

VFAIF (LARGE SCALE RETAILER)

Grant Pre-Proposal Application

I. Before completing this pre-proposal, please read the Equitable Food-Oriented Development (EFOD) brown paper.

<https://www.vdacs.virginia.gov/pdf/EFOD-Criteria.pdf>

The core values of the VFAIF grant program are informed by this EFOD framework. Grant applications will be evaluated based on their ability to demonstrate implementation of the EFOD framework.

Project Title:
Project location(s):
Anticipated Start Date:
Current Project Stage (circle one): not yet begun, newly implemented, existing
Anticipated End Date:
Requested Amount:
Primary Contact Name:
Primary Contact Title:
Organization or Business:
Telephone:
Email Address:
Mailing Address:

Project Address:
City, State, Zip:

II. The core values of the VFAIF grant program are informed by this EFOD framework. Grant applications will be evaluated based on their ability to demonstrate implementation of the EFOD framework.

II. The main objectives of this program are to:

- a. improve access to fresh foods and reduce food deserts across the Commonwealth.
- b. create wealth and leadership in low-income and low access communities.
- c. improve access to private capital in low-income, low-access communities, including for Black, Indigenous, and People of Color.
- d. assess, support, and transform existing or potential businesses into sustainable community-informed businesses.
- e. foster innovative solutions that uplift and share successful food business models; and
- f. reduce food insecurity, strengthen food systems, and improve health outcomes for low-income and low-access communities.

III. Is my project eligible for VFAIF funding?

Check the following boxes as they relate to your project. These represent the **six mandatory requirements** of the VFAIF program, per the program guidelines:

My project:

- € Must be in located in the Commonwealth of Virginia
- € Have a retail component where consumers can purchase fresh meat, seafood, dairy, produce and healthy food options
- € Accepts or will accept SNAP/EBT; and offer Virginia Fresh Match incentives
- € Directly serve residents within low access communities.
- € Demonstrate a history of community engagement, work in the community, and community support for the project
- € Sources or will source at least 25% of its fresh retail food from Virginia producers.

Additional Considerations

Prioritization will be given to projects that meet the following criteria:

- Purchase a significant volume or value fresh products from Virginia’s small, beginning, limited resource, Veteran, and/or socially disadvantaged farmers and ranchers (as designated by USDA/ERS ers.usda.gov)

- Demonstrate a high number of customers served by the Large-Scale Food Retailer
- Demonstrate significant employment from the community
- Integrate community culture and artistic expression in the business model and/or customer experience
- Provide a path for financial sustainability and positive outcomes to the community, including education, leadership and youth development, employment of community residents, job training, or workforce development
- Demonstrate success in creating partnerships and/or efforts to leverage additional funding.
- The entity receiving funds is owned or substantially led by individuals from low-income, low-access communities, or is working in an active, ongoing partnership with these individuals, which must include shared leadership, decision-making, resources, and/or shared economic benefit

If you have read the EFOD brown paper and checked all eligibility boxes above, then VFAIF may be right for you. Please continue to the next section to briefly describe your project.

IV. Provide a concise summary of your project in 500 words or less. Describe in detail:

- a. how your project improves access to fresh food in a low-income/low access community.
- b. how your project satisfies the six mandatory requirements from Section III.
- c. your business or organization’s history engaging local community residents in the interest of building health and wealth equity; and
- d. anticipated total project budget.

Add space on the next page as needed.

V. Please submit your pre-proposal to email address vfaif@vdacs.virginia.gov
Please list your project name in the subject line.