



Developing State-Level Healthy Food Financing Initiatives:

New Examples from California and New York Webinar

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Building Healthy Communities

Building Healthy Communities Is a 10-year, \$1 billion program of The California Endowment. 14 communities across the state are taking action to make where they live healthier. They're doing this by improving employment opportunities, education, housing, neighborhood safety, unhealthy environmental conditions, access to healthy foods and more. The goal: to create places where children are healthy, safe and ready to learn. Ultimately, we're aiming at nothing less than a revolution in the way all of us think about and support health for all Californians.

Place Matters

Our Communities Are Leading the Way

Health in all Systems

The Communities

Boyle Heights	City Heights	East Oakland	Richmond	South Los Angeles
Central Santa Ana	Del Norte County and Adjacent Tribal Lands	East Salinas (Alisal)	Sacramento	Southwest Merced/ East Merced County
Central/Southeast/ Southwest Fresno	Eastern Coachella Valley	Long Beach	South Kern	

The CA Healthy Food Financing Initiative

The CA Healthy Food Financing Initiative is a public-private partnership loan fund intended to finance grocery stores and other forms of fresh food retail and distribution in underserved communities throughout CA. It is modeled after the PA Fresh Food Financing Initiative and it has been developed to align with the National Healthy Food Financing Initiative.

Target Fund Size: \$200 million (\$94M Committed, \$3.5M In Process of Approval)

Uses of Capital: Loans & Grants to Grocery Stores & Other Fresh Food Retailers & Distributors

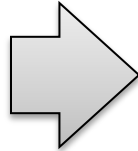
Capitalization: Debt & Grants

Program Eligibility: In process

Expected Launch: March 2011

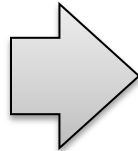
Goals

Access



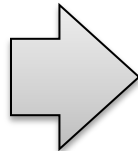
Increase access to healthy food as a means to improve health outcomes.

**Economic
Development**



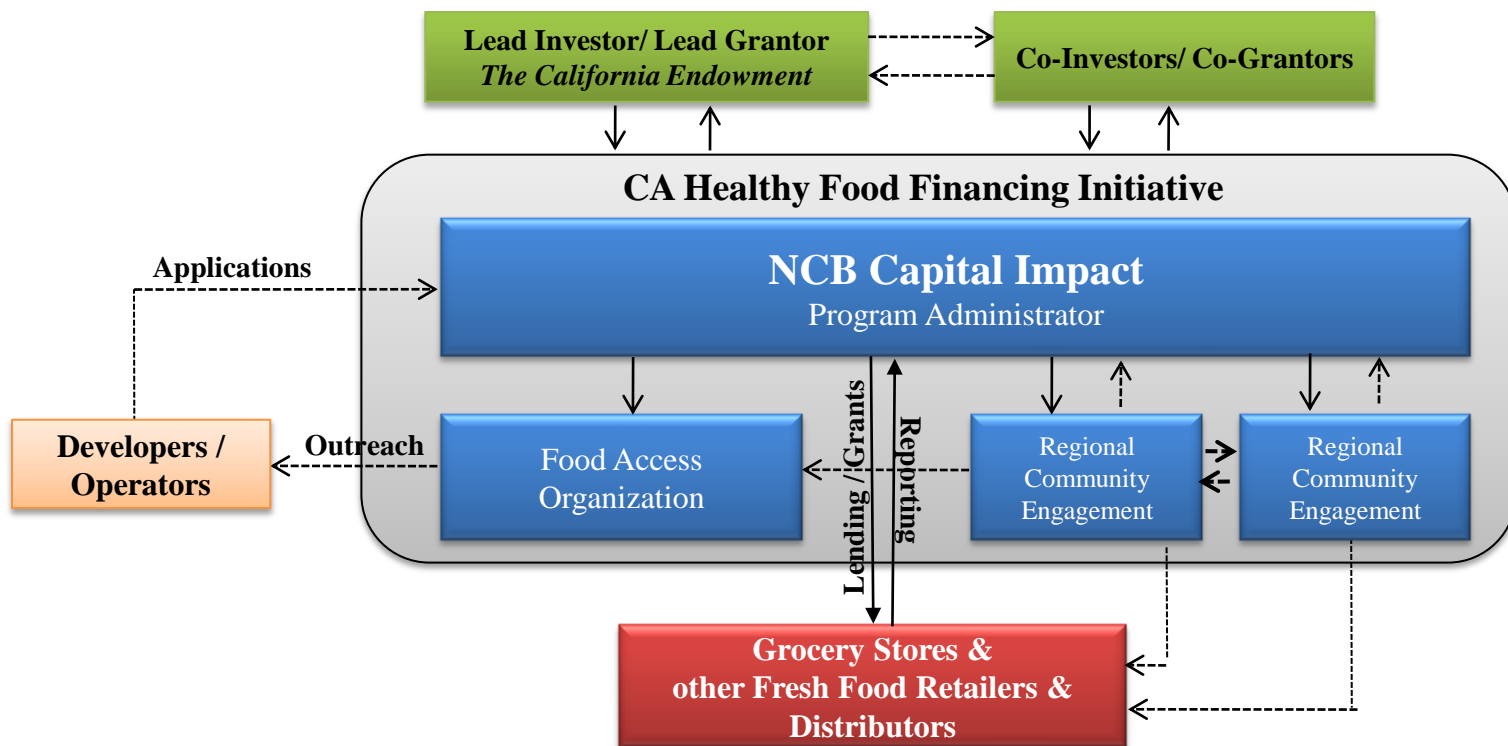
Spur economic development that supports healthy communities

Innovation



Encourage innovation in healthy food retailing and distribution

Initiative Structure



Milestones

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- December 2008** Launch Building Healthy Communities and Mission Investing
- April 2009** Food Desert to Food Oasis Symposium
- January 2010** Formation of the CA Healthy Food Financing Initiative Task Force and collaboration to create the CA Healthy Food Financing Initiative.
- August 2010** TCE issued an invitation only RFP for a CDFI to serve as the Program Administrator for the CA Healthy Food Financing Initiative.
- October 2010** NCB Capital Impact selected as the Program Administrator. TCE grant commitment closed (\$3M).
- February 2011** TCE loan commitment closed (\$30M). Program guidelines finalized.
- March 2011** Formal launch of the CA Healthy Food Financing Initiative.
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Partners

Industry

- Unified Grocers
- CA Grocers Association

Nonprofit

- PolicyLink
- Community Health Councils
- Emerging Markets
- Social Compact

Government

- State of California
- Community Redevelopment Agency of Los Angeles

Progress to Date

- **Food Access Organization Identified**
- **\$94 M committed, \$3.5 M additional pending approval**
- **18 Projects In Pipeline**
- **Program Guidelines Near Completion**
- **Coordinated Tracking, Reporting & Monitoring System Near Completion**
- **New Partners Identified**

Challenges

- **Organizational Buy-In**
- **Aligning Programmatic and Investment Goals**
- **Program Administrator Selection**
- **Raising Capital and Grant Funds**
- **Formalizing Partnerships**

Philanthropic Opportunities

- **Increase investment and visibility in access to healthy food to address multiple community challenges and stimulate innovation in the field.**
- **Promote impact investing that leverages opportunities and interest.**
- **Support research, analysis and advocacy at the local, state and national levels to build the field and encourage public sector support.**
- **Convene local/regional/state level stakeholders to develop multi-sectoral solutions to food access.**
- **Engage private sector partners in food access issues.**
- **Provide grant and/or debt to HFFIs**

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