

Applying for the GROWING JUSTICE 2023 Funding Opportunity

Informational Webinar for Grantseekers

February 24, 2023

Prepared for

**GROWING
JUSTICE**

Prepared by

**mesu
strategies**



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Webinar Purpose

Offer grantseekers information about the first funding opportunity from GROWING JUSTICE a new, values-driven pooled fund focused on advancing equitable good food procurement through grantmaking, including details about:

- The vision, values and origins of this new fund
- Goals of the first round of grantmaking
- Who is eligible to apply
- How to apply
- How to prepare a complete and effective application

Grantseekers will also have the opportunity to ask questions and to make connections with one another.

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Our Agenda

10:30 AM PT /
1:30 PM ET

Opening & Welcome

10:35 AM PT /
1:35 PM ET

About the Fund

10:45 PM PT /
1:45 PM ET

2023 Grantmaking Essentials

11:00 AM PT /
2:00 PM ET

How to Apply

11:10 AM PT /
2:05 PM ET

Creating a Complete and Effective Application

11:15 AM PT /
2:15 PM ET

Q & A Discussion

12:00 PM PT /
3:00 PM ET

Closing & Adjourn

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Agreements

- Include your first and last name and organization name in the chat
- Please share your pronouns (she/her, he/him, they/them)
- Enter your questions during the presentation into the chat – questions will be addressed at designated discussion times, primarily at the end of the session
- After the webinar, share your requests for information about GROWING JUSTICE grantmaking to support@growingjusticefund.org

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The Fund for Equitable
Good Food Procurement

GROWING JUSTICE is a pooled fund that invests in efforts to solidify the leadership, dignity and power of Tribal, Indigenous, Black, Latinx, Asian and immigrant people to identify and drive solutions that expand the market for good food from locally- or regionally-owned, and environmentally- and economically-sustainable farms, ranches, fisheries and food businesses.

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Advancing Equity in Food Procurement



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The Opportunity



Small farmers, fishers, ranchers, and others working in the food value chain – especially those from Tribal, Black, Latinx, Asian and immigrant communities – struggle to gain access to the opportunities and markets necessary for their businesses to thrive and for the good food they deliver to reach communities' plates.

Large institutions like school districts, universities, early childhood and elder care centers, hospitals, and government agencies spend billions of dollars annually procuring food for the communities they serve.

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The Vision

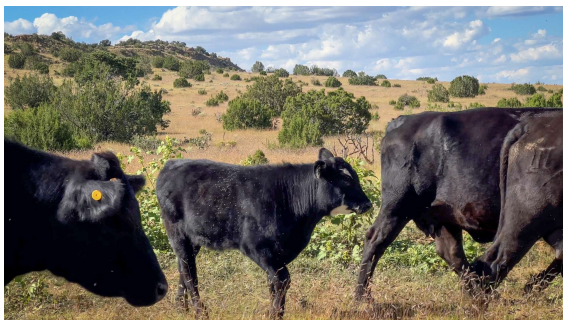
GROWING JUSTICE envisions a future in which Tribal, Indigenous, Black, Latinx, Asian and immigrant people engaged in food markets as suppliers, producers, distributors, workers, & eaters at community-serving institutions are economically and physically thriving thanks in part to efforts by large community institutions to prioritize equitable good food procurement.

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EQUITABLE GOOD FOOD PROCUREMENT

is the purchasing of good food from locally- or regionally-owned, and environmentally- and economically-sustainable farms, ranches, fisheries and food businesses that prioritize the needs of low-income communities of color and treat workers with dignity.

GOOD FOOD is affordable, nutritious and culturally appropriate and supports physical, economic and community health; regenerates, and respects natural resources and animals; and ensures that all people involved in the value chain live with dignity and freedom from oppression and exploitation

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The Fund for Equitable
Good Food Procurement

Health Equity & Racial Justice

Economic Equity & Worker Justice

Environmental & Food Justice

Collective Action & Partnership

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Field Leader Design Table

Charged with the design of the grantmaking priorities and strategy

Erika Allen, Co-Founder and Chief Executive Officer Programs & Development Strategy, Urban Growers Collective President, Green ERA Educational NFP Co-Owner, Green Era Sustainability Partners	Marion Kalb, Institutional Food Program Administrator City and County of Denver	Jose Oliva, Campaigns Director HEAL Food Alliance Director, Chicago Region Food System Fund
Kendal Chavez, Food and Hunger Coordinator Office of Governor Michelle Lujan Grisham	Kari Jo Lawrence, Executive Director Intertribal Agriculture Council	A-dae Romero-Briones, Director of Programs Native Agriculture and Food Systems First Nations Development Institute
Alexa Delwiche, Co-Founder and Executive Director Center for Good Food Purchasing	Angel Mendez, Executive Director Red Tomato	Christina Spach, Food Policy Campaigns Coordinator Food Chain Workers Alliance
Carly Griffith Hotvedt, Associate Director Indigenous Food and Agriculture Initiative	Joel Moffett, Chairman Columbia River Intertribal Fish Commission	Betti Wiggins, Officer Houston Independent School District, Office of Nutrition Services
Pakou Hang, Board Member, Co-Founder Hmong American Farmers Association	Michaela Oldfield, Director Greater Cincinnati Regional Food Policy Council	Darnella Winston, Project Director Mississippi Association of Cooperatives
Haile Johnston, Co-Founder and Chief Development Officer The Common Market		

Organization names are listed for identifying purposes only

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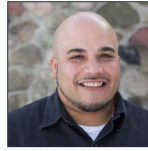
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Advisory Committee



Adae Briones



Angel Mendez



Betti Wiggins



Erika Allen



Linda Jo Doctor



Jose Oliva



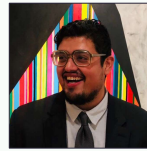
Kendal Chavez



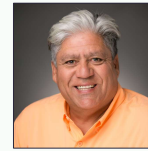
**Nezahualcoyott
Xihtecutli**



**Noah
Cohen-Cline**



Ricardo Rocha



Roger Fragua



Sandy Martini

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Funder Group

- **Rockefeller Foundation ***
- **Native American Agriculture Fund ***
- **Kresge Foundation ***
- **W.K. Kellogg Foundation ***
- **Panta Rhea Foundation ***
- **Clif Family Foundation ***
- **Waverley Street Foundation**

Funders marked by an () are founding funders of GROWING JUSTICE*

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2023 Grantmaking

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Questions Covered Here

- What are the goals for this grantmaking cycle?
- What are the details about the grants awarded? (e.g., amount, duration, start date, administrator)
- Who is eligible for funding?
- What support is available for other organizations?
- What activities are permissible for funding?
- How will proposals be prioritized?

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Goals for Grantmaking

GROWING JUSTICE seeks to better understand and support efforts to:

- strengthen the field of practice for emerging & growing producers, distributors, food hubs, buyers and frontline workers in the value chain;
- create greater resources and institutional engagement in equitable good food procurement;
- realize changes to institutional and public policies and systems to support equitable good food procurement sustainability and scale; and
- promote awareness and examples of equitable good food procurement across regions, fields and sectors.



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Grant Details

Amount	\$50,000 to \$250,000 total
Start Date	June 2023
Duration	1 - 3 years
Administrator	Amalgamated Foundation
Geographies	US-based organizations for US-based work only
Awards granted	Only one award per grantee (as an individual or as a partner)



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Eligibility

Support will be available to BIPOC-led and BIPOC-allied community- and community-based organizations, Tribal nations and their instrumentalities that are actively engaged in the food value chain and committed to transforming the food system through equitable good food procurement



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Eligibility

Active engagement in the food value chain for at least two years at the time of application

WHAT IS THE FOOD VALUE CHAIN?

The food value chain refers to the many people working in partnership to produce, distribute and procure raw or value-added foods, including farmers, ranchers, fishers, suppliers, producers, food hubs, distributors, cooperatives, front line food workers, organizers, advocacy groups and the technical assistance groups that support them.

The value chain also includes those engaged in the transportation, technology and marketing sectors related to food procurement and/or distribution. In many communities, elders and others with traditional ecological knowledge also play a critical role in the value chain, helping to preserve cultural traditions related to food.



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Eligibility

"BIPOC"-led or "BIPOC"-allied organizations

WHAT IS A BIPOC-LED OR A BIPOC-ALLIED ORGANIZATION?

'BIPOC' is an acronym referring to a wide range of racially, ethnically and culturally diverse people and communities who identify as Black, Indigenous, Tribal, and/or People of Color, such as people of Latinx, Asian or Pacific Islander descent. These groups typically represent the nondominant culture in the United States, with some groups experiencing the effects of colonization, chattel slavery and/or systematic institutionalized exclusion throughout our collective history.

BIPOC-led organizations are those organizations with at least 50% BIPOC representation in the organization's leadership (e.g., board, c-suite)

Organizations that do not qualify as BIPOC-led can demonstrate that they are BIPOC-allied organizations by describing / providing examples in their application of: (1) how they apply a racial equity lens in their work, (2) how they approach issues of antiracism, and/or (3) how their work has helped to build power for BIPOC communities in the past 2 years.



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Eligibility

Tribal governments, instrumentalities of tribal governments, and community organizations or community-based organizations

WHAT IS A COMMUNITY OR COMMUNITY-BASED ORGANIZATION?

GROWING JUSTICE seeks to support organizations involved in the food system that are driven by community residents in all aspects of their existence.

In these organizations: the majority of staff, directors, and the governing body consists of frontline community members that the organization serves; community members disproportionately impacted by an exploitative food system are intimately involved in identifying, defining and making decisions regarding the organization's mission, vision, and work; the organization embodies a grassroots, "bottom-up" approach; the organization is committed to building collective power and building the movement alongside frontline communities; and/or the organization's geographic focus is defined by the community members they serve.



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Eligibility

Organizations committed to food systems transformation through equitable good food procurement

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Support for Other Organizations

Large community organizations and anchor institutions

HOW DOES GROWING JUSTICE SUPPORT ANCHOR INSTITUTIONS INVOLVED IN PROCUREMENT ?

Large institutions that seek to expand their work in equitable good food procurement are encouraged to apply for support in partnership with leaders of color in the food value chain.

Partnerships with small, community-led organizations may seek GROWING JUSTICE support for a wide range of activities, as long as efforts aim to expand opportunities for contracts with leaders of color across the food value chain.

Activities may include innovating contract sharing or selection processes; increasing or improving technical assistance between institutions and food distributors; expanding or replicating effective regional partnerships; improving worker safety among regional businesses; and more.



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Support for Other Organizations

BIPOC-led and BIPOC-allied social enterprises

HOW DOES GROWING JUSTICE SUPPORT SMALL BIPOC-LED OR BIPOC-ALLIED FOOD BUSINESSES THAT ARE NOT 501(C)(3) ORGANIZATIONS?

GROWING JUSTICE aims to catalyze food systems transformation by opening up markets to leaders of color in the food value chain.

Leaders of color in the food value chain for at least two years who run small businesses are strongly encouraged to partner with community-based organizations, agencies, and/or fiscal sponsors to apply for funding.

GROWING JUSTICE has compiled a range of resources about the process of finding and selecting an appropriate fiscal sponsor, available online.



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Supported Activities

- Support is available for a wide range of activities
- Aim is to support community-defined priorities
- Activities must be consistent with guidelines for 501(c)(3) or 501(c)(4) organizations, as appropriate



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Activity Ideas



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Efforts to strengthen the effectiveness of racially diverse food suppliers, food producers, food distributors, and food hubs in local, regional or Tribal food value chains

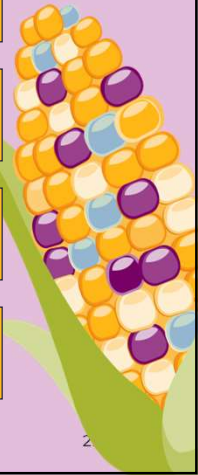
Efforts to forge partnerships within regions and/or Tribal Nations to help small suppliers and distributors of color win contracts from large institutions

Activities that incentivize large institutions to expand markets or break down barriers for local suppliers or producers of color

Work to develop, implement and share effective policies, practices and partnerships across regions

Actions that help build agendas to advance worker dignity and rights

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Prioritized Proposals

Priority will be given to efforts with the most promise to:

- Build power for people of color in the food value chain
- Stabilize and strengthen the efforts of people of color in the value chain to deliver good food to institutions
- Leverage resources and shift institutional procurement practices to become more equitable and sustainable
- Seed innovation and grow models for equitable good food procurement across regions and sectors
- Support the spread and scale of equitable good food procurement

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How to Apply

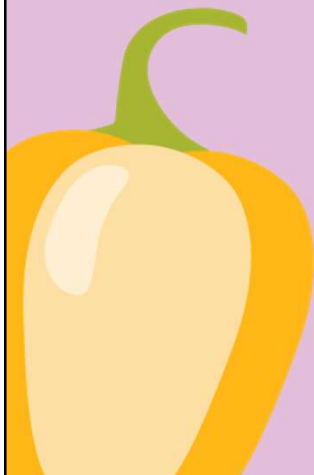
1. Visit our website www.growingjusticefund.org
2. Take the Eligibility Quiz
3. Submit your contact information for an invitation to apply or for further follow-up
4. Check your email for an invitation or follow-up within 1-2 business days

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Using JustFund



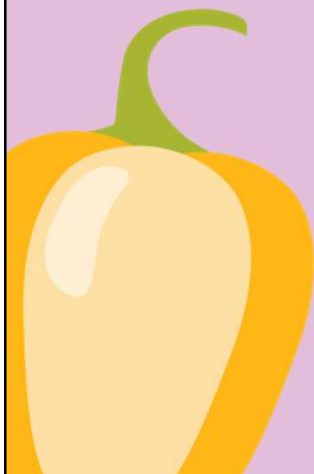
1. Open your email and login
2. Complete each question fully – responses are accepted in writing or by video
3. Do not go over the word limit or video length
4. For support with the JustFund platform, or for help with Internet/broadband access to the application, contact info@justfund.us

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For Additional Support



1. For questions about the applications, contact support@growingjusticefund.org
2. For support with the JustFund platform, contact info@justfund.us
3. Funders, members of the Advisory Committee and Design Table will redirect you to these sources

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How to Create a Complete and Effective Application

- Complete the Eligibility Quiz by March 1
- Take time to review the application questions and limits
- Describe how your work will influence food systems transformation through equitable good food procurement
- Stay in touch with GROWING JUSTICE

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Thank You!

Learn more about Growing Justice
✉ hello@growingjusticefund.org

Request Technical Support
? support@growingjusticefund.org



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FREQUENTLY ASKED QUESTIONS (FAQ)

HOW CAN MY ORGANIZATION GAIN FISCAL SPONSORSHIP?

Eligible grantseekers may need fiscal sponsorship to apply. GROWING JUSTICE has compiled the following resources about the process of finding and selecting an appropriate fiscal sponsor.


DIRECTORIES

- [Fiscal Sponsor Directory.org](https://fiscalsponsor.directory.org) is a database of fiscal sponsors searchable by geography and specialty areas, including [communities of color](#), [environment/sustainability](#), [food security](#), [social justice](#), and others. The database is in the process of being updated.
- [National Network of Fiscal Sponsors](#) has a [member directory](#) that includes fiscal sponsors working on a variety of charitable and educational activities across the country. Be sure to click "Show More" at the bottom of the page to see the full selection.
- Local community foundations are often a helpful resources in receiving or connecting to fiscal sponsors. [The Council of Foundations](#) maintains a [database of community foundations](#) that is searchable by geography.

HOW-TO

- [Find a Fiscal Sponsor that Fits](#) (Candid 2016) offers a simple overview of how to find a fiscal sponsor
- [How to Find a Fiscal Sponsor](#), Nonprofit Law Blog (Neo Law Group 2020) provides a helpful list of 15 signs of a good fiscal sponsor for entities seeking fiscal sponsor support.
- [What is fiscal sponsorship?](#) by Candid provides a detailed overview of how to find a fiscal sponsor
- [Fiscal Sponsorship - Useful Information and Tips](#), Adler & Colvin, 2019 provides more nuanced information for those with specific questions

Eligible grantseekers may seek additional assistance by contacting the GROWING JUSTICE [Support Team](#).



Application Deadline:
March 16, 2023 5 PM PT

GROWING JUSTICE encourages grantseekers to complete the Eligibility Quiz by March 1, 2023 to ensure ample time to be invited to apply and to complete the application

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FREQUENTLY ASKED QUESTIONS (FAQ)

IS MY ORGANIZATION A GOOD FIT FOR GROWING JUSTICE GRANTMAKING?

All eligible grantseekers are considered a “good fit” for GROWING JUSTICE grantmaking and are encouraged to apply.

Grantseekers must complete the Eligibility Quiz to determine eligibility and receive an invitation to apply. Grantseekers are encouraged to complete the Eligibility Quiz by March 1, 2023 to allow ample time to receive an invitation to apply, and to submit the application. Grantseekers who have specific questions about their eligibility may submit their questions through the Eligibility Quiz and will receive a response within 1-2 business days.

Eligible grantseekers who receive an invitation to apply are encouraged to review the GROWING JUSTICE [vision and values](#) and [focus](#) to strengthen their applications. A list of [supported projects](#) has been provided to inspire ideas. Please note that an invitation to apply does not guarantee funding.

An informational webinar will be held for grantseekers on February 24, 2023 at 10:30am PT. The webinar will discuss eligibility criteria and how to submit a complete and effective application aligned with the vision, values and purpose of GROWING JUSTICE using the JustFund platform. A recording of the webinar will be available to all registrants. [Click here](#) to register.



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