

HFFI 2021 TARGETED SMALL GRANTS PROGRAM

40 million Americans still live without easy access to fresh and food options.

The Healthy Food Financing Initiative aims to improve access to healthy foods in underserved areas, to create and preserve quality jobs, and to revitalize low-income communities.

The program aims to build a more equitable food system that supports the health and economic vibrancy of all Americans. Authorized by the 2014 Farm Bill, and reauthorized by the 2018 Farm Bill, the 2021 HFFI Targeted Small Grants Program is administered by Reinvestment Fund on behalf of USDA Rural Development. HFFI provides capacity building and financial resources to eligible healthy food retail projects to overcome the higher costs and initial barriers to entry in underserved areas.

GRANT AWARDS

In 2021, at least \$4 million is available for grant awards. Grants awards will range from \$20,000 to \$200,000.

HOW TO APPLY

For more information on how to apply, read the full Request for Applications (RFA) at:
www.investinginfood.com/apply

Applying to the HFFI Targeted Small Grants Program is a two-step process:

- **Phase 1: Letter of Interest (LOI):**
Submit an LOI describing your organization, project, and location, to express initial interest in a grant. Reinvestment Fund will review LOI submissions to determine program eligibility. LOIs are due **Tuesday, December 7, 2021 at 11:59 pm ET.**
- **Phase 2: Full Application:**
Eligible organizations will be invited to submit a full application. Applicants will be notified in January 2022 and will have 45 days to complete their applications. Awards will be made in late spring 2022.

ELIGIBLE PROJECTS

The program will support projects that are designed to improve access to fresh, healthy food in underserved areas through food retail. Food retailers and food enterprises may apply for one-time investments of capital into a project aiming to strengthen, expand, and innovate within the food retail supply chain. Food retail projects must accept SNAP/EBT.

Grants may support a variety of organizations, business models, and capital needs of ventures that process, distribute, aggregate, market, and sell healthy, fresh, and affordable foods to underserved communities and markets.

Grant funds could assist with a variety of project needs, including (but not limited to) predevelopment, brick and mortar facility construction or renovation, equipment, vehicles, and other one-time soft costs including training, consulting needs, marketing, or merchandising.

ELIGIBLE LOCATIONS

Applicants must propose a project in an eligible underserved area, which includes USDA Low Income, Low Access census tracts, adjacent tracts, and areas that meet other eligibility criteria. The full definition of underserved areas is described in the RFA. You can search an interactive map to see if your location is eligible at: www.investinginFood.com/eligibility.

TECHNICAL ASSISTANCE

Technical Assistance (TA) is available to selected eligible organizations that are in the early stages of planning a food retail or enterprise project that aligns with the goals of America's Healthy Food Financing Initiative. TA resources may include support with capacity building, identification of food access needs and potential interventions, project planning, market studies, feasibility studies, business planning, financial modeling, appraisals, and community or customer engagement. Eligible applicants to the Targeted Small Grants Program that are not selected for funding may be selected to apply for or receive TA. For more information or to inquire about receiving TA, please contact us.

FOR MORE INFORMATION & TO CONTACT US

Join the informational webinar on October 13th at 2pm ET or view recording: <https://bit.ly/HFFIWebinar101321>

Frequently Asked Questions: www.investinginfood.com/FAQ

If you have questions about the HFFI Targeted Small Grants Program, please email us at help@investinginfood.com or call 215-574-5862. If you are calling, you will be prompted to leave a voicemail.

Visit our website www.investinginfood.com to learn more and to join our mailing list.



**REINVESTMENT
FUND**

www.reinvestment.com
www.policymap.com

REINVESTMENT FUND is a national mission-driven financial institution that creates opportunity for underserved people and places through partnerships. We marshal the capital, analytics, and expertise necessary to build strong, healthy, and more equitable communities.

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