

The Philadelphia Food Justice Initiative (PFJI)

PDPH Division of Chronic Disease and Injury Prevention | Reinvestment Fund

Information Sheet – Round 4 (2023)

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 \$500,000 is available for grants. The maximum award for any project is \$100,000. There is no minimum grant award.

Project Period: Grant project activities must take place between July 1, 2023 – June 30, 2024 with the potential for renewed funding after that period. But grant activities and expenses can be reimbursed dating back to January 1, 2023.

Application and Grant Timeline

1. **May 26, 2023** – Applications due by end of day (11:59 pm Eastern Time)
2. **June 30, 2023** – Grantees selected and all applicants notified
3. **After June 2023** – Agreements finalized with selected grantees and grant funding disbursements begin.
4. **June 30, 2024** – 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, new applicants should [register their organization with SmartSimple here](#). Returning applicants can log in to their SmartSimple profile to begin a new application.
- There will be a virtual info session (webinar) on how to apply to the program, including how to use SmartSimple, **on April 25, 2023, at 1pm** eastern time. [Register for the webinar at this link](#) to get login information. The webinar will be recorded for later viewing.
- You can submit questions at any time by emailing phillyfoodjustice@reinvestment.com.

For more information and resources, visit <https://www.reinvestment.com/grants/phl-food-justice-initiative/>

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. 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.

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 that their businesses 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 support a business that has been affected by COVID, but we will also be interested in hearing how the business or initiative meets all of this initiative’s goals and criteria.

From 2019-2021 we have made grants to 18 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 \$100,000. Read more about previous grantees [on the Philadelphia Food Justice Initiative website](#). Applicants who have previously applied to this initiative but weren’t selected are encouraged to apply again.

Selection Criteria and Process

Applicants should propose a project for the Philadelphia Food Justice Initiative that will focus on increasing access to healthy foods (*see definition below*) in neighborhoods or communities with a history of health injustice. Projects must also be led by groups or organizations made up of those same individuals or community members. Projects 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.

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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. PFJI is a partnership of Reinvestment Fund and the Philadelphia Department of Public Health's Division of Chronic Disease and Injury Prevention (CDIP), funded in part by the Pennsylvania Department of Health's Preventive Health and Health Services Block Grant. Additional support comes from the Children's Hospital of Philadelphia (CHOP) and the Wells Fargo Open for Business Fund.

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-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

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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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, improving wages and/or working conditions in the food system, 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)
- 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 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.

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.

Register for SmartSimple to Begin Your Application

When you create an account in SmartSimple, you will be asked to enter organization and primary contact information to register your organization. Learn more about how to create an account in SmartSimple by watching [this video](#).

If you have already registered (for example, to submit an application in a prior round), you log in and 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.

[APPLY HERE.](#)

APPLICATION

Applicant Information

The following information will be uploaded into your application from your SmartSimple registration:

1. Primary Contact:
2. Primary Contact Email:
3. Legal Entity Name:
4. Organization Name:

The following information should be entered in the Applicant Information section of your SmartSimple application:

1. What is your business employer identification number (EIN)?
2. Please upload your EIN tax letter or 501c3 letter:
3. Organization website address (if available):
4. Project Title:
5. Amount of Funding Requested (Up to \$100,000):

Application Questions

6. Describe the mission and vision of your group/organization/business (100 words)
7. 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)
8. How is your group/organization/business anti-racist and/or working towards dismantling white supremacy culture⁵ in your processes and culture? (100 words)
9. 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)
10. What communities or populations are engaged in and/or served by this project? (100 words)

Project Information

1. 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? (750 words)
2. 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)
3. Impact Metrics: Propose 3-5 metrics of success for your proposed project. These metrics will be what you will provide in reporting if selected as a grantee to demonstrate one aspect of the results of your project. For example, metrics might include number of participants in your programs, number of volunteers engaged, number of customers at your business, pounds of food grown or distributed, etc. (250 words)
4. 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
5. If this is a food retail project: Briefly describe your business model. Is this an existing or a new business? If it's a new business or new location, where is your desired location? Please describe your overall business concept and a summary of items for sale. (200 words)
6. If this is a food retail project: Do you currently sell tobacco products?

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

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7. If this is a food retail project: Can you commit to not selling tobacco products in your retail store/business?

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 July 2023 and June 2024)	LEAD STAFF	SUPPORTING PARTNERS	DELIVERABLES
Milestone 1:				
Milestone 2:				
Milestone 3:				
Milestone 4:				
Milestone 5:				
Milestone 6:				
Milestone 8:				
Milestone 9:				
Milestone 10:				

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		

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Consultants or Subcontractors ³		
Travel ⁴		
Supplies ⁵		
Furniture/Fixtures/Equipment ⁶		
Overhead ⁷		
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 \$15.00/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>