COMMUNITY NUTRITION
GUIDANCE

# Registering and Obtaining a Unique Entity ID (UEI) in SAM.gov

Introduction

The following is a step-by-step guide to using the SAM.gov website to register and obtain your unique entity ID (UEI).

The purpose of this guide is only to be used as a suggestion tool for participation in the Wisconsin Department of Public Instruction's (WDPI) Community Nutrition Programs. Answers will vary based on your entity's needs and situation. If the suggested answers do not reflect the needs of your entity, you can choose another option.

Throughout this document are words that are blue & underlined. Click on these to open a specific document, go to a website, or to learn more information.

## 1. Sign in to **SAM.gov** and go to your *Workspace.*
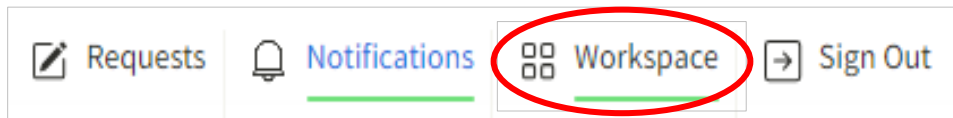
2. Confirm the status of your entity.

In the *Workspace,* scroll to the section titled *Entity Information.*

In the green component, check to see if there are any active registrations, ID's assigned, inactive registrations, pending ID assignments, work in progress registrations, or submitted registrations. A number other than "0" will appear above an ID or registration type if one exists.
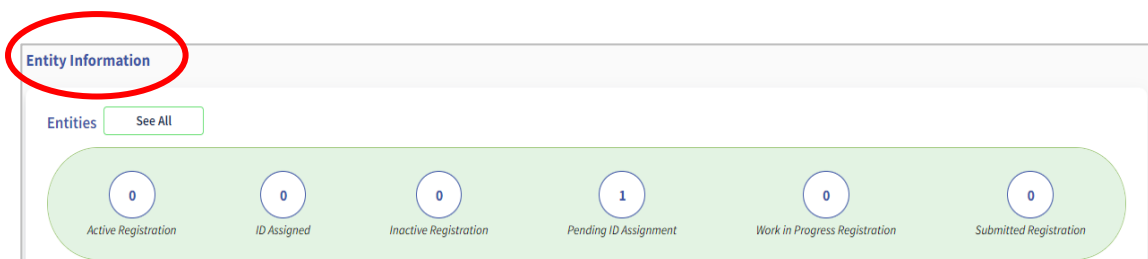
If there are any active registrations, ID's assigned, or inactive registrations, there is no need to reapply for a UEI. Open your ID or active/ inactive registration by clicking on the *Entities* widget located just above the green component. This will reroute to a landing page containing your entity's business name, business address, and UEI. Report this information to the WDPI using the instructions outlined in step 5.
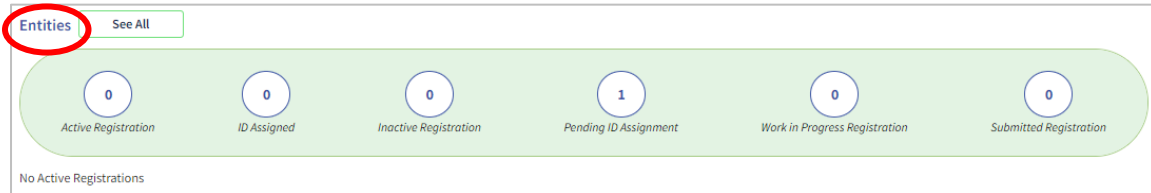
If there are pending ID assignments, work in progress registrations, or submitted registrations, contact the Federal Service Desk (FSD). At the bottom of the FSD webpage, you can c*reate an Incident* or *Live Chat* with a SAM.gov customer service agent to inquire about the status of your ID or registration.
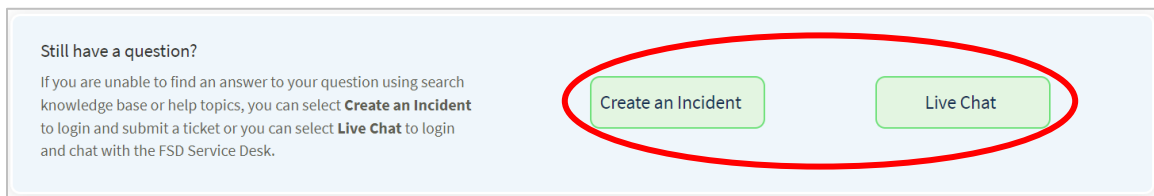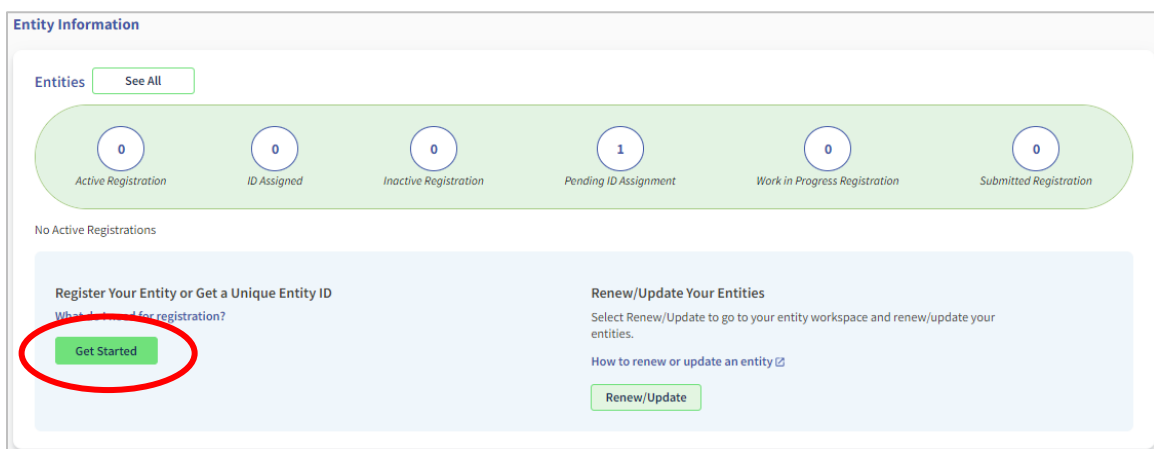

If there are no ID's or registrations, proceed to step 3 to register a new UEI in SAM.gov.

Note: Once started, a registration must be completed. Progress on a registration does not save. Official documentation will be required to validate your entity. Ensure that you have gathered and saved required documentation in digital format to upload with your registration. For more information on documentation needed to validate your entity, see this linked article.

3. Begin registering a new UEI in SAM.gov.

Navigate to your SAM.gov *Workspace,* then scroll to the section titled *Entity Information.* In the blue component, select *Get Started*.

A welcome screen will appear. Select the *Create New Entity* button.

You will be shown a series of questions to determine the best registration option for your needs.
Select the answer to the questions that best suits your needs, then select *Next* to move onto the next question.

IMPORTANT: The purpose of the registration questionnaire is only to be used as a suggestion tool based on the options you choose. There is no definitive right or wrong answer. Suggested answers in this guide are based on participation in the Wisconsin Department of Public Instruction's (WDPI) Community Nutrition Programs. If the suggested answers do not reflect the needs of your entity, you can choose another option. Refer to Purpose of Registration Overview for New Entities for a detailed video. If your entity will receive funds directly from the U.S. federal government (ex: Head Start programs, YMCA, Boys & Girls Club), The WDPI suggests using this linked guide instead, which captures additional registration options that may apply to your entity. If your entity does **not** intend to receive funds directly from the U.S. federal government, proceed with the guidance below.

For the first question *What is your goal?* select the second bubble *With a business or other organization which receives funds directly from the U.S. federal government.*

You will then be prompted to select the answer that best fits your intentions today. The WDPI suggests selecting the last bubble: *Participate in, or apply for, other programs. Please describe.* In the box that follows, type "Receive USDA Child Nutrition Programs reimbursement through a state agency." Select *Next* to proceed.

What is your goal?

I want to do business... (Select the option most relevant to you)

○ Directly with the U.S. federal government.

◉ With a business or other organization which receives funds directly from the U.S. federal government.

○ Other.

➤ **Select the answer that best fits your intentions today:**

○ Provide goods or services as a federal subcontractor. ⓘ

○ Receive a subaward under a federal grant/financial assistance program. ○

○ Apply as a direct vendor for federal funds distributed by a government entity other than the federal government.○

(e.g. state, local, tribal, territorial)

○ Apply as a grantee for federal funds distributed by a government entity other than the federal government. ○

(e.g. state, local, tribal, territorial)

○ Just browsing. I don't have anything specific in mind today, but might be interested in future work with organizations who receive funds directly from the U.S. federal government.

◉ Participate in, or apply for, other programs. Please describe.

Please specify

Receive USDA Child Nutrition Programs
reimbursement through a state agency.

48 characters left

✕ CANCEL   ‹ PREVIOUS   NEXT ›

When asked *Who required your entity to be in SAM.gov?* The WDPI suggests selecting the second bubble *U.S. state or territory government or office,* then select *Wisconsin* from the dropdown menu that follows.

Who required your entity to be in SAM.GOV?

Only select the primary source.

○ Federal government

Federal Hierarchy (Optional)

| Enter Code or Name ▼ |

◉ U.S. state or territory government or office

| Wisconsin ✕ ▼ |

○ Local government office, i.e., of a county or a city

○ Tribal government or office

○ A company or business

○ Hospital system or healthcare organization (for profit or non-profit)

○ Non-profit organization

○ University or research facility (for profit or non-profit)

○ Industry group, professional association, trade publication, etc.

○ APEX Accelerators (formerly known as PTACs)

○ I decided on my own

○ None of the above
Please specify

e.g. Program Name

123 characters allowed

✕ CANCEL   ‹ PREVIOUS   NEXT ›

You will be prompted to select what you want to do with your entity registration. The WDPI suggests choosing the *Select* button below *Unique Entity ID Only* to proceed.

Choose an Option

It looks like you don't intend to do business directly or indirectly with the U.S. federal government. We recommend you choose **Unique Entity ID Only.**

	Recommended
	Unique Entity ID Only
What you get:	
Unique Entity ID ⓘ	✓
Entity Available in Search ⓘ	✓
CAGE Code ⓘ	—
When you need it:	
To receive an award from someone else receiving federal funds ⓘ	✓
To apply directly for federal grants or loans ⓘ	—
To bid on federal contracts (prime) ⓘ	—
What you must complete:	
Entity Validation ⓘ	✓
IRS Taxpayer Validation ⓘ	—
CAGE/NCAGE Validation ⓘ	—
Level of Effort ⓘ	**Lowest**
Expiration ⓘ	—
	Select

See other options
If you believe you need more than a Unique Entity ID

Download Your Registration Guide

Download Guide

✕ CANCEL   ‹ PREVIOUS

When the *Enter Entity Information* screen appears, enter your information and select *Next.*
Definitions:

- Legal Business Name (definition).

- Doing Business As (Optional)

- Physical Address (definition).

- Country: If the "Next" button does not highlight, remove this field and re-enter.

- Zip Code +4: When you fill in the Zip Code, the city and state will populate automatically.

IMPORTANT: The legal business name and physical address provided must be an exact match with the information reported on your IRS documents for the business.

Enter Entity Information

Enter your current, correct legal business name and physical address, then select **Next.**

Legal Business Name
If you are acting on behalf of a limited partnership, LLC, or corporation, your legal business name is the name you registered with your state filing office.

Doing Business As (Optional)
Doing business as is the commonly used other name, such as a franchise, license name, or acronym. Leave blank if not applicable.

Physical Address
Your physical address is the street address of the primary office or other building where your entity is located. A post office box may not be used as your physical address.

Country

Street Address 1

Street Address 2 (Optional)

ZIP Code

City   **State / Territory** ⓘ

✕ CANCEL   ‹ PREVIOUS   NEXT ›

A screen will appear informing you that you are about to validate your entity.
In order to validate your entity, you will need to gather and upload one or more official documents that prove the following:

- Legal business name and physical address in the same document

- Legal business name and U.S. state of incorporation in the same document

- Legal business name and start year in the same document

For a comprehensive list of acceptable documents, see this linked article. The document(s) submitted may additionally include the legal business name and doing business as in the same document if applicable. Save documents in digital format so they can be uploaded with your registration. Proceed through the validation process. For more information on validation, see this linked article.

You Are About to Validate Your Entity

What is validation? ⓘ

The information you provide here will be used throughout the federal government. Make sure that your information is current and correct.

Before you get started, make sure you can officially document your entity's

- **Legal business name** ⧉
- **Physical address** ⧉   (no P.O. boxes or virtual offices)
- **Start year** ⧉
- **National identifier** ⧉   (non-U.S. entities only)
- **Country or state of incorporation, if applicable**

Some entities may need to provide documentation to complete validation, which will take additional time to process.

☐ I can provide **official documentation**, if necessary, to validate my entity.

Download Your Registration Guide

[Download Guide]

[✕ CANCEL]   [‹ PREVIOUS] [NEXT ›]

You will be prompted to review the legal entity list and select whether or not you clearly recognize an entity as yours.
If you recognize your entity on the list but some details are not correct, you can select the entity and make necessary updates. If you do not see your entity on the list, you will need to manually enter your entity information. Select the appropriate bubble for your situation, then click *Next* to proceed.

Review Entity Information

Review the legal entity list and select whether or not you clearly recognize an entity as yours.

Select an Option

○ I recognize my entity in the legal entities list.
  If some details are not correct, you can update them.

○ I don't recognize my entity in this list.
  Select Next to continue.

LEGAL ENTITIES LIST	WHERE DO THESE RESULTS COME FROM?

Showing Top Results

	Public authority/State/Government

	Educational Services

	Public authority/State/Government

	Health Care and Social Assistance
	Corporation

Show More

✕ CANCEL   ⟨ PREVIOUS   NEXT ⟩

If you selected your entity from the legal entities list, skip to [this step](#)**. If manually entering your entity information, you will be asked to enter your incorporation's** *Start Year* **and** *State of Incorporation.*

After entering the requested information, click *Next* to proceed.

You will be prompted to confirm your entity information.

Ensure that the information associated with your entity matches the information reported on your IRS documents before proceeding. If the information is correct, select *Next*. If you need to update the information, select *Previous*.

You will be prompted to review the requirements and attach documents needed to validate your entity.
A checkmark will appear next to a requirement when it has been satisfied by the uploaded documentation. Add context and clarification as needed in the *Comments* box.
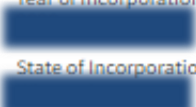
Document Your Entity Details

1 ▶ **Review Requirements**

⚠ View this list of acceptable documents to understand the requirements.

YOUR LEGAL ENTITY

ABC Business

Year of Incorporation

State of Incorporation

2 ▶ **Attach Documents**

You must attach one or more official documents that prove each of the items listed. A check here confirms you have provided proof for the required item.

- Legal business name and physical address in the same document
- Legal business name and U.S. state of incorporation in the same document
- Legal business name and start year in the same document

The documents you provide may additionally include:

- Legal business name and doing business as name in the same document

Add Document

3 ▶

Comments (Optional)

Please provide additional context for your specific situation, if necessary.

500 characters allowed

✕ CANCEL   ‹ PREVIOUS   NEXT ›

**A confirmation message will appear with a timeframe for your document review.**
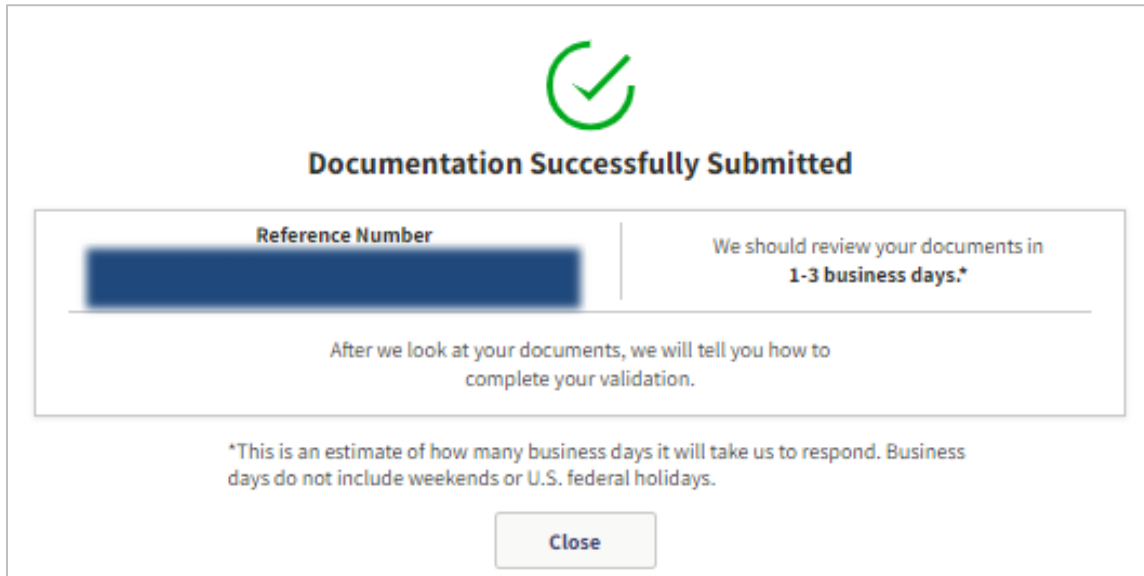
Note: If an incident occurs when reviewing your documents, you will receive an email from General Services Administration Federal stating that an incident has been opened on your behalf. In the email, click the blue *Take me to the Incident* button to review the incident and submit required corrections. If SAM.gov does not receive a response within 5 days, the incident will automatically close and the registration will not be processed.

Once you complete the registration, allow 10-15 business days for processing.
You will receive an email alerting you when the review is complete and your registration is active. It can take an additional 24-48 hours once activated in SAM.gov for the registration information to be available in other government systems. For more information on average processing times, see this linked article. Once your registration is active, access and report your registered ID to the WDPI using the steps outline below.

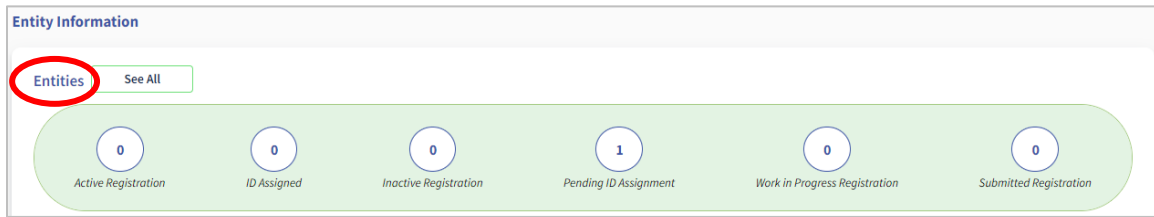## 4. To access your registered ID, log into SAM.gov and navigate to your workspace.
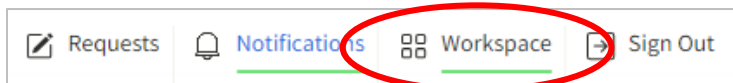
Scroll to the section titled *Entity Information*.
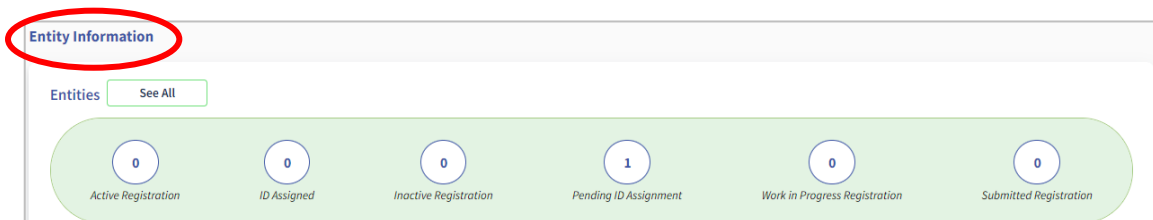
**Click on the *Entities* widget located just above the green component.**
This will reroute to a landing page containing your entity's business name, business address, and UEI.

Report this information to the WDPI using the instructions outlined in step 5.

Note: In order to verify your UEI, the information reported in Online Services must be an exact match with the information associated with your UEI in SAM.gov. Discrepancies will delay the WDPI's ability to verify your UEI and corrections will be required.

If no ID has been assigned, access the Federal Service Desk (FSD). At the bottom of the FSD webpage, you can and *Create an Incident* or *Live Chat* with a SAM.gov customer service agent to inquire about the status of your ID registration.
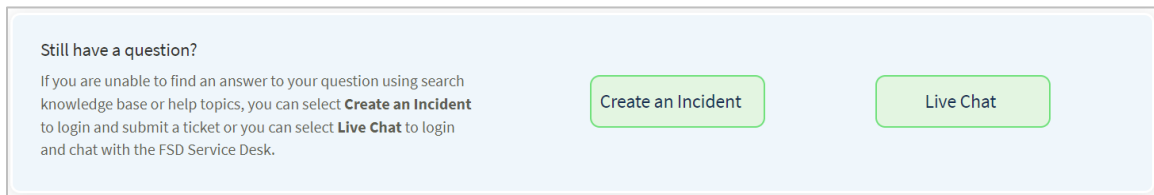
5. Report your UEI to the WDPI.

Once a registration has been processed and activated through SAM.gov, it must be reported to the WDPI to proceed with verification.
You will receive an email from SAM.gov alerting you when the review is complete and your registration is active. Access your registered ID in SAM.gov, then proceed.
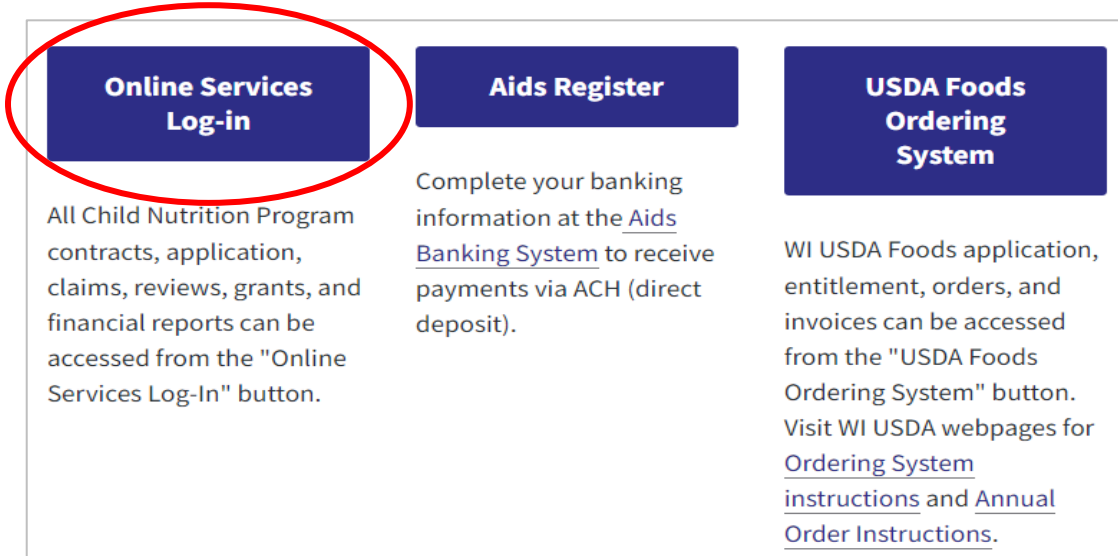
- New agencies that do not yet have contract access: After accessing your registered ID in SAM.gov, report the information to CACFPapplication@dpi.wi.gov. Once you have contract access, report your agency's UEI information in Online Services using the instructions below.

- New/ existing agencies that have contract access: After accessing your registered ID in SAM.gov, report your agency's UEI information in Online Services using the instructions below.

To report your UEI in Online Services, go to the Child Nutrition Programs Online Services webpage.

Select the Online Services Log-In button.
Log in using your Agency Code and Password.

Select *Other Services* from the blue menu bar at the top of the screen.
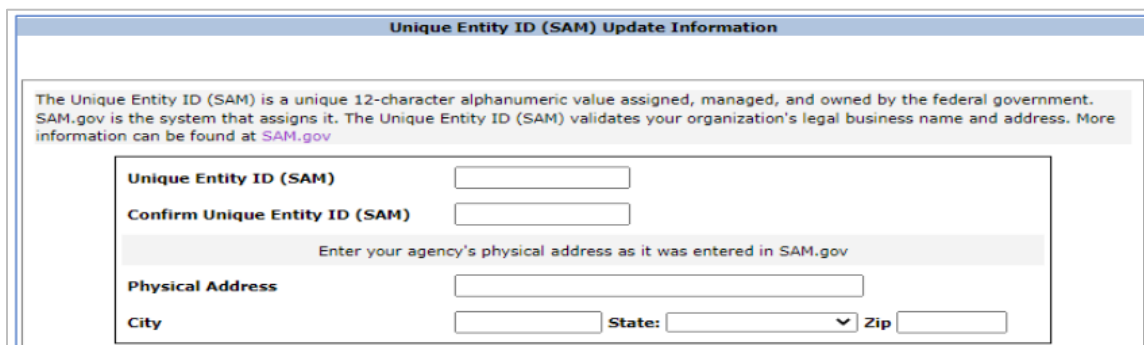
Select *Unique Entity ID (SAM)* from the menu bar.

Enter your agency's UEI information in the required fields.
In order for the WDPI to verify your UEI, the information reported in Online Services must be an exact match with the information associated with your UEI in SAM.gov.
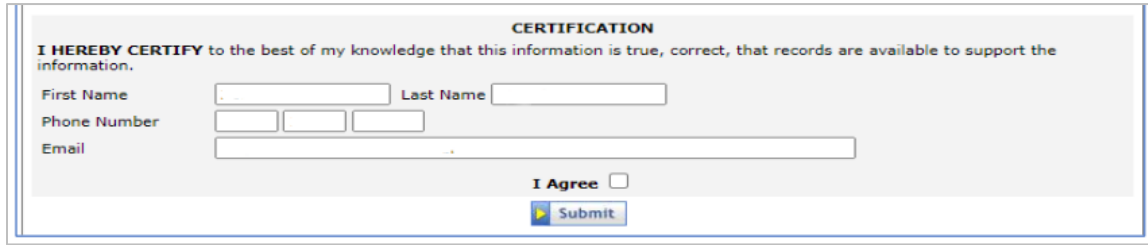Discrepancies will delay WDPI's ability to verify your UEI and corrections will be required.

In the *CERTIFICATION* section, enter your name, phone number, and email address. Select the checkbox next to *I Agree*, then click *Submit*.

A confirmation screen will appear indicating your information has been received. The WDPI will process the information submitted and verify or inform you of required corrections.
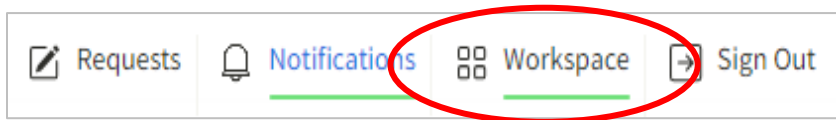
6. Update your entity information.

It is an entity's responsibility to update entity information on SAM.gov and Online Services whenever applicable (name change, address change, etc.).
To update your entity information in Online Services, follow the same process outline in step 5.

To update your entity information in SAM.gov, log in to your SAM.gov account and follow the steps outline below.

 Navigate to your *Workspace*.

Scroll to the section titled *Entity Information* and select *Renew/Update*.
Additional documentation may be required by SAM.gov to validate your entity updates. Registrations in a submitted state cannot be edited until reviews are complete. Once you have submitted an update, you cannot make further changes until the submitted registration has completed its review. For more information about Renewing and Updating your information see this linked article.
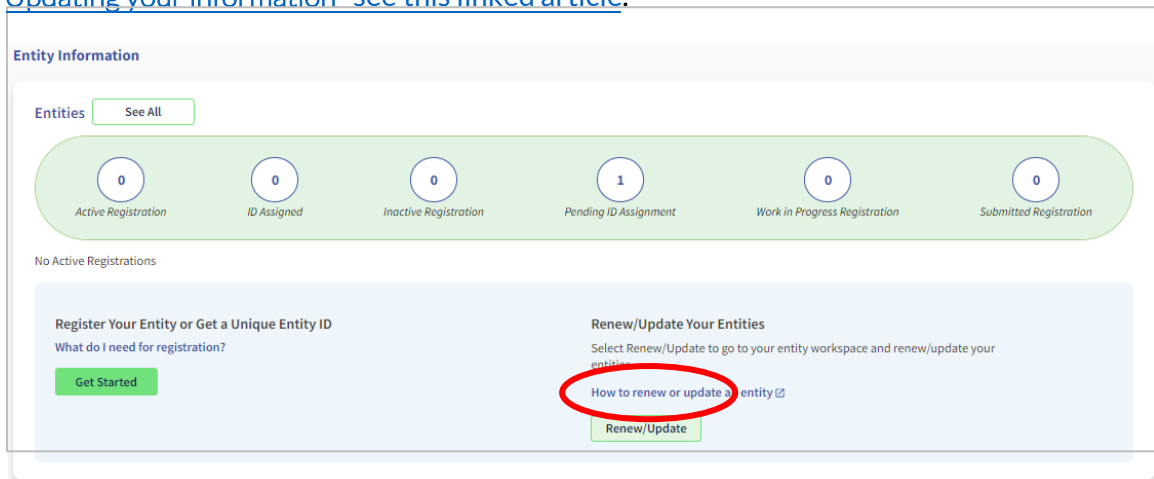
This information was gathered and adapted from resources available on the General Service Administration's Federal Service Desk.

Wisconsin Department of Public Instruction
Community Nutrition Team
125 S. Webster Street, P.O. Box 7841
Madison, WI 53707-7841
(608) 267-9129
CNT@dpi.wi.gov
dpi.wi.gov/community-nutrition

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1. **mail:**
    U.S. Department of Agriculture
    Office of the Assistant Secretary for Civil Rights
    1400 Independence Avenue, SW
    Washington, D.C. 20250-9410; or
2. **fax:**
    (833) 256-1665 or (202) 690-7442; or
3. **email:**
    program.intake@usda.gov

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