APPLY TODAY!

THE HEALTHY FOOD KICKSTARTER PROJECT GRANT APPLICATION

Deadline
Friday May 5, 2023
What is the Healthy Food Kickstarter Project?

• In March 2020 the County Board of Supervisors recognized the existence of a local health emergency regarding the coronavirus ("COVID-19") in Los Angeles County. A year later the American Rescue Plan was passed establishing the Coronavirus State and Local Fiscal Recovery Fund.

• The County of Los Angeles (County) through its Department of Consumer and Business Affairs (DCBA) has partnered with Community Services Unlimited Inc. (CSU) to implement the Healthy Food Kickstarter Project (Kickstarter).

• Kickstarter is providing grants to qualifying organizations and businesses to launch or expand equitable food distribution programs in Los Angeles County identified target areas.
Kickstarter Funds Available

• A total grant fund of $4,100,000
• $20,000 for newly launching projects
• $200,000 for expansion of existing projects
• Kickstarter seeks to fund a minimum of 5 newly launching and 15 expansion projects, the exact distribution between start-ups and expansions may vary based on the applications received
• Technical assistance will be offered to grant recipients, in addition to the grant award
Who Can Apply?

• Projects of non-profits and private/for-profit enterprises are eligible to apply for these funds.
• Projects must take place within a COVID Recovery Target Area in Los Angeles County.
Eligible Kickstarter Projects

Include: Grocery stores & markets, restaurant and catering, meal services, farms and gardens, mobile and pop-up vendors, delivery & distribution services, and subscription programs.

This is not an exhaustive list. All innovative enterprises that increase access to Healthy Food are encouraged to apply.
• Deadline for receipt of a completed application
  Friday, May 5, 2023 at 11:59pm PST

• Details of virtual and in person workshops to assist with the application process are available at: https://csuinc.org/kickstarter/

• Awards will be announced in August 2023

• Questions about, or require assistance with the application? Email with details of your query/s to Kickstarter@csuinc.org or call 213-746-1216
Kickstarter Application

• On-line application
We suggest that you download the questions and respond to them off-line and then copy and paste your answers into the online application

• Is your Project New or an Expansion?
Kickstarter seeks to create opportunities for both newly launching and expansion of existing food distribution projects

• New projects may apply for grants of $20,000 and expansions for $200,000

• Expansion projects may include construction
Verify LA County Target Area

• The project for which funds are being requested MUST take place within a COVID Recovery Target Area within Los Angeles County

• Before proceeding with the application, please verify that your projects fits this criteria. You will need this information when completing the application form

• Detailed instructions to help you do this are covered in the next 6 slides and are also available here
Verify LA County Target Area: Step 1 & 2

**Step 1:** Click on the link: [COVID-19 Dashboard](https://www.example.com/COVID-19-Dashboard)

**Step 2:** Click on the “Need Tier” drop down menu on the upper right corner of the dashboard.
Step 3: From the drop down menu, choose “Highest” and “High.” This ensures that only the areas that qualify for the grant are highlighted.

*En este menú haga clic en “Highest” y “High,” esto asegura que solo las áreas que califican para la beca estén seleccionadas.*
Verify LA County Target Area: Step 4 (a)

If you already know the address from which your project would operate out of, follow Steps 4a - 6a, immediately below
Si sabe la dirección de su proyecto, siga los pasos 4a - 6a.

Or
If you know the general location of the intended project but do not have an exact address yet, or your project is not centralized in one location, follow step 4b, further below
Si conoce la ubicación general del proyecto previsto pero aún no tiene una dirección exacta, o su proyecto no está centralizado en una ubicación, siga el paso 4b.

**Step 4a:** Click on the magnifying glass on the upper right corner of the map.
*Haga clic en la lupa localizada en la esquina de arriba y derecha del mapa.*

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**COVID-19 Vulnerability and Recovery Index Dashboard**

Overall Score: 90
88

- Housing Unit Overcrowding: 12.1%
- Poverty: 56.5%
- Non-Citizen: 27.8%
- Total Essential Workers: 68.8%

The COVID-19 Vulnerability and Recovery Index ranks from 0 (least vulnerable) to 100 (most vulnerable). Each Census Tract is given a score in three categories: Risk, Severity, and Recovery. A high score indicates higher vulnerability.
Verify LA County Target Area: Step 4 (b)

**Step 4b:** Zoom into the area where you intend to operate out of and make sure that it falls into one of the colored areas. This will ensure that you qualify for the Kickstarter Grant.

*Haga zoom en el área donde desea operar y asegúrese de que caiga en una de las áreas moradas. Esto asegurará que califiques para la Beca Kickstarter.*

Zoom in on the map below to see the Index scores in that area. Use the selector tool (upper left corner of map) or click an item in the list (right of map) to select individual Census Tracts.
Verify LA County Target Area: Step 5 (a)

Step 5a: Enter the address of your project and it will be located on the map.

Ingresar la dirección de su proyecto y será localizado en el mapa.
Verify LA County Target Area: Step 6 (a)

**Step 6a:** From here, check that the address falls within a purple colored section of the map. This will ensure that you qualify for the Kickstarter Grant.

*Aquí, asegúrese que la dirección caiga en una de las áreas moradas en el mapa. Esto asegura que su proyecto califica para la beca Kickstarter.*

![Map with COVID-19 Vulnerability and Recovery Index Dashboard](image)
Completing the Application

The Kickstarter Application is divided into **two main sections** and each is **slightly different depending on whether you are applying for** a newly launching food projects, or for the expansion of an existing one.

**Requested Documents:** for ex. images of your business or where you plan to locate it, to your project’s projected income. Documents sent as attachments may be in the following formats: PDF, Microsoft Excel, Word, or JPGS’s.

**Questions:** for ex. details about staffing and management, to how your project came about and your vision for serving the community where it is/will be located. There will be specific questions for expansion projects that include construction.
An FAQ document is available [here](#)

This will be updated until 5pm, May 1\textsuperscript{st} 2023

THANKYOU! Good Luck.