



# Pennsylvania Fresh Food Financing Initiative

## **The Food Trust's Pennsylvania Fresh Food Financing Initiative**

**Request for Applications (RFA)  
2026-2027**

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**The Food Trust's  
Pennsylvania Fresh Food Financing Initiative (TFT's PA FFFI)  
2026-2027 Request for Applications (RFA)**

**EXECUTIVE SUMMARY**

The Food Trust, as the administrator of The Food Trust's Pennsylvania Fresh Food Financing Initiative, requests applications for the 2026-2027 funding cycle.

For this funding cycle, \$800,000 is available for planning, implementation, and technical assistance grants to food retail projects and food supply-chain projects that have a direct connection to healthy food retail sales. The purpose of TFT's PA FFFI is to improve access to healthy produce and groceries in low- to moderate-income (LMI) areas, create and preserve quality jobs, and revitalize communities by providing financial assistance to projects that focus on healthy retail.

**PROGRAM OVERVIEW**

TFT's PA FFFI is a statewide public-private financing program that invests in new or expanding grocery stores and other healthy food retail outlets in communities throughout Pennsylvania. Through funding provided by the Pennsylvania Department of Community and Economic Development (DCED), TFT's PA FFFI provides grants and technical assistance to food retailers to increase access to healthy, affordable grocery options and to improve economic opportunities for low-access communities across the Commonwealth. Applicants that need additional financing may request a referral to a Pennsylvania-based community development financial institution (CDFI), community lender, or other financing partners, including Bridgeway Capital, Finanta, and Reinvestment Fund. Loan financing is not part of this grant application and is subject to a separate application, underwriting process, and approval by the lender.

**Program Objectives:**

- Contribute to better health outcomes by improving access to fresh foods;
- Stimulate investment of private capital in LMI communities;
- Remove financing obstacles and operating barriers for grocery stores and other healthy food retail in LMI communities;
- Strengthen the local food system and increase market opportunities for PA farmers;
- Support the creation and preservation of quality, living wage jobs; and
- Create and retain a qualified workforce.

This RFA identifies the objectives for TFT's PA FFFI and includes deadlines, funding information, eligibility criteria for projects and applicants, and application requirements and associated instructions needed to apply for a grant from TFT's PA FFFI. Loan financing requires a separate application through a lending partner.

## **PROGRAM HISTORY**

In 2001, The Food Trust published a report that mapped grocery access in Philadelphia and found that the communities with the lowest rates of supermarket access also had the highest rates of diet-related disease and death. The report spurred the Philadelphia City Council to request The Food Trust to convene the Food Marketing Task Force, a group of high-level representatives from the public health, economic development and grocery retailing sectors, to identify the challenges to operating supermarkets in LMI areas and propose policy recommendations to address these challenges.

Out of these recommendations came TFT's PA FFFI, which launched in 2004 as the first Healthy Food Financing Initiative in the country. More than two decades later, the model has been replicated at the national level by the U.S. Department of Treasury and the USDA, as well as by several other states such as Massachusetts, Kansas, Virginia and California. Whereas the original TFT's PA FFFI focused on supermarkets specifically, the program has since broadened to include additional fresh food retailers including farmers markets, corner stores, mobile markets and food hubs.

## **DATES**

Applications must be submitted through [Jotform](#), an online survey platform, by September 15, 2026, to be considered for funding. Applicants deemed eligible upon initial review will then be asked to meet virtually for further project discussions. Applications deemed ineligible will be notified as soon as possible. We will strive to notify applications that are not funded during this grant cycle by the end of January 2027. Applicants not selected are eligible to re-apply in future rounds. Please refer to [Section 4](#) for a more detailed program timeline.

## **PROGRAM CONTACT:**

Marisol Zavaleta Martin, Senior Manager, Healthy Food Financing Initiatives

Website: [thefoodtrust.org/paffi](https://thefoodtrust.org/paffi)

Email: [paffi@thefoodtrust.org](mailto:paffi@thefoodtrust.org)

Learn more about successful grantees of TFT's PA FFFI here:

<https://thefoodtrust.org/what-we-do/hffi/pa/projects/>

Access TFT's PA FFFI 2026 application here:

<https://form.jotform.com/FoodTrust/PAFFFI>

If you need support or have any questions, email the program team here:

[pafffi@thefoodtrust.org](mailto:pafffi@thefoodtrust.org)

## **SECTION 1 – FUNDING OPPORTUNITY DESCRIPTION**

TFT's PA FFFI aims to support applicants who are increasing access to affordable, healthy produce and groceries through expansion or creation of food retail projects in LMI communities throughout the Commonwealth. TFT's PA FFFI also aims to facilitate economic development and job creation in these areas by funding community-supported and/or -led organizations or businesses. To address the challenges in accessibility, availability and affordability of healthy foods, proposals are expected to align with the goals of The Food Trust's mission of delicious, nutritious food for all. More specifically, this initiative will support the goal of maximizing equitable access to affordable, healthy staple and perishable foods in areas with limited food retail options.

This initiative will offer grants to a select number of eligible applicants to open, expand, and sustain retail outlets and retail supply chain enterprises. The number of projects funded will depend on the total funding available, the number and competitiveness of eligible applications received, the size of individual funding requests, and how well proposed projects align with TFT's PA FFFI priorities. The initiative will prioritize projects in very low-income areas, and welcomes innovative approaches to alleviating food insecurity for areas of historical low access. This initiative seeks to support a cohort of community-focused food retail and food supply chain models in a variety of geographies. Projects could include brick-and-mortar retail, mobile markets, farmers markets, cooperative ownership and collective purchasing and agricultural projects with a direct connection to consumers/retail. Additionally, this initiative will prioritize operations that can prove they support low-income communities through high SNAP redemption rates or other means, match community food preferences, are thoughtfully planned and prepared to execute, will provide positive economic contributions to their community and support the local food system.

### **GRANT AMOUNT AVAILABLE:**

A total of \$800,000 is available in the 2026-2027 cycle.

Applicants should select the grant category that best fits their primary project goal or support need. Project-based categories may include multiple eligible uses of funds, such as equipment, site work, professional services, or other nonrecurring project costs, as long as those costs directly support the proposed healthy food access outcome. Business support or technical assistance requests may be submitted as a standalone request or as part of a larger project, but applicants must explain how the support will strengthen, expand, or sustain healthy food retail access for LMI communities.

For the 2026-2027 funding cycle, TFT’s PA FFFI will accept applications under three project-based grant categories: Predevelopment, Fresh Food Retail Expansion and Retention, and New Store Implementation. Applicants may also request Technical Assistance as a standalone request or in addition to one project-based category. Grant award sizes will be based on project type, need, and impact as outlined in the table below:

Grant Category	Grant Award Range	Primary Project Purpose
Predevelopment	\$20,000 - \$50,000	Market studies, site planning, site work, design services, feasibility studies, and other professional services related to establishing an eligible retail project
Fresh Food Retail Expansion and Retention	\$20,000 - \$100,000	Equipment, renovation, infrastructure, or related project costs that expand, strengthen, or retain healthy food retail access, including retailers, eligible food retail supply-chain projects, and new food retail projects under 4,000 sq. ft.
New Store Implementation	\$100,000 - \$200,000	Implementation activities such as construction, equipment, and other capital expenses relating to opening a new healthy food retail space in a high-need area. Applicants must have other funding secured or be in the process of securing additional financing. *Intended for projects creating 4,000 sq. ft. or more of retail space.
Technical Assistance	\$5,000 - \$30,000	Contracted services relating to improving or maintaining healthy food access. Examples include support to improve financial operations, business planning, marketing, or other needs on a case-by-case basis. Businesses must still meet other program eligibility requirements.

Grant awards will range from \$5,000 - \$200,000 and will be based on project type, need, and impact. Larger grants will be reserved for projects that demonstrate very strong economic and community impact. Refer to [Section 3](#) for a breakdown of grant types and requirements.

Applications will be reviewed and scored on a rolling basis following the September 15 deadline. Applicants may be notified of eligibility or funding decisions as determinations are made. The Food Trust will strive to notify applicants about final funding decisions by the end of January 2027. Grant disbursements are expected in spring 2027, after Subgrantee Agreements are fully executed. Please refer to [Section 4](#) to learn more about the application review process and timeline.

### **DOCUMENTS YOU WILL NEED TO APPLY**

- Basic business information
  - Legal business name
  - Legal business owner(s)
- Business plan
- A budget for the requested funds
- Sources and Uses for all other funds associated with your project.
- If available:
  - Annual or projected revenues (3 years)
  - Federal business tax returns (including Schedule C or Form 1120) for 2024 and 2025

### **SECTION 2 - ELIGIBILITY CRITERIA**

This initiative will provide grants to existing healthy food retailers, food retail supply chain entities, and planned ventures in LMI areas. Grants will support the creation and/or expansion of projects designed to improve access to fresh, healthy and affordable foods ultimately for retail sale. The initiative aims to support a variety of business models and organizations working to improve food security in their communities.

### **ELIGIBLE ORGANIZATIONS**

- Business enterprises (such as corporations, Limited Liability Companies (LLCs) and sole proprietorships)
- Cooperatively owned businesses or managed ventures
- Tax-exempt nonprofit corporations

Please note:

- Individuals are not eligible.
- Previously funded businesses may be eligible for additional funding provided that they are in good standing with TFT's PA FFFI. To be considered in good standing, previous grant funds must have been fully spent down, four quarterly reports submitted, and all expense receipts provided. Please reach out to [pafffi@thefoodtrust.org](mailto:pafffi@thefoodtrust.org) to inquire about your grantee status if you are unsure if this applies to you.

### **ELIGIBLE LOCATIONS**

To be eligible, applicants must be located in Pennsylvania and propose a project that directly involves or contributes to retail operations in low-access areas of Pennsylvania. This includes areas that have limited access to healthy, affordable foods including fresh fruits and vegetables, dairy, meats, grains and other staple foods, and have high rates of poverty and food insecurity.

Eligible areas must:

- Serve a low to moderate income (LMI) area with a Median Family Income equal to or below 80% of median local income levels
- Serve a community that lacks adequate grocery retail
- And/or have high poverty rates, above 20%

**For more information and to check location eligibility, please email [pafffi@thefoodtrust.org](mailto:pafffi@thefoodtrust.org) with your retail location addresses.**

### **ELIGIBLE PROJECTS**

To be eligible for this initiative, applicants must propose a project that demonstrates the following criteria:

- Located in Pennsylvania
- Independently owned and operated
- Improve food access for LMI shoppers in places where there is not currently adequate access
- Sell a variety of affordable, high-quality fresh produce, or a combination of fresh produce and other healthy grocery items, such as whole grains, dairy, fresh meat and other proteins
- Accept or demonstrate plans to accept SNAP and/or WIC to the maximum extent possible (or have connection to retailers that will accept them)

- Demonstrate a path to profitability/financial sustainability
- Apply with a defined location, service area or customer base
- Demonstrate strong engagement and support from local residents and a commitment to providing a positive economic and social impact to the local community
- Include an experienced manager on the team, with experience managing a similar healthy food project
- Serve customers who live in an LMI area, by locating in an LMI census tract or demonstrating that a significant number of customers reside in LMI areas

### **EXAMPLES OF ELIGIBLE PROJECTS**

Eligible projects include, but are not limited to:

- Grocery stores
- Supermarkets
- Corner stores
- Food hubs
- Mobile markets
- Co-ops and farm stop models
- Farmers markets
- Food aggregation, processing centers or wholesalers/distributors with a direct connection to direct-to-consumer retail outlets

### **INELIGIBLE PROJECTS**

This initiative is designed to support the direct-to-consumer retail sale of fresh, healthy, affordable groceries in LMI, low-access communities. As such, the following project types are not eligible for TFT's PA FFFI funding:

- Emergency food, food pantries and charitable food operations without grocery retail component
- Agriculture-related projects without a direct connection to food retail that meets program criteria (e.g., food hubs that supply institutions only)
- Restaurants, cafes and value-added/prepared food businesses

### **COMMON REASONS APPLICATIONS ARE DECLINED**

- Business is not incorporated
- Business/business model is not clearly viable or clear path to financial sustainability was not shown
- Grant is unlikely to make the intended impact
- Business sells only one product or does not sell a variety of produce

- All available TFT's PA FFFI grant funds have been allocated
- Required documents were not provided

### **WHAT WE WILL FUND**

Eligible projects should execute activities that will contribute to the sale of affordable, healthy foods by the completion of the project. The following activities are allowable uses of TFT's PA FFFI funds:

- Predevelopment costs: market/feasibility studies, architectural designs, business planning/consultants, project management and/or marketing, as long as the expense is not recurring
- Land acquisition
- Land assembly, including demolition and environmental remediation
- Site development
- Infrastructure improvement, including renovation, new construction or adaptive reuse
- Equipment purchases that improve the availability and quality of store offerings
- Innovative food access technology that assists the healthy food access efforts of an existing or new grocery store
- Business/technical assistance
- Working capital\* (including start-up inventory, up to 10% of total award, excluded for TA grants)

\*For the purposes of this RFA, working capital means short-term, nonrecurring costs that are directly necessary to launch, expand, or preserve the approved healthy food retail project. Eligible working capital may include start-up inventory, launch-related supplies, or other approved short-term project costs. Working capital may not be used for ongoing operating deficits, debt repayment, rent, utilities, owner distributions, general overhead, payroll unrelated to the approved project, or recurring expenses that are not directly tied to the approved scope of work. Working capital may not exceed 10% of the total grant award and is not eligible for Technical Assistance grants or for requests that consist solely of contracted services.

#### Priority will be given to projects that:

- Are located in areas that have low-access to financial institutions and small business resources
- Are located in areas that have high rates of food insecurity
- Are new or expanding grocery stores or other healthy food retail outlets

- Have a demonstrated history of including local communities and customers into its operations and business development
- Source and sell food that is grown, raised or harvested in Pennsylvania
- Hire employees from the surrounding neighborhoods
- Pay living wages (Please refer to the [MIT Living Wage Calculator](#) for your region)
- Provide customer access to business through means of public transportation, if available
- Align with existing plans and goals of the local government and community residents

### **FUNDING INFORMATION**

TFT's PA FFFI provides support for costs associated with opening, renovating or expanding eligible food businesses. The amount of grant funding offered depends on the availability of funds, the need of the grantee, and the size and expected impact of the project. Grant terms and amounts will be determined by The Food Trust in its capacity as program administrator. Applicants should be prepared to spend requested grant funds within the one-year grant period.

Applicants that need additional financing may request a referral to a CDFI, community lender, or other financing partner. Loan financing is not part of this grant application and is subject to a separate application, underwriting process, and approval by the lender.

### **SECTION 3 - GRANT CATEGORIES**

Applicants should select the funding category that best matches their proposed project. Applicants may apply for one project-based category. Applicants may also request Technical Assistance as a standalone request or in addition to one other category. All applicants should be able to demonstrate how their project will increase access to healthy and affordable groceries for LMI communities.

For all categories, please refer to “Documents you will need to apply” on page 6.

If you are unsure which grant category best fits your project, please email a brief project summary to [pafffi@thefoodtrust.org](mailto:pafffi@thefoodtrust.org) and include “Application Support - [your business name]” in the subject line.

## **PREDEVELOPMENT GRANTS**

Predevelopment grants are intended for early-stage projects in the process of establishing a new food retail outlet. At this stage, a project should be more than an idea and some feasibility tasks should have already been completed. Site control may not yet be secured, but a target community should be identified.

- Award Range: \$20,000 - \$50,000
- Eligible Uses of Funds: Market studies, feasibility studies, site planning, site work, design services, architectural or engineering planning, community engagement activities, and other professional services related to establishing an eligible retail project. Working capital is generally not expected for Predevelopment grants but may be eligible for up to 10% and will be considered on a case-by-case basis. Working capital costs must be directly tied to the approved predevelopment scope.

Predevelopment grants are not intended for construction, renovation, equipment purchases, or other physical improvements.

## **FRESH FOOD RETAIL EXPANSION AND RETENTION GRANTS**

Fresh Food Retail Expansion and Retention grants are intended for projects that expand, strengthen, or preserve access to affordable, healthy groceries for LMI communities through upgrades to physical, digital, or operational infrastructure. This category may support existing retailers, eligible food retail supply-chain entities, and new food retail projects that do not meet the 4,000 sq. ft. threshold for New Store Implementation grants. Applicants should clearly demonstrate how funding will improve the quality, quantity, affordability, consistency, or availability of healthy groceries for LMI shoppers. Priority will be given to shovel-ready\* projects with a clear timeline for completion within the one-year grant period.

- Award Range: \$20,000 - \$100,000
- Example Uses of Funds: Equipment, construction/renovation, inventory, POS or website upgrades relating to implementing SNAP online or nutrition incentive programs, delivery vehicles. Up to 10% of grants may be used for working capital.

\*For purposes of this RFA, shovel-ready means the applicant has a defined project scope, a clear budget, a realistic timeline, and sufficient documentation to show that the project can begin shortly after award and be completed within the one-year grant period. Documentation may include vendor quotes, contractor estimates, equipment lists, site plans, implementation plans,

permits or approvals if applicable, and evidence that other required funding is secured or under active review.

### **NEW STORE IMPLEMENTATION GRANTS**

New Store Implementation grants are intended for new healthy food retail businesses or new retail locations that will create at least 4,000 sq. ft. of new healthy food retail space and provide a substantial new access point for affordable, healthy groceries in a high-need area. Eligible models may include grocery stores, co-ops, independently owned supermarkets, markets, or other retail models that sell a variety of fresh and healthy foods directly to consumers. This category is intended for larger, implementation-ready projects that have additional sources of funding secured or under review, are not reliant on TFT's PA FFFI grant funding alone, and have a clear path to completion within the grant period.

New Store Implementation applicants must demonstrate that TFT's PA FFFI funding is part of a broader project financing plan and is not the first or only source of project funding. TFT's PA FFFI funding is intended to help fill a documented funding gap for projects that are likely to move forward within the grant period. Applicants must demonstrate that at least 50% of the total eligible project budget is secured or committed before a Subgrantee Agreement is executed. TFT's PA FFFI funding may not cover more than 50% of the total eligible project budget for New Store Implementation projects. Applicants must submit a Sources and Uses budget showing the total project cost, TFT's PA FFFI request, and the status of all other funding sources, including owner equity, grants, loans, private investment, philanthropic support, or other committed or pending financing. Exceptions may be considered for unusually strong projects that demonstrate significant food access impact in a high-need area and a clear path to completion within the grant period.

- Award Range: \$100,000 - \$200,000
- Eligible Uses of Funds: Equipment, construction, or other capital expenses relating to establishing a new healthy food retail project in a high-need area. Up to 10% of grants may be used for working capital.

Existing businesses seeking to expand fresh food offerings, add a new department, add a mobile market stop, renovate existing retail space, or increase fresh food retail capacity should apply under the Fresh Food Retail Expansion and Retention Grant. Existing businesses opening a new retail location may apply under the New Store Implementation Grant.

## TECHNICAL ASSISTANCE

Technical assistance (TA) is available for emerging or established businesses seeking guidance, tools, or education relating to improving the operational capacity, financial planning, or visibility of eligible healthy food retail projects.

- Award Range: \$5,000 - \$30,000
- Eligible Uses of Funds: Contracted services for support with long-term business planning, transition planning, legal services, financial management, project management, marketing or other needs on a case-by-case basis. Working capital may not be used for TA grants.

## SECTION 4 - APPLICATION REVIEW PROCESS AND TIMELINE

The Food Trust will strive to inform you of your application determination via email by the end of January 2027. **Please refer to [Section 5 - Scoring Criteria](#) for more information on how applications are evaluated.**

If a project meets basic eligibility criteria, applicants should be prepared to participate in two virtual meetings with program staff.

1. Applicant Call: The purpose of this call is to meet TFT staff, share more details about your project, and clarify any questions remaining after an initial review of your application. Please be prepared to set aside an hour for this call during the month of October 2026. Applicants should be prepared to speak about:
  - a. The history of your business and your long-term goals
  - b. Specific uses for the grant you are requesting
  - c. How your business and project support grocery access for LMI shoppers
  - d. Your business' financial sustainability and the feasibility of completing your project
  - e. Any challenges anticipated in completing the project and plans to overcome them
2. Budget Finalization and Contract Review Call: If a project is approved for funding, a call will be scheduled to review a final budget and quotes for all proposed expenses. TFT's PA FFFI staff will also review the terms of the Subgrantee Agreement, answer any questions,

and discuss expectations for mandatory quarterly reporting during the one-year grant period.

In advance of the meeting, awardees will be required to provide the following:

- a. A final budget showing how the entire grant will be spent over the one-year grant period. This budget will be included in the grant contract and spending the funds as described will be a contractual obligation.
- b. Quotes for each item listed in the budget. Examples include: Cost estimates or quotes from contractors or vendors, web links or screenshots of products to be purchased online, etc.

*Program staff understand that cost estimates and quotes are subject to change based on new circumstances. If significant changes are expected, budget amendments are available. Awardees may be asked to update cost estimates with actual pricing to reflect any major project cost changes once work begins.*

- c. A signed copy of the business’s W-9 form
- d. A copy of an electronic deposit ACH information from their bank
- e. The preferred email for payment communications
- f. The name of the authorized signer in their organization for the contract

TFT’s PA FFFI staff or program partners will support applicants through this process as needed. A contract cannot be executed and funds cannot be disbursed without all of the items above. After all above documents have been received, a Subgrantee Agreement will be sent via DocuSign to the authorized signer for your business.

**PROGRAM TIMELINE**

Activity	Deadline or Period
Application Release	June 22, 2026
Application Due	September 15, 2026
Award Notifications	January 2027
Budget Finalization and Contract Execution*	February - March 2027
Anticipated Contract Term	April 1, 2027 - March 31, 2028

\*Funds will be disbursed after the contract is fully executed.

## SECTION 5 - SCORING CRITERIA

TFT's PA FFFI will use an internal scoring rubric aligned with the criteria below to support consistent review of eligible applications. Applications are competitively scored based on alignment with the program's goals to increase access to healthy, affordable food for LMI communities. The highest awards are reserved for projects that demonstrate the strongest overall impact and alignment relative to other applications processed. Due to program demand, not all eligible projects may ultimately receive funding.

### MAIN SCORING CRITERIA

The program scores applications across several main criteria to ensure that funding goes to projects with the greatest potential to increase access to healthy, affordable food. Key scoring areas include:

- **Project Fit:** Assesses alignment with TFT's PA FFFI objectives and food access impact, specifically the extent to which the project will increase access to healthy, affordable foods in LMI areas. Higher scores are awarded to projects that focus on very low-income communities and provide sustained, long-term access to healthy, affordable foods.
- **Access Level:** Measures the extent of need within the community for healthy, affordable food options. Higher scores are given to projects in communities with limited or no other grocery options, particularly those without other retailers that accept SNAP, ensuring they meet a significant gap in food access.
- **Community Fit:** Evaluates the applicant's potential or current ability to meet the needs and preferences of the LMI community it will serve. Higher scores are awarded to projects with affordable price structures, a community-oriented mission, grocery selections that align with community preferences, local ownership or operation, community involvement in business development or project design, and partnerships with local organizations.
- **Financial Sustainability:** Gauges the strength of business planning and financial management, with emphasis on an experienced management and operations team, a proven track record in the grocery or food industry. Existing businesses should be able to demonstrate profitability or a path to profitability. New businesses should be able to supply reasonable, detailed financial projections.

Additional consideration is given to projects in priority areas, including projects that enhance affordable food access (such as high SNAP redemption rates and participation in nutrition/affordability programs), projects that strengthen the local food system, projects serving historically disinvested communities, jobs creation or retention, number of people

served, equity impacts, and the scope of the project, with larger-scale initiatives receiving higher priority.

## **SECTION 6 - AWARD ANNOUNCEMENTS**

Grantees will be notified of eligibility and award decisions on a rolling basis. Some applicants may be notified earlier in the review process, while others may remain under consideration until available funding has been fully allocated and grant agreements are finalized. The Food Trust reserves the right to publish an award announcement publicly after all grant funds have been allocated.

## **SECTION 7 - POST-FUNDING RESPONSIBILITY**

TFT's PA FFFI grant period is one-year, meaning that all grant funds must be spent within 12 months of contract execution. Additionally, grantees are required to submit four status reports, one every three months through a form provided by The Food Trust. Grantees will receive these reports on the first days of March, June, September and December, and the reports will be due on the last day of the month. To close out the grant, grantees are expected to participate in a final closeout call with The Food Trust staff as part of their final quarterly report.

Grantees must submit the following with their quarterly reports:

- Receipts of purchase from all approved items. Look at the budget in your contract if you are unsure which items have been approved.
- A few sentences detailing a status update of your project
- The following information, as available
  - Number of additional square feet of retail space
  - Estimated number of people served
  - Number of new jobs created or retained
  - Gross sales/average weekly
  - Gross sales of produce/average weekly
  - Percentage of overall sales that are produce
  - Total SNAP sales
  - Percentage of sales that are SNAP sales
  - Number of ticket sales (number of customers)
  - Number of SKUs