



## REINVESTMENT FUND

### HEALTHY FOOD FINANCING INITIATIVE Request for Qualifications for Professional Services

#### 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 (HFFI) 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. 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. The program seeks to create and preserve quality jobs, and to revitalize low-income communities by providing technical assistance (“TA”) and capital to eligible healthy food projects in hard to reach, underserved areas.

Financial and technical assistance is available through HFFI for projects intended 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 established under the Food and Nutrition Act of 2008 (7 USC 2011 et. Seq.)” Support for technical assistance will be available to selected early-stage projects (“TA Awardees,”) where resources would help clarify and support the development of a healthy food access project in an underserved area.

To learn more about the Healthy Food Financing Initiative at Reinvestment Fund, visit [www.investinginfood.com](http://www.investinginfood.com).

#### SERVICES NEEDED

To support the goals of this project, Reinvestment Fund is seeking expert professional services providers to serve as consultants (“consultants”) to provide technical assistance and industry-specific consulting services to HFFI TA Grant Awardees (“TA Awardees”). Consultants may be either individuals or organizations.

Services may include:

- Developing strategic and business plans and/or assessing existing plans, including but not limited to for-profit, non-profit, cooperative, and public-private partnership models;
- Identifying problems or barriers to a community or enterprise successfully increasing access to healthy food for underserved areas, and recommending solutions;
- Providing market research or feasibility analysis for a healthy food retail project;
- Assistance with site identification, inventory identification and sourcing, staffing, nutrition programs, and other implementation efforts for a healthy food retail project;
- Supporting larger capitalization efforts for a healthy food retail project;
- Assessing a project's impacts and its business case;
- Developing community engagement, participatory research, and/or marketing and outreach strategies and/or leading those efforts.

Reinvestment Fund seeks professionals and firms with general business planning expertise as well as specialized expertise in the above areas as it pertains to food retail, healthy food access, and food systems. Respondents to this solicitation do not need to be able to provide all listed services to be considered.

## **SCHEDULE**

TA Awardees will be identified after May 1, 2019. The expected duration of each Consultant contract is up to 12 months, with the possibility for variation based on the needs of the TA Awardee and project. Multiple projects may be assigned to Consultants. The schedule is subject to change with prior notice given to Consultants.

## **DISCLAIMERS**

Responding to this solicitation is not a guarantee of a contract. This RFQ is merely an invitation for submission of proposals and does not legally obligate Reinvestment Fund to accept any of the submitted proposals in whole or in part. Reinvestment Fund reserves the right to negotiate with any or all firms with respect to price, cost, and/or scope of services. Only the execution of a written contract shall obligate Reinvestment Fund in accordance with the terms and conditions contained in such contract. Names of submitting organizations and individuals, as well as application content and any attachments, are kept confidential, except to those Reinvestment Fund staff involved in the review process.

## **ELIGIBILITY**

Individuals and organizations are invited to apply for this opportunity. Organizations responding will need to identify specific individuals in their organization that will conduct the work and include details of their qualifications. Subcontracts are not permitted.

## RESPONDENT INFORMATION

Please provide an overview of yourself or your organization, including:

Name:
Employer Identification Number:
Address:
Email:
Website:
Staffing plan (if organization, include names of all consulting staff; consultants listed must be employed by the organization applying):
Hourly consulting rate and/or estimated costs for scopes of services detailed in the demonstration of qualifications:

## DEMONSTRATION OF QUALIFICATIONS

Please provide a response to the following prompts. Organizational respondents will provide responses for reach individual on their staffing plan.

1. Indicate your area(s) of expertise (please check or highlight)
  - General strategic and/or business planning
  - Financial management, financial projections
  - Food retail business management
  - Fundraising
  - Marketing and/or communications
  - Community outreach and engagement
  - Information management/software/data management
  - Other (please specify)
2. Describe your experience in delivering services in this area of expertise include scope, duration and outcomes of past projects. Include any experience working with grocery stores, other food retail projects, nutrition programs, and/or food systems. Include examples of data sources, analytical tools, resources, and methodologies you typically use in your work.

3. Please provide a sample of a deliverable you have provided for a previous client that demonstrates your work products in this area of expertise. This document will be kept confidential, except to those Reinvestment Fund staff involved in the review process. You may de-identify your client or other identifying information in the sample document.
4. List three references that can speak to your area of expertise and competence as an organizational consultant in the above identified areas.
5. Please include a copy of current resume, bio, or curriculum vitae for all staff listed on the staffing plan.

Please send responses to this RFQ and all questions to [info@investinginfood.com](mailto:info@investinginfood.com) with the subject line: Technical Assistance RFQ. Responses must be received by April 26, 2019 at 11:59 pm Eastern Time.