



# COMMUNITY NUTRITION GUIDANCE

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

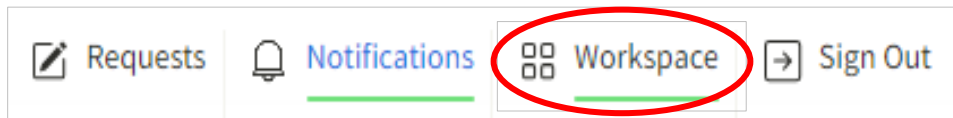
### Introduction

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.

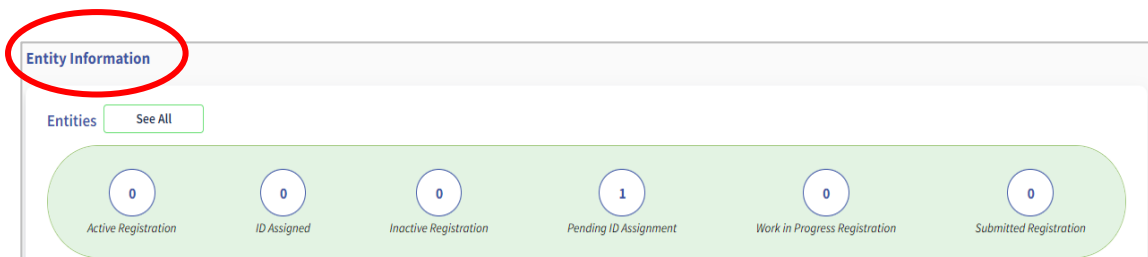
### 1. Sign in to [SAM.gov](https://sam.gov) and go to your *Workspace*.



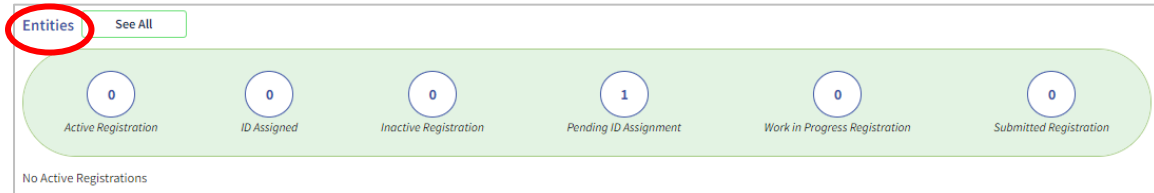
### 2. Confirm the status of your entity.

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

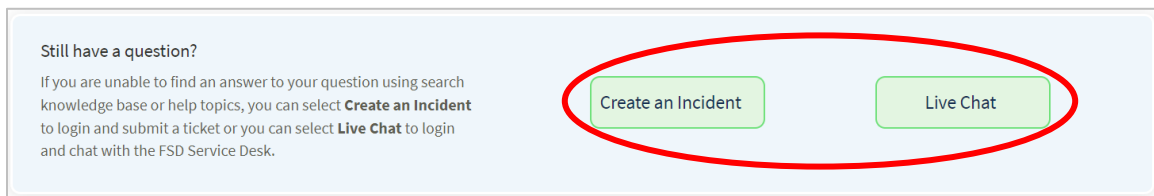
In the green component, check to see if there are any active registrations, ID's assigned, inactive registrations, pending ID assignments, work in progress registrations, or submitted registrations. A number other than "0" will appear above an ID or registration type if one exists.



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 *create an Incident* or *Live Chat* with a SAM.gov customer service agent to inquire about the status of your ID or registration.

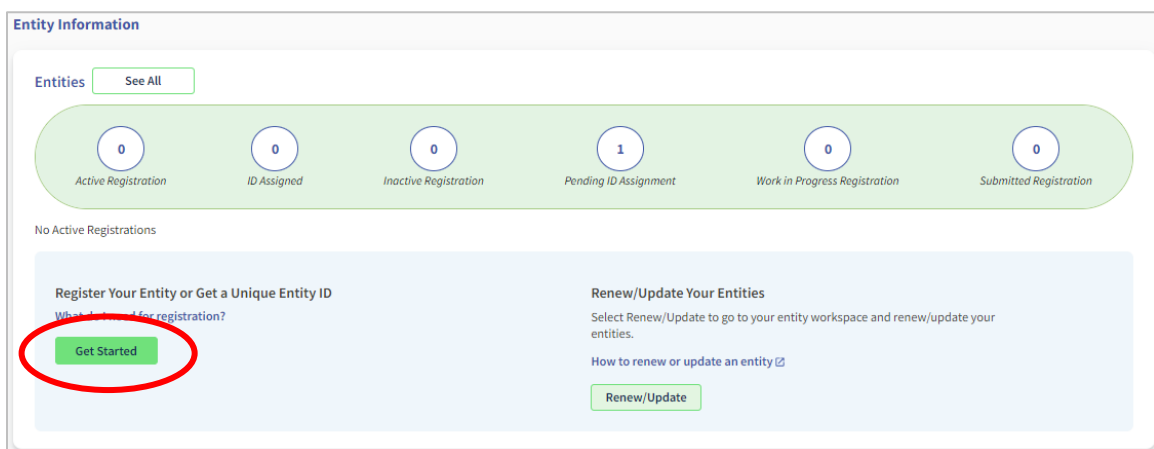


If there are no ID's or registrations, proceed to [step 3](#) to register a new UEI in SAM.gov.

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.

**Welcome**

You are about to create a new entity record.

We will ask a few short questions to help us recommend the best option for you.

**Create New Entity**

**Are you trying to update an existing entity record?**  
Please go to your Workspace and select the "Renew/Update" button for that entity.  
[Go to Workspace](#)

**Is your entity based outside of the United States?**  
You must get an NCAGE Code before starting a registration. Go to the [NCAGE Request Tool](#) to submit a request.

**Download Your Registration Guide**  
[Download Guide](#)

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.*

**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.

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

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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)

U.S. state or territory government or office

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

123 characters allowed

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

[Select](#)

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

**Download Your Registration Guide**

[Download Guide](#)

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× 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

**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](#)

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✕ 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

[Redacted]	Public authority/State/Government
[Redacted]	Educational Services
[Redacted]	Public authority/State/Government
[Redacted]	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.

### Enter Incorporation Information

Start Year

State of Incorporation

**Start Year** could be

- your year of incorporation
- your "established date"
- the year you legally began doing business
- the year you received your employer identification number (EIN)

**State of incorporation** could be where

- you incorporated your organization
- you filed your certificate or articles of formation
- your organization is located, if not incorporated

**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*.

### Confirm Entity Information

YOU ENTERED

ABC Business	Year of Incorporation
	State of Incorporation


If update is correct select **Next**. If you need to further revise the details, select **Previous**.

You will be prompted to review the requirements and attach documents needed to validate your entity.


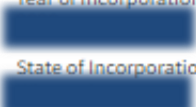
A checkmark will appear next to a requirement when it has been satisfied by the uploaded documentation. Add context and clarification as needed in the *Comments* box.

### 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)

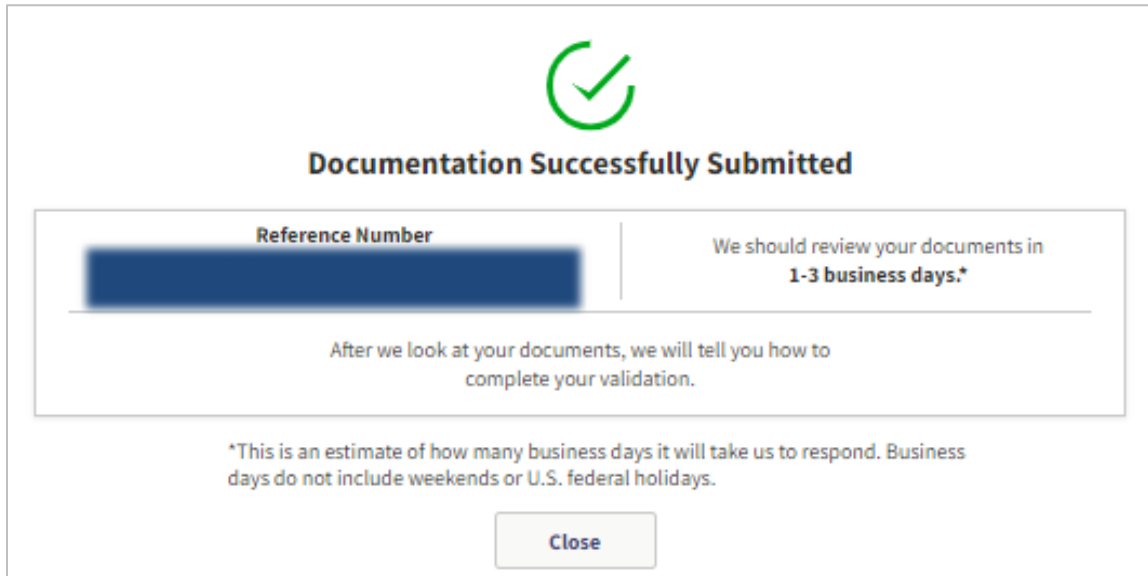
Please provide additional context for your specific situation, if necessary.



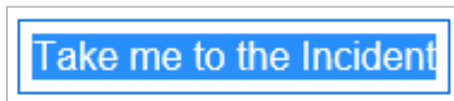
500 characters allowed

[X CANCEL](#) [PREVIOUS](#) [NEXT](#)

A confirmation message will appear with a timeframe for your document review.

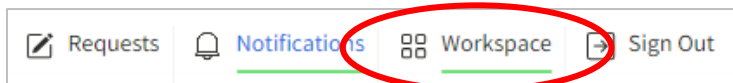


Note: If an incident occurs when reviewing your documents, you will receive an email from General Services Administration Federal stating that an incident has been opened on your behalf. In the email, click the blue *Take me to the Incident* button to review the incident and submit required corrections.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

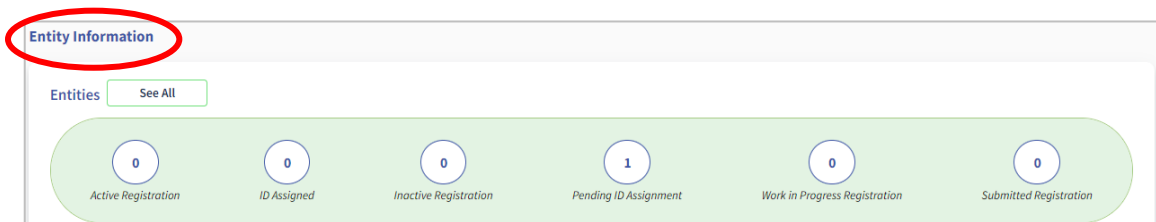


Once you complete the registration, allow 10-15 business days for processing. You will receive an email alerting you when the review is complete and your registration is active. It can take an additional 24-48 hours once activated in SAM.gov for the registration information to be available in other government 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.

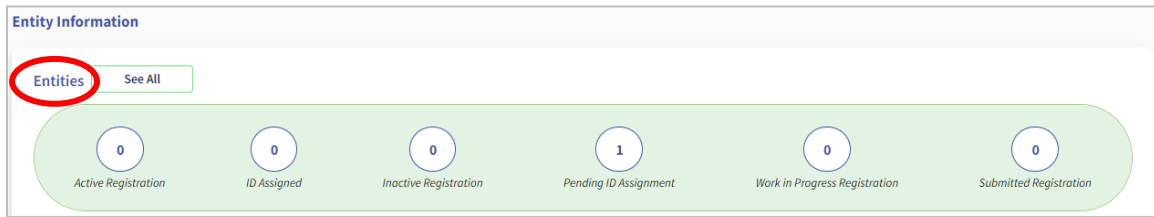


Scroll to the section titled *Entity Information*.



Click on the **Entities** widget located just above the green component.

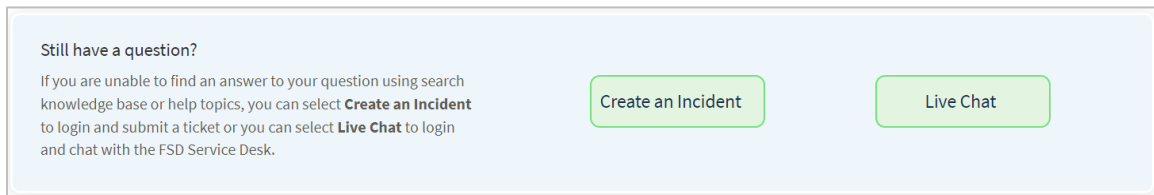
This will reroute to a landing page containing your entity's business name, business address, and UEI.



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 *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.

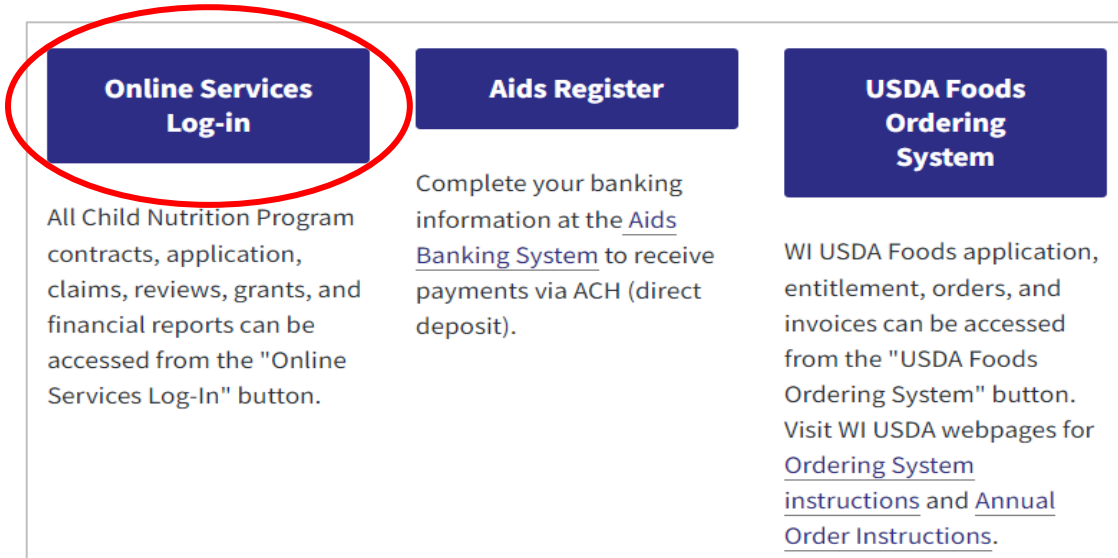
You will receive an email from SAM.gov alerting you when the review is complete and your registration is active. Access your registered ID in SAM.gov, then proceed.

- 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](mailto: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.



The screenshot shows three blue buttons: "Online Services Log-in", "Aids Register", and "USDA Foods Ordering System". The "Online Services Log-in" button is circled in red. Below each button is a brief description of the service.

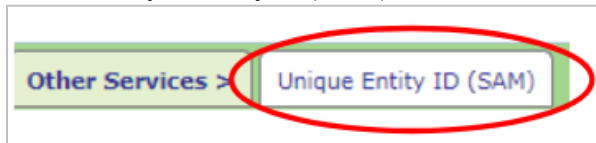
Online Services Log-in	Aids Register	USDA Foods Ordering System
All Child Nutrition Program contracts, application, claims, reviews, grants, and financial reports can be accessed from the "Online Services Log-In" button.	Complete your banking information at the <a href="#">Aids Banking System</a> to receive payments via ACH (direct deposit).	WI USDA Foods application, entitlement, orders, and invoices can be accessed from the "USDA Foods Ordering System" button. Visit WI USDA webpages for <a href="#">Ordering System instructions</a> and <a href="#">Annual Order Instructions</a> .

Select *Other Services* from the blue menu bar at the top of the screen.



The screenshot shows a blue menu bar with several options: Home-Day Care, School Nutrition Program, Community Nutrition Program, Summer Food Program, Special Milk Program, Other Services, and Logout. The "Other Services" button is circled in red.

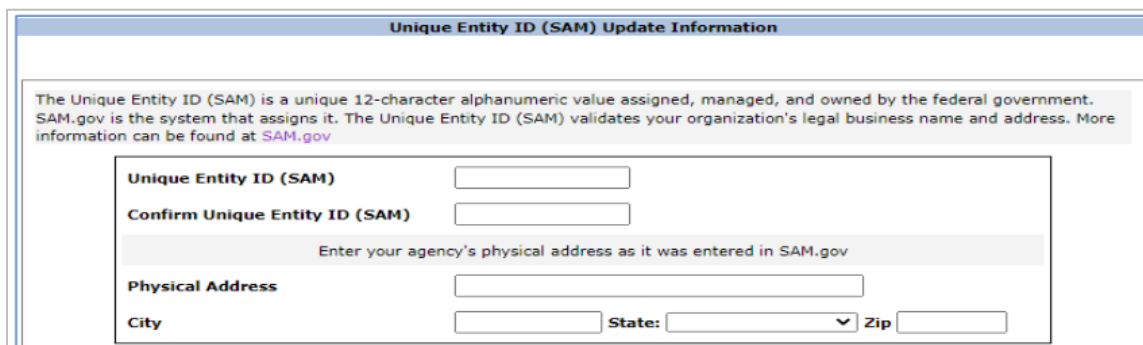
Select *Unique Entity ID (SAM)* from the menu bar.



The screenshot shows a dropdown menu with "Other Services" selected. The "Unique Entity ID (SAM)" option is circled in red.

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.

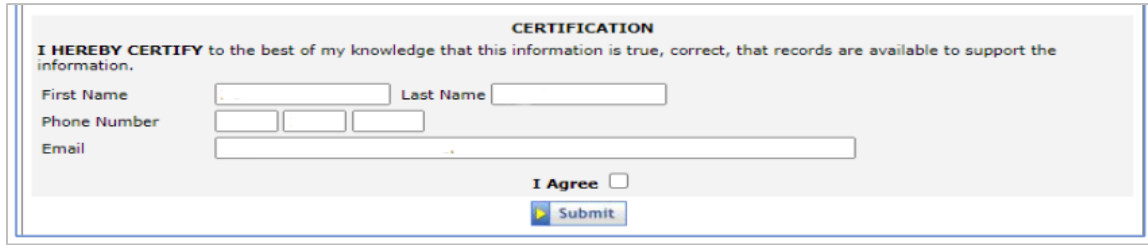


The screenshot shows the "Unique Entity ID (SAM) Update Information" form. It includes a text box for the Unique Entity ID (SAM), a text box for the Confirm Unique Entity ID (SAM), and a section for the Physical Address with fields for the address, City, State, and Zip.

The Unique Entity ID (SAM) is a unique 12-character alphanumeric value assigned, managed, and owned by the federal government. SAM.gov is the system that assigns it. The Unique Entity ID (SAM) validates your organization's legal business name and address. More information can be found at [SAM.gov](#)

Unique Entity ID (SAM)	<input type="text"/>
Confirm Unique Entity ID (SAM)	<input type="text"/>
Enter your agency's physical address as it was entered in SAM.gov	
Physical Address	<input type="text"/>
City	<input type="text"/> State: <input type="text"/> Zip <input type="text"/>

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



**CERTIFICATION**

I HEREBY CERTIFY to the best of my knowledge that this information is true, correct, that records are available to support the information.

First Name  Last Name

Phone Number

Email

I Agree

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.

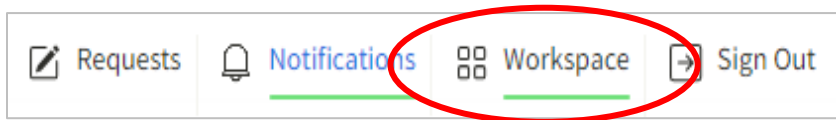
## 6. Update your entity information.

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](#).

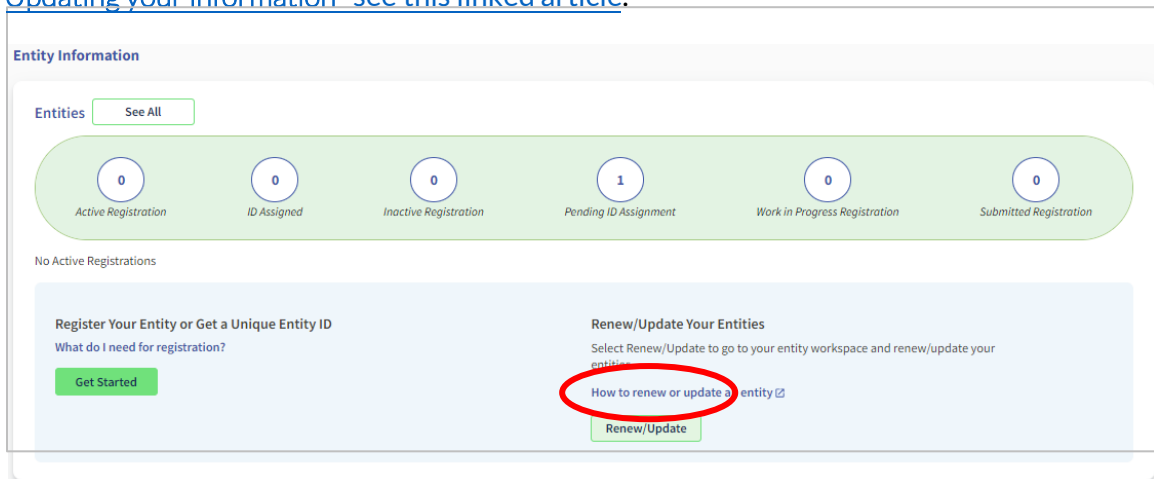
To update your entity information in SAM.gov, log in to your [SAM.gov](#) account and follow the steps outline below.

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.](#)



**Entity Information**

Entities

0 Active Registration 0 ID Assigned 0 Inactive Registration 1 Pending ID Assignment 0 Work in Progress Registration 0 Submitted Registration

No Active Registrations

Register Your Entity or Get a Unique Entity ID  
What do I need for registration?

Renew/Update Your Entities  
Select Renew/Update to go to your entity workspace and renew/update your entity.  
 [How to renew or update an entity](#)

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  
201 W Washington Ave, P.O. Box 7841  
Madison, WI 53707-7841  
(608) 267-9129  
[CNT@dpi.wi.gov](mailto:CNT@dpi.wi.gov)  
[dpi.wi.gov/community-nutrition](http://dpi.wi.gov/community-nutrition)

June 2024

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#### **USDA Nondiscrimination Statement with Complaint Filing Procedures**

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Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: <https://www.usda.gov/sites/default/files/documents/ad-3027.pdf>, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

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](mailto:program.intake@usda.gov)

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