



Madison Food Policy Council

2021 Community Food Access – Competitive Grants Program
Background Letter

City-County Bldg – Rm. 403
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Madison, Wisconsin 53703
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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 Reistad at (608) 572-7281 (work cell). Submit your application to the Mayor's Office via email:

George Reistad – Food Policy Director
Madison Food Policy Council Email Account
mfpc@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 Reistad
Food Policy Director, Office of the Mayor