NJEDA
ECONOMIC DEVELOPMENT AUTHORITY

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PRESS RELEASE

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February 25, 2021 4 minute read

NJEDA TO AWARD $14 MILLION IN GRANTS TO 27 ENTITIES STATEWIDE THROUGH SUSTAIN & SERVE NJ

Funding Expected to Result in the Purchase of Approximately 1.5M Meals From At Least 160 NJ Restaurants

TRENTON, N.J. (February 25, 2021) – The New Jersey Economic Development Authority (NJEDA) today announced that it anticipates awarding $14 million in grants to 27 organizations through its Sustain & Serve NJ program. The NJEDA launched applications for Sustain & Serve NJ in late 2020 to support restaurants that have been negatively impacted by the COVID-19 pandemic. The NJEDA expects that the funding announced today will result in the purchase of 1.5 million meals from at least 160 New Jersey restaurants in at least 69 cities in 12 counties.

"New Jersey's restaurants were hit particularly hard by the COVID-19 pandemic, and the outpouring of interest in Sustain & Serve NJ underscores the community's desire to help local restaurants and the neighborhoods they serve," Governor Phil Murphy said. "The positive economic impact of this program for the restaurant industry, combined with the good it will do in the community, makes Sustain & Serve NJ a home run."

Through Sustain & Serve NJ, the NJEDA anticipates providing $14 million in grant funding to entities throughout the Garden State to support expenses directly tied to bulk purchasing of meals from New Jersey-based restaurants. Each awardee will receive a grant of between $100,000 and $2 million to fund these purchases. The entities will then distribute the meals at no cost.

The NJEDA announced Sustain & Serve NJ in December as a $2 million pilot program. However, due to the enormous interest from organizations and restaurants throughout the state, NJEDA anticipates dedicating an additional $12.4 million in Coronavirus Aid, Relief and Economic Security (CARES) Act monies to fund all eligible applications.

"New Jersey's restaurants are paramount to our state's economy and Governor Murphy has made bolstering this industry a focal point of our recovery from the COVID-19 pandemic," said NJEDA Chief Executive Officer Tim Sullivan. "The tremendous response to our Sustain & Serve NJ program showcases the eagerness from organizations statewide to support local establishments within their communities."

The NJEDA is completing reviews of additional applicants and may provide additional awards in the near future.

A full list of participating organizations can be found at the end of this news release.

Reaction to the program from around the state has been overwhelmingly positive.

SoupKitchen411, a non-profit founded in 2015 to raise awareness about the epidemic of hunger, launched its FeedNJ initiative in April 2020 to eradicate hunger and stimulate local economies by purchasing restaurant-prepared meals to be donated to local soup kitchens. To date, the initiative has served more than 35,000 meals to people in 11 counties throughout New Jersey.

"COVID-19 brought about unprecedented challenges to the restaurant industry and at the same time put unmatched strains on local soup kitchens that partner with SoupKitchen411 as they work to keep up with demand," said Ken DeRoberts, SoupKitchen411 Chairman and Co-Founder. "No man, woman or child should go to bed hungry and we are working with our partners around New Jersey to abolish food insecurity. We are grateful to the NJEDA for this innovative program and are heartened that hundreds of thousands of New Jersey-restaurant-prepared meals will be distributed to people in need as a result of this Sustain and Serve grant."

Our Community Dinner Table is a food crisis relief organization based in Palisades Park that was established in the wake of COVID-19 to provide well-rounded meals to the community while also supporting local restaurants. The organization has focused on purchasing meals from restaurants that rely on sit-down customers and/or catering events.

"The economic downfall caused by the COVID-19 pandemic has impacted families and local businesses all across the country, and neighborhoods in northern New Jersey are certainly not immune from this devastation," said Our Community Dinner Table Founder Samuel Chong. "The Sustain & Serve NJ program will allow us to simultaneously broaden our reach while continuing to support restaurants in our area that are reflective of the diversity of our community."

The AtlantiCare Foundation was founded in 1977 to generate significant charitable support to ensure AtlantiCare's vision of building healthy communities within southeastern New Jersey. AtlantiCare is based in Atlantic City.

"The concept of Sustain and Serve NJ and its ability for organizations like ours to impact our local community while purchasing meals from local restaurants is brilliant. It aligns perfectly with our mission," said AtlantiCare Foundation Executive Director Samantha Kiley. "This program is a wonderful way for our organization to give back to local establishments that so generously supported our frontline teams throughout the pandemic. It also addresses the broad economic

impact COVID has had on our community."

Organization	Headquarters	Participating Restaurant'(s) Location(s) Municipality(ies)	Participating Restaurant'(s) Location(s) County(ies)
A Need We Feed Inc.	Toms River	Farmingdale Borough, Lakehurst Borough, Manahawkin, Seaside Heights, Seaside Park, Toms River	Monmouth, Ocean
Aid the Hungry Inc (FeedNJ)	Hightstown	Belford, Belleville, Brick Camden, East Brunswick, Elizabeth, Englewood, Englishtown, Hamilton, Hightstown, Hoboken, Lawrenceville, Metuchen, Montclair, Morristown, New Brunswick, Newark, Parsippany-Troy Hills, Perth Amboy, Pine Brook, Princeton, Princeton Junction, Red Bank, Rockaway, Tinton Falls, Toms River	Bergen, Camden, Essex, Hudson, Mercer, Middlesex, Monmouth, Morris, Ocean, Union
Asbury Park Dinner Table	Asbury Park	Asbury Park	Monmouth
AtlantiCare Foundation	Egg Harbor	Egg Harbor, Galloway, Ventnor	Atlantic
Chef Lou's Army	Pine Beach	Manasquan, Toms River	Monmouth, Ocean
City of Jersey City	Jersey City	Jersey City	Hudson
Coalition for Food and Health Equity	Jersey City	Multiple	Essex
Elizabeth Education Association	Elizabeth	Elizabeth	Union
FLAG of Cranford	Cranford	Cranford, West Orange	Essex, Union
FoodBank of Monmouth and Ocean	Neptune	Asbury Park, Atlantic Highlands, Brick,	Middlesex, Monmouth, Ocean

Counties (Fulfill)		Holmdel Long Branch, Manasquan, Neptune, New Brunswick, Ocean, Red Bank, Spring Lake, Toms River	
Front Line Appreciation Group	Chatham	Chatham, Florham Park, Green Village, Madison	Morris
Front Line Appreciation Group of Millburn Short Hills	Short Hills	Millburn	Essex
HealthBarn Foundation	Ridgewood	Ridgewood, Village	Bergen
Holy Name Medical Center Foundation	Teaneck	Teaneck Washington Township	Bergen
Joseph Kushner Hebrew Academy Inc.	Livingston	Livingston	Essex
Meals on Wheels of Mercer County	Ewing	Ewing, Lawrenceville	Mercer
Morristown Rotary Club	Morristown	Morristown, Verona	Essex, Morris
Newark Working Kitchens (Community Foundation of New Jersey)	Newark	Newark	Essex
New Jersey Farmers Cooperative	Cape May	West Cape May	Cape May
Our Community Dinner Table	South Hackensack	Fort Lee, Palisades Park	Bergen
Rescue Mission of Trenton	Trenton	Ewing, Trenton	Mercer
Share My Meals Inc	Princeton	Princeton	Mercer
St. Luke's Church	Montclair	Caldwell, Monclair	Essex
TASK Inc (Trenton Area Soup Kitchen)	Trenton	East Windsor, Hamilton	Mercer
The Cliffside Park Hall of Fame Foundation	Cliffside Park	Cliffside Park, Hillsdale, River Vale, South Hackensack	Bergen

The Foundation for University Hospital	Newark	Belleville, Newark, Rutherford	Bergen, Essex
The Summit Foundation	Summit	Summit	Union

Comprehensive information about New Jersey's coronavirus response is available at https://cv.business.nj.gov.

About the New Jersey Economic Development Authority

The New Jersey Economic Development Authority (NJEDA) serves as the State's principal agency for driving economic growth. The NJEDA is committed to making New Jersey a national model for inclusive and sustainable economic development by focusing on key strategies to help build strong and dynamic communities, create good jobs for New Jersey residents, and provide pathways to a stronger and fairer economy. Through partnerships with a diverse range of stakeholders, the NJEDA creates and implements initiatives to enhance the economic vitality and quality of life in the State and strengthen New Jersey's long-term economic competitiveness.

To learn more about NJEDA resources for businesses, call NJEDA Customer Care at 609-858-6767 or visit https://www.njeda.com and follow @NewJerseyEDA on Facebook, Twitter, Instagram and LinkedIn.

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PRESS RELEASE

July 8, 2021

Preinscripción para la Fase 2 del programa de préstamos de emergencia de la NJEDA inicia el 20 de julio

TRENTON, N.J. (8 de julio de 2021) - La Autoridad para el desarrollo económico de New Jersey (NJEDA, por sus siglas en inglés) ayer anunció que abrirá el proceso de preinscripción del Programa de préstamos de emergencia para pequeñas empresas (Fase 2)...

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PRESS RELEASE

July 7, 2021

Pre-Registration for NJEDA Emergency Assistance Loan Program Phase 2 Opens July 20

TRENTON, N.J. (July 7, 2021) - The NJEDA today announced pre-registration for the Small Business

Emergency Assistance Loan Program (Phase 2) will open at 9:00 a.m. EST on Tuesday, July 20, 2021.

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PRESS RELEASE

July 7, 2021

NJEDA Releases Main Street Recovery Finance Program Preliminary Rules for Public Feedback

TRENTON, N.J. (July 7, 2021) – The NJEDA today released for public feedback a draft rule proposal for the new Main Street Recovery Finance Program, as established under the New Jersey Economic Recovery Act of 2020 (ERA).

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