interface. On the left is a sidebar with navigation options: Dashboard, Grant Discovery, Readiness, AI Grant Writer (marked 'New'), and Organization. The main area is titled 'AI Grant Writer' and includes a sub-header 'Generate compelling, mission-aligned grant proposals with AI assistance'. At the top right of the main area are 'Export PDF' and 'Export DOCX' buttons. The interface is divided into several sections:

- Grant Information:** Includes dropdowns for 'Grant Opportunity *' (Community Impact Fund) and 'Proposal Section *' (Executive Summary). Below is an 'Additional Context (Optional)' text area with the placeholder 'Provide any specific details or requirements for this section...'. At the bottom of this section are 'Generate with AI' and 'Regenerate' buttons.
- FAI Benchmark Score:** Displays a score of 85 for 'Flourishing Alignment', categorized as 'Excellent'. Below this is a list of categories with progress bars: Purpose & Meaning (92%), Relationships & Community (88%), Virtue & Character (85%), Financial Stability (80%), and Social Well-Being (82%). A note explains: 'This score measures how well your proposal aligns with the Flourishing AI Benchmark, developed by Gloo and Harvard's Human Flourishing Program.'
- Editor/Preview:** A 'Save Draft' button is visible. The 'Preview' section shows the generated text for the 'Executive Summary': 'Faith Community Center, a 501(c)(3) nonprofit organization established in 2010, requests funding through the Community Impact Fund to expand our comprehensive social services program serving low-income families in Sangamon County, Illinois. Our organization has a proven track record of addressing critical'.



Q&A

BRIAN WOODS, MD
bw@greatgrants.ai

In Partnership with AMERICA 

GOOD NEIGHBOR DAY AMERICA

ON MAY 16, 2026

Inspiring the Good Neighbor in every American
through love and service.

THE OPPORTUNITY

America turns **250**. Let's show up.

A serve event 250 years in the making

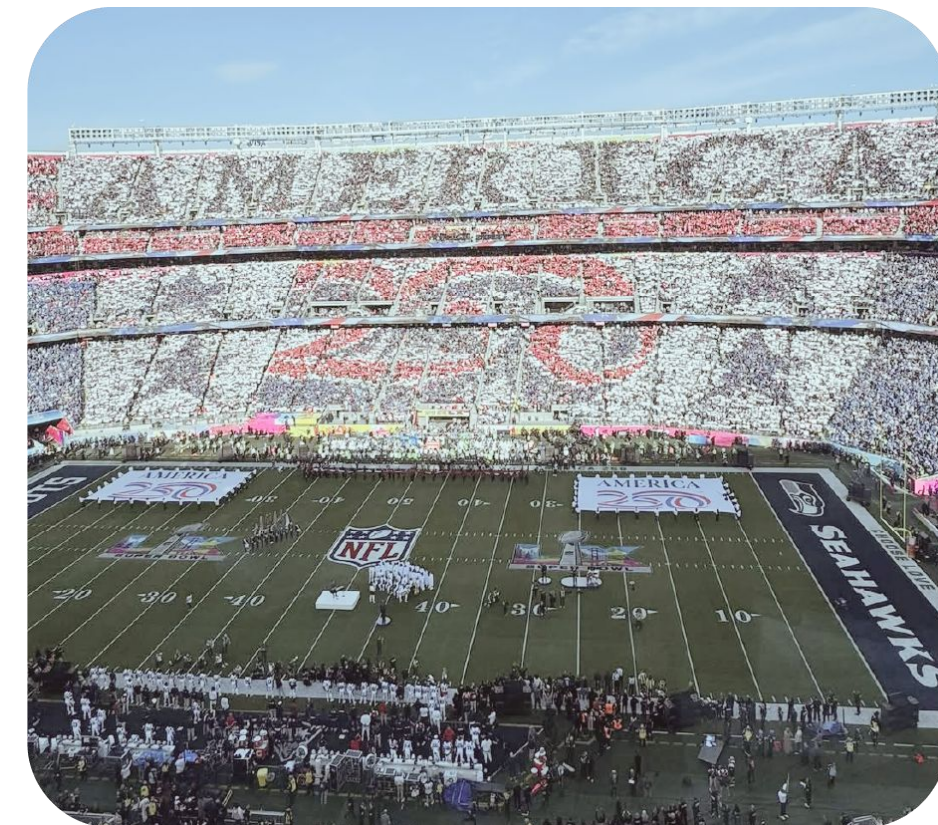
Across generations.

Across communities.

Across the country.

America 250: A bi-partisan Commission initiated by congress in 2016 in preparation for the 250th anniversary of America.

America Gives: America 250's Volunteer Initiative



Join the world's **biggest brands** for the greatest community moment in American history

30+ founding most trusted national non-profit partners

300+ non-profit micro grants for Serve Events supported

60 trucks deployed with practical aid provided

8M Veterans and families invited to volunteer

40M Inviting all 40M US subscribers to be Good Neighbors

America Gives Sponsors



America Gives Founding Partners



THE MARQUEE SERVE EVENT

GOOD NEIGHBOR DAY AMERICA

250 MILLION ACTS OF KINDNESS IN 2026



50M

Service Hours



1M+

Families Served



1-5 M

GND Volunteers



1k

Locations



ON MAY 16, 2026

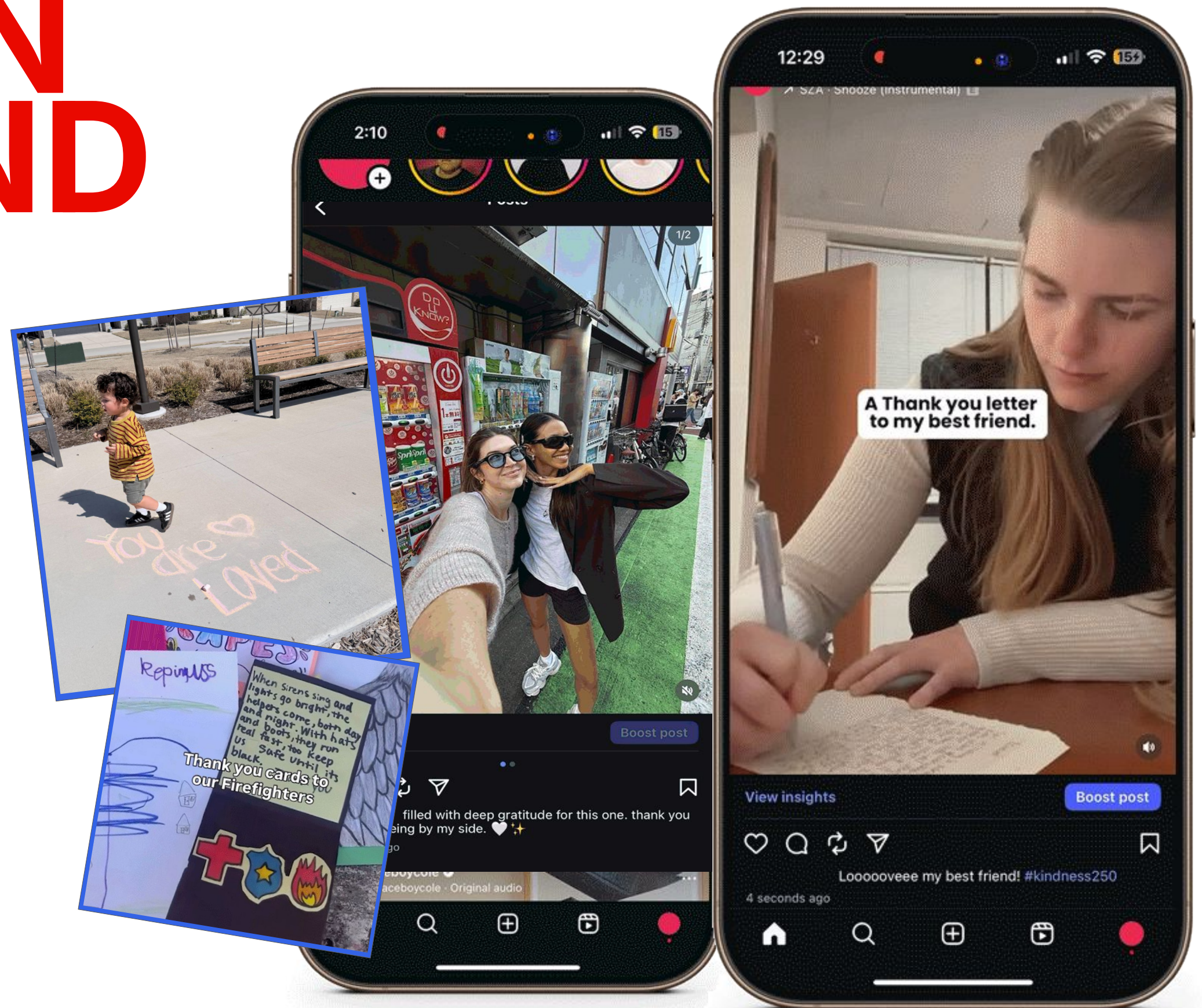
Tier 1 Events in 10-15 major markets for national visibility:

Southern California, Houston, South Florida, Chicago, New York City, Nashville, Atlanta, Washington DC, Seattle, Detroit, Dallas, Oklahoma City, Kansas City, Denver, Austin

250 MILLION ACTS OF KINDNESS

Kindness Challenges

- Gratitude Challenge
- Chalk the Walk Challenge
- Write a Thank You Card Challenge



Every Volunteer is entered to Win



OUR REACH

We amplify through voices

Turning influence into impact.

1B+

Impressions

Working with the most influential accounts in the world since 2021

Influencers from recent campaigns.



Justin Bieber



Chance the Rapper



Tim McGraw



Farruko



Daddy Yankee



Parker McCollum



Tobe Nwigwe



Tori Kelley



Jaden Smith



Pink Sweats



Proven Execution at Scale

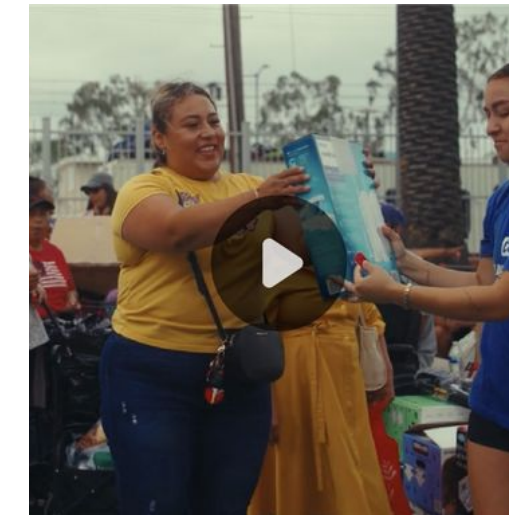
Love Has No Limits Community Events



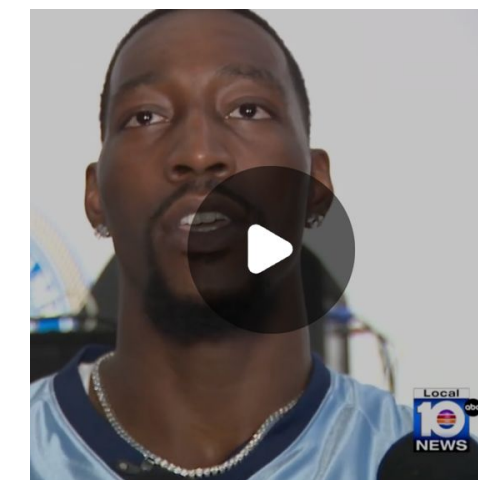
1 Day LA: 20,000 volunteers mobilized across Los Angeles
Free stadium concert at SoFi headlined by Justin Bieber



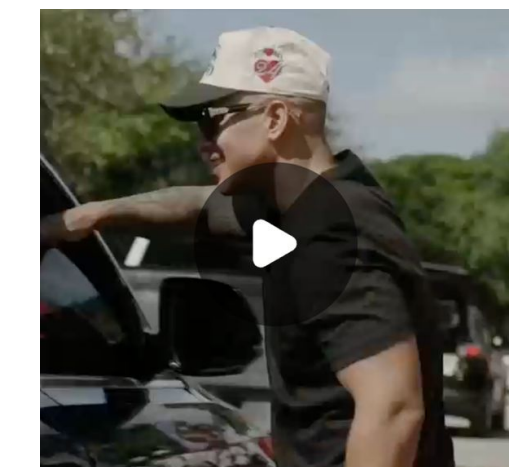
**Influencer
Volunteer's**
at Lotus House Miami



**Good Neighbor Day
2025**
LA | MIA | HTX



Bam Adebayo & Udonis Haslem
Good Neighbor Days



Daddy Yankee
Good Neighbor
Days

What you measure matters



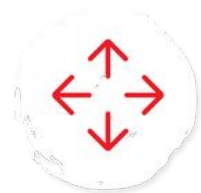
\$1.4B

In goods in kind distributed to families in crisis



18.5M

Families served



400,000

Volunteers mobilized



89M

Medical debt eradicated for 64k families



CAMPAIGN ORGANIZERS

Love Has No Limits

Unites, empowers, and activates thousands of NGOs, businesses, faith communities, and influencers, alongside tens of thousands of volunteers, to provide sustainable solutions to some of the greatest challenges facing our communities through practical, on-the-ground projects.

CityServe

A national coordination and distribution network that equips local partners to deliver community resources at scale.

America Gives

America250's volunteer and service initiative.



GOOD NEIGHBOR DAY

Once In A Generation Opportunity

200M+

Individuals will be directly invited to GNDA through our network partners

- Nextdoor - 44 Millions Households
- YouVersion Tech Platform - 40 Million Users
- Veterans Affairs - 8.5 Million Veterans & Families
- Just Serve - 1 Million+ Volunteers
- Americorp - 1 Million+ Volunteers
- NHCLC - 41,000 Locations, 10 Million Members

\$400M

Estimated Projected Earned Media Value

Being part of something good has never been easier.



National footprint across 50 states



200M+ Impressions



Service-aligned brand story



20K+ [Organization](#) Partners



Real impact



Part of America History forever

THE ROAD TO MAY 16TH



GOOD NEIGHBOR DAY AMERICA



Thank you

In Partnership with AMERICA 