



Call for Ideas – Food Justice Projects

Department of Public Health, Division of Chronic Disease Prevention, Get Healthy Philly
FY2020 Funding- July 1, 2019- June 30, 2020

Phase 1 Call for Letters of Interest

The Philadelphia Department of Public Health's Division of Chronic Disease Prevention, also known as Get Healthy Philly (GHP), seeks innovative proposals for community-based projects that grow food justice for all Philadelphians. Projects can be funded for up to a total of \$200,000 and must be completed between July 1, 2019 – June 30, 2020, with the potential for renewed funding after that period.

Timeline

1. January 9, 2019: Information/Q&A session from 3-5pm at 1401 JFK Blvd, 16th Floor, Innovation Lab, hosted by the Philadelphia Food Policy Advisory Council (www.phillyfpac.org)
2. January 31, 2019: deadline for Phase 1 - Letters of Interest (LOI)
3. Mid-February – notification of invitations for Phase 2 full proposals
4. Late March/Early April - Phase 2 full proposals due.
5. April/May – interview final candidates and make award(s).
6. July 1 – project start.

Who can apply

This open call for ideas is for everyone. Send us your ideas for innovative and scalable food justice strategies that could grow with support.

We welcome ideas and projects from any individual, organization, business or collective that wants to build food justice in Philadelphia and embodies a health justice vision. If you have been working in food access for a long time and need some support to scale up and take the next step, we want to hear from you. If you have been community organizing and capacity building and see a clear way to include healthy food, we want to hear from you. If you are a budding entrepreneur with a fresh idea, we want to hear from you. If you make, grow, sell, or eat food, we want to hear from you.

Preference will be given to proposals from community-based and/or people of color-led organizations that aim to serve the community's needs. Proposals should include projects that are either deeply-rooted in a neighborhood, change systems, OR have a broad citywide reach (or the potential to be scaled citywide).

Definitions:

1. **Health Justice:** the movement to collectively heal society and eliminate the barriers to accessing opportunities by challenging the systems that have created differences in health outcomes based on race, gender identity, class, ability, zip code, country of origin, or other social constructs. See more information here: <http://foodfitphilly.org/health-justice-summit-2018/>
2. **Food Justice:** communities are able to exercise their right to grow, sell, and eat healthy food (from JustFood)

Contact Amanda.Wagner@phila.gov or visit www.foodfitphilly.org/food-justice for more information.

What we know

We know that food justice is health justice (see definitions). Historically the food system has displaced, enslaved, and undervalued the labor, land rights, and self-determination of black and brown individuals, women, immigrants, and indigenous peopleⁱ. In Philadelphia today, neighborhoods with higher concentrations of lower-income households or people of color are less likely to have healthy food available or have a variety of options for community-based food jobs and solutionsⁱⁱ.

Get Healthy Philly has supported many partner projects over the past 8 years – including new farmers' markets, a SNAP incentive program, changes to offerings in small stores, improvements to menus in City-funded food programs and hospitals, and new food product development. But we know important gaps remain. And we know there are amazing groups doing important work towards food justice that could benefit from our investment and support, and from linking with others citywide.

We also know that Philadelphia has tremendous food assets that are not yet being used to the extent they could by the people and community who need them most. We know that there are millions of pounds of produce each year that come off the Philadelphia Port and are sent to other states because there is not yet a sufficient system in place to coordinate free distribution to Philadelphia neighborhoods in need. We know there are families in need of affordable, high quality produce and food-based economic development. And we know that there are opportunities to better combine local and good food sources with community food programs.

Overall, we would like to identify community-driven solutions to create a more just food system that empowers communities to grow, sell, and eat healthy food.

What we want:

We want to increase and expand equitable access to affordable healthy foods, particularly produce. We want to give communities the opportunity to make, sell or distribute healthy, sustainable and culturally-appropriate foods in their neighborhoods. We want to identify community members and community-based organizations who may already be doing this work and need resources to expand or scale up programs in their communities.

Proposal:

Categories: Planning or implementation

Activities could include growing or making food (gardening, incubator or community kitchens, etc) moving food (group purchasing, new delivery systems or solutions, etc), food waste recovery or food marketing.

Sample project ideas:

- starting a new production or processing facility to make value-added products such as fruit salad cups
- creating a hyperlocal food hub for urban farmers and gardeners to sell produce
- developing systems to distribute free surplus produce from the Philadelphia Port throughout the city
- food distribution delivery logistics solutions,
- cooperative purchasing models to increase purchasing power for smaller businesses such as child care centers

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- expanding existing healthy food businesses to serve more clients
- opening a produce distribution site in North Philly to help distribute produce more readily to smaller retailers or community-based organizations.
- safe routes to healthy food (transportation alternatives or strategies)

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For this contract, GHP will create a selection committee that will help review proposals and provide input and guidance to the final project(s). The Department of Public Health reserves the right to select one applicant or multiple applicants at a lesser funding capacity depending on the nature of the proposals.

Applications not awarded may also be directed to future or other funding opportunities that are more appropriate to the work.



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Phase 1 Application Letter of Interest (LOI)

WHO ARE YOU?

1. Name of Primary Applicant:
2. Address:
3. Contact Person:
4. Phone Number:
5. Email Address:
6. Which best describes your organization:
 - a. for-profit
 - b. 501 c 3
 - c. non-profit with a fiscal sponsor
 - d. other (please explain)
7. Provide a description of your organization, including your mission and location. What community or communities do you serve?
8. How does your leadership structure (Executive director, board, or other) embody diversity and inclusion, including racial, gender and age diversity or lived experience with hunger or poverty?
9. How does your organization define and work towards food justice?
10. What project(s) have you done in the past and how were those project(s) successful?

Contact Amanda.Wagner@phila.gov or visit www.foodfitphilly.org/food-justice for more information.

WHAT'S YOUR IDEA?

11. What type of project are you proposing?

- A. Planning
- B. Implementation

12. What is the primary goal of your project? (choose one)

- a. Growing or making food (e.g., incubator kitchens, healthy food production or processing)
- b. Moving food (e.g., Cooperative/group purchasing; distribution)
- c. Selling Food
- d. Marketing food
- e. other (please explain):

13. What are the other activities of your project? (choose all that apply)

- a. Growing or making food (e.g., incubator kitchens, healthy food production or processing)
- b. Moving food (e.g., Cooperative/group purchasing; distribution)
- c. Selling Food
- d. Marketing food
- e. other (please explain):

f. Project Scale (choose one):

- a. Neighborhood (please describe):
- b. Citywide
- c. Other (please explain)

g. Elevator Pitch/Overview (800 words):

What is your project and why is it needed? What are the key goals or accomplishments for the year? What might result from the project that wouldn't happen otherwise? Explain how the project proposes an innovative solution to improving access to healthy foods or creating a more just food system in Philadelphia and how the project leads to food justice.

h. Health Justice and Community Ownership (250 words):
Explain how the project relates to health justice in Philadelphia who the project aims to serve and how it will impact the community (define community).

i. Who is leading the project from your organization? Who is the internal project team?

j. Who are the partners and what are their roles?

FUNDING NEEDS

- k. Budget you need (500 words):
How much funding you are requesting and provide a general description of how those funds will be used
- l. Do you have other sources of funding? (other funding is not required)
Yes No
- m. What other resources would you need to support this project and how would you go about getting those?

ⁱ Framing from the Castanea Fellowship: <https://www.castaneafellowship.org/>

ⁱⁱ Philadelphia Walkable Food Access Report