



HEALTHY COMMUNITY FOOD SYSTEMS FUND

**Administration of the City of Madison
Healthy Community Food Systems Fund**

December 7, 2020



Overview

- Components of the Fund and Funding Sources
 - Community Food Access Competitive Grants Program
 - Rapid Food Access and Food Entrepreneur Support Program
 - Regional Food Systems Planning Process Support Funding*

**Administrative planning still in-process*

- Discussion of HCFSF Components



Components and Funding Sources

\$268k in approved funding for the creation of the Healthy Community Food Systems Fund

1. Community Food Access Competitive Grants Program

- a. \$50k from 2021 SEED Grants
- b. \$100k from FY17/FY20 Healthy Retail Access Program

2. Rapid Food Access and Food Entrepreneur Support Program

- a. \$100k from FY17/FY20 Healthy Retail Access Program

3. Regional Food Systems Planning Process Support

- a. \$18k total from FY17/FY20 Healthy Retail Access Program



Administrative Materials Screen Share and Discussion

- **Community Food Access Competitive Grants Program**
(\$150,000 total funding; \$25,000 grant max)
 - Background Letter
 - Application
- **Rapid Food Access and Food Entrepreneur Support Program**
(\$100,000 total funding)
 - Work Groups Funding Recommendation Memo for FEED to Go and Cook it Forward



Community Food Access Competitive Grants Program Background Letter



Madison Food Policy Council 2021 Community Food Access – Competitive Grants Program Background Letter

City-County Bldg – Rm. 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 265-4611
Fax: (608) 267-8571
www.cityofmadison.com



Dear Applicant,

The City of Madison Food Policy Council is excited to offer the 2021 Community Food Access Competitive Grants Program, which provides funding to community-based organizations that are creating a healthier food system in Madison and addressing the increasing food insecurity and food access disparities that community residents are facing during the COVID-19 pandemic. The 2021 City of Madison Budget includes \$150,000 in grant money to be awarded in 2021. The maximum amount of any one grant will be \$25,000.

Priority is given to proposals that:

- **Meet clearly defined community food insecurity and/or access needs**
 - Proposal outlines who is served, how they are served, and how community-based input on need/impacts were obtained
 - Proposals are not limited to COVID-19 responses but applications that are meeting a critical community food need brought on by COVID-19 will **receive priority status in funding deliberations**
- **Address racial equity and social justice** (see the [City of Madison RESJ Initiative](#))
 - Program can demonstrate positive impact on communities of color and/or low-income populations and account for disparate impact in a demonstrable way
 - The program targets key [Food Access Improvement](#) areas of Madison
 - Program involves collaboration with community members
- **Include a plan for evaluation of program success and impact**
 - Program makes food access or food insecurity improvements that can be tracked and measured

NOTE: If your program addresses food retail access or if you are a food retail business please consider exploring and applying for the [Healthy Retail Access Program](#). Additionally, the [Healthy Food for All Children 10-year Plan](#) is a document developed in 2012, which provides strategies on community food systems work as it relates to food insecurity and food access, which applicants may find useful.

To apply, please download and complete the application form [HERE](#). Applications are due on Friday January 29, 2021 by close of business (5:00PM). If you have any questions as you fill out the grant application, please contact George Raistad at (608) 372-7281 (work cell). Submit your application to the Mayor's Office via email:

George Raistad – Food Policy Director
Madison Food Policy Council Email Account
mfpcc@cityofmadison.com

The City of Madison will be recording a webinar-style information session video that will be posted to the grant webpage for interested groups and organizations. Additionally, you can contact the Program Officer at the email address above with any questions on the grant program.

Sincerely,

Erica Anderson
Chair, Madison Food Policy Council

George Raistad
Food Policy Director, Office of the Mayor



Community Food Access Competitive Grants Application



2021 City of Madison Community Food Access Competitive Grants Program Application Deadline: Fri Jan. 29, 2021 @ 5:00PM



Submit to George Reistad, Food Policy Director: mfp@cityofmadison.com

COVER LETTER (300 words or less)

Please submit a separate cover letter on organizational letterhead that provides a brief overview of your Community Food Access – Competitive Grants Program (CFA-CGP) proposal and includes:

- The amount of CFA-CGP funding requested
- How your organization will use CFA-CGP funding to meet community food needs and how your organization engaged community members to verify need(s)
- If applicable, how your organization has pivoted it's approach to serving community food systems needs during the COVID-19 pandemic and how this proposal aligns with funding needs spurred by COVID-19 and any changes to your organizational project approaches

PART I: APPLICANT INFORMATION

Title of Proposal:

Total Funding Amount Requested (max. \$25,000):

Capital Funding* Requested (max \$15,000):

Operating Funding** Requested (max \$10,000):

*Capital funding includes expenditures like equipment, inventory (food, supplies, etc), vehicles, etc.

** Operating Funding includes expenditures like wages, stipends, rent/mortgage, etc.

Agency/Organization/Group Name (Please provide the full, legal business name):

Address:

Contact Person (Name):

Telephone number:

Email:

Is your group a 501 (c)(3)? ☐ YES ☐ NO

Is your group incorporated under Chapter 181 Wisc. Stats.? ☐ YES ☐ NO

If no to above, do you have a fiscal agent? ☐ YES ☐ NO



Rapid Food Access and Food Entrepreneur Support Program Funding Recommendation



Office of the Mayor

Satya Rhodes-Conway
City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 265-4811
Fax: (608) 267-4871
mayor@cityofmadison.com
www.cityofmadison.com



Memo: Rapid Food Access and Food Entrepreneur Support Program Funding Proposal – *Direct Contracting with FEED to GO and Cook it Forward*

Date: Monday, December 7, 2020

To: Madison Food Policy Council Members

From: George Reistad, Food Policy Director and members of the Food Access, Relief, and Economic Support and Food Systems Recovery and Resilience Work Groups

Members of the Madison Food Policy Council,

Based on a directive provided by the Madison Food Policy Council (and supported by the Dane County Food Council) at the November 2, 2020 meeting, legislation was drafted and adopted at the November 17, 2020 Madison Common Council, which created and authorized \$268,000 in funding for the “Healthy Community Food Systems Fund”. As a component of that fund, \$100,000 was appropriated to fund the “Rapid Food Access and Food Entrepreneur Support Program”, which is described in the resolution as a program that will “provide expedited funding support for food service sector entrepreneurs struggling with the economic ramifications of COVID-19 who are using their businesses to serve food insecure families within the City of Madison.”

On August 19, 2020, core staff representing the Cook it Forward Initiative presented an overview of their business and service model to the Madison Food Policy Council and Dane County Food Council. Their presentation highlighted the dual goals of (1) supporting Madison restaurants during the trying economic times of the COVID-19 and (2) providing free, high-quality, nutritious, and culturally appropriate meals to neighborhood residents in need across the city. [8/19/20 Cook it Forward PRESENTATION]

On October 5, 2020, staff from the Northside Planning Council presented an overview of their community feeding program, FEED to Go, to the Madison Food Policy Council and Dane County Food Council. Their presentation highlighted their main goals of serving free, healthy, high-quality meals at the lowest cost possible to feed the greatest amount of hungry people possible during the COVID-19 pandemic. However, there was a clear secondary goal of retaining jobs and keeping FEED vendor operations viable by utilizing FEED Kitchens vendors to prepare meals. [10/5/20 FEED to Go PRESENTATION]

Because of the geographic and demographic scope of these two programs, their focus on serving healthy and high-quality meals to City/County residents most in need, their emphasis on retaining jobs and supporting the hard-hit restaurant and food service sector, and their established track records of community feeding program management during COVID-19, members of the Food Access, Relief, and Economic Support and Food Systems Recovery and Resilience Work Groups propose the following action for the Madison Food Policy Council:

- Authorize funding and contracting for the Cook it Forward Initiative and FEED to Go Program at \$50,000 each using funds appropriated in the Rapid Food Access and Food Entrepreneur Support Program

Sincerely,

George Reistad
Food Policy Director, City of Madison



QUESTIONS?