Philadelphia Food Justice Initiative

RFP Info Session Webinar

2024

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Agenda

- About PFJI
- Key Dates and Process
- Application Requirements
- How to Apply
- Questions

The Philadelphia Food Justice Initiative (PFJI)

A partnership between the Philadelphia Department of Public Health and Reinvestment Fund, the Philadelphia Food Justice Initiative supports community-led projects that grow food justice.

- This is a call for ideas from any applicant that wants to build food justice in Philadelphia and embodies a health justice vision.
- Applicants should propose a project for funding that will focus on increasing access to healthy foods in neighborhoods or communities with a history of health injustice.
- Projects must be led by groups or organizations made up of those same individuals or community members.

Definitions

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.

Food Justice:

Communities are able to exercise their right to grow, sell, and eat healthy food.

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.

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.

Program Eligibility and Scoring Priorities

Projects must:

- Increase access to healthy food in neighborhoods or communities with a history of health injustice
- Be led by groups or organizations made up of those same individuals or community members
- Have deep roots in a neighborhood or community; or have broad citywide reach/the potential for systems change or scaling up over time

Projects will be also be evaluated on:

- *Impact*
- *Innovation*
- *Feasibility*

The most successful applicants will:

- Be 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 authentic community ownership
- Demonstrate fair compensation of staff and partners

What can be funded?

This is a call for ideas that are innovative and will have an impact on food justice in Philadelphia.

Grantees will be all 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,
- improving wages and/or working conditions in the food system,
- improving systems for free or emergency food or meals.

Projects can be for planning or for implementation, or both and include both hard and soft costs.

2024-2025 Funding Round Details

Funding: At least $550,000 is available for grants. Maximum award: $50,000.

Key Dates:

1. **December 16, 2024** – Applications due by end of day (11:59 pm Eastern Time)
2. **Mid-January, 2024** – Grantees selected and all applicants notified
3. **Late-January 2025** – Agreements finalized with selected grantees and grant funding disbursements begin.
4. **December 2, 2025** – PFJI grant period ends

During the application period:

- Reach out with questions or concerns
- We will be proactively connecting with organizations throughout the city

After the deadline:

- Selection committee reviews and scores applications and meets to recommend final slate of grantees

PFJI Application Components

Create an account in SmartSimple

- Legal name
- Contact information

Applicant Information

- Business/organization EIN
- Project title
- Amount of grant funding requested (up to $50,000)
- Mission/vision
- Project management and leadership
- Anti-racism

Project Information

- Project Type (check one) – If food retail, tobacco free
- Project Description
- Food Access/Justice
- Equity
- Collective Action
- Community Engagement/Who is served
- Impact
- Impact metrics

Milestones

- Specific activities and timeline for the project

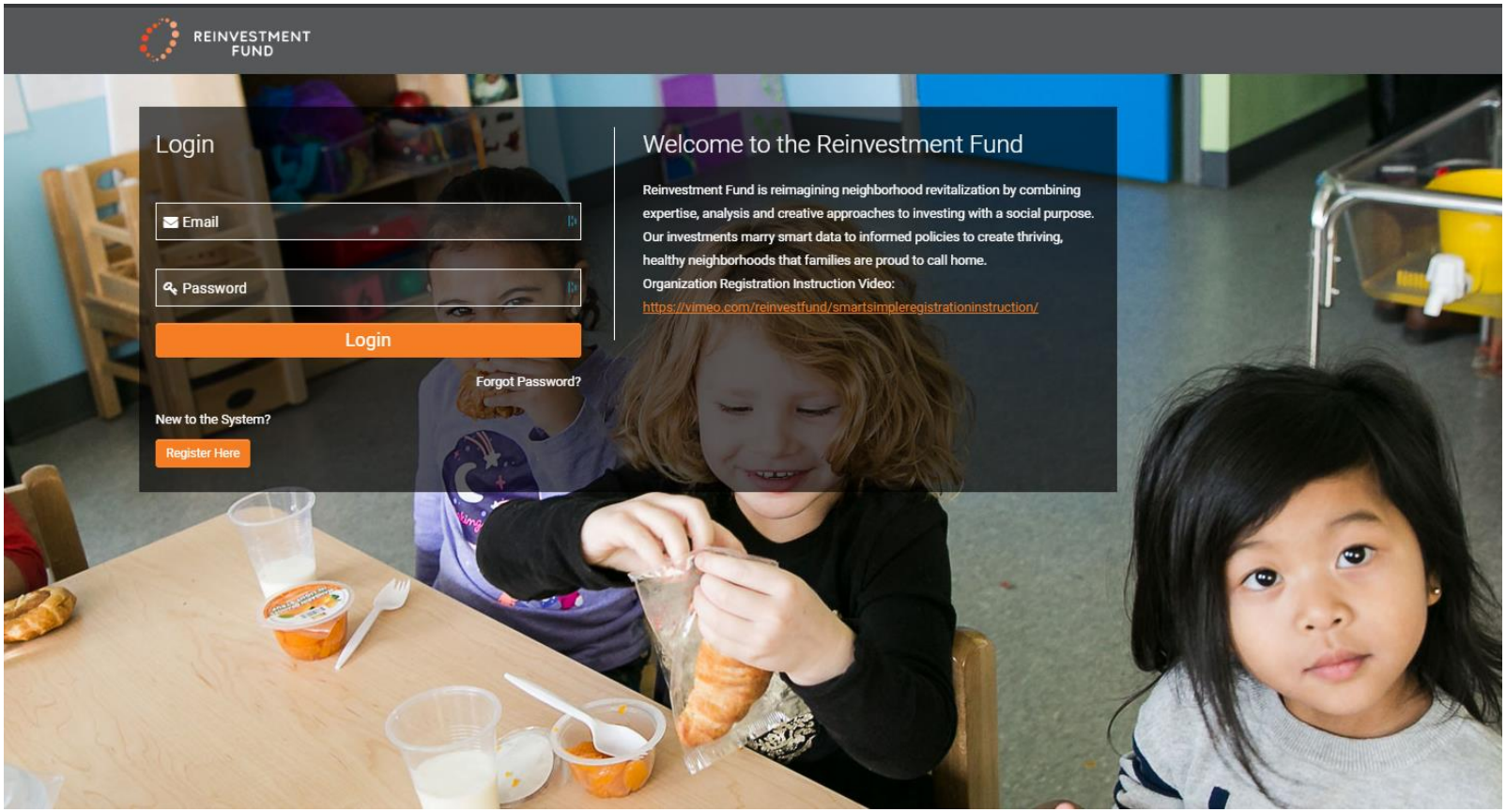
Budget

- Itemized budget by line item for all project costs

Apply Online using SmartSimple

https://reinvestmentfund.smartsimple.com/

- Begin by registering your organization with SmartSimple
- If you already have an account, begin by logging in.



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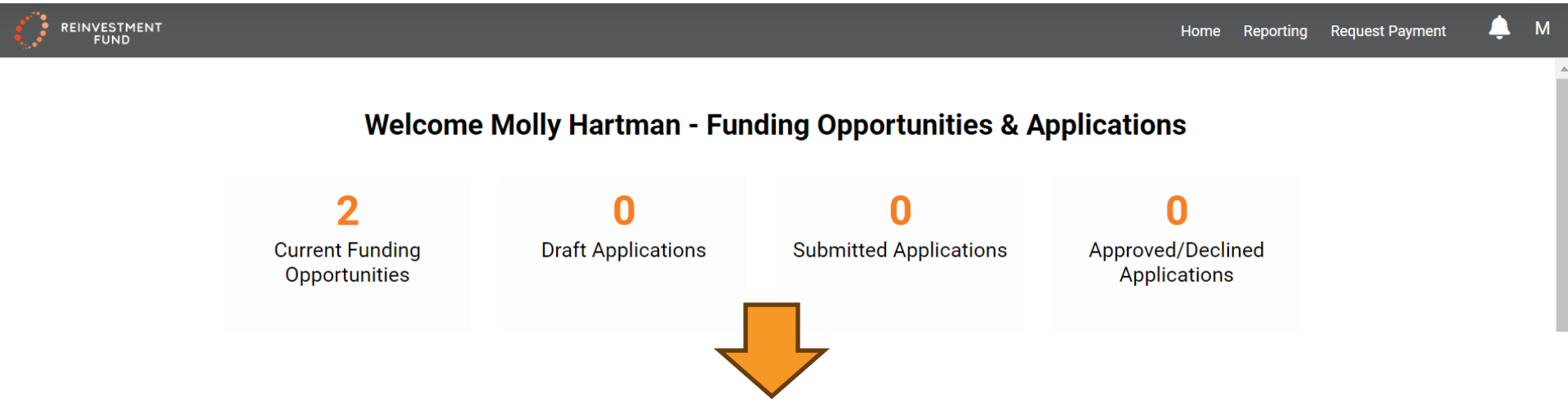

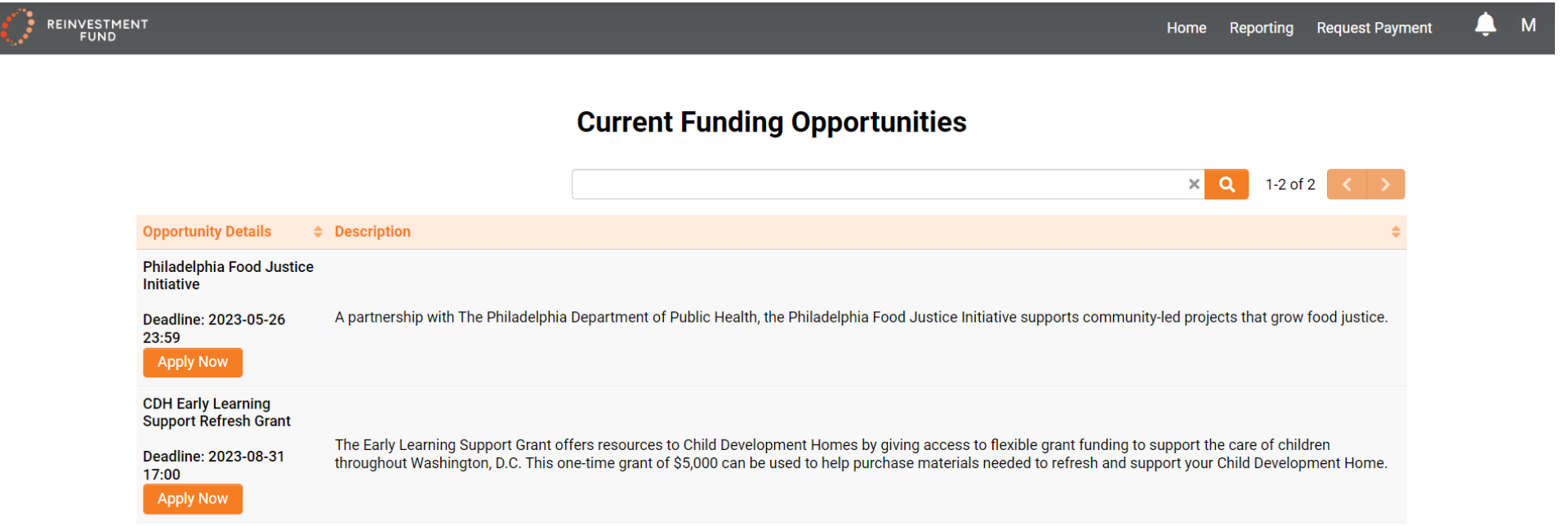

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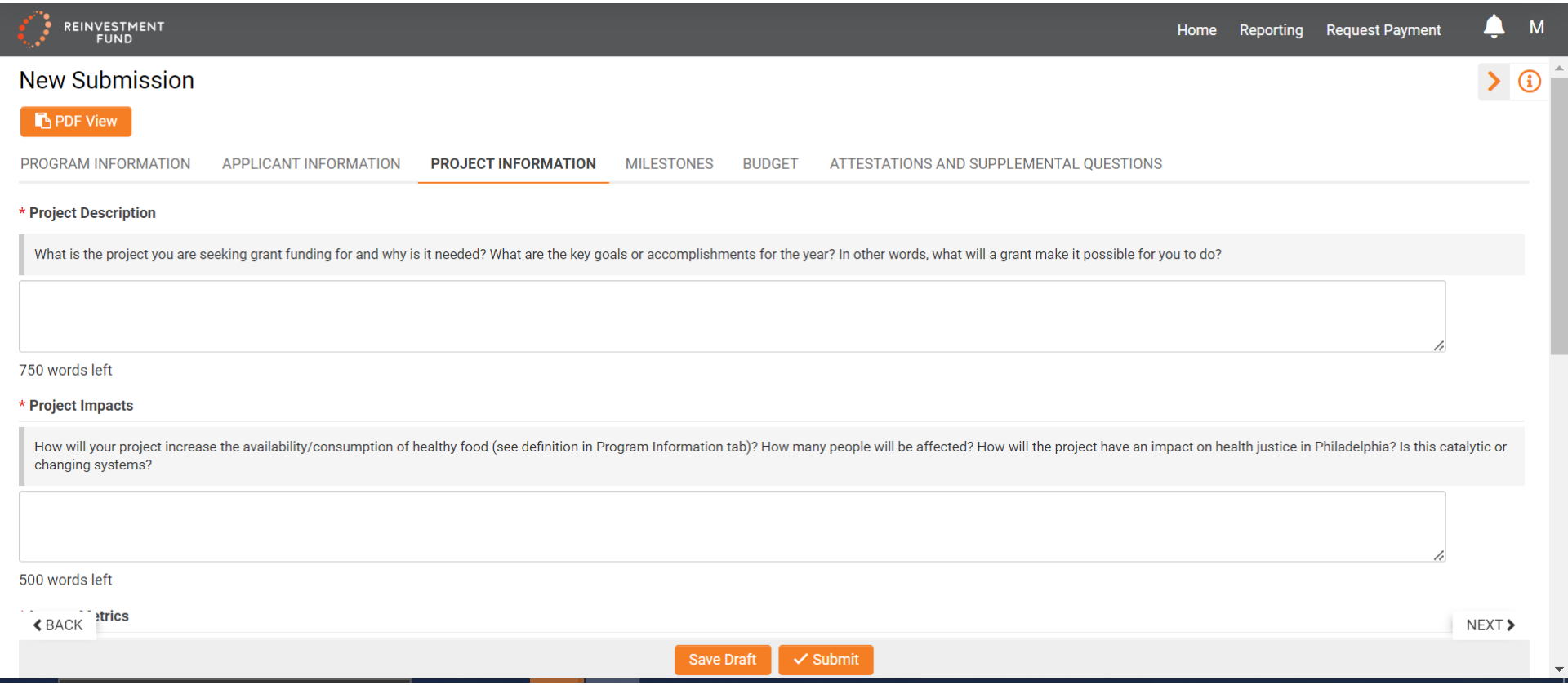

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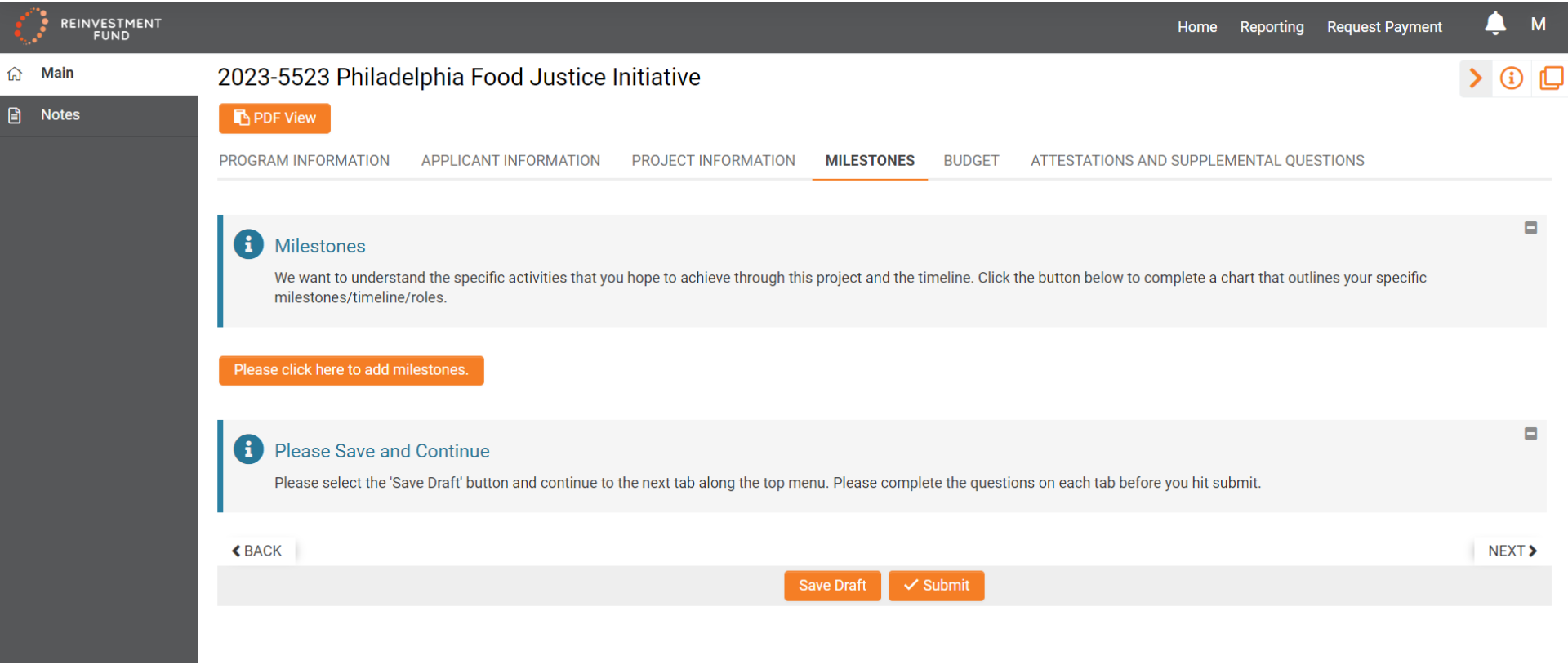

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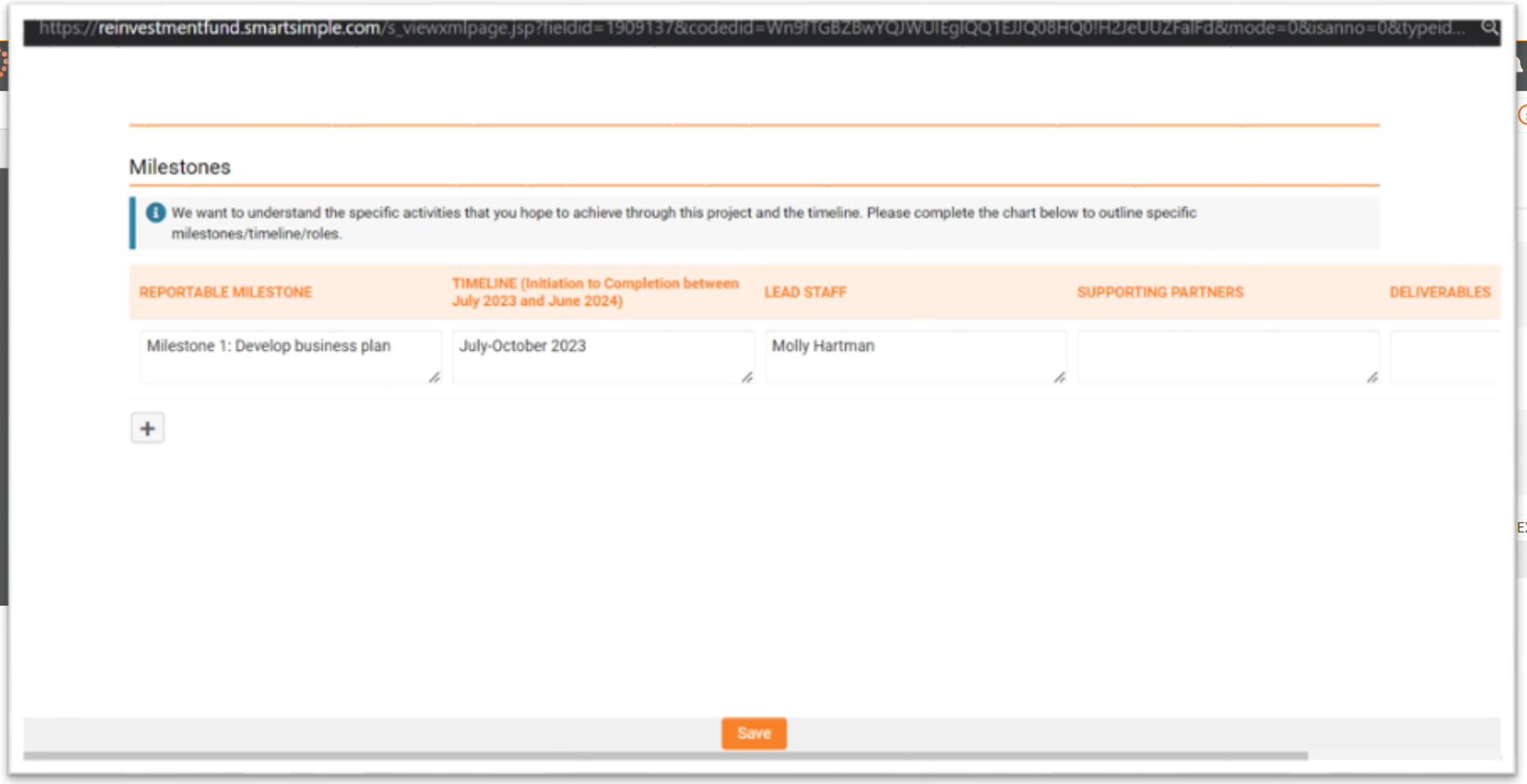

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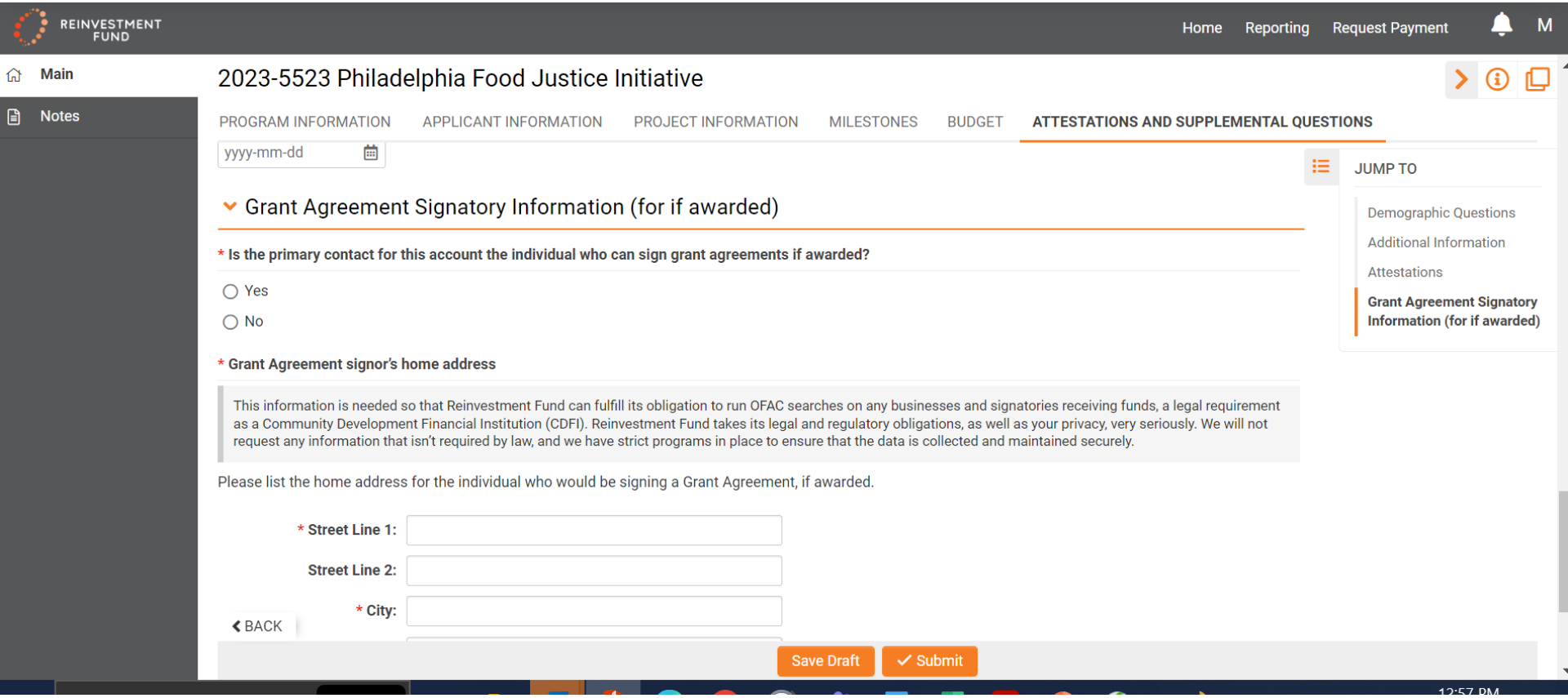

Resources

PFJI website: https://www.reinvestment.com/grants/phl-food-justice-initiative/

- Info sheet (a summary PDF of the program and application questions
- FAQ document which will be updated
- Profiles of prior grantees
- Recording of this webinar

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