



**REINVESTMENT  
FUND**



United States  
Department of  
Agriculture

**HEALTHY FOOD FINANCING INITIATIVE  
TARGETED SMALL GRANTS PROGRAM – TECHNICAL ASSISTANCE**

**PROGRAM SUMMARY**

Too many Americans live in communities without access to fresh, healthy and affordable foods. Residents of these communities suffer from higher rates of obesity, diabetes, and other diet-related diseases. A growing body of research indicates that when people have local access to fresh foods, they make healthier choices about their diets, have better health outcomes, and benefit from improved local economic development. The goal of the Healthy Food Financing Initiative is to address this critical issue, by stimulating fresh food retail development in low income and underserved communities across the country.

Established by the Agricultural Act of 2014 (Farm Bill), HFFI is a public-private partnership administered by USDA Rural Development that seeks to improve access to healthy foods in underserved areas. The program seeks to create and preserve quality jobs, and to revitalize low-income communities by providing technical assistance and capital to eligible fresh, healthy food projects in hard to reach, underserved areas. In 2017, Reinvestment Fund was selected as the National Fund Manager (NFM) through a competitive process and has executed a 5-year agreement with USDA.

**TECHNICAL ASSISTANCE AWARDS**

\$400,000 is available for Technical Assistance. Technical Assistance awards will be made on a non-competitive basis and requests for Technical Assistance will be evaluated on a rolling basis. Technical Assistance includes managerial, financial or operational consultation, as well as marketing and feasibility studies. Technical assistance is designed to support early stage work where resources would help clarify and support the development of a healthy food access project in an underserved area. Preference will be given to projects that support creation of healthy food access where none currently exists.

Technical Assistance support may include:

- Identifying problems or barriers to a project successfully increasing access to healthy food
- Building human or systems capacity within a food retail setting that improves access to fresh and healthy food
- Providing market research or feasibility analysis for a new project
- Supporting larger capitalization efforts for an eligible project focused on providing improved access to healthy food
- Assessing a project's impacts and its business case

## **ELIGIBILITY**

Proposals may be submitted by for-profit organizations (including a corporation, limited liability company, sole proprietor, public benefit corporation), and nonprofit organizations (including institutions of higher education; state and local governments and governmental agencies, authorities, commissions and food policy councils; tribal governments and tribal governmental agencies, authorities, and food policy councils) and partnerships.

Eligible applicants must plan to execute a project that expands or preserves the availability of staple and perishable food; and will accept benefits under the supplemental nutrition assistance program (SNAP) established under the Food and Nutrition Act of 2008 (7 USC 2011 et. Seq.);

or,

constitute a partnership organized to improve access to fresh, healthy foods and provides financial and/or technical assistance to eligible projects.

AND: Demonstrate the intent and ability to serve under-served communities.

Projects must possess at least one of the following characteristics:

- Create or retain quality jobs for low-income residents in the community
- Support regional food systems and locally grown food to the maximum extent possible
- Be accessible by public transit in areas served by public transit
- Involve women- or minority – or tribal - owned businesses
- Receive funding from other sources, including other federal agencies
- Be located in, or serve, a rural area

Partnership applicants must be applying for a project or projects that meet the eligibility criteria above and fulfill ALL of the following criteria:

- Organized to improve access to healthy food:
- Expand or preserve the availability of staple foods by maintaining or increasing the number of retail outlets in underserved and low or moderate-income areas;
- Demonstrate ability to provide grants, loans or technical assistance to eligible projects and evaluate progress;
- Engage local partners from across sectors (public sector, industry representatives, CDFIs community and business development organizations, food access organizations, food policy councils) in promoting or delivering HFFI financial and technical resources;
- Demonstrate ability to leverage Federal HFFI resources locally;
- Be a collaboration between the public sector and one or more private entities, such as private businesses, foundations and funders' collaboratives, community development financial institutions, community development organizations, food policy councils, food systems and food access organizations.

## APPLICATION COMPONENTS

### Section A: Primary Contact Information

1. Name:
2. Title:
3. Phone:
4. Email:

### Section B: Applicant Information

5. Entity name:
6. Address:
7. Website:
8. Legal Status:
  - For-profit business enterprises (including a corporation, limited liability company, sole proprietor, public benefit corporation)
  - Cooperatively-owned businesses
  - Tax-exempt nonprofit corporations
  - Institutions of higher education
  - State and local governments and governmental agencies, authorities, commissions and food policy councils
  - Tribal governments and tribal governmental agencies, authorities, and food policy councils
  - Partnerships organized to improve access to fresh, healthy foods and providing financial and technical assistance to eligible projects
9. EIN:

### Section C: Applicant Eligibility

10. Project location (if site identified, provide address):
11. SNAP benefits: do you, or will you plan to, accept benefits under the supplemental nutrition assistance program (SNAP) established under the Food and Nutrition Act of 2008 (7 USC 2011 et. Seq.) managerial, financial or operational consultation, as well as marketing and feasibility studies.
  - Yes
  - No
12. Goals: will the project and/or partnership do the following? (Select all that apply)
  - Create or retain quality jobs for low-income residents in the community
  - Support regional food systems and locally grown food to the maximum extent possible
  - Be accessible by public transit in areas served by public transit
  - Involve women- or minority – or tribal - owned businesses
  - Receive funding from other sources, including other federal agencies
  - Located in, or serve, a rural area

**Section D: Project Information (attach brief narrative, no more than 2 pages)**

13. Briefly describe the type of organization (for profit or not-for-profit) and the ownership or management structure. If applicant is a partnership, list the members of the partnership, their sector, and their role in the proposed effort to improve access to healthy foods.

14. Describe the essential elements of the local food retail environment and needs of the community to be served.

15. Describe the project goals, timeline, and intended outcomes, including what kind of technical assistance is needed in order for the project to occur as proposed. Briefly propose the scope of services for which you are seeking assistance.

**Section E: Financial Information**

16. If applicable, list sources of funding for this project? (check all that apply)

- Other public grant funds (federal, state, local)
- Foundation grant funds (please describe)
- Equity in hand
- Loans
- Other (please explain)

17. If the project is estimated to cost more than the maximum grant award, will you be able to contribute needed funds to ensure completion?  
If yes, how much could you contribute?

18. Attachments

- a. Operating budget for the current and next fiscal years
- b. Organization's most recent financial statements (audited, if available)