

# Healthy Food Financing Initiative Planning Grant Program

---

**2024 Request for Applications Informational Webinar**

Thursday, May 16, 2024

# Meet the HFFI Team



**Anne Misak**  
Program Director,  
Equitable Food Systems



**Kahfii King**  
Program Manager,  
Equitable Food Systems



**Olivia Chatman**  
Program Manager,  
Equitable Food Systems

## Contact Us

Email: [help@investinginfood.com](mailto:help@investinginfood.com)

# Healthy Food Financing Initiative

---

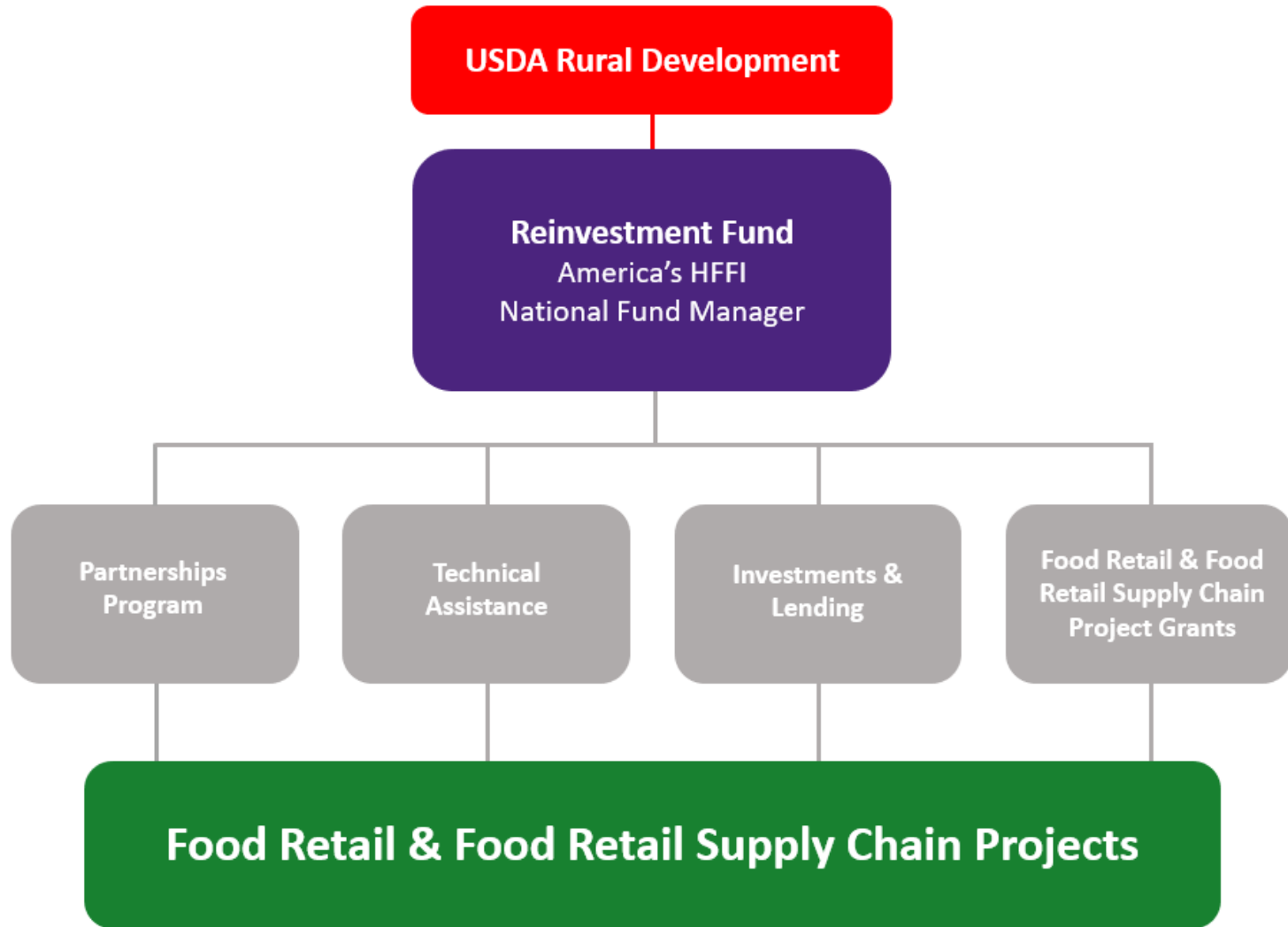
The purpose of the Healthy Food Financing Initiative (HFFI) is to support food supply chain resiliency, improve access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities.

# HFFI Goals and Authority

---

- The Healthy Food Financing Initiative (HFFI) was authorized under the Agriculture Act of 2014 and reauthorized in 2018.
- HFFI is a program of USDA Rural Development.
- In 2017, Reinvestment Fund was selected as the National Fund Manager through a competitive process. We implement HFFI and provide financial and technical assistance to eligible healthy food retail partnerships and projects. Reinvestment Fund manages the HFFI program for USDA.
- Funding for this announcement is made available in part through the American Rescue Plan Act (ARPA) of 2021.

# HFFI Program Management



# 2024 Planning Grant Program

- Up to \$6 million available for grants
- Grants awards from \$10,000 to \$150,000
- Grants will be one-time investments of capital for planning and predevelopment activities of early-stage food retail or food enterprise projects



# Eligible Applicant Types

---

- for-profit businesses
- cooperatively-owned businesses
- tax-exempt nonprofit corporations
- institutions of higher education
- state and local governments and governmental agencies, authorities, commissions, and food policy councils
- tribal governments and tribal governmental agencies, authorities and food policy councils

**Individuals are not eligible to apply**

# Eligible Projects

## What we will fund:

- Projects that will contribute to food access through the availability of Staple and Perishable Foods for retail sale in underserved areas
- Projects that will maintain or improve food supply chain resilience
- Projects planning retail business models that will offer an assortment of staple and perishable foods, and will accept SNAP benefits
- Projects planning food enterprise projects that contribute to the retail food supply chain and downstream retailers, ultimately improving food access through retail sales

Grant funds can be used for predevelopment expenses that will directly support the planning and overall sustainability of the new or expanded business model



# Eligible Projects

---

## What we will not fund:

- Brick and Mortar facility development
- Land or building acquisition
- Agriculture-only projects
- Charitable food
- Nutrition education
- Restaurants
- Consumer packaged goods
- Ongoing operating subsidy
- Research studies
- Loan funds/regranting programs
- Food retail programs & initiatives

USDA Food Research Atlas Low Income Low Access Census Tract

OR

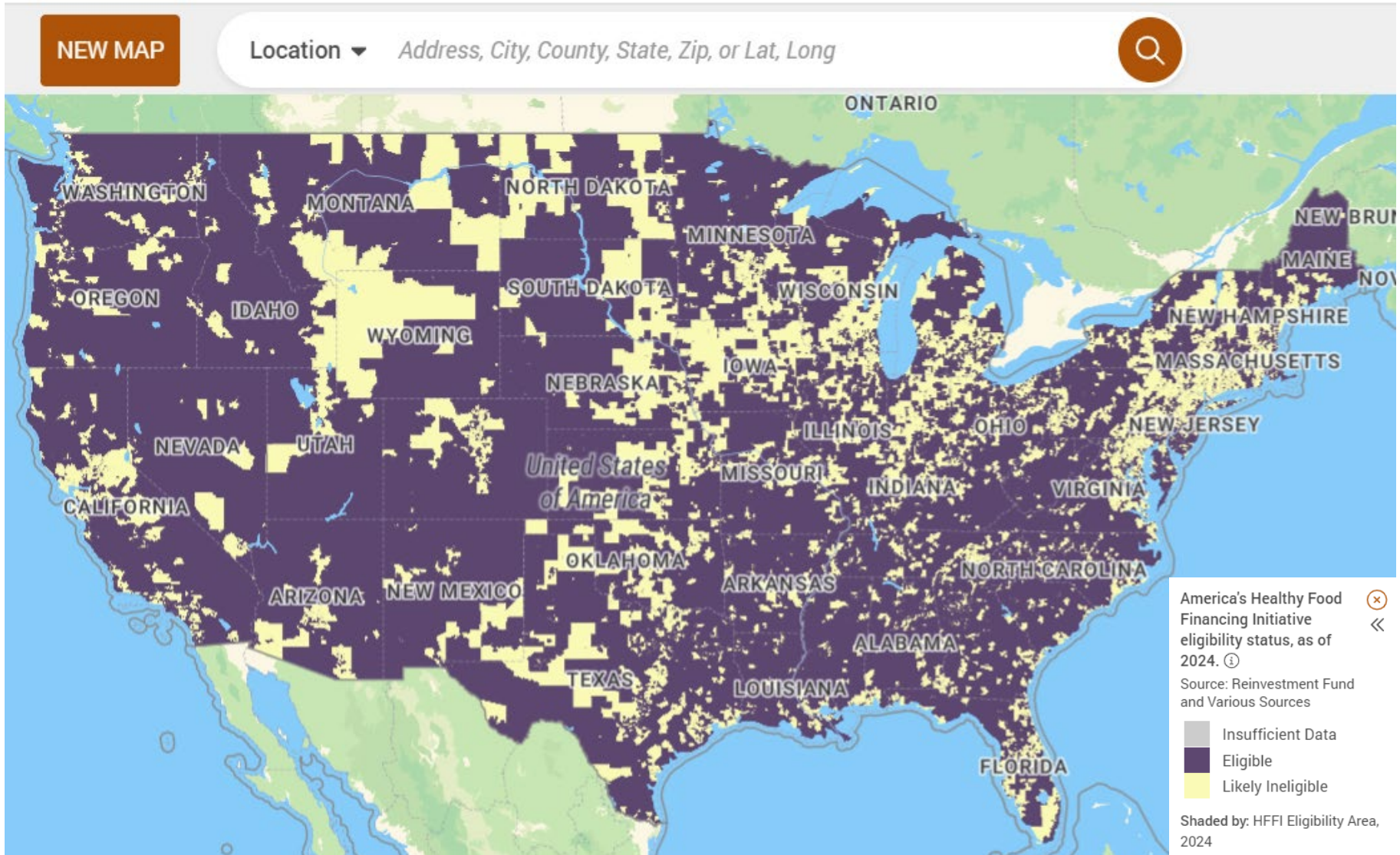
Census tract adjacent to USDA Food Research Atlas Low Income Low Access Census Tract with a median family income less than or equal to 120 percent of the applicable area median

OR

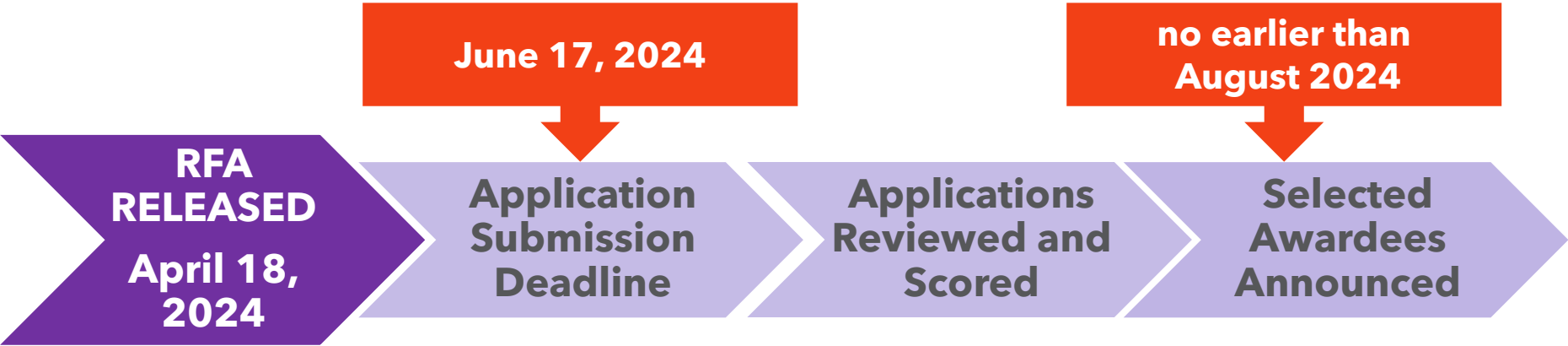
Geographic unit determined to have limited access to supermarkets or grocery stores by a methodology that has been adopted for use by another government or philanthropic healthy food initiative

# Eligible Locations & Mapping Tool

[www.investinginfood.com/eligibility](http://www.investinginfood.com/eligibility)



# Application Process



# Application Requirements

## Application Narrative

- Project Name & Summary
- Organization Overview & Background
- Population, Community, and/or Market Served
- Community Engagement & Involvement
- Project Objectives & Planning Activities
- Retail Sales & Supply Chain
- Project Outcomes
- Capital Access & Project Sustainability
- Project Timeline

## Project Location

- Status of site identification
- Address or description of proposed site location(s)
- Map showing the determined or anticipated location(s) for the business mode

## Budget (up to \$150,000)

- Break down by cost categories
- Explanation of requested uses

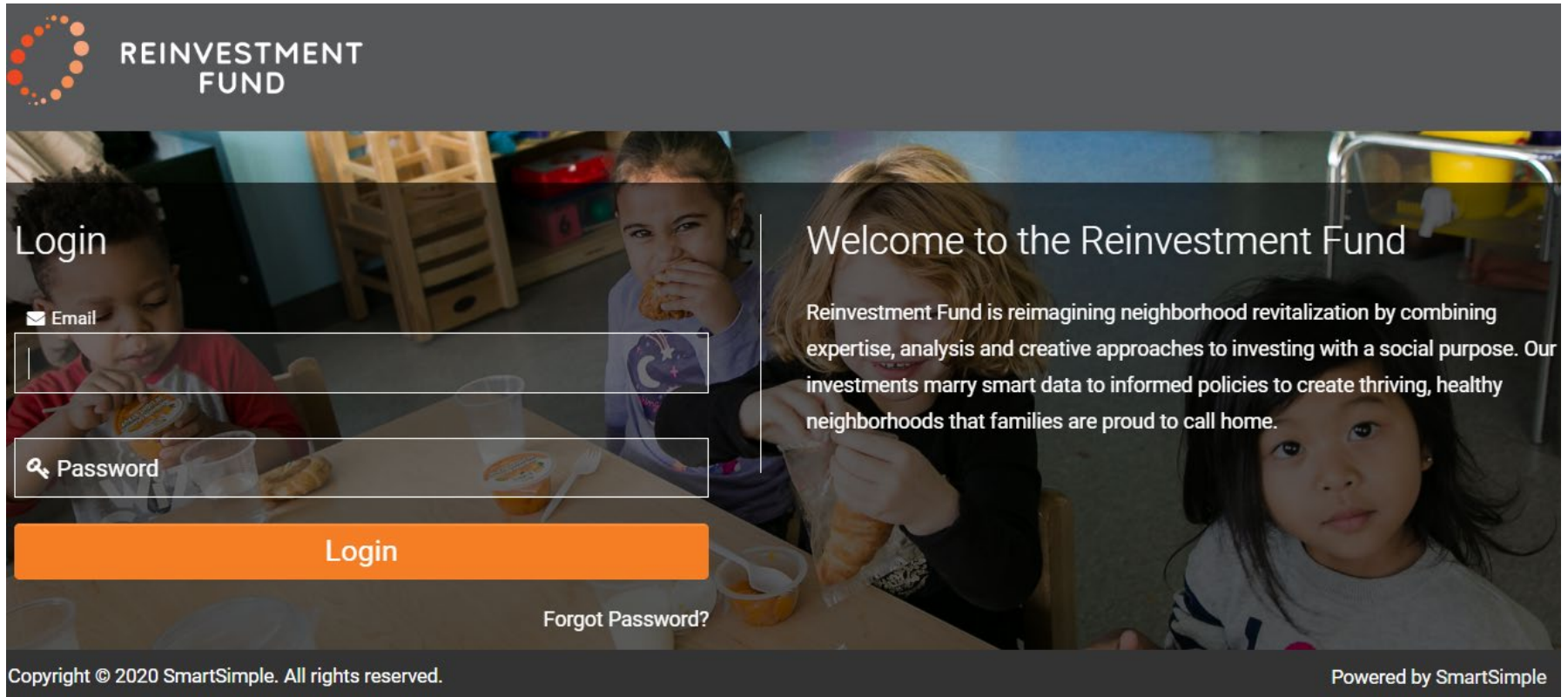
## Optional Questions

- Sources and Uses (optional)
- Letters of support (optional)
- Project priorities (optional)

**Only one application will be accepted per organization or project.**

# SmartSimple – Online Application Portal

Applications will be submitted through Reinvestment Fund's SmartSimple grants portal [www.reinvestmentfund.smartsimple.com](http://www.reinvestmentfund.smartsimple.com)



**REINVESTMENT FUND**

## Login

Email

Password

Login

[Forgot Password?](#)

## Welcome to the Reinvestment Fund

Reinvestment Fund is reimagining neighborhood revitalization by combining expertise, analysis and creative approaches to investing with a social purpose. Our investments marry smart data to informed policies to create thriving, healthy neighborhoods that families are proud to call home.

Copyright © 2020 SmartSimple. All rights reserved. Powered by SmartSimple

# Review Process

---

- Applications will be screened for eligibility
- Eligible applications will be scored by reviewers based on the criteria in the RFA (70 total points)
- These criteria include:
  - A. Applicant Background (0 to 10 points)
  - B. Stakeholder Involvement (0 to 15 Points)
  - C. Food Access Goals (0 to 20 Points)
  - D. Proposed Planning Activities (0 to 15 Points)
  - E. Budget (0 to 5 Points)
  - F. Timeline (0 to 5 points)

# Review Process

- Up to 16 additional Priority Points will be given to projects planning business models that:
  - A. Will be located in Very Low-Income Communities
  - B. Will create or retain Quality Jobs for low-income residents in the community
  - C. Will support regional food systems and locally grown foods to the maximum extent possible
  - D. Will be accessible by public transit (in areas that are served by public transit)
  - E. Will involve women-owned or controlled businesses
  - F. Will involve Black, Indigenous, and People of Color (BIPOC)-owned or controlled businesses
  - G. Will be located in Rural Areas
  - H. Will be located in communities that have been underserved by HFFI investment, including other national, state, and/or local HFFI programs

The top 25% of applications will be further evaluated by the HFFI Review Panel of internal and external experts who will determine a consensus ranking of applications that will take into account the application score, project type, geographic diversity (including urban and rural), program diversity, and ability to advance the HFFI goals.



# Federal Award Requirements

---

- This is a federal grant award & grantees must remain in compliance with all applicable laws, regulations, etc.
- Some of those include:
  - Federal Financial Management and Internal Controls Requirements
  - Program Income
  - Procurement and Property Standards
  - Cost Principles
  - Audits
  - Record Retention and Access



**The HFFI 2024 Planning Grant Program is now accepting applications.**

**To download the full RFA and apply online visit:**  
**[www.investinginfood.com/planning-grant](http://www.investinginfood.com/planning-grant)**

**Applications are due Monday June 17, 2024 @  
11:59 PM ET**

*Reinvestment Fund staff will be available to answer questions until Friday, June 14, 2024.*

## Contact Us

---

Program RFA & Info:

[www.investinginfood.com/  
planning-grant](http://www.investinginfood.com/planning-grant)

Email:

[help@investinginfood.com](mailto:help@investinginfood.com)

