



REINVESTMENT
FUND

The Philadelphia Food Justice Initiative (PFJI)

Get Healthy Philly | Reinvestment Fund

Information Sheet

FY2021 Funding: July 1, 2020- June 30, 2021

In partnership with Reinvestment Fund, the Philadelphia Department of Public Health's Division of Chronic Disease and Injury Prevention, also known as Get Healthy Philly (GHP), seeks innovative proposals for community-based projects that grow food justice for all Philadelphians.

Funding: \$150,000 is available for grants, pending City budget approval for Fiscal Year 2021.

Project Period: Projects must be completed within July 1, 2020 – June 30, 2021, with the potential for renewed funding after that period.

Application Timeline

1. April 24 – Applications due by end of day (11:59pm)
2. Early June – Grantees selected and all applicants notified
3. July 1 – Project Start

How to Apply

Application submissions will be accepted electronically through Reinvestment Fund's online grants management platform, SmartSimple. [To submit an application, register your organization here.](#) Once you complete your **Organization Profile**, click on **Funding Opportunities**, which will take you to the Philadelphia Food Justice Initiative application.

Please contact us if you have any issues with the online submission process. We encourage you to submit your application early in advance of the application deadline. If you have questions, please reach out to: (subject line: Philadelphia Food Justice Initiative)

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Information Sheet

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.

Applicants must be located in the City of Philadelphia and may propose a project up to \$150,000. Nonprofit organizations, for-profit businesses, cooperatives or collectives working in food justice are eligible to apply. Retail and non-retail food businesses are eligible. For retail businesses, applicants must commit to not selling tobacco-related products.

We welcome ideas and projects from any applicant 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 in your work, 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, cook or sell food, we want to hear from you.

In 2019, we made grants to 6 organizations. Applicants who have previously applied to this initiative but weren't selected are encouraged to apply again.

Selection Criteria and Process

Projects should focus on increasing access to healthy foods (*see definition*) in neighborhoods or communities with a history of health injustice. The project must include at least one of the following: 1) deep-roots in a neighborhood or (defined) community, 2) broad citywide reach, OR 3) potential for systems change or scaling up over time.

Preference will be given to proposals 1) led by people of color and/or people with lived experience with health injustice and 2) with authentic community ownership. Fair compensation of staff and partners is also key.

A selection committee will review applications and select grantees. 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. All funding is dependent on final City budget approval for FY2021.

Applications not selected for a grant award may also be directed to future or other funding opportunities that are more appropriate to the work. For example, applicants proposing a healthy food business may be referred to the Commerce Department to see if they match with any of their existing financial or technical assistance programs.

Applications selected for a grant award will be notified with details concerning grant award terms and conditions. The Philadelphia Food Justice Initiative is administered by Reinvestment Fund, a nonprofit intermediary Community Development Financial Institution.

Definitions

1. **Health Justice:** the collective movement to heal society and eliminate barriers that prevent individual and community well-being. We advance health justice by challenging the systems that have created disparities in health outcomes based on racial, social, and economic constructs. The result of these efforts is a society in which every individual and community has equitable access to resources and opportunities for living long, happy and healthy lives. 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)
3. **Healthy Food:** foods that build and sustain human health such as: Fresh fruits and vegetables; Whole grains; Beans, peas, lentils, and other legumes; Nuts and seeds; and Proteins such as fish, tofu, and lower fat dairy products. In general, healthy foods are fresh or frozen and don't contain added sugars, fats, or high levels of salt. Preference will also be given to food that is grown, prepared and distributed in ways that support worker, environmental, and animal health.
4. **Healthy food business:** retail or restaurant businesses like produce markets, cafes or stores that preference sales of healthy prepared and packaged foods that meet the definition of "healthy food" above. Also see the broad "good food businesses" described in the Good Eats report¹.

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 people.² In Philadelphia today, neighborhoods with higher concentrations of lower-income households and/or people of color still have fewer fresh food choices.³

Get Healthy Philly has supported many healthy food access projects over the past 10 years 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 and opportunities for individual and collective action. See the Good Eats report recommendations or the results to date of the City's Urban Agriculture planning process⁴ for two examples.

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

¹ Good Eats: <http://economyleague.org/uploads/files/4171470634539374-goodeats-finalreport.pdf>

² Framing from the Castanea Fellowship: <https://www.castaneafellowship.org/>

³ Neighborhood Food Retail Report: <http://foodfitphilly.org/neighborhoodfoodretail/>

⁴ Philadelphia's Urban Agriculture Plan: <https://sites.google.com/view/phillyagplan>

What We Want

We want to increase and expand equitable access to affordable healthy food, 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.

Activities could include growing or making food (gardening, incubator or community kitchens, etc) moving/distributing food (group purchasing, new delivery systems or solutions, etc), selling food (retail), 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
- food distribution delivery logistics solutions,
- cooperative purchasing models to increase purchasing power for smaller businesses such as child care centers
- expanding existing healthy food businesses to serve more clients or starting a new healthy food business in a neighborhood that lacks access to healthy foods. Starting costs could include feasibility studies, business consulting, predevelopment costs, or capital for fit out or initial inventory.
- starting a produce distribution enterprise to help distribute produce more readily to smaller retailers or community-based organizations.
- safe routes to healthy food (transportation alternatives or strategies)

Application Form

Section One: Applicant Information

1. Project Title
2. Amount of Funding Requested (Up to \$150,000)
3. Describe your organization/business mission and vision (100 words)
4. What communities or populations are engaged in and/or served by this project? (100 words)
5. 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? (100 words)
6. Who is leading the project from your organization?
Who is the internal project team? (100 words)
7. Who are the project's partners and what are their roles? (100 words)

Section Two: Project Information

8. Project Summary: What is your project and why is it needed? What are the key goals or accomplishments for the year? (250 words)
 9. Project Outcomes: How is this project different from what you are doing now? What will be the change that will be in place at the end of one year (by June 30, 2021)? How many people will be affected? (500 words)
 10. Project Impacts: How will your project increase the availability/consumption of healthy food (*see definition*)? How does the project relate to health justice in Philadelphia? Is this catalytic or changing systems? (500 words)
 11. Is this a retail project? (select one):
 - a. Retail
 - b. Not Retail
- IF Retail :
- i. is this an existing or new business?
 - ii. If this is a new business or new location, where is your desired location?
 - iii. are you currently working with brokers or any others on site selection?
 - iv. Do you currently have a valid business license?
 - v. Please describe your overall business plan or concept and a summary menu of items for sale (250 words)

Application Form

Section Three: Milestones

We want to understand the specific activities that you hope to achieve through this project and the timeline. Please complete the chart below to outline specific milestones/timeline/roles.

REPORTABLE MILESTONE (as many as needed)	TIMELINE (Initiation to Completion)	LEAD STAFF	SUPPORTING PARTNERS
Milestone 1:			
Milestone 2:			
Milestone 3:			
Milestone 4:			
Milestone 5:			
Milestone 6:			
Milestone 8:			
Milestone 9:			
Milestone 10:			

Application Form

Section Four: Budget

1. Budget

Please provide a complete budget for your grant request using the following template. *It's okay to make estimates or projections for these costs. Feel free to leave categories blank if they are not applicable. Please describe in detail the uses for each category. For example, under personnel, write: 2 full time staff members at \$15 an hour for one year. Under Equipment, write 2 refrigerators for \$1000 each.*

Budget for July 1, 2020 – June 30, 2021		
Budget category	Dollar (\$) amount	Description of funds
Personnel (Staffing)		
Fringe		
Consultants or Subcontractors		
Travel		
Supplies		
Furniture/Fixtures/Equipment		
Overhead		
Other		
TOTAL		

Notes for Budget Categories:

1. Staffing
 - a. If staff positions will be supported, include for each person: salary (annual or hourly), fringe benefits (if applicable), percent effort for this project, roles of person
 - b. Please note living wages and fair compensation is a critical piece of this project. The City requires contractors to pay a minimum of \$13.75/hour for living wages with limited exceptions.⁵**
2. Consultants or subcontractors: If including, add lines for each subcontractor and include in the description what their roles/relevant milestones they will work on.
3. Travel: include if local travel what it will be used for
4. Supplies: note in description what the items might be and general cost per item
5. Overhead: note in description what this includes

2. Please describe briefly how you arrived at the budget figures (such as based on existing expenses, quotes, estimates, or comparable figures)
3. Please describe any additional sources of funding you may have for this project (other funding is not required)
4. Sustainability. What other resources would you need to support this project and how would you go about getting those?

⁵ <https://www.phila.gov/ExecutiveOrders/Executive%20Orders/EO%203-14.pdf>