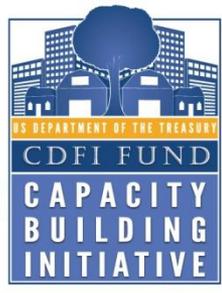




CDFIs and Foundations

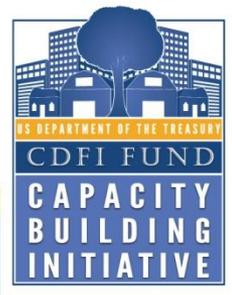
Patricia L. Smith, The Reinvestment Fund
Khanh Nguyen, The Colorado Health Foundation

August 28, 2012



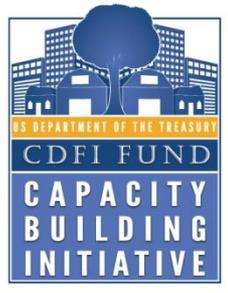
Introduction

- CDFI Fund's Capacity Building Initiative
 - Financing Healthy Food Options
 - Workshops
 - Technical Assistance
 - Resource Bank



Today's Webinar Topic

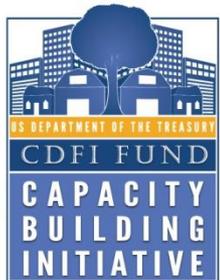
- Growing movement in healthy foods has created opportunities to develop new partnerships for change
- Understanding the foundation landscape
- Real life examples of how CDFIs and Foundations have successfully worked together



Patricia L. Smith



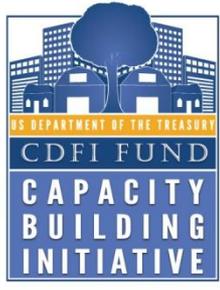
The Reinvestment Fund
Patricia.Smith@trfund.com
www.trfund.com



Khanh Nguyen



The Colorado Health Foundation
KNguyen@ColoradoHealth.org
<http://www.coloradohealth.org/>

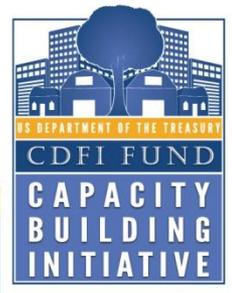




CDFIs and Foundations

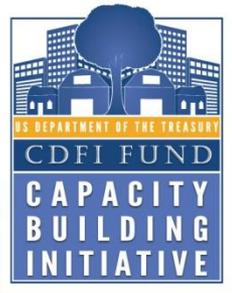
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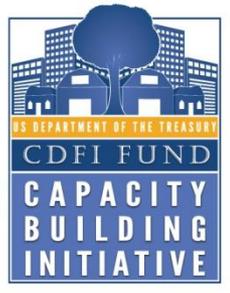
Presentation Overview

- The Landscape
- Working with Foundations
- Cultivating Relationships
- Building a Persuasive Case
- Examples of CDFI/Foundation Collaborations



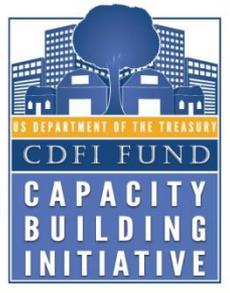
The Landscape

- Growing interest & support for improving access to healthy foods and sustainable food systems
- Driven by:
 - Obesity epidemic & “good food” movement
 - Let’s Move! & Know Your Food, Know Your Farmer
 - Federal state & local policy advocacy efforts
 - Convening of Supermarket Task Forces
 - Establishment of Food Policy Councils
 - Focus on building healthy, sustainable communities



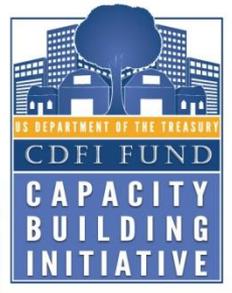
The Landscape

- Foundations are uniquely qualified to work with CDFIs
 - Source of diverse and flexible program funding
 - Willingness to experiment with new ideas & models
 - Interest in impact investing
- CDFIs are well positioned to work with Foundations
 - Ability to leverage foundation funding
 - Knowledge of economically-distressed communities
 - Intermediary structure fosters partnerships



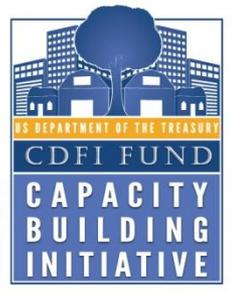
Working With Foundations

- Roles foundations play:
 - Grants (research, planning, evaluation, re-granting)
 - Program Related Investments (PRIs)
 - Mission Related Investments (MRIs)
 - Conveners & facilitators



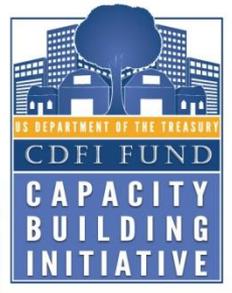
Potential Partners

- Look beyond the usual suspects
 - Community foundations
 - Family foundations
 - Health care conversion foundations
 - Non-bank, corporate foundations
 - Foundation consortiums
- National vs. local foundations



Cultivating Relationships

- Make sure the foundation's priorities are aligned with your needs
- Think outside of the box
- Size the funding request appropriately
- Be realistic
- Be patient



Build Networks

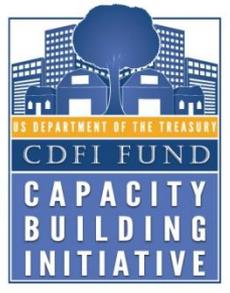
- Make sure relevant program officers and associates are on your mail list for newsletters, press releases & reports
- Introduce yourself to local grantmakers associations
- Be a resource to local foundations & grantmakers groups
- Explore contract opportunities
- Get to know staff of national affinity groups



Foundation Affinity Groups

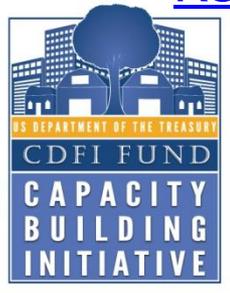
<http://www.cof.org/about/affinitygroups.cfm>

- **Affinity groups** are organizations founded by grantmakers who have common interests
 - CF Leads (Community Foundations)
 - Environmental Grantmakers Association
 - Funders' Network for Smart Growth & Livable Communities
 - Grantmakers in Health
 - Neighborhood Funders Group
 - Sustainable Agriculture & Food Systems Funders

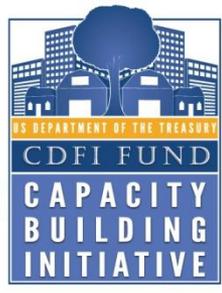
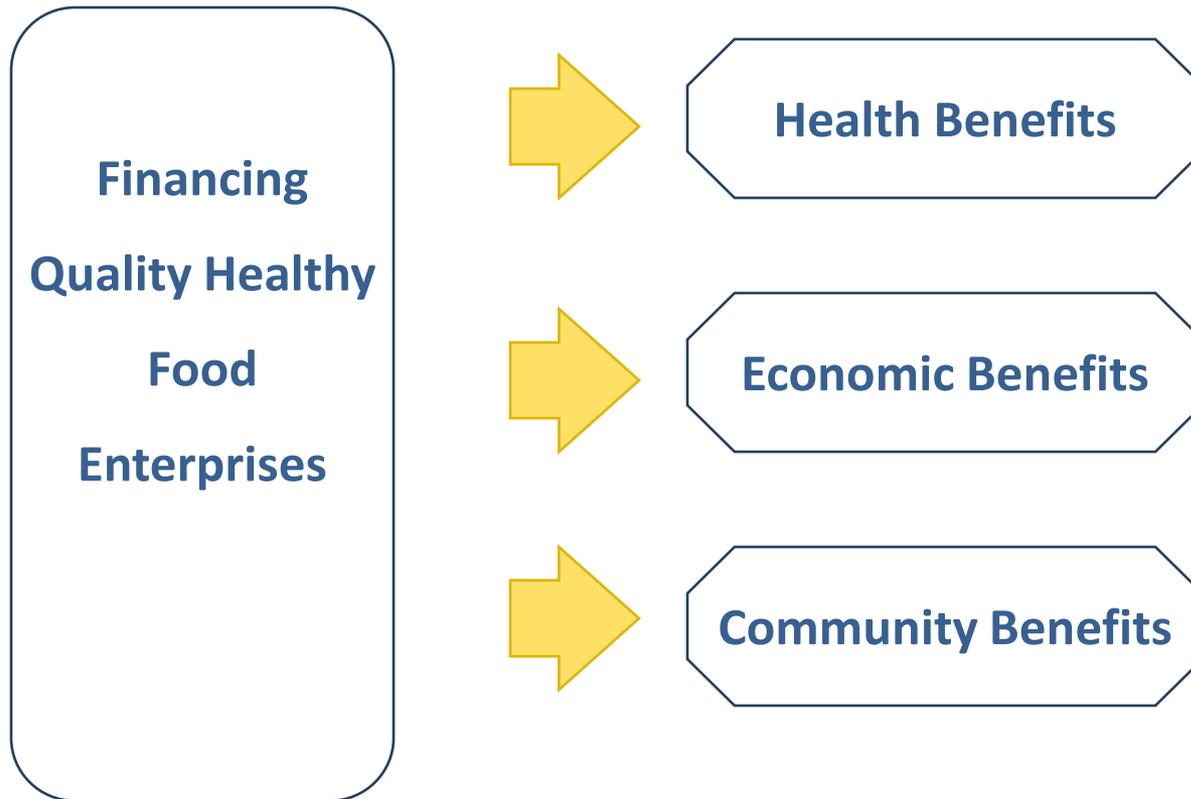


Resources

- Foundation Center, Online Line Directory
<http://fconline.foundationcenter.org/>
- Foundation Center, Grant Space
<http://grantspace.org/Subjects>
- Regional Associations of Grantmakers
<http://www.cof.org/about/regionalassociations.cfm?navItemNumber=16238>
- PRI Makers Network
<http://www.primakers.net/about>
- CDFI Fund FHFO Financial Resources Catalogue
[http://www.cdfifund.gov/what we do/FinancingHealthyFoodOptionsResourceBank.asp](http://www.cdfifund.gov/what_we_do/FinancingHealthyFoodOptionsResourceBank.asp)

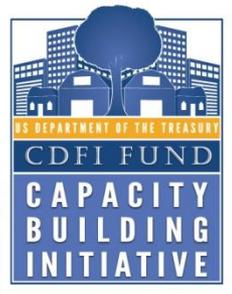


Building a Persuasive Case



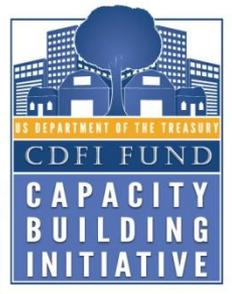
Health Benefits

- Better access can promote a healthier diet
 - The Grocery Gap <http://www.policylink.org/>
 - more than 130 studies summarized
 - most researchers found that people who live in neighborhoods with better access to healthy food also have better nutrition and better health



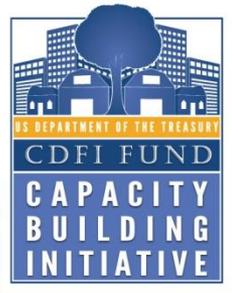
Economic Benefits

- Job creation & workforce development potential
- Entrepreneurship & small business development
- Leverage

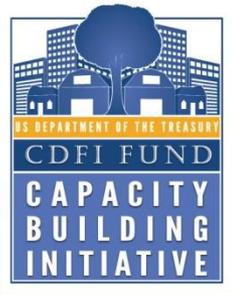


Community Benefits

- Community revitalization
 - Eliminate blighting properties
 - Stabilize and improve property values
 - Attract other business
 - Increased tax revenues



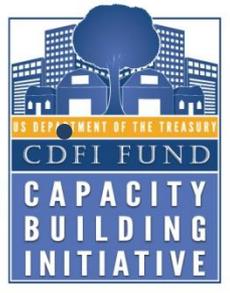
CDFI/FOUNDATION COLLABORATIONS



Robert Wood Johnson Foundation New Jersey Food Access Initiative

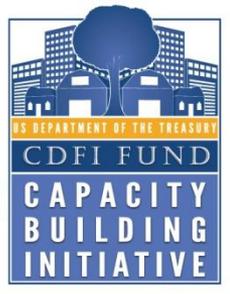
http://www.trfund.com/financing/Healthy_food/NJ_HealthyFoodRetailInitiative.pdf

- The ***RWJ Childhood Obesity Initiative*** has the goal of reversing the ***childhood obesity*** epidemic by 2015 by improving access to affordable healthy foods and increasing opportunities for physical activity in schools and communities across the nation.
- Role:
 - Investor in TRF's NJFAI:
 - \$10 million, 10-year PRI @ 2 %
 - \$2 million grant for direct grants to stores, impact assessment & convening



Campbell Soup Company Childhood Obesity Initiative

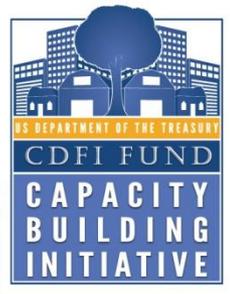
- The *Campbell Soup* Foundation focuses its giving on *childhood obesity* and *hunger relief* programming in support of Campbell's corporate social responsibility
- Role:
 - Convening/ Facilitating: Organized Camden Funders committee to co-ordinate healthy eating, active living investment strategies.
 - Research: Funded Camden Food Economy Study



William Penn Foundation

Regional Food System Infrastructure

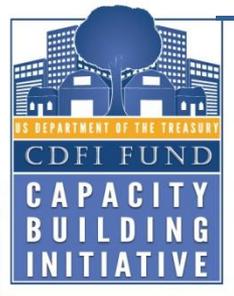
- ***The William Penn Foundation***, is dedicated to ***improving the quality of life*** in the Greater Philadelphia region
- Role:
 - Awarded TRF a multi-year, exploratory learning grant to:
 - Map a segment of the local food supply chain to better understand key actors
 - Identify where capital inefficiencies and barriers exist
 - Educate state or federal policymakers on capital requirements of local food system
 - Seed an Innovation Fund to assess and demonstrate the demand for loans by local “mid-tier” business enterprises



Convergence Partnership Efforts in the Field

<http://www.convergencepartnership.org>

- A ***collaboration of 6 national & regional health funders*** with the shared goal of changing policies and environments to better achieve the vision of healthy people living in healthy places.
- National role:
 - Access to healthy foods
 - Built environment
 - Federal policy advocacy
- Local role:
 - Regional Convergence Partnerships (9 states)
 - Innovation Fund (15 local foundation-led partnerships)
 - Violence Prevention – Healthy Eating, Active Living (6 projects)





The Colorado Health Foundation™

Together

Colorado's Fresh Food Financing Effort

August 28, 2012



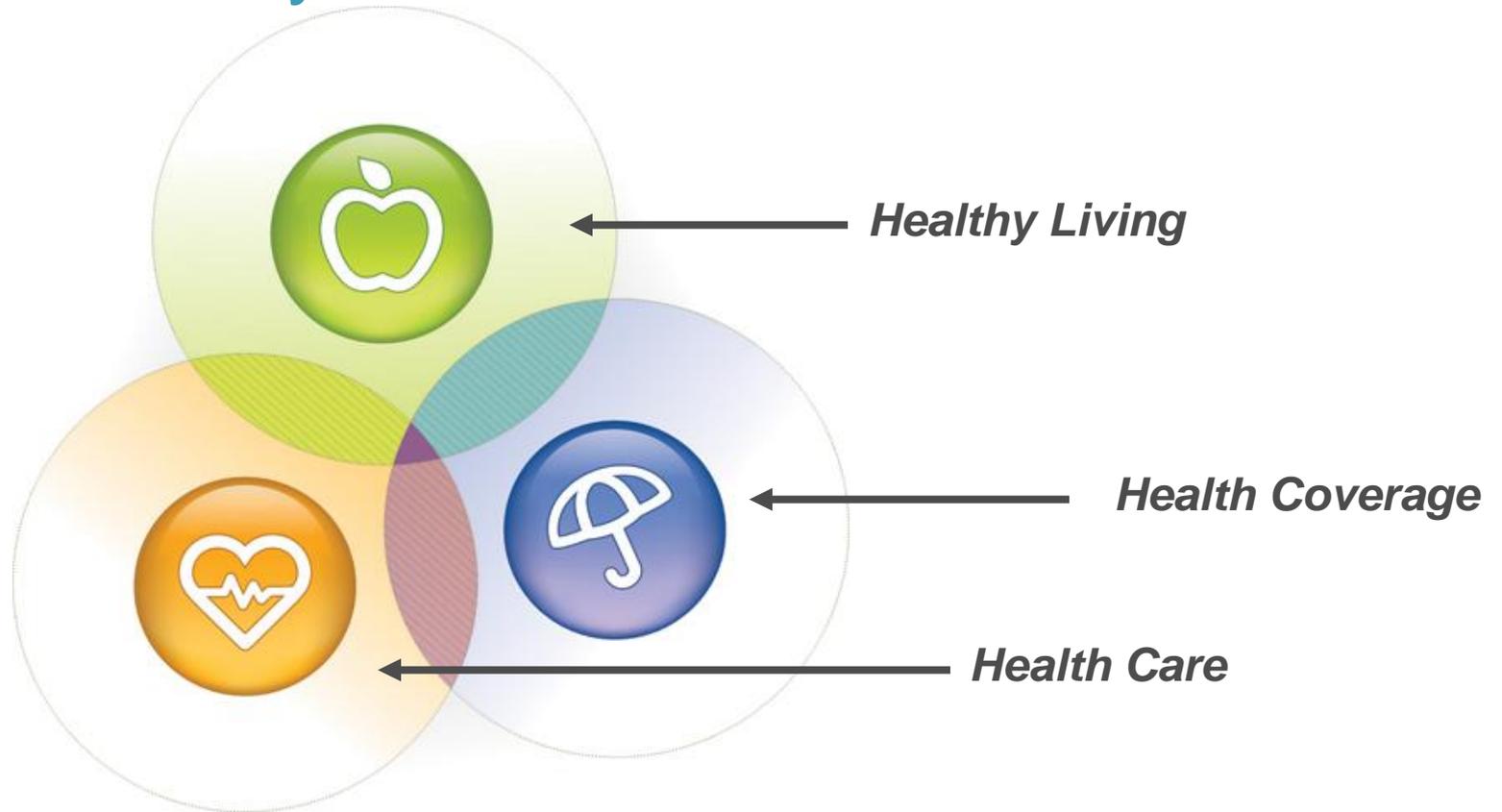
Our Vision

Together, we will make Colorado the healthiest state in the nation.





Community Outcomes





Why is food access important?

- National focus on obesity reduction
 - Leading public health concern in last decade
 - Primary cause of preventable death in U.S.
 - US adult obesity rates have doubled since 1980
 - Child obesity rates have tripled
 - Pandemic proportions
 - Negative consequences
 - Health
 - Economic



Current Environment – Colorado

- 12% of CO families and 20% of children considered food insecure by USDA
- Low income and rural areas disproportionately affected by food insecurity
- 85% increase in child poverty rates between 2000-2006
→ higher levels of hunger compared to national levels (food insecurity)



How did we get here?

- Traveled to Philadelphia in 2009 to meet The Food Trust
- Pennsylvania Fresh Food Financing Initiative
- Held a Supermarket Summit
- Commissioned Supermarket Report



How did we get here?

- Grant to Denver Environmental Health
 - Denver Healthy Food Access Task Force Recommendations
 - Streamline systems in City and County of Denver and market economic development opportunities
 - Increase enrollment rate in SNAP (Supplemental Nutrition Assistance Program)
 - Create a Fresh Food Financing program for grocery retail development projects



Colorado Fresh Food Financing Fund

Working group on healthy food financing with representation from:

- Colorado Housing and Financing Authority
- Mile High Community Loan Fund
- Colorado Enterprise Fund
- City of Denver's Office of Economic Development
- Rocky Mountain Farmer's Union
- The Colorado Health Foundation



Colorado Fresh Food Financing Fund

Launch: early 2013

Purpose: to help remove financing obstacles from the construction, expansion and renovation of grocery stores and supermarkets in underserved areas

Partnerships: local CDFIs, foundations and lenders

Intended outcomes: improved health outcomes and community/economic development



The Colorado Health Foundation™

Together

Questions?

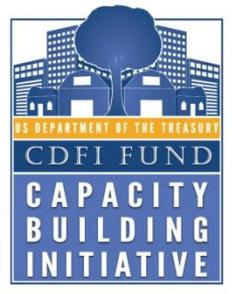
Khanh Nguyen, Portfolio Director-Healthy Living

knguyen@coloradohealth.org

(303) 953-3639



Additional Resources



Financing Healthy Food Options Resource Bank

http://www.cdfifund.gov/what_we_do/FinancingHealthyFoodOptionsResourceBank.asp



The screenshot shows a web browser window with the URL www.cdfifund.gov/what_we_do/FinancingHealthyFoodOptionsResourceBank.asp. The page features a navigation menu on the left with the following items:

- WHO WE ARE
- WHAT WE DO
- IMPACT WE MAKE
- NEWS & EVENTS
- HOW TO APPLY

The main content area is titled "COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS FUND" and "UNITED STATES DEPARTMENT OF THE TREASURY". Below this, the page is titled "Financing Healthy Food Options Resource Bank" and is organized into four sections:

I. Training Curriculum

- [Food Systems Overview](#)
- [Healthy Food Retail Financing](#)
- [Financial Services for Mid-Tier Food Chain Enterprises](#)
- [NMTCC & Urban Supermarkets](#)
- [Understanding the Grocery Industry](#)
- [Underwriting Supermarkets & Grocery Stores](#)
- [Mid-Tier Food Chain Enterprises Overview & Underwriting](#)
- [Capitalizing Healthy Food Retail Initiatives](#)
- [Identifying Optimal Areas for Supermarket Development](#)
- [Understanding the Food Production Sector](#)
- [Credit Skills for Lending to the Food Production Sector](#)
- [Food Producers Case Studies](#)
- [Identifying Partners and Convening Stakeholders](#)

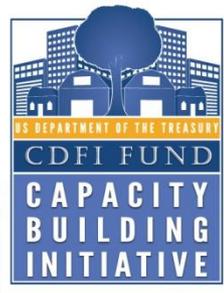
II. Training Webinars

III. Additional Resources

- Searching for Markets: The Geography of Inequitable Access to Healthy and Affordable Food
 - [Executive Summary](#)
 - [Full Report](#)
- [Financial Resources Catalogue](#)

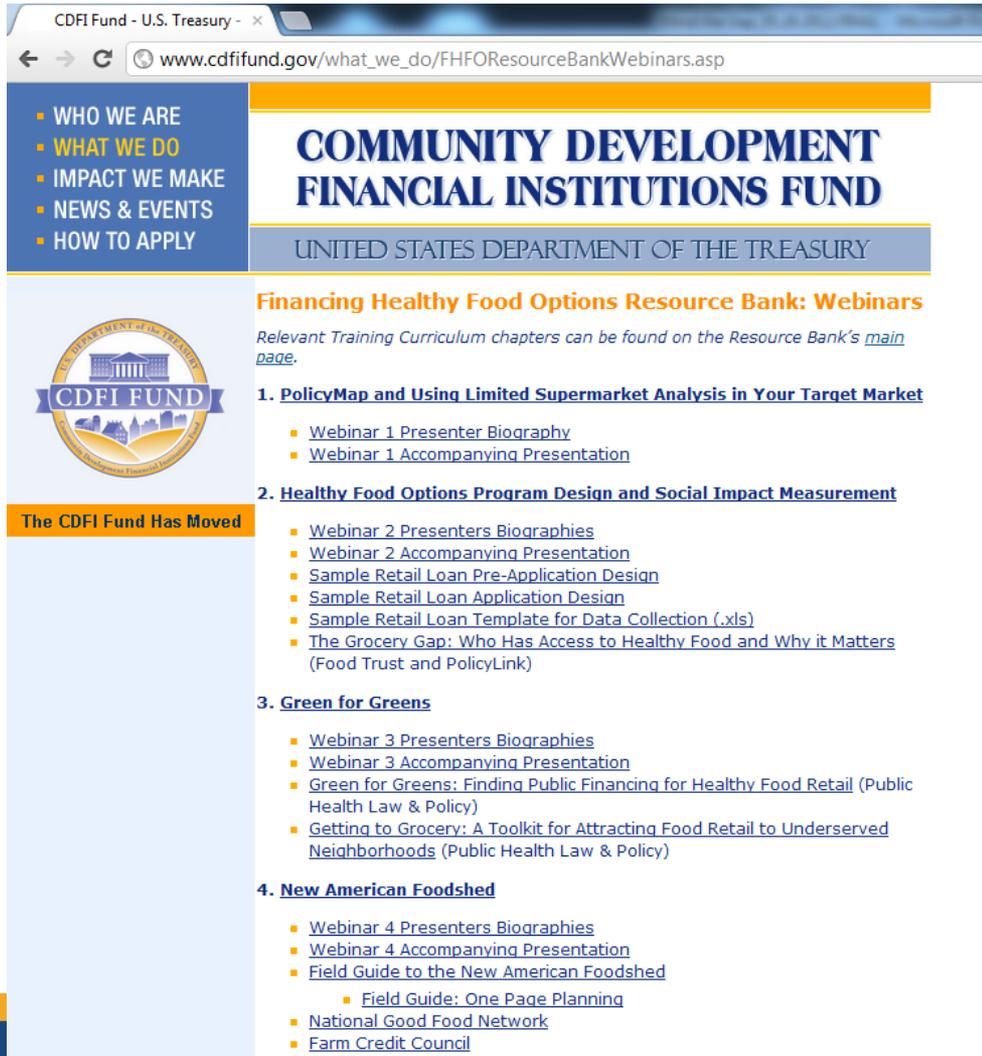
IV. Food Desert Mapping Tools

- [USDA Food Desert Locator](#)
- [PolicyMap](#)



Financing Healthy Food Options Webinar Archive

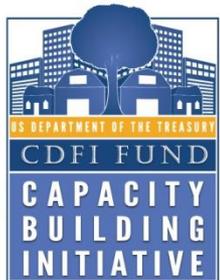
http://www.cdfifund.gov/what_we_do/FHFOResourceBankWebinars.asp



The screenshot shows a web browser window with the URL www.cdfifund.gov/what_we_do/FHFOResourceBankWebinars.asp. The page features a navigation menu on the left with links: WHO WE ARE, WHAT WE DO, IMPACT WE MAKE, NEWS & EVENTS, and HOW TO APPLY. The main content area is titled "COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS FUND" and "UNITED STATES DEPARTMENT OF THE TREASURY". Below this, the page is titled "Financing Healthy Food Options Resource Bank: Webinars" and includes a note: "Relevant Training Curriculum chapters can be found on the Resource Bank's [main page](#)." The page lists four main sections of webinars, each with a list of resources:

- 1. PolicyMap and Using Limited Supermarket Analysis in Your Target Market**
 - [Webinar 1 Presenter Biography](#)
 - [Webinar 1 Accompanying Presentation](#)
- 2. Healthy Food Options Program Design and Social Impact Measurement**
 - [Webinar 2 Presenters Biographies](#)
 - [Webinar 2 Accompanying Presentation](#)
 - [Sample Retail Loan Pre-Application Design](#)
 - [Sample Retail Loan Application Design](#)
 - [Sample Retail Loan Template for Data Collection \(.xls\)](#)
 - [The Grocery Gap: Who Has Access to Healthy Food and Why it Matters](#) (Food Trust and PolicyLink)
- 3. Green for Greens**
 - [Webinar 3 Presenters Biographies](#)
 - [Webinar 3 Accompanying Presentation](#)
 - [Green for Greens: Finding Public Financing for Healthy Food Retail](#) (Public Health Law & Policy)
 - [Getting to Grocery: A Toolkit for Attracting Food Retail to Underserved Neighborhoods](#) (Public Health Law & Policy)
- 4. New American Foodshed**
 - [Webinar 4 Presenters Biographies](#)
 - [Webinar 4 Accompanying Presentation](#)
 - [Field Guide to the New American Foodshed](#)
 - [Field Guide: One Page Planning](#)
 - [National Good Food Network](#)
 - [Farm Credit Council](#)

The CDFI Fund Has Moved



Upcoming TA Webinars

Strengthening a Critical Rural Infrastructure: Rural Grocery Stores

•Thursday, September 6 @ 2pm EDT

Developing Loan Policies and Procedures for Healthy Food Financing

•Wednesday, September 12 @ 2pm EDT

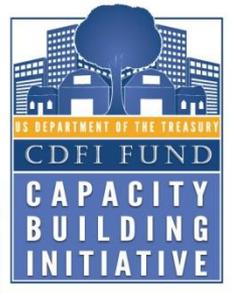
Lending to Agricultural Entrepreneurs: Analyzing A Farm Loan

•Thursday, September 20 @ 2pm EDT

Chips to Carrots: Financing Healthy Corner Stores

•Thursday, September 27 @ 2pm EDT

Visit www.opportunityfinance.net/FHFOwebinars/ to register for one or all of the TA webinars



Contact Information

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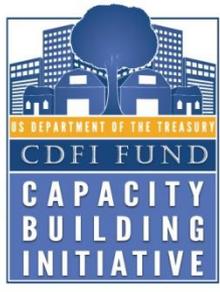
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