

The Philadelphia Food Justice Initiative (PFJI)

PDPH Division of Chronic Disease and Injury Prevention | Reinvestment Fund

Information Sheet – Round 3 (2021)

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

Funding: Approximately \$380,000 is available for grants. There is no minimum grant award. The maximum award for any project is \$100,000.

Project Period: Grant project activities must take place between October 1, 2021 – September 30, 2022 with the potential for renewed funding after that period.

Application and Grant Timeline

1. **September 20, 2021** – Applications due by end of day (11:59 pm Eastern Time)
2. **End of October 2021** – Grantees selected and all applicants notified
3. **After October 2021** – Agreements finalized with selected grantees and grant funding disbursements begin.
4. **September 30, 2022** – PFJI grant period ends

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](#). More instructions on registering and using Smartsimple are [available in this guide](#). There will be an info session webinar on how to apply on August 18, 2021 at 2pm Eastern in English and Spanish. You can submit questions ahead of time by emailing phillyfoodjustice@reinvestment.com. The webinar will be recorded for later viewing.

For more information and resources, and to join the webinar, visit www.reinvestment.com/philadelphiafoodjusticeinitiative

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 to avoid technical issues. If you have questions, please email phillyfoodjustice@reinvestment.com and someone will get back to you in 48 hours. You can also call 215.574.5898 and leave a voicemail. Please explain that you are calling about the Philadelphia Food Justice Initiative and explain your question and the best time to reach you. Someone will return your call as soon as possible.

Who Can Apply

This "open call for ideas" is for everyone. Send us your ideas for food justice strategies that could grow or deepen with support.

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Applicants must be located in the City of Philadelphia and may propose a project up to \$100,000. Nonprofit organizations, for-profit businesses, cooperatives or collectives working on food justice are eligible to apply. Retail and non-retail food businesses are eligible. Applicants must make a commitment to be tobacco-free.

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.

We know that COVID-19 has had tremendous impact on our communities, economies and livelihoods. You are welcome to propose funds to re-open a business that has been closed due to COVID, but we will also be interested in hearing how the business or initiative meets all of this initiative's goals and criteria.

From 2019-2020 we have made grants to 12 organizations. 10 organizations are Black, Immigrant, and People of Color owned or led. 6 organizations are owned or led by Women. Grant awards have ranged from \$4,000 to \$85,000. Read more about previous grantees in [the 2021 PFJI Impact Report](#). 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 below*) in neighborhoods or communities with a history of health injustice and be led by groups or organizations made up of those same individuals or community members. 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 Black, Indigenous and People of Color and/or people with lived experience with health injustice, including immigrants and people living with disabilities 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 selection committee reserves the right to select one applicant or multiple applicants, and fund one or more applicants in full or in part depending on the nature of the proposals.

Applications not selected for a grant award may also be directed to future or other funding opportunities that are more appropriate to their work. For example, applicants proposing a healthy food business may be referred to the Commerce Department to see if they are eligible for 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

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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-phl/>

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 be given to healthy food that is also grown, prepared and distributed in ways that support worker, environmental, and animal health, or that preserve and celebrate cultural traditions and foodways.
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.

Why is this needed?

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 Black and Latinx/Hispanic Philadelphians still have fewer fresh food choices.³

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.

What can be funded?

Eligible projects include many kinds of community-driven solutions to create a more just food system that empowers communities to grow, sell, and eat healthy food. Projects could include growing or making food (gardening, incubator or community kitchens, etc) moving/distributing food (group purchasing, new delivery systems or solutions), selling food (retail or prepared), food waste recovery or food marketing, providing free or emergency food or meals. Funds can also support collective work across organizations to grow, make, store, move, cook, or sell food.

Funds can be for planning or for implementation. Funds cannot be used for hard costs like land, property, building improvements, or equipment items over \$500.

Sample project ideas (but feel free to propose a project unlike those listed here)

- Re-opening a restaurant space as a worker-owned cooperative
- Coordinating on covering delivery costs for food/produce for a summer meal site(s)

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/>

⁵ https://www.dismantlingracism.org/uploads/4/3/5/7/43579015/okun - white_sup_culture.pdf

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- Covering initial start up costs for collective food buying across organizations, businesses, or households
- 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 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 soft costs could include feasibility studies, business consulting, predevelopment costs, or or initial inventory.
- Adding a delivery and online purchasing model to a healthy food business to support social distancing.
- 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 Questions

How to Apply

Application submissions will be accepted electronically through Reinvestment Fund's online grants management platform, SmartSimple. Below is a copy of the questions in the application on SmartSimple. [To submit an application, register your organization here.](#)

If you are unable to submit an electronic application, or would like to submit an application in Spanish, please email phillyfoodjustice@reinvestment.com to receive a paper application.

Registration: Organization Information

When you create an account in SmartSimple, you will be asked to provide the following information to register your organization. If you have already registered, you will skip ahead to Applicant Information. If you are applying for a partnership or collective, one organization should register and apply on behalf of the partnership.

1. Organization Name
2. Legal Entity Name
3. Organization Address
4. Contact Name
5. Contact Email
6. Contact Phone
7. Contact Address

Section One: Applicant Information

1. Applicant organization website (if available)
2. Project Title
3. Amount of Funding Requested (Up to \$100,000)
4. Describe the mission and vision of your group/organization/business (100 words)
5. How does your leadership structure (executive director, board, or other) embody racial, ethnic, gender and age diversity or lived experience with health injustice? (100 words)
6. How is your group/organization/business anti-racist and/or working towards dismantling white supremacy culture⁵ in your processes and culture? (100 words)
7. Describe the management of the project you're proposing for this grant. Who is leading the project in your organization? Who is the internal project team? Who are the project's partners and what are their roles? (250 words)
8. What communities or populations are engaged in and/or served by this project? (100 words)

⁵ https://www.dismantlingracism.org/uploads/4/3/5/7/43579015/okun - white_sup_culture.pdf

Application Questions

Section Two: Project Information

9. **Project Description:** What is the project you are seeking grant funding for and why is it needed? What are the key goals or accomplishments for the year? In other words, what will a grant make it possible for you to do? (500 words)

10. **Project Impacts:** How will your project increase the availability/consumption of healthy food (*see definition*)? How many people will be affected? How will the project have an impact on health justice in Philadelphia? Is this catalytic or changing systems? (500 words)

11. What type of project is this? (select all that apply)
 - a. Food Retail
 - b. Non-retail food business
 - c. Agriculture
 - d. Cooperative Ownership
 - e. Trainings/workshops/education
 - f. Free food/community meals
 - g. Community organizing
 - h. Other

12. If this is a retail project:
 - i. Is this an existing or new business?
 - ii. If this is a new business or new location, where is your desired location?
 - iii. If this is an existing business, how has your business been affected by COVID-19?
 - iv. Are you currently working with brokers or any others on site selection?
 - v. Do you currently have a valid business license?
 - vi. Please describe your overall business plan or concept and a summary menu of items for sale (250 words)

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 between Oct 2021 and Sept 2022)	LEAD STAFF	SUPPORTING PARTNERS	DELIVERABLES

Application Questions

Milestone 1:				
Milestone 2:				
Milestone 3:				
Milestone 4:				
Milestone 5:				
Milestone 6:				
Milestone 8:				
Milestone 9:				
Milestone 10:				

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.*

Project Budget		
Budget category	Dollar (\$) amount	Description of funds
Personnel (Staffing) ¹		
Fringe ²		
Consultants or Subcontractors ³		
Travel ⁴		
Supplies ⁵		
Furniture/Fixtures/Equipment ⁶		
Overhead ⁷		

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Other		
TOTAL		

Notes for Budget Categories:

1. Staffing
 - a. If staff positions will be supported, include for each person: salary (annual or hourly), 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 \$14.25/hour for living wages with limited exceptions.⁶**
2. Fringe: the cost of employee benefits beyond salary, such as health insurance.
3. Consultants or subcontractors: If including, describe each subcontractor and include in the description what their roles are/relevant milestones they will work on.
4. Travel: include if local travel, what it will be used for
5. Supplies: note in description what the items might be and general cost per item
6. FFE: should not include any individual equipment or fixtures that cost greater than \$500
7. Overhead: also called indirect, note in description what this includes

2. Budget Narrative: Please describe briefly how you arrived at the budget figures (such as based on existing expenses, quotes, estimates, or comparable figures) (100 words)
3. Additional Sources: Please describe any additional sources of funding you may have for this project (other funding is not required) (100 words)
4. Sustainability: How will your project be sustainable beyond the grant period? What other resources would you need to sustain this project and how would you go about getting those? (100 words)

⁶ <https://www.phila.gov/ExecutiveOrders/Executive%20Orders/EO%203-14.pdf>