



Apply by
June 14th



New Jersey **Innovative** Healthy Food Retail Initiative

Grants for innovative, community-focused healthy food retailers striving to improve access to fresh, nutritious foods in underserved areas of New Jersey.



MEET OUR TEAM



REINVESTMENT
FUND

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.



Kahfii King
Program Manager

The FOOD
TRUST



Delicious, nutritious food for all
Founded in 1992, The Food Trust works with neighborhoods, institutions, retailers, farmers and policymakers across the country to ensure delicious, nutritious food for all.



Marisol Zavaleta Martin
Senior Associate



Rita Ouimet
Project Coordinator

AGENDA

- Program Background
- Program Overview
- Eligibility
- Uses of Funds
- Application Process
- Scoring and Priority Points
- Q & A



Grants for innovative, community-focused healthy food retailers striving to improve access to affordable, fresh, and healthy food in underserved areas of New Jersey.

PROGRAM GOALS:

1. To identify and support applicants who are introducing innovative food retail models to improve access to food and economic opportunity in low-income underserved areas of New Jersey and are led by community-focused organizations and/or businesses
2. To address the challenges in accessibility, availability, and affordability of healthy foods in underserved areas of New Jersey through innovative retail models

PROGRAM OVERVIEW

\$1.5 million total is available for grants up to **\$200,000** for eligible recipients

WHAT WE WILL SUPPORT:

- Predevelopment activities
- Implementation of new businesses
- Expansion of existing businesses

Projects must be completed by March 31st, 2026

APPLICANT ELIGIBILITY

Be a **healthy food retail project** that will expand or preserve the availability of staple and perishable foods or if a distributor or aggregator, clients must be healthy food retailers that will expand or preserve the availability of staple and perishable foods



ELIGIBLE ORGANIZATIONS

- Business enterprises
 - corporations, limited liability companies, sole proprietorships, and public benefit corporations
- Cooperatively owned businesses or managed ventures
- Tribal agencies and authorities
- Tax-exempt nonprofit corporations
- Community health and other anchor institutions
- Government agencies, authorities, commissions, and food policy councils

APPLICANT ELIGIBILITY

- ❑ Serve a **Low-to Moderate-Income** (LMI) area with a median family income equal to or below 80% of median local income levels
- ❑ Serve an underserved community
 - **Low Supermarket Access** (LSA) area
 - In a New Jersey Economic Development Authority (NJEDA) designated **Food Desert Community**
- ❑ **Accept SNAP** or plan to accept SNAP or if a food enterprise project, must serve clients that accept or plan to accept SNAP

USING THE ELIGIBILITY MAP

Low-to-Moderate Income Community

Using the results from the eligibility map, please enter your project location's, low-to-moderate income (LMI) percentage.

68%

Limited Supermarket Access Designation

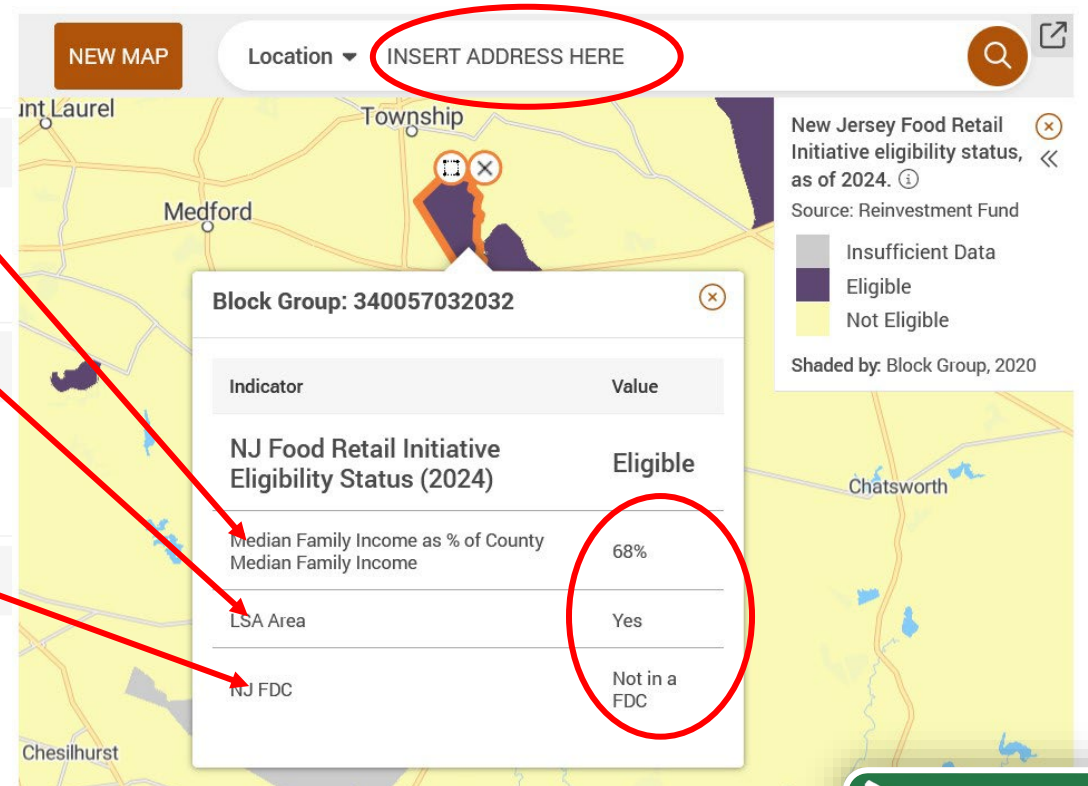
Using the results from the eligibility map, please select whether your project is located in a Limited Supermarket Access area.

Yes No

NJEDA Food Desert Community Designation

Using the results from the eligibility map, please select whether your project is located in a NJEDA Food Desert Community.

Yes Not in a Food Desert Community



ELIGIBLE USES OF FUNDS

Implementation Projects:

- Hard costs for the creation, retrofit, expansion, or other one-time investment in innovative, healthy food retail or alternative food supply chain enterprises
- Soft costs such as training, consumer/community engagement, governance support, financial or development consultants, project management, marketing and merchandising

OPENING SOON

GRAND OPENING

NOW OPEN

ELIGIBLE USES OF FUNDS

Predevelopment Projects:

- Business, feasibility, and operations planning
- Construction predevelopment
- Community engagement
- Other capital needs



WHAT WE WON'T FUND

- Agriculture-Only Projects
- Charitable Food
- Nutrition Education Programs
- Restaurants
- Food Retail Programs and Initiatives
- Consumer-Packaged Goods
- Research
- Operating Capital
- Regranting and Lending Activities

APPLICATION PROCESS

1. Submit an LOI online via SmartSimple, no application fee
 - reinvestmentfund.smartsimple.com
2. Eligibility determination will occur within 2-3 weeks
3. Full application will open for applicants deemed eligible
4. Applications will be competitively scored out of 100 points and 16 priority points. Reviewers will base scores solely on the information provided in the application.
5. Applications selected for an award will be funded up to the maximum amount requested, up to \$200,000. Budgets will be reviewed and may be adjusted for allowable costs and reasonable uses of funds.

LOI Submission Periods ● ○ ○

Round 1 May – June 14, 2024

***Round 2** August – September 30, 2024

Full Application Due ● ● ○ *(if invited to apply)*

Round 1 July 15, 2024

***Round 2** October 31, 2024

Award Announcement

Round 1 September 2024

***Round 2** December 2024

* Pending available funding.

USING SMARTSIMPLE

4

Current Funding Opportunities

0

Draft Applications

1

Submitted Applications

0

Approved/Declined Applications

Draft Follow-Up Forms

0

Draft Banking Info

0

Draft Payment Requests

0

Draft Forms

USING SMARTSIMPLE

Opportunity Details

Description

New Jersey Innovative
Healthy Food Retail
Initiative

Deadline: 2024-06-14
23:59

Apply Now

The New Jersey Innovative Healthy Food Retail Initiative (“the Initiative”) supports community-led, innovative food retail projects that improve access to healthy food and promote economic growth in low-income, underserved areas of New Jersey. Grant funding is intended to be a one-time investment that will support innovative business models that either process, distribute, aggregate, market, or sell healthy, fresh, and affordable foods.

SCORING CRITERIA



- Project and/or Business Model (30 points)
- Applicant Background (10 points)
- Community Involvement (20 points)
- Food Access Goals (30 points)
- Budget (5 points)
- Timeline (5 points)

PRIORITY POINTS

2 Points Each

- Serve low-income communities
- Involve an innovative project model



- Create or retain quality jobs
- Support local and regional food systems
- Women or BIPOC-owned/controlled or community owned/controlled
- Cultural Competence and Diversity
- Have secured funding from other sources demonstrating that a grant award will serve to leverage other sources of capital
- Prioritize increasing SNAP and WIC redemption



IMPORTANT DATES

- Round 1- Letters of Interest due on **June 14th**
- Full applications due on **July 15th**

*Future rounds are subject to available funding. Please refer to our website for future rounds and deadlines.

QUESTIONS

If you have additional questions about this opportunity or eligibility, please reach out to: NJ-innovativehealthyfoodretail@reinvestment.com