

A man with a beard and glasses, wearing a green polo shirt and a black baseball cap with a logo, is working in a grocery store's produce section. He is wearing white gloves and is focused on arranging or inspecting fresh green leafy vegetables on a display. The background shows the interior of a grocery store with various aisles and products.

America's

**HEALTHY FOOD
FINANCING INITIATIVE**

 REINVESTMENT FUND

2019 Request for Assistance (RFA)

Information Session



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Healthy Food Financing Initiative

The purpose of the Healthy Food Financing Initiative (HFFI) is to improve access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities.

HFFI Goals and Authority

The Healthy Food Financing Initiative (HFFI) is authorized under the Agriculture Act of 2014.

The program is administered by USDA Rural Development. In 2017, Reinvestment Fund was selected as the National Fund Manager through a competitive process to implement HFFI and provide financial and technical assistance to eligible healthy food retail partnerships and projects.

HFFI will provide much needed access to financial resources and expertise necessary to create, expand, and preserve healthy food availability. Awards will help healthy food retailers overcome higher costs and initial barriers to entry in underserved areas.

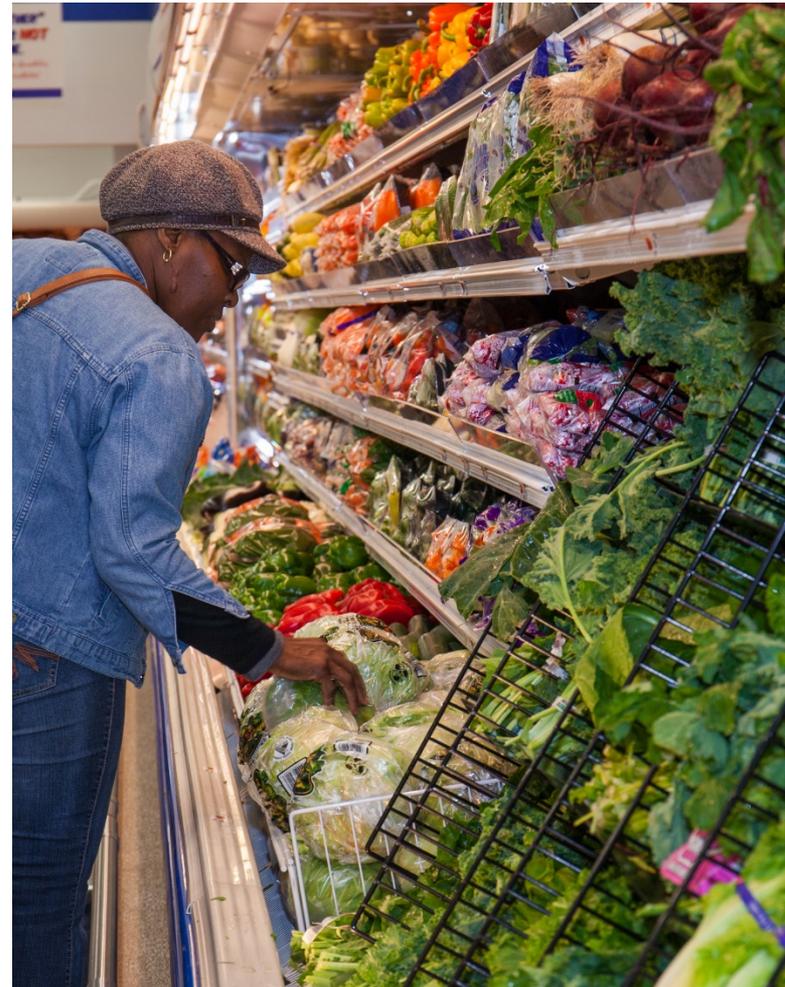
Financial and Technical Assistance Available

Financial Assistance:

- \$1.4 million available
- Grants of \$25,000-\$250,000
- Competitive application process
- Applications due February 14, 2019

Technical Assistance:

- \$400,000 available
- Designed to support early stage work
- Non-competitive rolling process



Eligibility

A project must fulfill the following criteria to be eligible to receive HFFI financial or technical assistance:

- Plans to expand or preserve the availability of staple and perishable foods in underserved areas with low and moderate-income populations by maintaining or increasing the number of retail outlets that offer an assortment of perishable and staple foods in those areas; **and**
- Accepts or plans to accept benefits under the supplemental nutrition assistance program (SNAP) established under the Food and Nutrition Act of 2008 (7 USC 2011 et. Seq.).

Staple and Perishable Foods

The USDA defines “staple foods” as:

- food that is a basic dietary item, which includes bread, flour; fruits; vegetables; and meat

The USDA defines “perishable foods” as:

- staple food that is fresh, refrigerated, or frozen

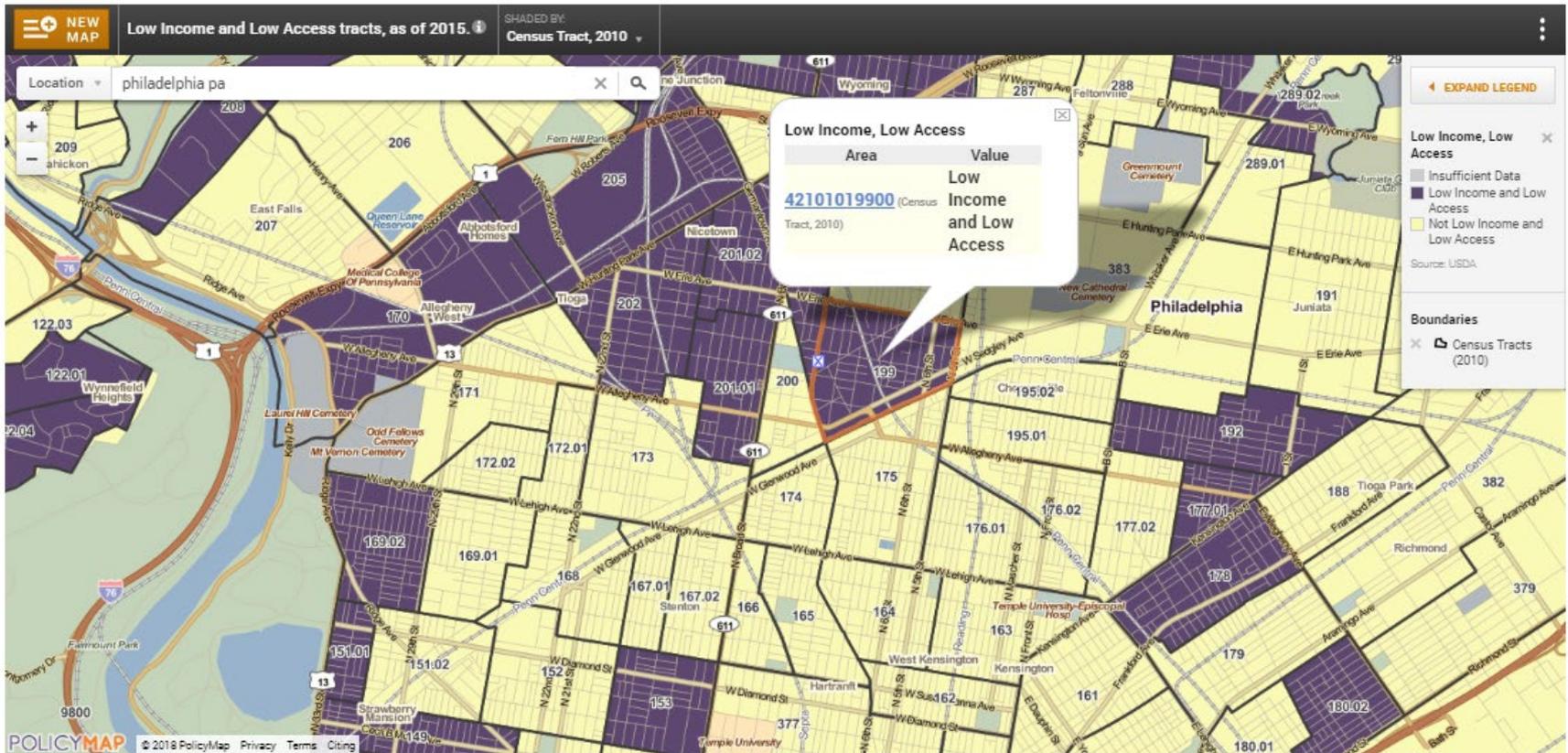


Underserved Areas: Eligible Locations

1. A Census tract determined to be a Low-Income and Low-Supermarket-Access Census Tract by the United States Department of Agriculture in its Food Access Research Atlas; **or**
2. A Census tract adjacent to a Census tract determined to be a Low-Income and Low-Supermarket-Access Census Tracts by the United States Department of Agriculture in its Food Access Research Atlas; which has a median family income less than or equal to 120 percent of the applicable Area Median Family Income; **or**
3. A Geographic Unit as defined in 12CFR Part 1805.201(b)(3)(ii)(B), which— individually meets at least one of the criteria in 12CFR Part 1805.201(b)(3)(ii)(D), and meets the criteria as having low access to supermarket or grocery store through a methodology that has been adopted for use by another government or philanthropic healthy food initiative.

Eligibility mapping tool

Available at www.investinginfood.com/eligibility



Data mapped by PolicyMap, an online GIS mapping tool.

Eligible applicants

- for-profit business enterprises,
- 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, and
- partnerships organized to improve access to fresh, healthy foods and provide financial and technical assistance to eligible projects.

Eligible Uses for Financial Assistance

Eligible uses may include, but are not limited to:

- Predevelopment costs such as: market studies, feasibility studies, financial modeling, appraisals, consumer/customer surveys, cooperative governance support, architectural plans, environmental assessments, energy audit, succession planning, financial and development consultants;
- Machinery and Equipment purchases;
- Inventory;
- Purchase of delivery vehicle to provide increased healthy food access in an underserved community;
- Purchase of existing business assets (and/or capital assets) to retain healthy food access in a community;
- Investments in technology including new POS systems, online ordering capacity and accounting or back office software;
- Non-revenue generating, one-time project costs such as employee training.

How to Apply

Due Date for applications: February 14, 2019

Applications can be submitted electronically by email to info@investinginfood.com Subject line: Healthy Food Financing Initiative: Targeted Small Grants Program – Financial Assistance or uploaded at www.investinginfood.com.

Applications may be mailed or delivered to Reinvestment Fund at: 1700 Market Street, 19th Floor; Philadelphia, PA 19103 attention: Healthy Food Financing Initiative: Targeted Small Grants Program – Financial Assistance.

Electronic Applications must be received by 11:59 p.m. Eastern Time on February 14, 2019. Paper applications time and date stamped before 11:59 p.m. Eastern Time on February 14, 2019 will be accepted until 5pm on February 19, 2019.

Application Information

- All applicants must have a DUNS Number ([http:// fedgov.dnb.com /webform](http://fedgov.dnb.com/webform)) and an active registration on the System for Award Management (SAM.gov) Obtaining a DUNS Number may take 1 to 2 days.
- All applicants are required to maintain an active SAM registration until the application process is complete. If a grant should be made, registration at SAM must be active throughout the life of the award.

Application packages must contain

1. Title Page

2. Project Summary

3. Project Narrative

- Community needs
- Ownership and Qualifications
- Timeline, Project Goals, and Intended Outcomes
- Impact Assessment Description
- Project sustainability – 5-year projections

4. Budget

- Project sources and uses
- Budget for the grant request
- Budget narrative

Application packages must contain

1. Attachments

- Official documents demonstrating the legal status of the applicant, such as articles of incorporation, bylaws, or proof of nonprofit status for nonprofit organizations.



Notes

- The application should not exceed 10 pages of written text, double-spaced, in 12 pt font; and may include up to 5 additional pages for figures and tables.
- Only one application per applicant will be accepted.
- Grants shall be used to supplement, not supplant, non-Federal funds that would otherwise be available for expenditure.
- All projects must accept, or plan to accept, Supplemental Nutritional Assistance Program (SNAP) benefits. General questions about SNAP and EBT should be directed to USDA Food and Nutrition Service's [Ask the Expert](#) system.

Applications will be evaluated by:

- How well the project aligns with and advances HFFI grant program priorities, which are to increase and improve access to healthy, fresh food in low income communities
- The extent to which the project has more than one of the following attributes or is a partnership aimed at:
 - Create or retain quality jobs for low-income residents in the community
 - Support regional food systems and locally grown food
 - Allows access by public transit in areas served by public transit
 - Supports women, minority, and tribal - owned businesses
 - Is located in or serves a Rural Area
 - Supports an existing SNAP retailer

Applications will be evaluated by:

- Demonstration that the proposed assistance would facilitate implementation of a sustainable project that does not require ongoing operating subsidy
- The extent to which the project application demonstrates implementation risk but for the proposed financial assistance.
- The extent to which the proposed project presents, or is targeted to, innovative business models with the potential to scale.

Applications will be evaluated by:

- The project's relevance to and capability to reach populations that have been underserved by Federal Healthy Food Financing Initiative programs, such as most rural and native communities.
- Presents a plan to assess project impact through the collection of data and other mechanisms such as: number of households served (mobile market), % of revenue coming from SNAP, number of locally hired employees, quantity of fresh fruits and vegetables sold/monthly, % of locally sourced products

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