



## Healthy Retail Grant Opportunity

### Background

The Healthy Retail Grant helps corner stores in Alameda County promote and sell more healthy, affordable, and culturally important foods.

This grant program is run by the Alameda County Social Services Agency (ACSSA), with support from the Hellman Foundation and Alameda County Nutrition Services (ACNS).

Corner stores committed to offering healthier food could receive up to \$25,000 to make improvements. Stores will be selected through an application process and evaluated based on the strength of their proposal and its potential impact on the community. A healthy store offers healthy (e.g. low-fat, low-sugar, low-sodium, nutrient dense), high quality and culturally relevant food options not traditionally available in their neighborhood.

### Who can apply for these funds?

Stores must meet **all** of the following criteria to be eligible for funding:

- Located in Alameda County: Find your neighborhood on the map here: [Map](#)
- Stores located in economically challenged neighborhoods where access to healthy and nutritious food is limited are highly encouraged to apply
- Demonstrates a commitment to promoting and selling healthy food and beverage options
- It is a small neighborhood store (like a corner store or small grocery store)
- Able to implement proposed solutions independently with the support of the grant, using their own infrastructure, contacts, or capacity

### What happens after I receive the grant? What reports do I need to submit?

We'll ask you to:

- **Send before-and-after photos** at the start and end of your project
- **Complete a mid-point check-in** through a short phone call or in-person visit to discuss progress, challenges, and any changes to your plan
- **Participate in a short final in-person interview** within 30 days of completing your project to share outcomes, feedback, and lessons learned



- **Share basic numbers showing change over time.** For example: “Produce sales increased from 20 lbs./week to 40 lbs./week” or “I now order fruits and vegetables twice a week instead of once.” Before-and-after comparisons—such as doubling banana sales—are especially helpful. You can explain this in your own words based on what you know about your store.
- **Provide 1–2 customer or store stories** that highlight the impact of the project (with appropriate consent). Optional but highly encouraged.

### **How much money can my store receive?**

You can request up to \$25,000 in grant funding. The exact amount will depend on your proposal, your store’s needs, and your plan for using the funds.

If your store is selected and has not previously received payment from Alameda County, you will need to complete vendor registration with the County before any funds can be disbursed. This process includes submitting a completed [W-9](#) (Document Requirement: W-9 Form must be IRS Version Rev. March 2024, signed and dated in 2025. *Note: Compliance with this requirement is extremely important.*) For reference, see the [Instructions for the Requester of Form W-9 \(03/2024\) | Internal Revenue Service](#).

We highly encourage you to submit the W-9 with your application to streamline the process if you are selected.

The final grant awards will depend on the number of eligible applicants, evaluation of the applications in relationship to the criteria, and the availability of funds. By applying to this grant program, the applicant is not in any way guaranteed to receive award funds. The County of Alameda, through the Social Services Agency, reserves the right to alter any aspect of this process or overall program in any way for its own convenience at any time.

**Please note: Any funds received from the County must be reported on your taxes.**

### **How can corner stores use the grant funds?**

Stores that receive the grant are encouraged to come up with ideas that fit their own challenges and the needs of their community. Grant funds can be used to:

#### **Improve Store Equipment**

How can your store do a better job of storing and showing fresh, healthy foods?  
You can use the grant to buy things like:



- Refrigerators
- Crates for fruits and vegetables
- Display shelves or countertop stands
- Carts or coolers to transport food and
- Other tools to help store or sell healthy items
- Signage and wobblers that promote healthy food and beverages options

### **Build local partnerships**

How can your store get more healthy food from nearby sources?

You can work with:

- Local food distributors or aggregators
- Farmers, especially BIPOC (Black, Indigenous, People of Color) producers
- Other groups that help bring healthy food into your community

### **Involve your community**

What would get your customers excited about healthy eating?

You could plan:

- Cooking demos or taste tests
- Nutrition education or cultural food events
- In-store samples or health fairs
- Coupons, store credits, or gift cards as rewards

### **Your own ideas**

You know your store and your customers best.

We encourage you to come up with a plan that fits your unique situation and long-term goals. The more your plan reflects your real needs, the more likely it is to have a lasting impact.

### **What the grant funds cannot be used for:**

You **cannot** use the money to:

- Buy alcohol, cigarettes, or lottery tickets
- Pay rent, phone, electricity, or other bills
- Pay off loans or debts
- Pay staff unless they are working on a healthy food project



- Buy items for personal use
- Spend on anything not related to healthy food or beverages in your store

### How do I apply?

- Please fill out the application form and email it to [SSAInnovations@acgov.org](mailto:SSAInnovations@acgov.org) by **October 10, 2025 at 5:00 PM**
- All application materials must be submitted via email only; no hardcopies will be accepted.
- **Required Document**
  - Completed application form
  - A simple budget (how you plan to use the money) - Template provided
  - Photos of the current store layout
  - We highly encourage you to submit the W-9 with your application to streamline the process if you are selected.
  - Questions or Technical Help? Email [SSAInnovations@acgov.org](mailto:SSAInnovations@acgov.org)  
Assistance is available in English and Spanish

### Evaluation Process

Applications are evaluated by the Alameda County Social Services Agency's Grant Review Committee, which is comprised of a combination of Agency staff, community representatives, and other qualified reviewers with relevant expertise.

Grant awards are reviewed by the Grant Review Committee and recommended to the Director of the Social Services Agency for final approval.

**Please Note:** All funding decisions are final. There will be no appeal process for application decisions. We encourage applicants to ensure their proposals are complete, clearly written, and submitted on time. **Late applications will not be accepted.**