

# Request for Proposals (RFP)

**Moving from Emergency Response to Recovery in Jefferson County**  
A Grant Opportunity to Reimagine a Jeffco Food System  
that Meets the Needs of All



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Si se necesita ayuda para revisar y enviar la aplicación en español, comuníquese con Marissa Silverberg a <mailto:msilver@co.jefferson.co.us> más tardar el 18 de junio.

If assistance is needed to review and submit the application in Spanish, please contact Marissa Silverberg at [msilver@co.jefferson.co.us](mailto:msilver@co.jefferson.co.us) by June 18 at the latest.

# Overview

Jefferson County (Jeffco) Public Health (JCPH) and Community First Foundation (CFF) believe it's hard to thrive when you cannot meet your most essential needs – access to food being one of those. Together in partnership with community-led organizations, we're working toward a vision that all Jeffco residents have the opportunity to thrive through equitable access to food that is locally produced, nutritious, and meets cultural preferences.

## Background

The COVID pandemic significantly increased food insecurity and disruptions to our local food supply. Prior to the COVID pandemic, 9.1% of Coloradans and 10% of Jeffco residents were experiencing food insecurity, but since the pandemic began, this percentage has quadrupled (38%, or 2 in 5 Coloradans are experiencing food insecurity (Hunger Free Colorado, 2021).

A report by JCPH's, [Recovery, Rebuilding, and Resilience: Centering Community to Create a Food Secure Jefferson County](#), identifies the challenges, gaps, and potential solutions to rebuilding a more resilient food system that can both withstand and recover from disruptions and crises and do so in a way that ensures a sufficient supply of acceptable and accessible food for all (JCPH, 2021).

In order to thrive, Jeffco should have a food system that meets the needs of all its residents. We've been in crisis mode, responding to immediate needs caused by the pandemic. Now is the time to collectively shift our focus from emergency food response to rebuilding a more resilient, community-centered food system to effectively meet all resident needs. This vision includes:

- Building a local food system that ensures equitable access to nutritious, locally produced food that reflects cultural preferences.
- Supporting Jeffco farmers and food producers by helping them rebuild, maintain, and sustain current and future food supply to prevent disruption.

## Jeffco-Centered Approach

We designed this Request for Proposals (RFP) with the big picture in mind. Our goal is a resilient food system<sup>1</sup> in Jeffco that ensures everyone has access to nutritious, affordable food we want to eat. We know a food system like this takes time. Because it's a long-term goal, we will also support efforts that ensure people have access to nutritious and affordable food today.

# The important stuff!

## Application Period:

Applications open Tuesday, June 1 and close at 5 p.m. on Friday, July 2, 2021.

## Objective:

Invest \$1,700,000 in grant funds to support infrastructure and capacity- building efforts to build a resilient food system that ensures equitable access to locally produced and nutritious food in Jefferson County.

## Sponsors:

Community First Foundation and Jefferson County Public Health

## Eligibility:

501(c)3 Nonprofits and/or government equivalents, as well as small food and farm businesses with a recent track record of service to Jefferson County residents.

## Stakeholders who might be interested in this opportunity include:

- **Community-Based Organizations:** Farmers' markets, community food/agriculture organizations, environmental groups, food charity organizations, neighborhood associations, workforce development.
- **Agriculture:** Regional farms, farm organizations, farm support agencies.
- **Policymakers:** Public works agencies; community and economic development agencies, human services organizations, park and recreation departments.
- **Funders & Lenders:** Local donors interested in supporting food security, foundations, impact investors, government funders.
- **Health & Education:** Public schools; community health organizations; private health organizations/hospitals; universities/colleges; research institutions.
- **Business:** Local business associations; restaurants; grocer associations; large scale grocery stores; food chains/franchises; small/local grocers.

## What We Will Fund

Unrestricted, program, infrastructure and capacity-building, demonstration projects; capital and/or equipment expenses with a focus on building long-term infrastructure and/or informing long-term system change.

APPLY

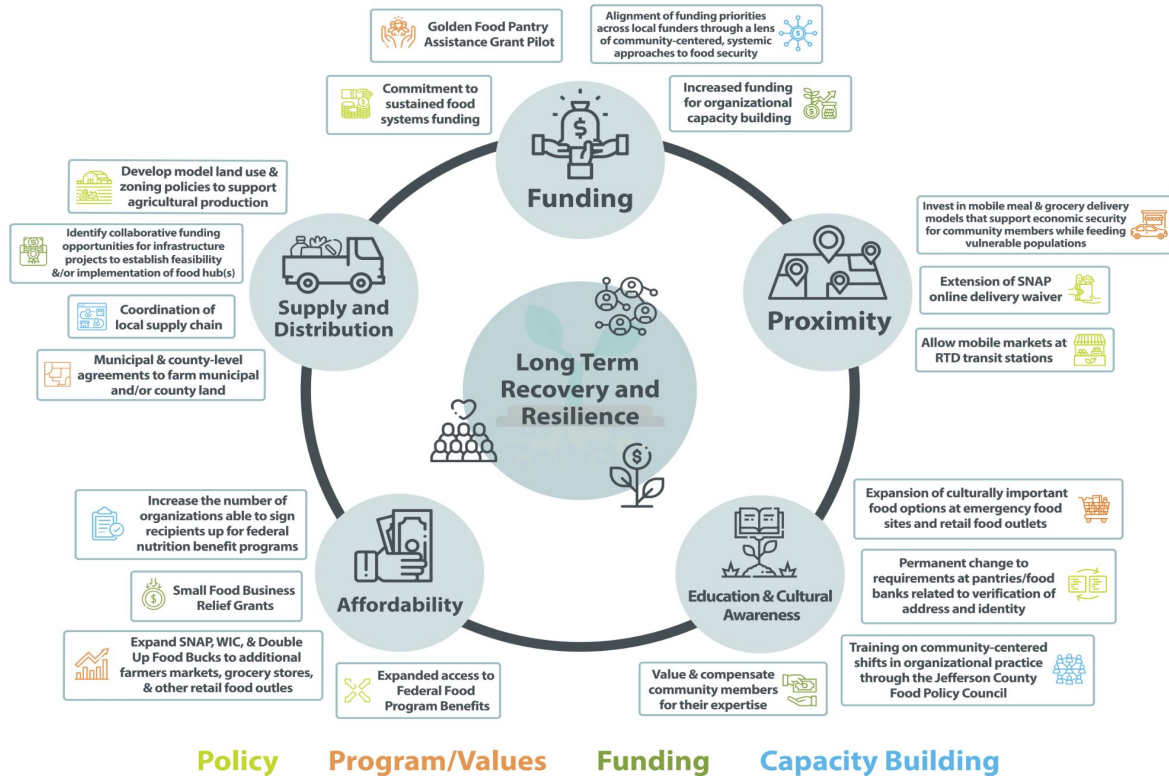


# Ten Tips

We want to help you be successful with your application. Here are ten tips to help you prepare and put forward your best application!

## Tip 1: Read JCPH’s report!

In addition to reviewing the grant requirements, another great place to start is to read [Recovery, Rebuilding, and Resilience: Centering Community to Create a Food Secure Jefferson County](#). This report by JCPH identifies the challenges, gaps, and potential solutions to rebuilding a more resilient food system that can withstand and recover from disruptions and crises in a way that ensures a sufficient supply of acceptable and accessible food for all (JCPH, 2021).



**Figure 1. A model of the Jefferson County food system for long-term recovery and resilience (Jefferson County Public Health, 2021).**

Figure 1 illustrates the components necessary to achieving a resilient food system. This approach allows for both short- and long- term planning, encourages collaboration across sectors, and develops cohesive and effective responses. Further, community-centered approaches to a resilient food system recenters efforts to address food insecurity and food system development through a wider lens of food justice.<sup>2</sup>

## Tip 2: Make sure you're eligible!

- **Registered 501(c)(3) nonprofit or government equivalent.** Eligible applicants must be recognized by the IRS as tax-exempt under Section 501(c)(3), government equivalent or fiscally sponsored by a 501(c)(3) nonprofit entity.
- **Small food and farmer businesses with a recent history of supporting the Jefferson County food system,** including small- and mid-sized producers, and entities that support small- and mid-sized producers, such as intermediaries, as well as sourcing, processing, packaging, and distribution entities.<sup>3</sup> Preference may be given to businesses with inclusion of a social impact or social responsibility component.
  - **Producers:** Any small- and mid-size direct-market producers, defined as producers with annual gross revenue up to \$1,000,000.
  - **Intermediaries:** Associations, food hubs, markets, and other intermediaries who sell within Colorado markets, have a history of supporting the Jefferson County food system and can provide direct benefit to Jefferson County producers and/or residents.
  - **Processing, packaging, & distribution entities:** Organizations processing, packaging, and/or distributing agricultural products for local consumption.
- **Jeffco-Focused Work.** Applicants must be headquartered or have a physical location in Jeffco and must demonstrate a recent history (within the past year) of providing services or support to Jeffco residents. Organizations not headquartered or that do not have a physical location in Jeffco must have a recent history (within the past year) or a clearly demonstrated and planned commitment of providing services in Jeffco. Particular consideration will be given to organizations targeting vulnerable populations living in [high needs areas of Jefferson County](#).
- **Willing to share data.** JCPH and CFF intend to use information included in grant applications and data collected through grant projects to inform a broader food systems collective approach with our partners, the Jeffco Food Policy Council. By submitting a grant request, applicants agree to allow both JCPH and CFF to use or share information contained in the grant application to inform community-level data initiatives and establish a network that will be accessible to a public audience. This information may also be used by JCPH and CFF in its community impact storytelling and marketing efforts.

### **Tip 3: Make sure you're a partner fit!**

We are looking for partners that are part of the Jeffco local food system, such as:

- Food producers – e.g., farmers, ranchers.
- Intermediaries - e.g., markets, food hubs.
- Sourcing, processing, packaging, & distribution – e.g., value-added processors, transportation.
- Emergency food distribution network – e.g., food pantries:
  - Community and food organizations - e.g., anti-hunger advocacy organizations.
  - School meal and early childhood programming.
  - Projects that support black, Indigenous and people of color (BIPOC) and urban producers and minority and women owned businesses - e.g., minority-owned corner store; LGBTQIA-owned farm.

### **Tip 4: Review this list of sample projects we're interested in funding.**

- Community-centered approaches<sup>4</sup> to long-term food systems change and resiliency.<sup>5</sup>
- Collaborative proposals involving multiple players in the food system that support collaboration, coordination, infrastructure and capacity building.
- Increasing enrollment in and coordination with Federal Food Assistance programs (e.g. Supplemental Nutrition Assistance Program (SNAP), the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Free or Reduced-Price Lunch (FRL).
- Food distribution activities that increase bringing people to food and food to people.
- Food production activities that allow for expanded and extended production across the County, including land access, value-added processing, and climate smart agriculture.<sup>6</sup>
- Addressing specific food-related needs of sub-populations with a focus on activities that are led by and support Black, Indigenous, and People of Color (BIPOC) communities.
- Contributions to addressing the gaps and challenges identified in rebuilding a more resilient Jeffco food system, including [affordability, proximity, supply and distribution, education and cultural awareness, and funding](#).



**Tip 5: Review this list of what we will not fund.**

- Individuals.
- Fundraising events.
- Private foundations.
- Other foundations or nonprofits that distribute money to recipients of its own selection.
- Endowments.
- Organizations that practice discrimination of any kind.
- Organizations that do not have fiscal responsibility for the proposed project.

**Tip 6: Refer to the [appendices](#) for important definitions.**

**Tip 7: Review [the fine print](#)!**

**Tip 8: Use the [worksheet](#) in this packet to help you organize your thoughts!**

## Tip 9: Take advantage of the free Catchafire membership.

Community First Foundation is partnering with [Catchafire](#), an online platform of professionals who donate their time to support and strengthen the social good sector. Catchafire connects you with talented professionals looking to give back, allowing you to access expertise in areas such as marketing, web development, operations, strategy, and more.

Let us help you put forward your best application by connecting you with a Catchafire volunteer to review your ideas and offer strategic input on your potential grant proposal (or any other project you've been scratching your head about). Community First Foundation offers this service at no cost to you to support Jeffco nonprofits as they build capacity and thrive!

What's the catch? Considering the timeline of this grant opportunity and applications are due July 2, you should move quickly to take advantage of this free service.

- 1) Make sure you meet the eligibility requirements. Catchafire is exclusively for "social good organizations" which Catchafire defines as 501(c)(3) nonprofits, organizations in the process of earning their 501(c)(3) status, or social enterprises. Social enterprises can be for-profit businesses but should have a strong social mission tied to their work (e.g. percentage of profits donated, or the purchase one + donate one model, etc.).
- 2) [Sign up](#) by June 18 to take advantage of the platform.
- 3) Post your first project to start receiving volunteer support.

Want to learn more? Watch this [video](#) of how Catchafire's online community works.

Already a member of CFF's [Catchafire](#) community? Great! Hopefully, this serves as a nudge to keep using the free service for various projects to drive impact in your community. Log into your account [here](#).

## Tip 10: Apply!

Applications open June 1, 2021.

APPLY

# The Fine Print

They say the devil is in the details! Maybe. We prefer to think of the details as the jewels you find along your path to big rewards! They can help you be successful so it's worth spending a little time with them.

## Award Considerations

This grant opportunity is a one-time funding event to inform Jeffco's long-term food security collective impact efforts. Grant decisions will favor organizations that:

- operate with diversified funding sources, especially from organizations who will be requesting funding for programs or projects that are ongoing.
- demonstrate commitment and ability to advance community-centered approaches<sup>7</sup> with their work.

## Award Amounts

The total amount available for all grant awards is up to \$1,700,000. JCPH and CFF anticipate making 15 to 20 awards. Funding will be awarded in amounts up to \$500,000 (no minimum). Funding is based upon type of project, service area, and the strength of alignment with this RFP.

## Timetable

Funding requests may cover a period of one to two years.

## Types of Requests Allowed

Unrestricted, Program, Infrastructure and Capacity Building, Pilot Demonstration Projects, Capital/Equipment with a focus on building long-term infrastructure and/or informing long-term systems change.

## Key Scoring Criteria

Applications will be reviewed through a selection process that involves ranking applications on the demonstrated strength to the following criteria:

- **Capacity.** Organizational capacity to carry out the proposed activities that will connect the local food production and distribution system to communities and residents facing food insecurity, helping to alleviate immediate needs and ensuring stronger long-term access to food for all residents.
- **Equity.** Commitment to increasing equitable access to nutritious, local food for residents of Jeffco who have historically experienced food and/or nutrition insecurity and lack access to local food options, particularly BIPOC communities, the elderly, low income residents, those who live and work in rural Jeffco, and [high-need neighborhoods](#).
- **Coordination & Collaboration.** Commitment to collaboration and coordination across the food supply chain and in partnership with community members toward rebuilding a resilient food system.
- **Community-centered approach:** A community-centered approach mobilizes assets within communities, promotes equity and increases people’s control over their health and lives.
- **Alignment with Existing Efforts.** Proposed activities are informed by, align with, and build on food and nutrition security community efforts.
- **Sustainability & Scalability of Efforts:** Ability to sustain or expand activities beyond initial funding and demonstrate potential to be broadened, replicated, and scaled.
- **Policy Potential.** Though this funding will not fund policy work directly, funded grants may identify and inform the development of future local, regional, and statewide food policy development. Example policy priorities can be found in the [Recommendations](#) section of “[Recovery, Rebuilding, and Resilience: Centering Community to Create a Food Secure Jefferson County.](#)”
- **Aspiring Grant Portfolio Balance.** Collectively, final grant awards result in a balanced portfolio that is representative of all functions and roles of the food system.

# Grant Timeline

<b>June 1, 2021</b>	Grant applications open.
<b>June 11, 2021 9 a.m.</b>	Webinar. Attend this online meeting and learn more about the grant opportunity.
	<a href="#">Register</a>
<b>July 2, 2021</b>	Proposals must be submitted by 5 p.m. (MST). The online application system will not allow incomplete proposals or submissions after 5 p.m.
<b>Mid-August 2021</b>	All applicants will be notified of their application status.

## Still have questions?

### Questions about the application?

Contact Marybeth Goodwin at [mgoodwin@communityfirstfoundation.org](mailto:mgoodwin@communityfirstfoundation.org) or (720) 898-5912.

### Questions about Jeffco's food systems?

Contact Marissa Silverberg at [msilver@co.jefferson.co.us](mailto:msilver@co.jefferson.co.us).

## Application and Submission Instructions

Qualified applicants are encouraged to submit an online application for the **Reimagine a Jeffco Food System that Meets the Needs of All** grant opportunity through Community First Foundation's application portal, SmarterSelect, beginning June 1, 2021.



# Appendices

## Appendix A: Glossary of Terms

**Climate Smart Agriculture:** Climate-smart agriculture is an integrated approach to managing landscapes to help adapt agricultural methods, livestock and crops to the ongoing human-induced climate change and, where possible, counteract it by reducing greenhouse gas emissions, at the same time taking into account the growing world population to ensure food security.

**Community Centered Approach:** Community centered approaches are not just community-based, but about mobilizing assets within communities, promoting equity, and increasing people’s control over their health and lives (NHS England, 2015).

**Food and Nutrition Security:** Food and nutrition security is defined as, “when all people, at all times, have physical, social and economic access to food which is safe and consumed in sufficient quantity and quality to meet their dietary needs and food preferences, and is supported by an environment of adequate sanitation, health services and care, allowing for a healthy and active life” (Committee for World Food Security, 2012).

**Food Justice:** Food justice is communities exercising their right to grow, sell and eat healthy foods (Just Food, 2016).

**Food System:** A food system can be defined as all of the people and activities that play a part in growing, transporting, supplying and ultimately eating food (Food Systems Dashboard, 2020).

**Resilient Food System:** A resilient food system is defined as a food system that can withstand and recover from disruptions and crises in a way that ensures a sufficient supply of acceptable and accessible food for all (Jefferson County Public Health, 2021).

## **Appendix B: Examples of Eligible Projects**

**Examples of eligible projects include but are not limited to:**

### **Up to \$10,000**

- Procurement of SNAP processing devices, programming to increase enrollment in federal benefits.
- Food storage, processing, and delivery equipment to adapt to supply chain disruptions, including for cold and ambient storage, storage containers and bins.
- Food safety equipment, such as coolers and thermometers, for safe meal transportation to expand distribution or for meal sites.
- Projects that support community gardens and urban agriculture, such as procurement of raised beds and other equipment used to grow food in urban areas.
- Procurement by organizations located in Jefferson County to purchase refrigeration and freezer capacity to expand their ability to provide fresh and lightly prepared local food to feed their neighbors.
- Establishment of a Community Advisory or Community Committee that advises and builds up the work of food access organizations.

### **\$10,000 to \$75,000**

- Training and/or strategic coordination to support capacity building of community members to engage in leadership and decision making with community organizations.
- Purchase of food processing, washing and packing equipment, produce and fruit-sorting equipment (reduce human contact), cleaning and sanitation equipment.
- Procurement of equipment to support extension of the growing season, including, but not limited to, hoop houses, greenhouses, or cold storage.
- Business planning and technical assistance for new business models to adapt and secure the local food supply and ensure its expansion to new markets.
- Food waste management equipment.

### **\$75,000 to \$500,000**

- Infrastructure that supports farms, retailers, food pantries, and processors, food system businesses and food distribution channels including, but not limited to, food banks, summer meal sites, farm stands, food hubs, elder services, and community supported agriculture farms, while considering the unique needs of rural and urban areas and high needs communities.
- Local food-production projects that reduce and redirect food waste and expand access to healthy food to food-insecure communities through infrastructure investments.
- Construction of food processing facilities in Jefferson County to ensure local food security.
- Costs associated with equipment needed for repackaging food products to meet the demand and quantity sizing required by food banks.

- Vehicles for distribution of food products and meals; refrigerated trucks: for deliveries/part of the new systems for contactless shopping and to expand meal distribution to reach food insecure residents.
- Projects that support mobile markets that bring healthy food to communities or individuals with limited access to local, healthy food.
- Food Hub infrastructure (pooling resources and creating partnerships to streamline sourcing and delivery).
- Information technology needs, including the development of online markets and delivery systems, including online system to link food system channels to identify and match agricultural products to consumers and markets; connect waste channels between emergency food providers and markets; or projects that develop and support online platforms for essential trainings such as food safety and worker protection in the food space.
- Projects that fund infrastructure investments to engage small and mid-size food manufacturers in processing any surplus produce into products that can be distributed through the emergency response network or channels accessible to low-income community members.<sup>7</sup>

# Endnotes

<sup>1</sup> A community-centered approach mobilizes assets within communities, promotes equity and increases people’s control over their health and lives.

<sup>2</sup> Food Justice is communities exercising their right to grow, sell and eat healthy food (Just Food, 2016).

<sup>3</sup> Definition derived from the United States Department of Agriculture Economic Research Service (2007) and the Colorado Farm & Food Systems Respond & Rebuild Fund (2020).

<sup>4</sup> A community-centered approach mobilizes assets within communities, promotes equity and increases people’s control over their health and lives.

<sup>5</sup> A resilient food system is defined as a food system that can withstand and recover from disruptions and crises in a way that ensures a sufficient supply of acceptable and accessible food for all (Jefferson County Public Health, 2021).

<sup>6</sup> Climate-smart agriculture is an integrated approach to managing landscapes to help adapt agricultural methods, livestock and crops to the ongoing human-induced climate change and, where possible, counteract it by reducing greenhouse gas emissions, at the same time taking into account the growing world population to ensure food security.

<sup>7</sup> A community-centered approach mobilizes assets within communities, promotes equity and increases people’s control over their health and lives.

# Worksheet

We know this is a lot of information. We recommend using this worksheet to jot down thoughts and ideas as you organize your information.

QUESTION	
<p><b>How/where does my organization fit within the local food system?</b></p>	
<p><b>Are we eligible?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Registered 501(c)(3) nonprofit or government equivalent.</li> <li><input type="checkbox"/> Recognized by the IRS as tax-exempt under Section 501(c)(3), government equivalent or fiscally sponsored by a 501(c)(3) nonprofit entity.</li> </ul>
<p><b>My organization is a...</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Producer: small- and mid-size direct-market producers, defined as producers with annual gross revenue up to \$1,000,000.</li> <li><input type="checkbox"/> Intermediary: Associations, food hubs, markets, and other intermediaries who sell within Colorado</li> </ul>



<p><b>My organization does work in or is headquartered in Jeffco.</b></p>	<p>markets who have a history of supporting the Jefferson County food system and can provide direct benefit to Jefferson County producers and/or residents.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Processing, packaging, &amp; distribution entity: Organizations processing, packaging, and/or distributing agricultural products for local consumption.</li> <li><input type="checkbox"/> We are headquartered in or have a physical location in Jeffco</li> <li><input type="checkbox"/> We can demonstrate a recent history (within the past year) of providing services or support to Jeffco residents.</li> <li><input type="checkbox"/> We have a recent history (within the past year) or a clearly demonstrated, planned commitment of providing services in Jeffco.</li> <li><input type="checkbox"/> We serve high-need areas of Jefferson County and vulnerable populations across the county's rural communities).</li> </ul>	
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<p><b>My organization is willing to share data and gives permission to JCPH and CFF to use the information in my application and grant project (if awarded).</b></p>	<p><input type="checkbox"/> Yes!</p>	
<p><b>We are the kind of partner you are looking for!</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Food producers – e.g., farmers, ranchers</li> <li><input type="checkbox"/> Intermediaries - e.g., markets, food hubs</li> <li><input type="checkbox"/> Sourcing, processing, packaging, &amp; distribution – e.g., value-added processors, transportation</li> <li><input type="checkbox"/> Emergency food distribution network – e.g., food pantries</li> <li><input type="checkbox"/> Community and food organizations - e.g., anti-hunger advocacy organizations</li> <li><input type="checkbox"/> School meal and early childhood programming</li> <li><input type="checkbox"/> Projects that support black, Indigenous and people of color (BIPOC) and urban producers and minority and women owned businesses - e.g., minority-owned corner store; LGBTQIA-owned farm</li> </ul>	

<p><b>These are potential projects that align with my organization's work.</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Community-centered approaches to long-term food systems change and resiliency.</li> <li><input type="checkbox"/> Collaborative proposals involving multiple players in the food system that support collaboration, coordination, infrastructure and capacity building.</li> <li><input type="checkbox"/> Increasing enrollment in and coordination within Federal Food Assistance programs (e.g. Supplemental Nutrition Assistance Program (SNAP), the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), Free or Reduced-Price Lunch (FRL),</li> <li><input type="checkbox"/> Food distribution activities that increase bringing people to food and food to people.</li> <li><input type="checkbox"/> Food production activities that allow for expanded and extended production across the County, including land access, value-added processing, and climate smart agriculture.<sup>1</sup></li> <li><input type="checkbox"/> Addressing specific food-related needs of sub-populations with a focus on activities that are led by and support vulnerable populations living in high-need areas of Jefferson County.</li> <li><input type="checkbox"/> Contributions to addressing the gaps and challenges identified in rebuilding a more resilient Jeffco food system, including affordability, proximity, supply and distribution, education and cultural awareness, and funding.</li> </ul>	
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**My organization can complete a project in a 1-2-year timeframe.**

- Yes
- No

**Budget**

How much do you need to accomplish your project? Use this space to breakdown your project.

**Capacity**

How will your organization carry out the proposed activities that will connect the local food production and distribution system to communities and residents facing food insecurity, helping to alleviate immediate needs and ensuring stronger long-term access to food for all residents?

**Equity**

How will you create equitable access to nutritious, local food for residents of Jeffco who have historically experienced food and/or nutrition insecurity and lack access to local food options?

List the vulnerable populations living in high need areas of Jefferson County you serve or can serve.

**Coordination & Collaboration**

How are you committed to collaborating across the food supply chain?

List any partners you have who are helping you build or rebuild a resilient food system.



**Community-centered approach**

How are you using a community-centered approach to mobilize assets that promotes equity and increases people’s control over their health and lives?

**Sustainability & Scalability**

How do you plant to sustain, scale or expand activities beyond initial funding?

**Policy Potential**

What activities may lead to informing local, regional, or statewide food policy development?

NOTE: Though this funding will not fund policy work directly, funded grants will likely identify and inform the development of future local, regional, and statewide food policy development.