

HFFF FY25 Application

ORGANIZATION INFORMATION

Organization Name:

Organization Address:

Have you previously been awarded an HFFF Grant?

- Yes – FY23
- Yes – FY24
- No

We require all of our awardees to provide us with general information about how the award funds were used, how they impacted your Organization, and how they impacted the regional food supply chain and/or increased access to healthy food. If selected as an awardee do you agree to provide this information?

- Yes
- No

In general, requirements for reporting items will be related to your responses around the Qualitative and Quantitative aspects of your application which we will gather from you below.

Please be aware that we will not be accepting any applicants that are not willing to complete our post-award survey and reporting requirements.

Which of the following category(ies) does your Organization fall into:

- Political Subdivision of the State
- Indian nation, tribe and/or pueblo
- For-profit business enterprises (including a corporation, limited liability company, sole proprietor, public benefit corporation, social enterprise)
- Cooperatively-owned businesses
- Tax-exempt nonprofit corporations
- Small farmers/ranchers with gross cash farm income under \$250,00 are eligible (commercial and noncommercial farms)
- Other (please describe)

Please select one or more of the following eligibility criteria that apply to your project (see definitions below):

- Predevelopment
- Brick and Mortar Facility Development

- Other capital needs
- Consumer Packaged Goods
- Agriculture-Only Project
- Other soft cost
- None of the above

Proof of Ownership - Brick and Mortar: please upload document(s) to show proof of ownership of the property.

CONTACT INFORMATION

Are you the primary project contact?

- Yes
- No

Primary Contact Phone Number and Email:

Potential Interview Notice:

Please make sure your organization's primary contact information is correct. The grant review committee may reach out with questions or request an interview about your application. If you need to update the primary contact information after submitting your application, please contact Sandra Rubalcava at Vida Mejor Capital: sandra.rubalcava@vidamejorcapital.com

PROJECT INFORMATION

Project Name:

Project Location: Please identify the Underserved Community the project will serve and where the project will be located.

Project Primary Location Address:

Are there additional project locations?

- Yes
- No

Please select the County your Project will be located in. If your project will be taking place in multiple counties, select the county your project will PRIMARILY be located in:

Please select the category your Project will address:

- Food Retail (e.g. grocery stores, farmers' markets, co-operatives, mobile grocery projects)
- Processing/Value-added Products (Meat, Fruit, Vegetables, Dairy, Grain, Other)

- Aggregation/Distribution/Transportation (e.g. Food Hubs, cold/dry storage)
- Production (e.g. Farmers, Ranchers, co-operatives, non-profit production, hydroponic/aquaponic)

Briefly describe the applicant organization, its ownership or management structure, size, and relevant project partners including supplier or buyer relationships and/or community partnerships as applicable. Please describe the applicant organization's and/or project partners' experience relevant to the success of developing and operating the proposed project. (500 Words Max. Do not include hyperlinks.)

Please describe how your organization's experience to date will ensure a successful outcome for this project if awarded this grant. (300 Words Max. Do not include hyperlinks.)

Projects must be directed to Underserved Communities. Please include brief demographics, including a reasonable approximation of the number of individuals who will benefit from the project, as well as geographic characteristics of the area or population involved with or to be served by the proposed project. Also include the critical elements and challenges to residents in these communities. (700 Words Max. Do not include hyperlinks.)

Underserved Communities include, but are not limited to, for the purposes of the HFFF:

1. Communities and populations served through the NM Grown Program. These vulnerable populations include children, elders, and families that are served through institutions participating in NM Grown, e.g. schools, senior centers, and early childcare facilities.
2. Low- to moderate-income residents, with limited access to healthy fresh fruits, vegetables and proteins, and/or eligible for SNAP, WIC, and other nutrition incentive programs.
3. Underserved Communities in both urban and rural areas are eligible.

PROJECT SUMMARY

Please provide a brief narrative description of the project for which you are requesting a grant. Project Summary (1,000 Words Max. Do not include hyperlinks.)

The narrative should include the following elements:

- Project proposed, including brief overview of business model and description of sustainability of operations, need for grant assistance, and sources of revenue, and whether this is a new project or expansion of existing operation.
- Why HFFF support is necessary to allow the project to move forward?
- Why is HFFF support and this project important or catalytic to other goals of the organization?
- Description of how the project fits within your organization's larger mission and other planned activities over the next 12-24 months.
- Please describe any partnerships, commercial relationships or existing contracts that are relevant to this project. Partnerships should be meaningful and/or have formal agreements.

BUSINESS MODEL:

Please explain your current business model and how HFFF grant funding might allow your organization to expand your existing business model. (700 Words Max. Do not include hyperlinks.) Please refer to the BUSINESS MODEL Reference PDF linked on the [HFFF webpage](#) for suggested points to address in this question.

PROJECT TIMELINE

Provide an overview of your project timeline, including current status, key milestones and key factors determining project feasibility and success. (200 Words Max. Do not include hyperlinks.)

- Projects must be completed and grant funds must be used by Awardee by December 16, 2025.
- Grant agreements will be in effect through December 31, 2026. Reports will be requested throughout the duration of the grant agreement period.

PROJECT IMPACT

Please identify how any or all of the following six project impact priority areas are achieved through your proposal. Priority points will be awarded during application review based on your answer. Please describe the relevant metrics of success for each area, including measures, metrics and/or other quantitative aspects. Project Impact (1,000 Words Max. Do not include hyperlinks.)

Priority Point Categories:

- Increasing access to food for historically under-resourced communities
- Addressing workforce development challenges through the creation and retention of jobs in the food and agricultural supply chain.

- Strengthening and diversifying in-state market channel access for small and mid-scale food and agricultural operations
- Advancing food safe storage/aggregation, distribution and transportation in regional food supply chain networks
- Supporting producers in the implementation of regenerative agricultural practices

BUDGET

Grant Award amounts will be \$25,000 or \$50,000. You may submit individual budgets for both amounts, but awardees will only receive ONE award amount.

Please upload a detailed budget for your HFFF project (\$25,000 or \$50,000, or both). The budget(s) should be itemized and presented as a table or spreadsheet. You may submit a budget for both amounts. We advise including a 5% buffer for inflation in all budgets. You may also upload documentation demonstrating how you arrived at the budget figures (such as screenshots, quotes, or estimates). Higher scores will be awarded for thorough budgets and backup documentation. Fifteen (15) Files Max.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpl, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

If HFFF grant funding is part of a larger set of funding sources, please describe what the grant will support within the project funding structure, as well as the source of other funding or financing, and the status of other funding sources. (250 Words Max. Do not include hyperlinks.)

Budget Narrative - Describe with some detail how the elements of your budget support your capacity to achieve the goals of your proposed project. (300 Words Max. Do not include hyperlinks.)

If we are not able to fund your project in this initial round of pilot funding, are you interested in (select as many as apply):

- Being notified of any future funding opportunities through the New Mexico EDD.
- Receiving more information about state and federal grant funding in general.
- Receiving technical assistance or follow-up to support your project.