CDFIs and Public Health

Julia Koprak, The Food Trust
Stephanie Weiss, The Food Trust
Sonya Brister, Hope Enterprise Corporation

January 24, 2013
Winter Webinar Series
Winter Webinar Series

• Nurture the growing healthy food financing sector

• Provide webinars to CDFIs and CDFI partners interested in healthy food financing

Capital One

MetLife Foundation

INVESTING for Good™
Today’s Webinar Topic

• Examine how partnerships between CDFIs and public health institutions are catalyzing access to healthy, affordable food.

• Explore areas where CDFIs can partner with public health institutions – mapping, impact measurement, etc.
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Ensuring that everyone has access to affordable, nutritious food.
Obesity Trends in the U.S.

1985

1995

2010

Source: Behavioral Risk Factor Surveillance System, CDC

No Data  <10%  10%–14%  15%–19%  20%–24%  25%–29%  ≥30%

Nurturing Healthy Food Financing
Fresh Food Access: A Critical Public Health Issue

• Public health experts - Increasing fresh food access necessary strategy to combat obesity

• Growing evidence – Connection between increased access and better health outcomes
Grocery Gap Findings

- Accessing healthy food is a challenge for many Americans – particularly those living in low-income neighborhoods, communities of color, and rural areas.

- Better access corresponds with healthier eating.

- Access to healthy food is associated with lower risk for obesity and other diet-related chronic diseases.

- New and improved healthy food retail in underserved communities created jobs and helps to revitalize low-income neighborhoods.

Available at: http://www.thefoodtrust.org/pdf/GroceryGap.pdf
PA Fresh Food Financing Initiative

An innovative partnership to increase access to fresh foods in underserved communities across Pennsylvania
HOPE

Mission

• Strengthen communities, build assets and improve lives in economically distressed areas in the Mid South by providing access to affordable, high-quality financial products and related services.

• Leverage private, public and philanthropic resources to tackle development hurdles facing low-income communities that cannot be addressed by any one sector by itself.

Overview

• Community Development Financial Institution
  ➢ Credit Union – LICU, CDCU, CDFI
  ➢ Loan Fund - CDFI

• Community Development Intermediary
  ➢ Project Management
  ➢ Program Management

• Policy Center
• **Business Lending**
  – Loans for small- & medium-sized businesses ♦ New Markets Tax Credit financing ♦ Public agency guarantees and credit enhancements ♦ Financing for nonprofits, community facilities, health care, child care and other community infrastructure ♦ Loan participations

• **Housing Finance**
  – Single family mortgages ♦ Low-Income Housing Tax Credit debt and equity ♦ Development of rental and owner-occupied housing

• **Retail Financial Services**
  – Transaction products such as checking accounts, online banking, credit cards, debit cards, ATM cards ♦ Savings products including Individual Development Accounts, IRAs ♦ Secured and unsecured consumer loans including payday alternative loans, automobile loans, home equity loans, affordable refund anticipation loans

• **Intermediary Services**
  – Financial counseling such as foreclosure mitigation, homebuyer education, credit building, VITÁ ♦ Affordable housing development ♦ Loan fund administration ♦ Project design and management

• **Policy Analysis and Advocacy:**
  – Family Economic Self Sufficiency ♦ Responsible Financial Services ♦ Budget and Tax Equity
HOPE/TFT Partnership: New Orleans FFRI

- 2007: Formation of the Food Policy Advisory Committee
- 2011: Launch of the New Orleans Fresh Food Retailer Initiative

More information available at: www.hope-ec.org
Program Structure

Public – Private Partnership

- State/City - Seed Funding
- CDFI
- Food Access Organization
HOPE/TFT Partnership: Advocacy Work
Grocery Access Task Force

Memphis: Areas of Greatest Need

Mississippi

Tennessee
CDFI/Public Health Relationships

• Mapping
• Evaluate Impact
• Maximize Impact through Programmatic Efforts
Mapping

MAP 6
Areas with Greatest Need

MAP 9
Percentage of Individuals on Supplemental Nutrition Assistance Program (SNAP)

Nurturing Healthy Food Financing
Evaluate Impact

• Many names:
  – Performance Metrics
  – Impact Evaluation
  – Monitoring Systems
  – Reporting Measures
  – Return on Investment
  – Social Return on Investment

How do we define success?

• What results are most important?
• How do you know if you are achieving the desired results?
Supermarkets and Grocery Stores

MULTIPLE GOALS:
- Job Creation
- Economic Development
- Health Impacts

Nurturing Healthy Food Financing
Partnerships for Maximizing Impact

• Provide strategies and resources for supermarkets to encourage and incentivize consumers to make healthy choices

• Improve nutrition and shopping patterns by motivating consumers to prepare and consume healthy food
Potential Partners for CDFIs

- State/Local Health Departments
- Non-Profits
- Universities
- Prevention Research Centers (Tulane)
- Foundations
Increased Attention and Funding
Decline in Obesity Among Philadelphia School Children, 2006-2010 (p < 0.001)

Thank you!

Visit us online: www.thefoodtrust.org; www.hope-ec.org

Like us on Facebook: www.facebook.com/thefoodtrust
Follow us on Twitter: @thefoodtrust

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Learn more:
Q & A
Additional Resources
Final Winter Webinar

- Energy Efficiency and Healthy Food Retail
  - January 30, 2013 @ 2 pm ET

To register: opportunityfinance.net/fhfowebinars
CDFI Fund – Virtual Resource Bank

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

Financing Healthy Food Options Resource Bank

I. Training Curriculum
- Food Systems Overview
- Healthy Food Retail Financing
- Financial Services for Mid-Tier Food Chain Enterprises
- NMTC & 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 Convener 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
Connect with OFN

http://www.opportunityfinance.net/industry/industry_locator.asp
Connect with OFN
For CDFIs: Become a Member

How to Apply

OFN welcomes all CDFIs that are committed to performance to apply for Membership. Our standards for Membership are different and generally higher than the CDFI Fund’s requirements for CDFI certification. Not all OFN Members are CDFI Fund-certified and not all CDFI Fund-certified CDFIs qualify to be OFN Members.

To apply please complete OFN’s new online membership application. You will be able to provide all necessary attachments when completing the application. If you want to work on the membership application prior to submitting it online please download a practice copy. We recognize that not all CDFIs are ready for or interested in OFN Membership. We invite these CDFIs, as well as non-CDFI organizations and individuals who support OFN’s mission, to become OFN Allies.

Do you want more information?
- Download our Membership Guidelines.
- Read our Membership FAQs.
- Contact our Membership Department at membership@opportunityfinance.net.
Connect with OFN
For CDFI Partners:  Become an Ally

OFN Allies

OFN Allies actively support OFN’s mission and the important work that OFN does on behalf of the opportunity finance industry. CDFIs—including those that do not currently meet OFN’s Membership requirements—as well as individuals and organizations that are not CDFIs, are invited to become OFN Allies.

Allay benefits include:

- Participation in OFN’s policy and advocacy efforts on behalf of the opportunity finance industry.
- Policy Action Alerts at key times in the legislative process when your participation in advocacy can make a real difference.
- Regular policy updates and analysis.
- Free participation in Quarterly Ally Calls led by OFN’s policy team.
- The Member discount to attend OFN Regional meetings.
- Subscription to OFN’s E-newsletter, quarterly CDFI Market Conditions report, and a complimentary copy of the annual Opportunity Finance Institutions Side by Side publication.
- Recognition on OFN’s Web site list of Allies.
- Allies that aspire to become OFN Members are invited to participate in Member Staying Connected calls, a valuable peer learning opportunity for any CDFI.

Annual Ally dues are $75 for individuals and $250 for organizations.

Become an OFN Ally Today.
Contact OFN

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Thank You!

Our Winter Webinar Series Sponsors

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