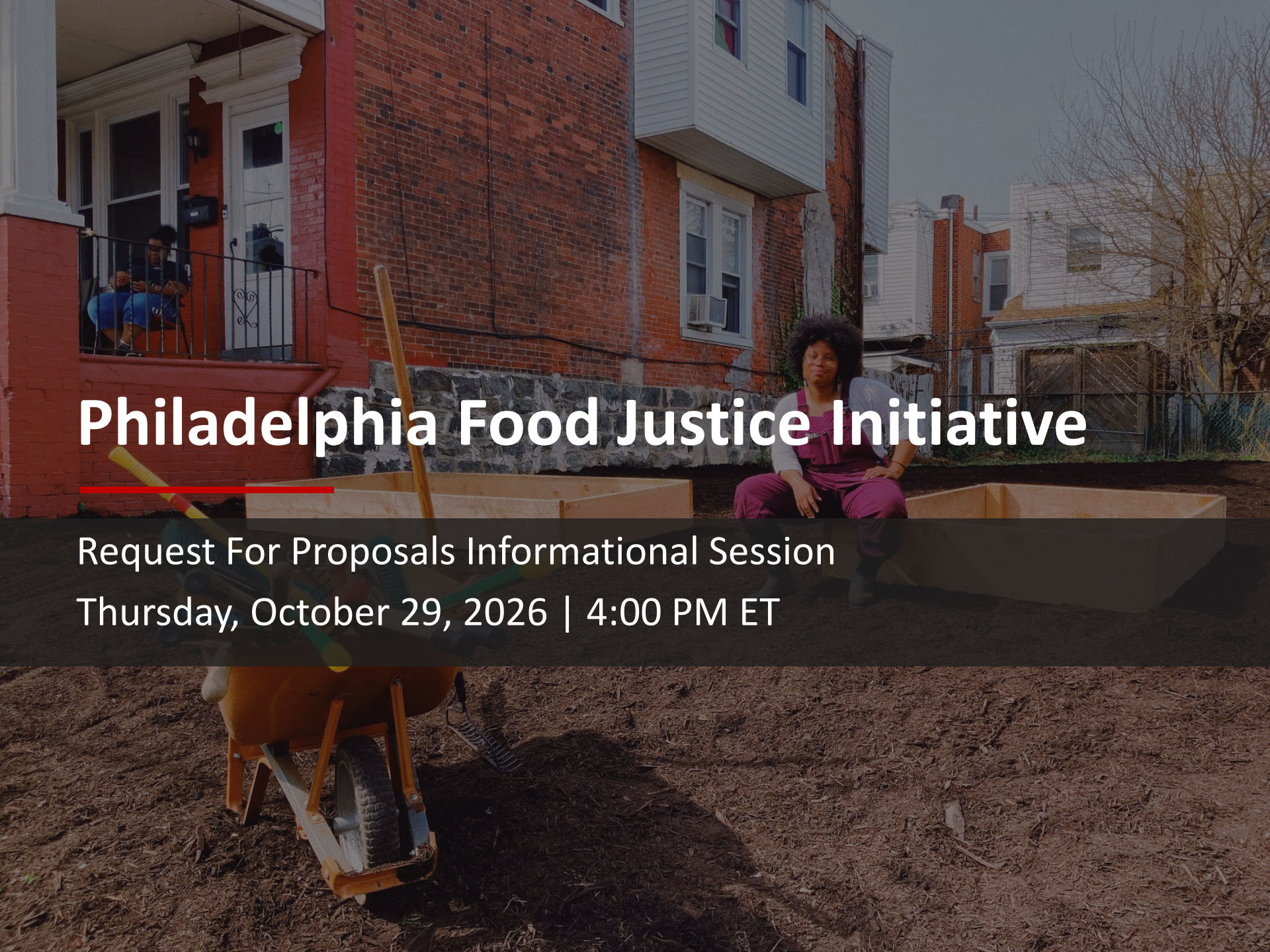


# Philadelphia Food Justice Initiative

Request For Proposals Informational Session

Thursday, October 29, 2026 | 4:00 PM ET

# PFJI Team



**Anne Misak**
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Reinvestment Fund



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Wholistic Art



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PFJI TA Consultant
Wholistic Art

## Contact Us

Email: phillyfoodjustice@reinvestment.com

# Agenda

- About PFJI
- Key Dates and Process
- Application Requirements
- How to Apply/SmartSimple
- Application Assistance
- Q&A



# 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:**

**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 social determinants of health 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:**

Food justice aims to address disparities in nutritious, affordable and culturally appropriate food access, particularly for communities of color and low-income communities, by addressing land ownership, agricultural practices, distribution of technology and resources, workers' rights, and the historical injustices certain communities have faced.

**Equity:**

Fairness or justice in the way people are treated, specifically: freedom from disparities in the way people of different races, genders, etc. are treated.

**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.

# 2026 Funding Round Details

**Available Funding**: At least **$240,500** is available for grants. Maximum award: **$50,000**.

Please Note: Awardees from the 2024-2025 funding cycle are not eligible to apply.

**Key Dates**:

- **December 4, 2026** – Applications due by end of day (11:59 pm Eastern Time)
- **No earlier than the week of February 1, 2027**– Grantees selected and all applicants notified
- **Early February 2027**– Agreements finalized with selected grantees and grant funding disbursements begin.
- **December 31, 2027** – PFJI grant period ends
- Post-Award Reporting: Grantees will be required to submit:
  - **Semi-annual report** by July 31, 2027
  - **Final closeout report** by January 31, 2028 (this includes providing documentation for all grant expenditures)

**During the submission period**:

- Application assistance will be available throughout the submission period. Please schedule an individual TA session or join a group session.
- Reach out with questions or concerns at phillyfoodjustice@reinvestment.com

**After the application deadline**:

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

# PFJI Eligibility

***To be eligible for PFJI:***

1. Be based **within the City of Philadelphia** and serve one or more Philadelphia communities. **Geographies adjacent to Philadelphia will not be considered.**
2. Be a **nonprofit, for-profit, cooperative or collective**, doing community-led food justice work that contributes to an equitable and sustainable local food system.
3. Increase access to healthy food in neighborhoods or communities **with a history of health injustice.**
4. Be **led by groups or organizations made up of those same individuals or community members**
5. Must demonstrate at least **one** of the following**:**
   - ✓ Have **deep roots in a neighborhood or community**
   - ✓ Have **broad citywide reach**
   - ✓ Have the potential for **systems change or scaling up over time**

# 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.

**Project uses of funds 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.

*** More project ideas are listed in the RFP and on the PFJI website**

# Scoring Criteria

***Projects will be evaluated on the following; see the RFP for full definitions:***

| | |
|---|---|
| **Applicant Qualifications** | *Applicant is experienced in food and health justice work, has ability to deliver project as described* |
| **Project Description and Activities** | *Problem and solution(s) are clearly defined, impact of PFJI funding is effectively communicated* |
| **Leadership** | *The applicant organization is led by Black, Indigenous and People of Color and/or people with lived experience with health injustice, including immigrants and people living with disabilities* |
| **Authentic Community Ownership** | *The applicant organization demonstrates characteristics of community-based work* |
| **Impact** | *Project shows clear connection to healthy food, who will benefit, how many people will be served, and that it will benefit a community that has experienced historic health or food injustices or disinvestment* |
| **Transformation and Innovation** | *Project involves a new strategy or a previously successful approach to strengthening community resiliency, addressing food injustice and/or improving the Philadelphia food system* |
| **Feasibility** | *Timeline and activities are clear, attainable, realistic; thoughtful depiction of sustainability beyond the grant period* |
| **Budget and Fair Compensation** | *Clear, reasonable, and appropriate budget; livable wages and a healthy working environment are proposed* |

# Priority Points

***Applicants can earn additional points if they meet the following criteria:***

| |
|---|
| Organizations and projects that have **not been previously funded** through the Philadelphia Food Justice Initiative |
| Organizations located in or serving areas with **higher rates of poverty and food insecurity** per the **Philadelphia Food Access Dashboard** |
| Organizations that **demonstrate a significant organizational capacity gap**, including having a smaller annual operating budget, smaller staff size, or gap in project resources relative to total project costs |
| Organizations and projects that are **led by people with lived experience with health or food injustice**, including Black, Indigenous and People of Color and immigrants and/or people living with disabilities |

# Core PFJI Application Components

**Create an account in SmartSimple**

- Legal Entity Name
- Contact information (Primary Contact, Address, Email and Phone)

**Applicant Information**

- Business/organization EIN
- Organizational Capacity information
- Mission/Vision
- Anti-Racism
- Project Management and Leadership

**Project Information**

- Project Title
- Site Address Information
- Total Project Cost and Amount of Funding Requested (up to $50,000)
- Project Type – If food retail, tobacco free
- Project Description
- Community Served & Community Engagement
- Capacity Building Needs
- Food Access/Justice
- Equity
- Collective Action
- Community Impact & Impact Metrics

**Timeline**

- Specific activities or milestones and target dates for the project

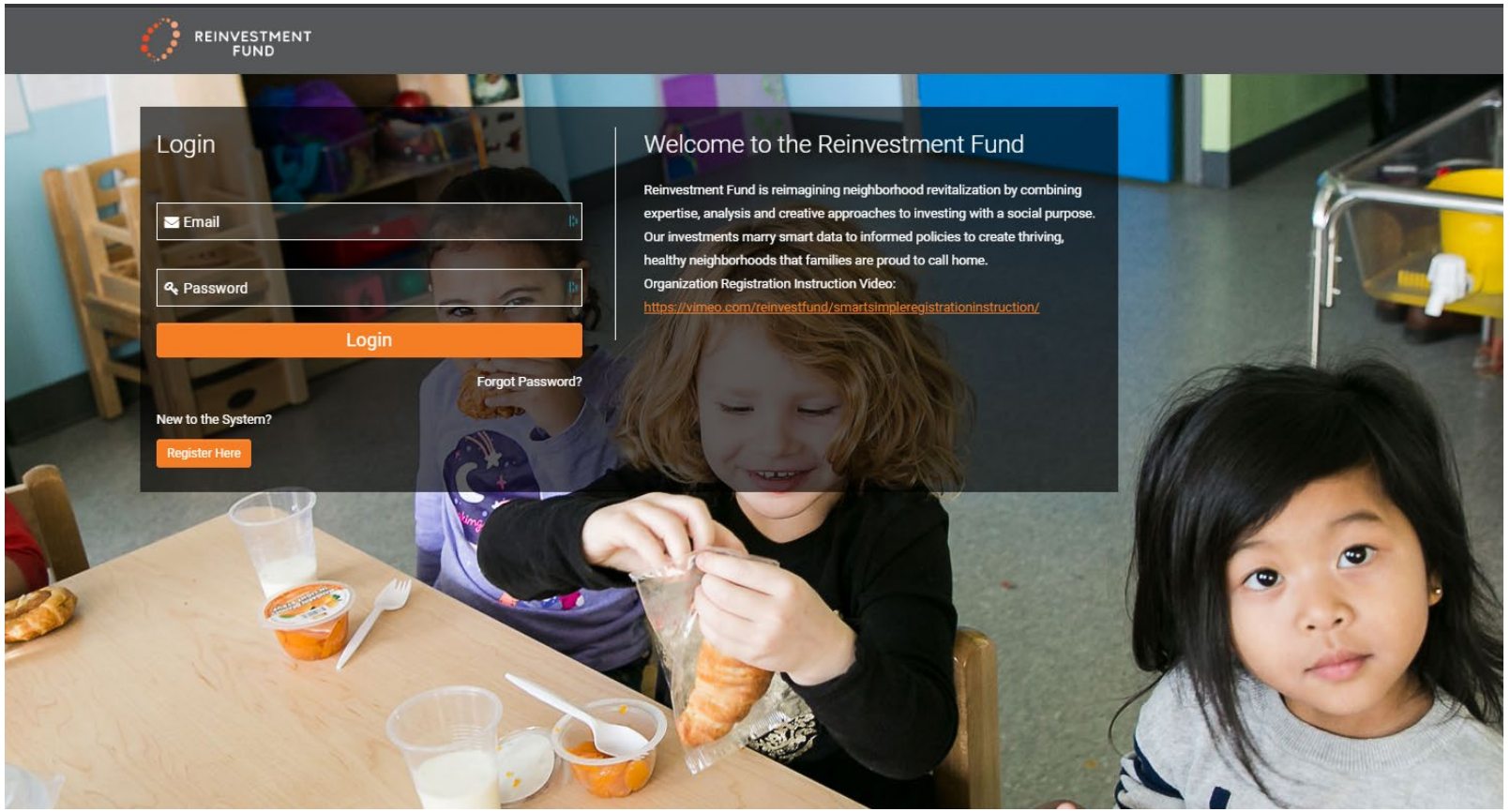
**Budget**

- Itemized budget by line item for all project costs

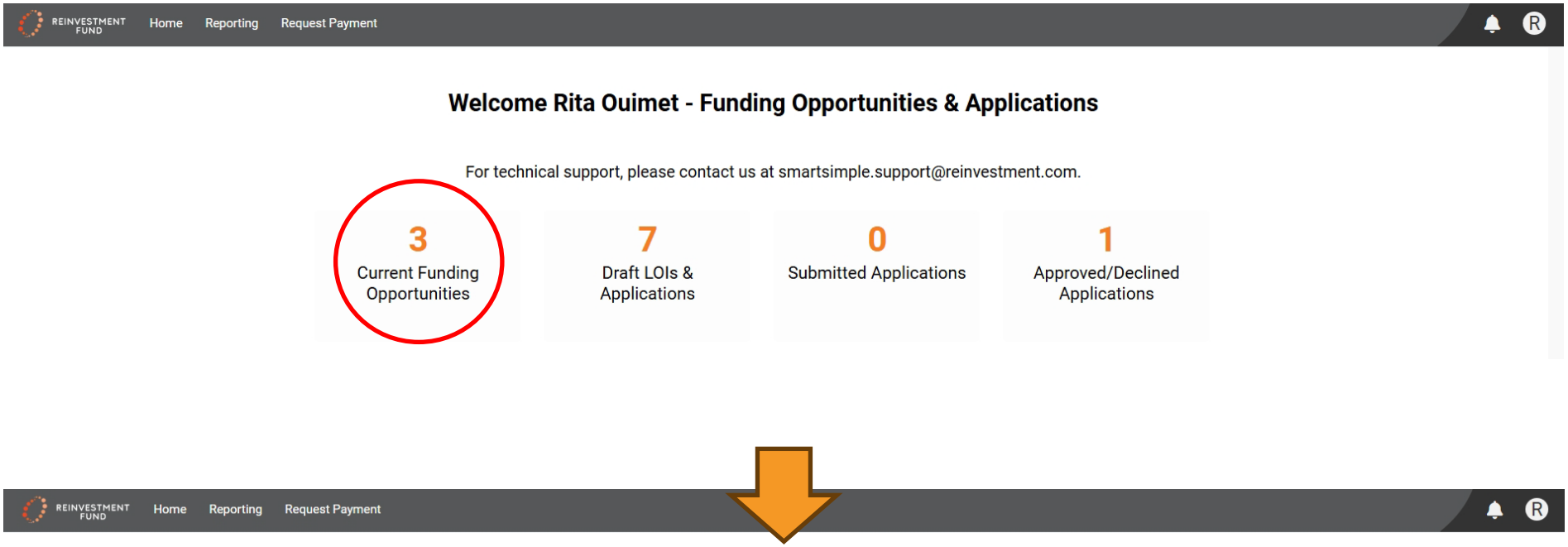
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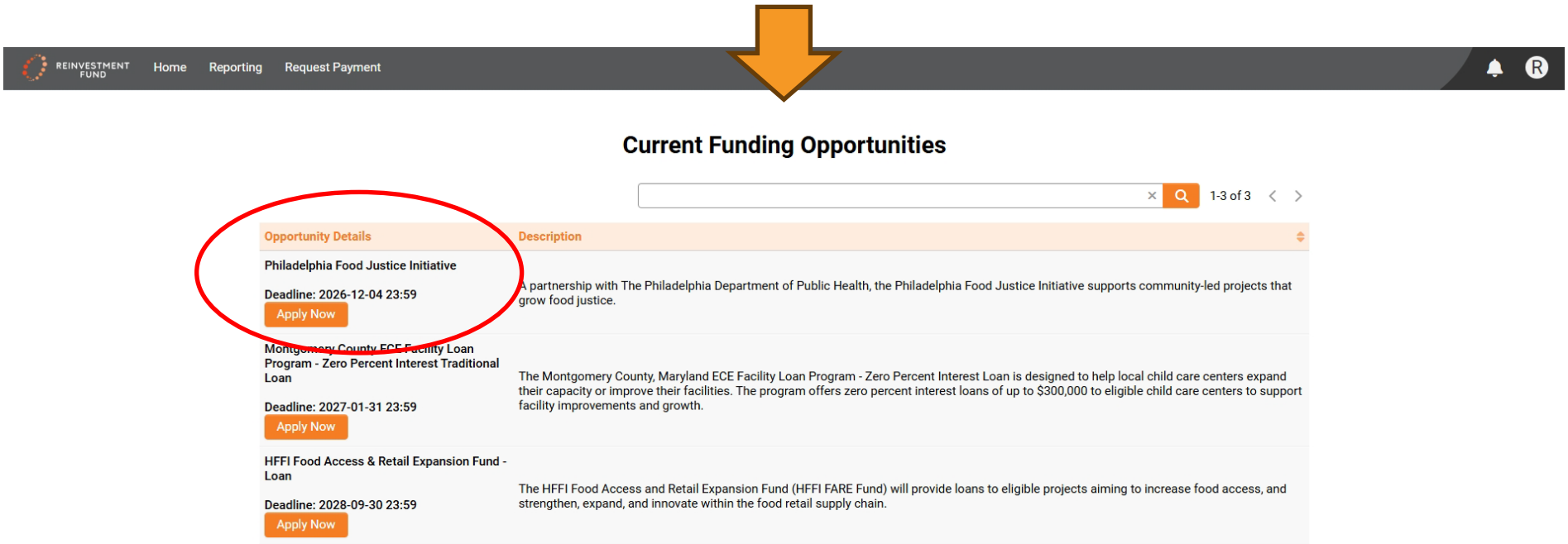
**https://reinvestmentfund.smartsimple.com/**

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

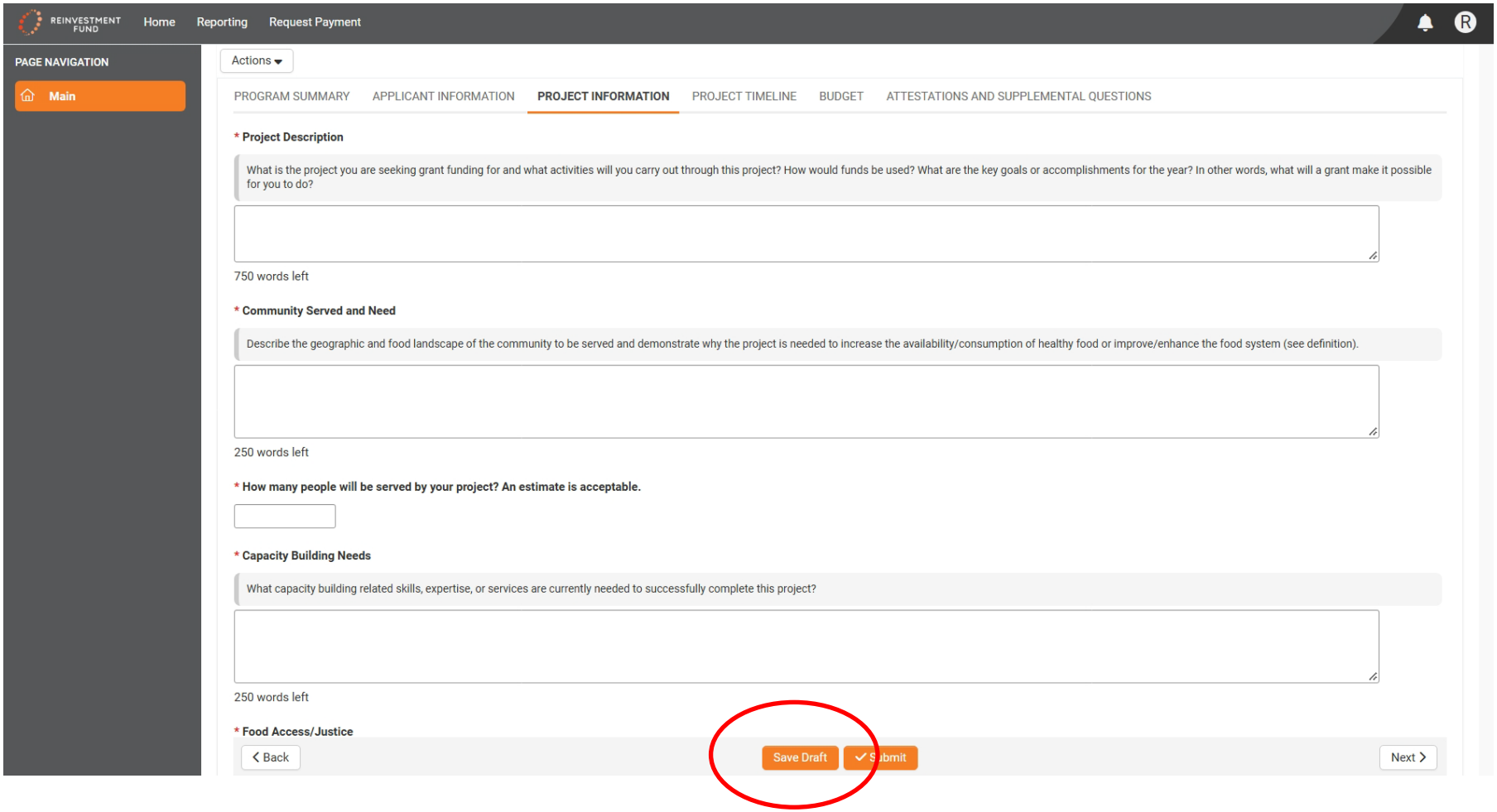


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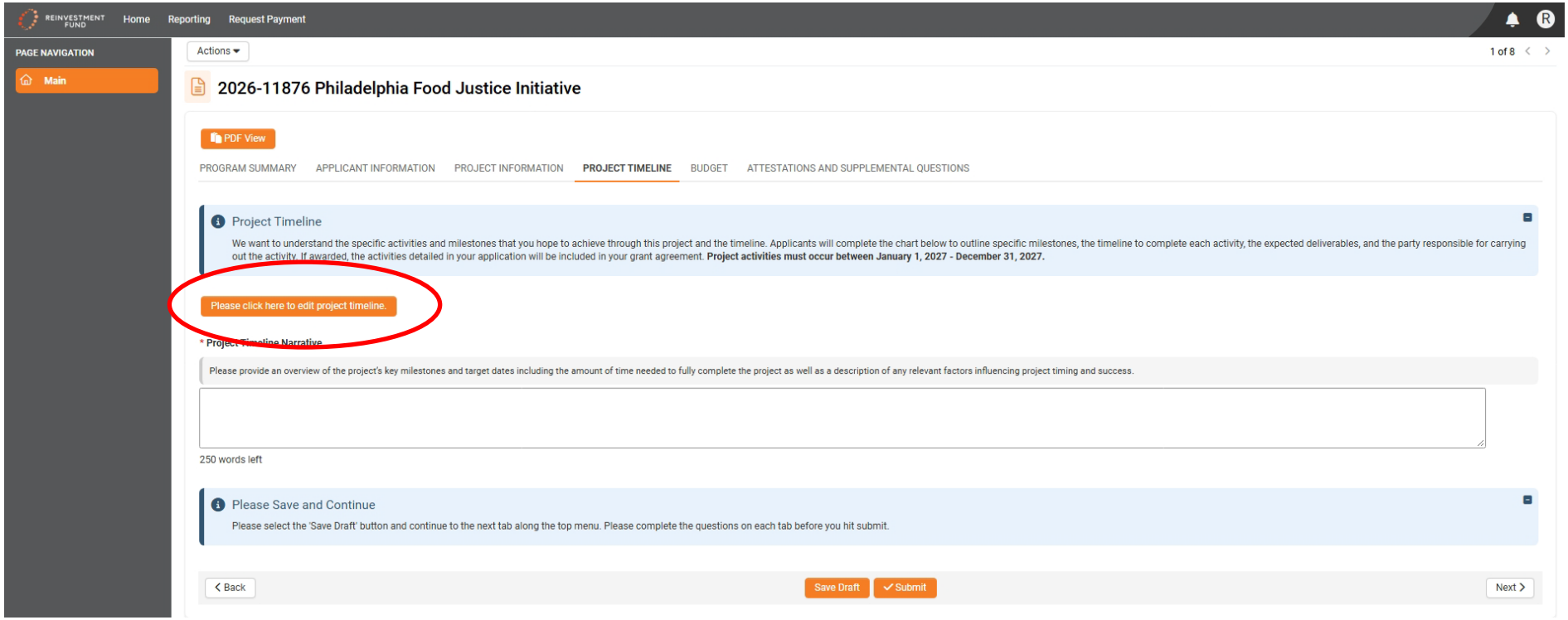


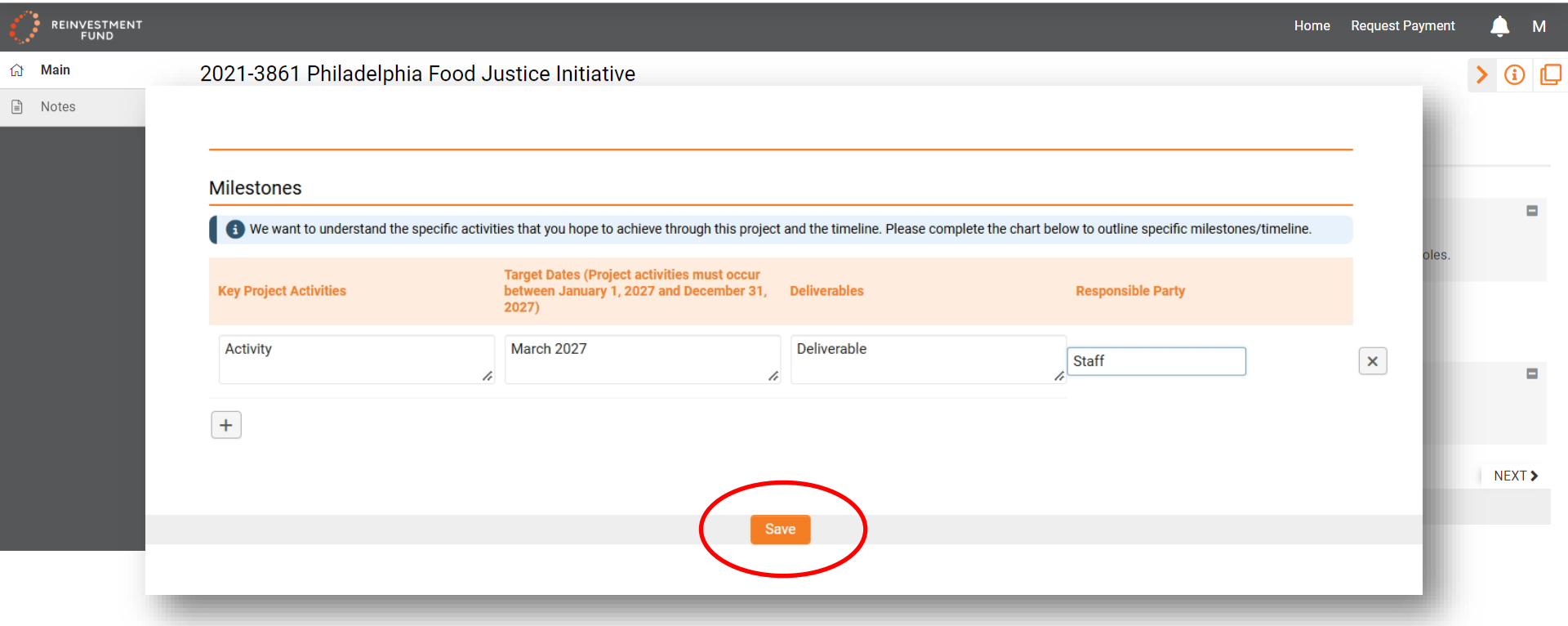
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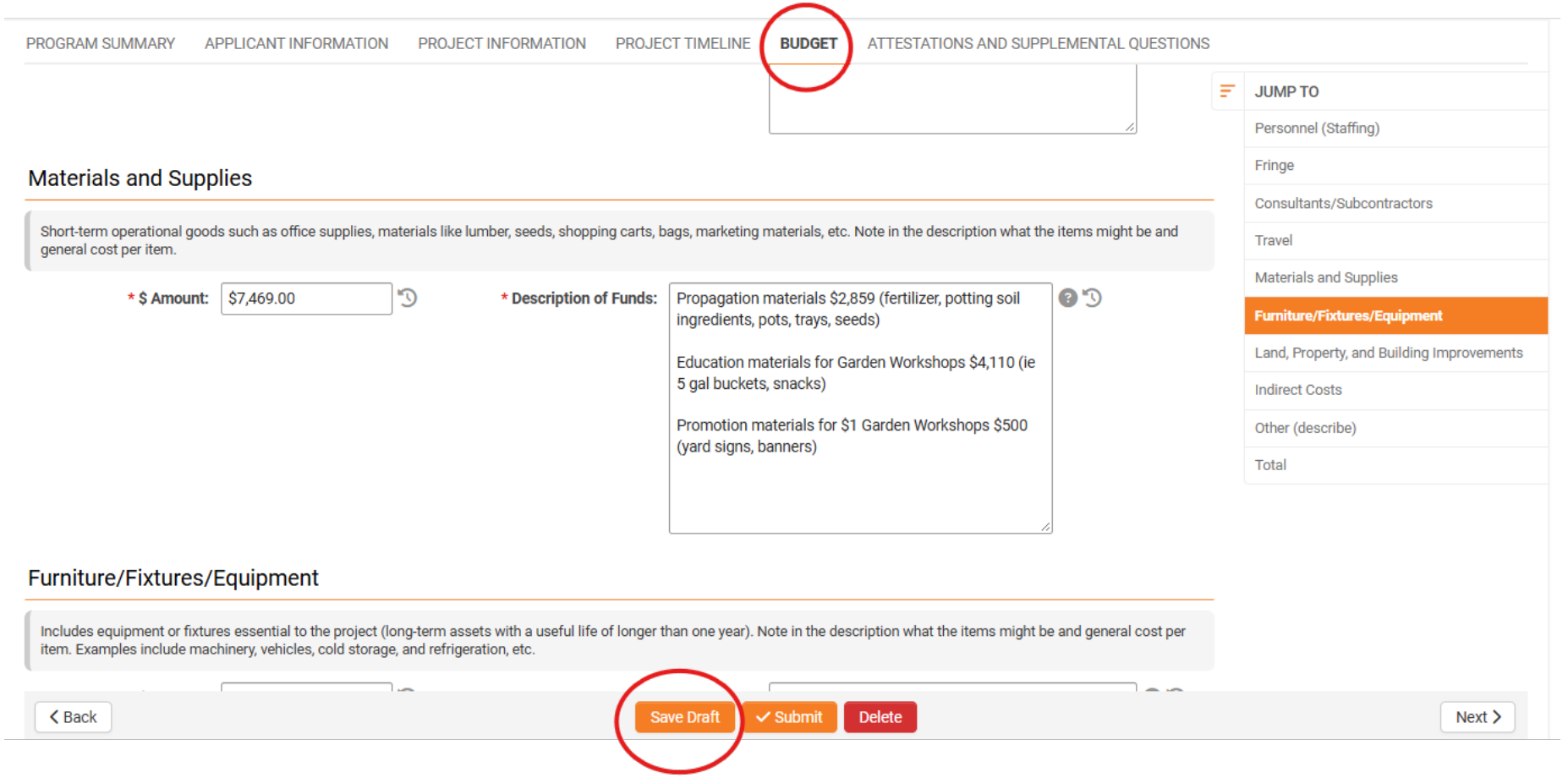
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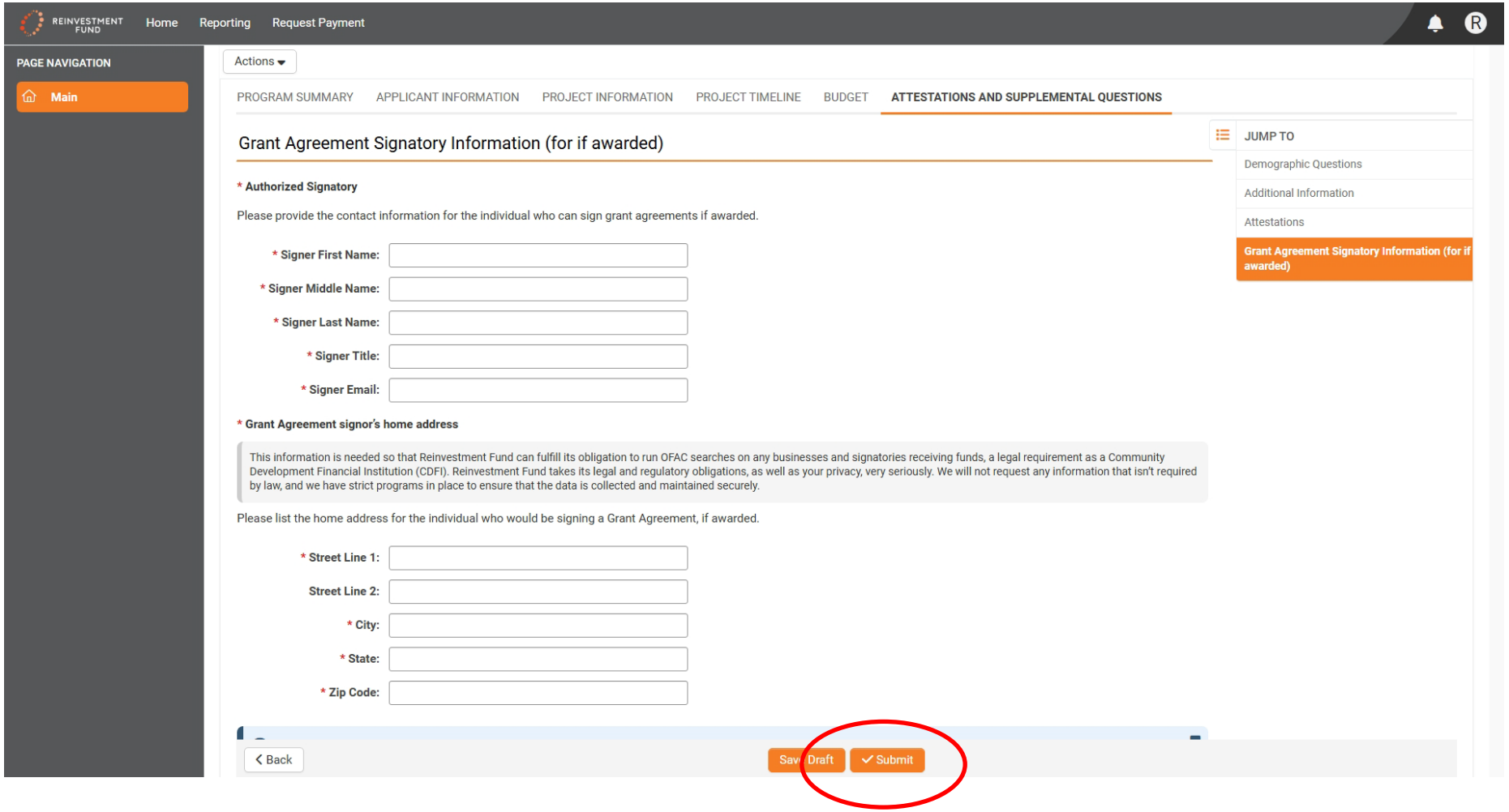
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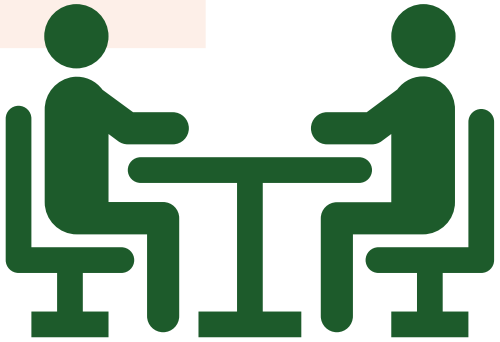
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# Application Assistance

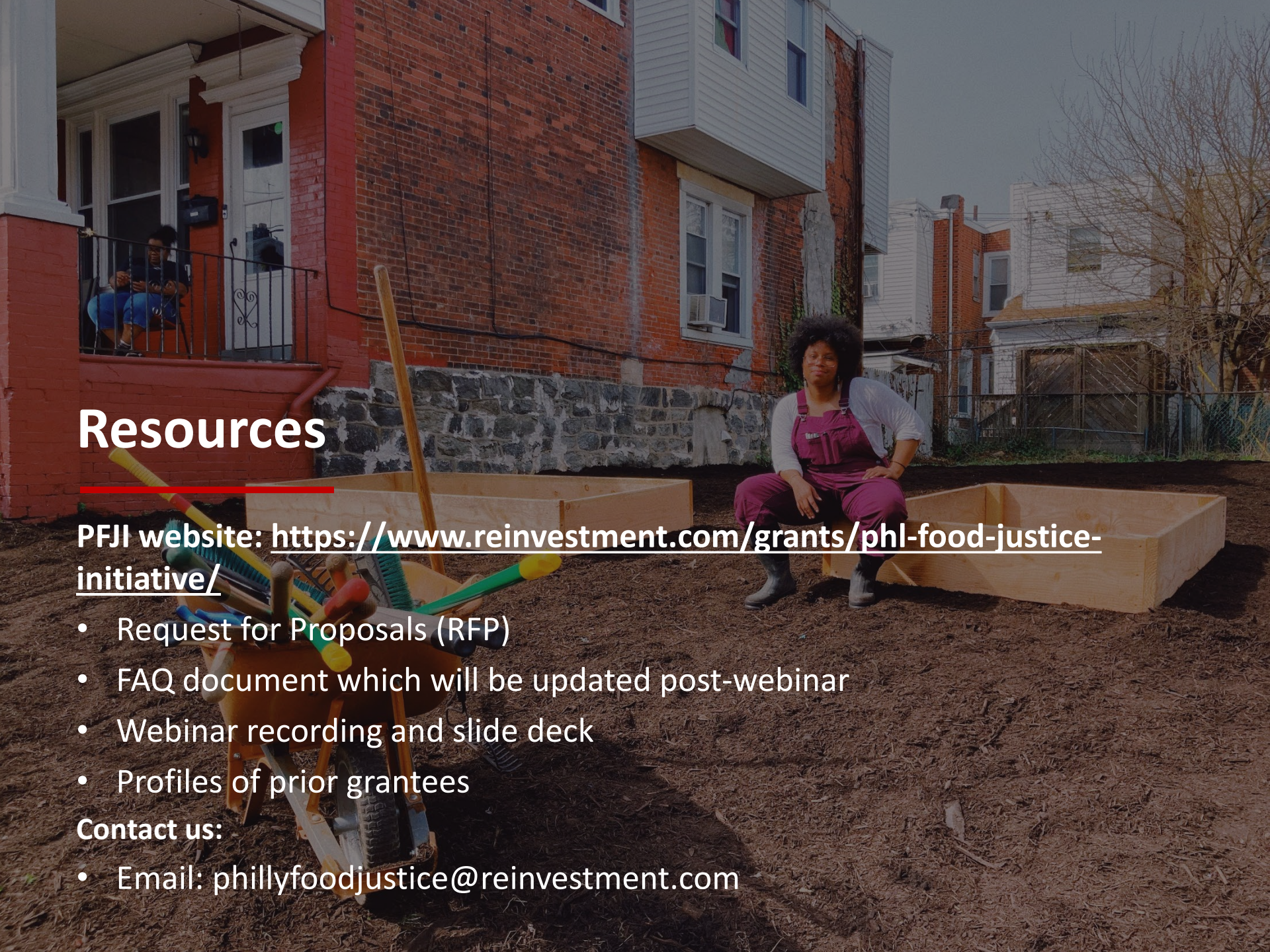
Applicants may **schedule individual office hours or join a group session** with the PFJI Technical Assistance Team to help you understand PFJI eligibility and goals, the application process, how to develop a strong application submission, and more.

| Day | Time (Eastern) | Team Member | |
|---|---|---|---|
| Monday | 10am – 12pm | Charlyn Griffith-Oro | Join (group session, no registration required) |
| Monday | 6pm - 8pm | Jena Harris* | Book Now |
| Wednesday | 1pm - 3pm | Charlyn Griffith-Oro | Book Now |
| Friday | 3pm - 5pm | Jena Harris* | Book Now |
| Saturday | 10am - 12pm | Jena Harris* | Book Now |



If you have any language accessibility needs ahead of joining a session, please email phillyfoodjustice@reinvestment.com. Language interpreters are welcome to accompany applicants to any session.

*Please book at least 48 hours ahead of time.



# Resources

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

- Request for Proposals (RFP)
- FAQ document which will be updated post-webinar
- Webinar recording and slide deck
- Profiles of prior grantees

**Contact us:**

- Email: phillyfoodjustice@reinvestment.com