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Lipton Iced Tea to Support Small Businesses Across Texas in Partnership with Rural LISC

Heartland Hope: Rural Relief Grants provide funds to rural Texas-based food businesses

Washington, DC – Lipton Iced Tea is helping independently owned restaurants and food-related businesses in rural Texas recover from COVID-19 and recent natural disasters through its partnership with Rural LISC. Through the Lipton Iced Tea Heartland Hope program, 72 cash grants of $2,500 will be awarded to assist these businesses with short-term needs.

Across the U.S., small businesses are facing immediate— and oftentimes, crushing— financial pressures due to COVID-19. In Texas, the devastating impact of Winter Storm Uri exacerbated the already difficult aftermath of the pandemic, leaving many businesses, especially in rural communities, at risk of closure even as COVID-19 restrictions continue to loosen. The grants aim to offer relief for timely business expenses including rent, utilities, payroll and storm-related repairs.

“Small businesses are at the heart of quality connections and bind Heartland communities together,” said Katrina McDonald, PepsiCo. “And while the challenges of the pandemic are beginning to ease up across the state, Lipton recognizes that small business owners are still hurting. We are proud to team up with Rural LISC to support local independent food businesses as they move forward on their road to recovery.”

Small business owners are encouraged to visit www.lisc.org/rural to apply for a $2,500 grant beginning June 9, 2021 through June 25, 2021. Qualifying applicants include restaurants and food service small businesses based in rural Texas, defined as communities with populations below 50,000 people. Food businesses include restaurants, food trucks, commercial kitchen facilities and caterers.

As part of PepsiCo’s company-wide Racial Equality Journey commitment to impact structural change, the program will prioritize businesses led by historically marginalized communities including those owned and operated by Black, Indigenous, Hispanic and Asian Americans as well as women and veterans. The final grantees will be randomly selected from the top scoring applicants.
To access more details on eligibility, grant details or to sign up for application alerts, visit www.lisc.org/rural.

About Rural LISC
Launched in 1995, Rural LISC is the rural component of the largest community development support organization in the country, LISC (Local Initiatives Support Corporation). Rural LISC provides a wide range of services, including financial support, training, technical assistance and information to help rural community service partners and developers address the obstacles specific to rural communities. To date, Rural LISC has leveraged nearly $3.3 billion from public and private sources to produce 35,000 affordable homes and apartments, create 4 million square feet of commercial and community space, assist 700 businesses, create 12,000 jobs and support 20 early childhood centers. By generating resources and investing in the grassroots efforts of its 140+ rural partner community-based organizations in 45 states, Rural LISC is committed to ensuring equity and sustainable resources in rural America. Learn more at www.lisc.org/rural.

About LISC
With residents and partners, LISC forges resilient and inclusive communities of opportunity across America – great places to live, work, visit, do business and raise families. Since 1979, LISC has invested $24 billion to build or rehab more than 436,320 affordable homes and apartments and develop 74.4 million square feet of retail, community and educational space. For more, visit www.lisc.org.

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