



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

The current scope of our project is to expand and improve our local community composting efforts here in Madison on the East and North side. Our project relates to food access in Madison through our community composting efforts that provide nutrition and biologics to build and nurture soil for local food crops and food forests. We are engaging residents in the process of local food production and educating on the values of organics reclamation and soil building. We currently pick up organic matter via bike and trailer (kitchen scraps and garden waste) from 6 homes and 20 local businesses on the near East side of Madison as well as offer a drop-off site to select individuals. We transport these filled compost buckets via a HFFA van to Troy Farm on the Northside, where it is processed by volunteers and turned into a high quality soil amendment for local gardens.

In 2024 we are looking to expand our outreach to the Troy Community Gardens and Troy neighborhood at large, especially in the identified food access areas. More infrastructure at our collection point will allow us to host volunteers more effectively and build our network of engaged community members. We are requesting \$5,871 for two compost tumblers, a bike trailer for bucket pickup/dropoff, chippers for chopping organic materials, and a roofed open structure for storage/equipment/water-reclamation/volunteer shade. The SEED funding is important to our program because it will allow us to capitalize on the forward momentum from our pilot year at Troy and help to grow the network of people that we can positively affect.

PART I: APPLICANT INFORMATION

Title of Proposal:

Madison Community Composting/Garden Initiative

Amount Requested (max. \$10,000): \$5,871

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

Brainplate Grows (grassroots organization), Northside Planning Council (Fiscal Sponsor)

Address:

Brainplate Grows (grassroots organization) 212 Merry St, Madison, WI 53704 Northside Planning Council (Fiscal Sponsor) 1219 N. Sherman Ave., Madison, WI 53704
Contact Person (Name): Elliott Gilfillan (Brainplate Grows)
Telephone number: 608-421-8876
Email: brainplate.grows@gmail.com
Is your group a 501 (c)(3)? ☐ YES X ☒ NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? ☐ YES X ☒ NO
If no to above, do you have a fiscal agent? X ☒ YES _Northside Planning Council_____ ☐ NO
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? Our project is to expand and improve our local community composting efforts here in Madison on the East and North side. Our mission is to facilitate community comradery in making positive changes towards sustainability and local self-reliance, by providing the opportunity for local residents to engage in converting “waste” into food growing potential. The funds will help improve our operation so we can more efficiently compost more material and produce high quality soil for use in local gardening and potentially remediation.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) We are working with the following groups: Northside Planning Council (fiscal sponsor), Healthy Food for All (local non-profit), Rooted (urban farm company), Wisconsin Food Forests, 20 local restaurants and food producers, community composters and gardeners.
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words</i>

3. What areas of Madison will the project/program serve?

Currently the focus area for the community composting effort is centered on the East and North sides of Madison. We offer compost bucket pick-up at 20 isthmus restaurants and one residential drop-off point on the near East side, and the bulk of processing is done on the North side at Troy Farm. We seek to serve the greater Troy neighborhood and Isthmus residents through outreach and programming.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The project is centered at Troy Farm, Troy Community Gardens, and Red Pine Co-op and neighborhood garden.

The 20 local restaurants and food producers that currently participate in our compost bucket pick-up program receive finished compost back that was created from the materials they provided. This soil amendment is used by local gardeners to improve soil health, grow fresh local food, and help build a resilient local food system that feeds our community.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

This project will increase resident connections to gardening and composting through engagement, outreach and education. The project will raise awareness of the ability to use composting to fuel local gardens, which will increase affordable and sustainable healthy food access for residents.

Compost is an essential element for building healthy soil that is productive, drought-resistant and bio-diverse. Our compost product will be used to grow more healthy foods at local gardens.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Members of the community have been engaged through contributing organic materials for composting, becoming educated in proper processes, volunteering in collection and processing of material. We plan to expand our outreach to the neighborhood in conversations about food security, food sovereignty, gardening and composting. With SEED funding, we would be able to improve our compost processing sites to accommodate more hands-on volunteers.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Our central composting hub at Troy Farm and Troy Community Gardens is very accessible to the Troy neighborhood, which is identified by the City as a food access improvement area. We are working with Rooted WI in their new initiative to engage more with these surrounding neighborhoods and to make Troy a more inclusive community hub. We've had preliminary conversations with the Housing Initiatives Organization in the Warner Park neighborhood, who provide housing for homeless and at-risk residents, about providing programming, education, and volunteer opportunities. Our project will empower this low-income neighborhood to grow their own food and build strong positive connections in the community.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The goals of our project are to empower local communities to engage in sustainable practices that are low-cost, accessible, and provide a network of support for the full array of activities that nurture health, wellness, and local self-reliance. Our goal is to increase the amount of composted material, compost produced, food grown/harvested/distributed/eaten as well as the number of engaged residents.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

We track the amount of compost we collect, process, and provide as well as keep a record of our volunteer engagement. In 2023 we processed 23,801.64 lbs of food “waste” and had 23 different individuals who volunteered at some point in the process at least once.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project’s feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The funds from the SEED grant will be used to improve and grow our ongoing community composting efforts. Compost tumblers, a bike trailer for collection and distribution, chippers for chopping, a roofed open structure for materials/equipment/shade, gutters and a rain barrel for compost/gardening will all bolster our growing operation and help provide an environment conducive to positive volunteer engagement.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The SEED funds are critical to establishing further infrastructure and growing our impact as we are primarily volunteer run and currently have limited financial resources to draw from. The equipment will vastly increase our capacity and efficiency in the processing and production of compost, as well as increase space and comfort for volunteers.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

We are also currently seeking a Neighborhood grant with the City.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Bicycle Trailer + accessories	\$1,697	\$1,697
4 Chippers (Ice Scrapers)	\$144	\$144
Gazebo/Lean-to (Roofed Open-Structure)	\$2,500	\$2,500
Rain Barrels and Gutters	\$650	\$650
2, 88-gallon Compost Tumblers	\$880	\$880
TOTAL AMOUNTS	\$5,871	\$5,871

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
TOTAL		

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: ELLIOTT GILFILLAN	Date: 3/1/2024

Petition of Support

We support Brainplate Grows and the initiative to create an eco-hub for composting, gardening, and art as part of the scope of the Olbrich North Parcel Project for the following reasons:



1. Increased efficiency in organics reclamation, compost operations and reduction of greenhouse gas emissions
2. Accessibility to multiple neighborhood communities for gardening (Atwood, Darbo, Starkweather, Monona)
3. Volunteer/education/gardening accessibility for participating restaurants and organizations
4. Sense of community pride esp. within the food industry
5. Art and creative expression bring people together and create a platform for a shared narrative

Date	Name	Position	Organization	Comments
★ 2/18	Debbie Bocham	owner	Reverie	YAY!
★ 2/18	Gavin Johnson	Barista	Reverie	Let's go! :)
★ 2/18	Jamie Hoang	owner/chef	Ahan	♥ whoo! lets go
★ 2/18	Kenneth Brown	owner/GM	Ahan	This is AWESOME
★ 2-18	Alex Baccan	cook	Ahan	
★ 2-18	Ethan Jackson	Barista Server	Ahan	
★ 2-18	Charles Helkenbrand	Barman	Ahan	
★ 2/18	Megan Coon	BAR	Ahan	
2/18	Anne Leahy	Manager	Robin Barn	
★ 2.18	Phillip Hurley	owner	Sardine/G+B	
★ 2.18	John Sadby	owner	Sardine/G+B	
★ 2/18	John Sadby	cook	Grandpa's/Gibbs	
★ 2/18	GABRIELLE ANDERSON	SERVER	TURNKEY	
★ 2/18	MJ Romfoe	Host	TurnKey	
★ 2/18	REESE RALLING	GM	TURN KEY	
★ 2/18	Ryan Huber	owner	Turnkey settled down	THIS WOULD BE A HUGE ASSET TO THE COMMUNITY + PRIDE OF REAL ESTATE

★ = currently participating

→ Great Program!
Happy to see it grow!

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5. Art and creative expression bring people together and create a platform for a shared narrative

	Date	Name	Position	Organization	Comments
G	2/19	Adam Nagy	GM	Jai's Pizzeria	Would love to
G	2/19	Andrew Krenz	Owner	beaut Studios	
G	2/19	Jessica Selleck	RENTER	beaut Studios	
G	2/19	Alison Vohry	RENTER	beaut studios	
G	2/19	Danika Witter Miller	Owner	Twig & Olive	
G	2/19	Stacey Wellford	Finance	Sith Seafood Market	
G	2/19	Madelyn Hammer	BARISTA	LEDGER	YES!!
G	2/19	Sara Bradley	BARISTA	LEDGER	yes!
G	2/20	Zack Moncrieff	QA Manager	Gourmet Indulgences	
G	2/19	Scott Woods	HEAD Brewer	Nessalla	yes!!
G	2/19	Alex Reilly	Maintenance/ Team member	Quince & Apple/ Gourmet Indulgences	Yep.
G	2/19	Ira Moncrieff	President	Gourmet Indulgences	
★	2/21	GILBERT AHTSCHUL	OWNER	GRAMPAS	AWESOME
★	2/21	Glenn Gavin	Server	Grampas	Elliot is the man w/ the plan
★	2/21	Nicky Hubler	Chef	Sardine	DO it for the community
★	2/21	Sean Cain	Team member	Regenerate	Every Day is Earth Day!
★	2/21	Luke Chamberlain	Board Member	Regenerate	

★ = currently participating
G = Garver tenant

Board
Member

Houshy
Co-op

Petition of Support

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1. Increased efficiency in organics reclamation, compost operations and reduction of greenhouse gas emissions *Warner A*
2. Accessibility to multiple neighborhood communities for gardening (Atwood, Darbo, Starkweather, Monona) *Tami Fleming*
3. Volunteer/education/gardening accessibility for participating restaurants and organizations *(608) 445-7061*
4. Sense of community pride esp. within the food industry *Friends o*
5. Art and creative expression bring people together and create a platform for a shared narrative *maga angulo's State housing*

	Date	Name	Position	Organization	Comments
★	2/18	WILL BYRD	bartender	Mickey's Tavern	Excellent NEWS!
★	2/18	Thai Tenlinson	BARTENDER	OHIO/MICKY'S	Love it
★	2/18	RAE PETERSON	BARTENDER	MICKEY'S	HELL YEAH
	2/18	Ken Zielcke	Principal	7 hills	yes, we need it.
	2/18	Maryam Williams	Project Manager	DtS	Call me!
	2/18	Steph Shurman	Clinical Nurse	UWHC	of computer
★	2/18	Robert Horne	Line cook	Mickey's	
★	2/18	Hillary Mitchell	President	Red Pine Co-op	our neighborhood needs this!
★	2/19	LOBAN LADD	COFFEE AND KAVA TENDER	ROOTED IN SANITY	
	2/19	MIKE MADDEN	BARTENDER	BUR OAK	
	2/19	Toffer Christensen	Cover	Bur Oak	
★	2/19	Shannon Renne	Coffee & Kava Tender	Rooted in Sanity	
G	2/22	Nabah Blanton	Director	OCCE	Hell yeah!
★	2/21	Christopher Burant	Property mgmt	Red Pine Coop	
G	2/21	Charles Thio	Manager	rollplay	
G	2/22	Ellie Daigle	Esthetician	KOSA	
G	2/22	Imani Boswell	Manager	KOSA	Yes!!
G	2/22	Efrat Koppel	Fundraiser	REAP Food Group	I want this here!

★ = currently participating

G = Garver tenant

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	Date	Name	Position	Organization	Comments
G	2/22	Phil Kauter	ED	REAP	
G	2/22	Melissa Pfeiffer Harris	F2S Director	REAP	
★	2/22	Luke Peters <i>llg</i>	Advocate/ community composter	East Madison Resident	
★	2/23/2024	HENRY PARKER	citizen	Resident	
★	2/23	John Dush	Cook	Willaby's	
★	2/23	Mason Gustafson	Server	Willaby's	
★	2/23	Marcela Caceres	server	Lazy Jones	
★	2/23	Antonio Nana	kitchen ^{manager}	Lazy Jones	
★	2/23	Antonio Nana	line cook	LAZY JONES	
	2/23	Telly Marino	Landscaper	Saltline Landscapes	
★	2/23	Soley Taylor	Server	Lazy Jones	♡
★	2/23	Kai Kennedy	Man	Ahan	
	2/23	Jordan Dendry	Person	withy street person	

★ = currently participating

G = former tenant



Dear Elliott Gilfilan,

On behalf of the Dane County Food Collective (DCFC), I am writing to express our wholehearted support for the Olbrich North Parcel Proposal. We commend the coalition of organizations and individuals involved in this community-led initiative for their dedication to environmental stewardship and community well-being.

DCFC is proud to support this project due to its collaborative nature and its focus on creating space for natural remediation, access to gardening space, permaculture, and robust community engagement efforts. We believe that the proposed site idea stands as a catalyst for community and environmental well-being, offering multifaceted benefits to residents and the ecosystem alike.

The Olbrich North Parcel Proposal aligns with DCFC's mission to improve the economic viability of the local food industry and the well-being of those who work in it. By promoting organic materials recovery, food sovereignty, and volunteer opportunities, the project fosters a sustainable approach to waste management and strengthens the connection between residents and their food sources. Moreover, the proposed educational hub and community engagement initiatives empower individuals with the knowledge and skills for sustainable living, contributing to a resilient and self-sufficient community.

We are particularly impressed by the bio-remediation potential outlined in the proposal, including biologically tailored composting techniques and the integration of mushrooms as bio-remediation agents. These innovative approaches demonstrate a commitment to addressing environmental contamination while promoting the restoration of natural ecosystems.

In conclusion, DCFC stands in full support of the Olbrich North Parcel Proposal and applauds the efforts of all involved in this vital community project. We look forward to witnessing the positive impact of this initiative on our local food system and the broader community. I fully endorse this project and its mission to empower, and engage the community. Please feel free to contact me at danecountyfoodcollective@gmail.com if you need further information.

Sincerely,

Noah Bloedorn

Director

Dane County Food Collective

Noah Bloedorn



March 1, 2024

Dear Seed Grant Committee,

I am writing to support the application of Madison Community Composting for a SEED Grant. As the Community Gardens Network Manager, then Director at Rooted WI, I work to support community gardens and their goals in Dane County. As part of this job in 2023, I had the pleasure of working with the group applying for the SEED grant on a community compost project, which, through funding acquired by City of Madison streets division from the Natural Resources Defense Council, sought to establish pilot community scale food waste composting operations at community gardens in Madison.

The Troy Gardens community composting site in north Madison was the most successful site of our three pilots, processing roughly 5 times that of other sites. This group were able to accomplish this by connecting with 17 local businesses and 5 households that donated food waste and by recruiting and coordinating a volunteer crew of 22 throughout the year to maintain piles. They carefully monitored pile temperature and mixes, designed passive aeration systems and a winter hoop house to continue composting throughout the winter, and most importantly, eradicated the mouse population that had been living in the previously untended garden compost site.

As they looked forward into next year, the group expressed an interest expanding their composting operation to include more community gardens at the Troy Community Garden (managed by Rooted along with local volunteers, and northside residents in general. We are excited about this prospect and look forward to working with them as they further develop their composting operation.

Sincerely,

Nicholas Leete, Community Gardens Network Director

Rooted WI, Inc. 517 E Badger Rd, Madison WI 53704

Olbrich North Parcel

This is a letter of support in regards to developing the Olbrich North Parcel into a locally accessible compost plot and community garden spearheaded by Brainplate Grows. As a local artist I, Erika Koivunen, have been involved in many public art projects over the past 20 years in the city of Madison. When it is time to build structures for this space I am on deck to consult, create, and deliver what is needed and will tap into the local talent that I network with.

Currently I volunteer with the Free Food For All initiative and personally have experienced the level of comradery that occurs when people put food into the hands of neighbors and strangers alike. It is the best medicine. There are obvious connections to be made from the restaurants and businesses operating in the Garver building that are not composting now. This project would make that possible. The Brainplate Grows compost plot and community garden project sees an opportunity to transform this parcel from fallow to vibrant and literally make it bloom.

February 21, 2024

To whom it may concern,

We are pleased to share that our partnership with Elliot and Brain Plate Grows has been a success for nearly a year now. Through their composting program, we have significantly reduced the amount of food waste going into our bins. As the pilot program has come to an end, we are pleased to continue utilizing their services.

Elliot's vision and positive attitude have played a significant role in the program's success, and we are grateful for his dedication and passion. Additionally, he has taken on a leadership role in maintaining our garden behind Grampa's Pizzeria, which we have been cultivating for the past decade. We cannot speak highly enough of Elliot and fully endorse his proposal.

Sincerely,

Gilbert Altschul
Chef/ Owner/ Proprietor
Grampa's Pizzeria
Gib's Bar
Bandit tacos & coffee

(608) 852-4904
gilbertaltschul@gmail.com



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COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

North Star Neighbourhood Association is requesting funding for 6 edible fruit trees to plant in the managed meadow area of North Star Park, which serves residents of Grandview Commons, McClellan Park, Birchwood, Covered Bridge and the Harmony Apartments located at Milky Way and Milwaukee St. We would like to plant these trees in a community event this Spring in hopes that they will begin to produce fruit within the next 2-3 years for children and adults that frequent the park to enjoy. Access to fresh fruit is a particular challenge for Harmony children who play in the park, and cultivates healthy eating habits for all children. Planting trees in the managed meadow area of the park adjacent to North Star Drive to be pollinated by insects and birds. We are requesting \$2000 to purchase 6 large trees: 2 Honeycrisp apple, 2 Bartlett pear and 2 winter hardy apricot or peach trees, as well as planting kits, stakes for support, water bags and calcium to place in the holes when planting. Residents will care for the trees, including watering them when weather conditions require it so that they flourish.

PART I: APPLICANT INFORMATION

Title of Proposal:

FRUIT TREES FOR ALL IN NORTH STAR PARK

Amount Requested (max. \$10,000): \$1500

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

Northstar Neighbourhood Association

Address: Northstar Neighbourhood Association

PO Box 8725

Madison WI 53708

Contact Person (Name): Barbara Davis, President

Telephone number: 314-704-1668 cell
Email: board@northstarmadison.org
Is your group a 501 (c)(3)? ☐ YES ☒ NO X
Is your group Incorporated under Chapter 181 Wisc. Stats.? ☐ YES ☐ NO X
If no to above, do you have a fiscal agent? ☐ YES _____ ☐ NO X
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? Plant 6 fruit trees in the park to provide healthy fresh fruit to children and adults who use North Star Park. Give access to free fruit to children from Harmony Apts who play in the park. Cultivate a sense of community through the planting and maintenance of the fruit trees.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) Our neighbourhood association board and residents who will volunteer to plant and water the trees in the park. Our association has raised \$500 to contribute to the project as well as labor hours to dig the 6 holes and plant the trees.
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words</i>
3. What areas of Madison will the project/program serve? Free fruit for anyone who wants to eat it at North Star Park, predominantly used by residents of McClellan Park, Covered Bridge, Birchwood, Grandview Commons, Grandview North and the Harmony Apartments affordable housing located at Milky Way and Milwaukee St.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

This project is working with our neighborhood board members and resident volunteers. If selected, we will publish the event date and solicit residents and children to help us plant the trees, as a community event. We will advertise the event in our quarterly newsletter, on our facebook page and with sandwich boards placed throughout the neighbourhood.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Fruit harvest window coincides with several dates we host food carts in the park, as well as MUFA league who plays there several times a week, there is potential to provide a piece fresh fruit for a lot of people.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them? Our board has researched this project for several years and applied last year but we did not receive the award. We have fundraised \$500 to contribute to the cost of the trees and planting materials. If selected, we will publish the event date and solicit residents and children to help us plant the trees, as a community event.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Harmony apartments affordable housing is just a few short blocks away. Children from Harmony come to play in the park, ride their bikes along the bike path and use the basketball court. This would be a great way for kids to eat a piece of fresh fruit while they play in the park.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Provide fresh fruit. Teach healthy eating habits. Enhance North Star Park offerings for residents. Utilize pollinators from the managed meadow. Engage the community in the planting and maintenance of the trees.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

Initially we will measure it in turnout to the event, but eventually it will be measured in harvests of fresh fruit for all to enjoy.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

2 Honey Crisp Apple trees \$500

2 Bartlett Pear trees \$300

2 Hardy apricot or peach trees \$500

Planting materials: Stakes, calcium, planting kit, watering bags \$500

Shipping charges and sales tax \$200

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

We have fund raised \$500 from ads in our newsletter to put towards this project, but it's a fraction of what it costs to purchase live fruit trees that are amply sized and stand a good chance of growth and survival.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

We applied for another city grant but staff told me it was designated for beautification projects and likely won't be selected, they suggested we apply for the SEED grant. We don't need both grants, but wanted to cover our bases.

We have \$500 in cash we have raised from our newsletter ads to contribute.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Large live fruit trees	\$1300	\$1300
Planting supplies	\$500	
Shipping charges and sales tax	\$200	\$200
TOTAL AMOUNTS		

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Northstar board members		0
Community members		0
TOTAL		

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: Barbara Davis	Date: 2/16/2024



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- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Purpose Grown Project (PGP), a collaboration between farmers and community organizations created in 2023, is applying to the City of Madison's SEED Grant Program to help fund its projected growth and outreach. Key members of PGP include Neighborhood House Community Center, Healthy Food For All, Troy Farm, and Crossroads Community Farm.

PGP serves homeless and low-income individuals who do not have access to healthy, high quality, local produce. PGP connects these communities with local farms through weekly distributions of fresh produce. Purpose Grown Project primarily serves residents in Madison's South Park, Triangle, and Northside neighborhoods. In these areas, residents have limited food access, qualify as low to extremely low income and consist largely of minority populations.

For 16 weeks in the summer, PGP distributes a variety of fresh produce from local farms to food pantries, community centers, and directly to residents of affordable housing neighborhoods in the form of pop-up pantries, farmers markets, and an in-house food pantry.

Purpose Grown Project is requesting \$8500 of SEED grant funding to cover the costs of purchasing produce from local farms at market rates. With the assistance of the SEED Grant, PGP's overall capacity will be expanded and its staff will be able to increase both the frequency and amount of food distributed.

This funding will be a vital part of this project as it will directly fund an expansion of the Purpose Grown Project's offerings and will have an immediate impact on our ability to meet the increasing need for more equitable food access in Madison's South, West and North sides.

PART I: APPLICANT INFORMATION

Title of Proposal:

Purpose Grown Project Expansion

Amount Requested (max. \$10,000): \$8,500

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

Purpose Grown Project (fiscal agent is Neighborhood House Community Center)

Address: 29 S. Mills St., Madison WI 53715

Contact Person (Name): Laura Gundlach
Telephone number: 608-255-5337
Email: laura@neighborhoodhousemadison.org
Is your group a 501 (c)(3)? ☐ YES x ☒ NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? ☐ YES x ☒ NO
If no to above, do you have a fiscal agent? x ☒ YES <u>Neighborhood House Community Center</u> ☐ NO
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? The Purpose Grown Project is a farmer-led initiative to grow local produce specifically for distribution to families in low-income and low-access areas of Madison. PGP has a multifaceted approach that supports local growers, fights food insecurity, and provides free access to local and culturally relevant foods. The project seeks to This is accomplished through partnerships with community organizations that facilitate the distribution and connection to individuals in need. PGP has a strong network of partners including drivers and grassroots distribution sites, primarily community centers serving residents of low-income housing facilities. Each week during the growing season, community sites receive and distribute hundreds of pounds of fresh produce to residents.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) Purpose Grown Project is a collaboration of growers and community organizations. Key members of the project include Neighborhood House Community Center, Troy Farm, Crossroads Community Farm, and Healthy Food For All. These main organizations work with a number of housing complexes, other service providers, and farms that include CDA Romnes Apartments, CDA Triangle, Fisher-Taft, Bayview, Packers Community Learning Center, Vera Court Neighborhood Center, Kennedy Heights Community Center, Lakeview Elementary School, and Squashington Farm. New partners this year include Northport Community Center, 8Twenty Park and 641 Main, affordable housing complexes located on Madison's west side, and Blue Roof Orchard Farm. Funders include grants from the Wisconsin DOA and Make It Better Foundation, targeted grants from Willy St. Co-Op Epic, and Kroger Foundation, and individual donations.
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words</i>
3. What areas of Madison will the project/program serve?

Purpose Grown Project supports residents in multiple neighborhoods in the south, west, and north sides of Madison. PGP currently serves populations in the City of Madison's Food Access Improvement Map Focus Areas in the Park Street/Fish Hatchery/Beltline corridor. All PGP distribution sites on Madison's Northside are recognized in the City of Madison Food Access Improvement Map as areas with low income and limited food access.

Portions of the produce from PGP will also be distributed at Neighborhood House's in-person food pantry. The pantry's central location draws users from all areas across Madison and its outlying areas. PGP has already identified multiple additional affordable housing complexes or community sites in Food Access Improvement areas where it will be expanding its reach and providing produce deliveries.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

PGP works closely with area stakeholders through local community organizations.

On the south and west sides, Neighborhood House collaborates directly with residents and staff to provide regular weekly local produce deliveries and set up and staff farmer's market style distribution sites. Neighborhood House also distributes food at its in-house food pantry.

On Madison's northside Troy Farm works with staff at community centers associated with low-income housing apartment complexes. These centers express a continual need for fresh food, hosting free pop-up markets each week in the summer.

PGP staff work closely with volunteer residents and staff at the multiple apartments/housing complexes to coordinate weekly drop-offs that serve an estimated 250 clients on average each week. Staff and volunteers work together to facilitate residents' food requests and to remove barriers to food access. Residents are seen as strong partners in this work who offer valuable feedback and aid in the logistics and actual handouts.

PGP serves many families by existing within spaces that already serve as community hubs. Through extensive free programming and services PGP community distribution sites offer, we are able to help meet other needs by building connections through the other resources offered.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The Purpose Grown Project removes as many barriers as possible to accessing fresh, healthy and locally grown foods. A large part of PGP's model is to bring local produce directly to where people live to make their access to fresh food easy and convenient. PGP also focuses on high needs areas based on city data and lack of easy access to retail grocery.

PGP breaks down barriers through:

- Offering flexibility, ease, and variety through bulk food deliveries
- Creating no/very few restrictions when utilizing services and choosing produce
- Soliciting feedback from users on produce preferences and programming in general
- Fresh food delivered straight to residents' homes
- Direction communication and collaboration with users
- No identification or proof of income requirement

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Purpose Grown staff have formed strong, productive relationships with the residents and clients that receive the produce. Residents are viewed as strong partners in the work who help us accomplish our goal of creating access to fresh, local foods. Residents and staff of the affordable housing neighborhoods work alongside PGP staff to distribute fresh local vegetables and offer feedback on the program. Information about the program is disseminated to

residents in the neighborhoods served by online and in-person promotion, and PGP staff engage with key residents and housing staff in pre- and post-season meetings.

PGP also values feedback and collects data and input through a variety of methods, including surveys, intake forms, meetings with resident volunteers and housing staff, and conducting end-of-year interviews with each distribution site partner. PGP is continuously seeking out new partnerships and has already identified two additional affordable housing neighborhoods on the south sides to distribute produce to in 2024.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The demographic served is diverse across the PGP distribution sites. Through intake forms at distribution sites and information on neighborhoods served, we estimate that users are: 55% African-American, 15% Latinx, 10% Asian-American, 10% White, and 10% Multi-Racial or Other. Many clients are elderly, have disabilities or health issues, or lack personal transportation, contributing to their limited access to fresh organic produce. By having local produce available at the PGP distribution sites these families get healthy food they would not otherwise be able to afford or travel to procure.

Purpose Grown Project positively impacts the lives of those we serve in many ways. PGP:

- Increases the amount of fresh, healthy food individuals consume
- Removes barriers to accessing fresh foods, such as money or the need for documentation or identification at more formal food pantries
- Reduces residents' time and resources spent on transportation to access food
- Connects residents to local food systems

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

In 2024, Purpose Grown Project plans to see an increase in usership, amount of food distributed, and community partners. Our goals/outcomes include:

- Distribute to at least three distribution sites in new affordable housing neighborhoods or community organizations
- Extend distribution timeframe by at least 3 weeks by introducing fall distribution of produce which increases produce amount and availability.
- Expand the variety of food offered by partnering with farms that grow apples
- Increase the total amount of fresh fruits and vegetables distributed from 17,000 to 20,000 through collaborations with new farms and extending growing season
- Increase the number of users served at distribution sites from 250 to 350 through community outreach
- Majority of clients/residents will report positive outcomes from participation in the project such as increased food security, access to healthy options, and reduction of financial strain

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

The success of Purpose Grown will be measured by the total value of locally sourced produce distributed, number of participants served and the creation of new partnerships with residents and staff.

We will measure our progress toward our goals through the following steps:

1. Track increase of community sites from 8 to 11 by creating a map of neighborhoods served and list of distribution sites
2. Increase number of clients served by 20% by continued weekly tracking of all clients that receive produce through counting/tracking measure at handouts and intake forms
3. Increase total poundage of food distributed from 17,000 to 20,000 by weekly recorded weights of produce received from farms and recording weeks of distribution
4. 85% of users will report positive outcomes and availability of a variety of foods with evaluative surveys sent to clients and relevant staff at the end of the growing season
5. Post-season interviews with farmers and community partners

The success of Purpose Grown will be measured by the total value of locally sourced produce distributed, number of participants served and the creation of new partnerships with residents and staff.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funding from SEED will go directly toward purchasing over 20,000 pounds of locally sourced and culturally relevant fresh food for community members from Crossroads Community Farm and Troy Farm and some other smaller farms. Purchasing food at market rate from local farms supports the local economy and small family businesses.

Funding will also go toward staff time and for equipment purchase for distribution, including tents and carts.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The SEED grant funds would provide essential assistance to meet the expanding need of the Purpose Grown Project. Should these funds be granted, Neighborhood House will be able to increase the amount of healthy local food we distribute to low income communities. This is a new project that is in early stages and could benefit from funding support.

If PGP doesn't receive funding from SEED, the amount of produce purchased for distribution at food pantries and other distribution sites will have to be reduced. PGP's fundraising model is heavily reliant on donations from individuals who buy CSAs (Community Supported Agriculture) from the farms involved and will increase efforts to fundraise from individual donors if the SEED grant is not awarded. However, if this fundraising approach doesn't yield significant results in 2024, PGP will be entirely dependent on other grant funding to make up the difference.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

PGP has secured or applied to funding from:

WI DOA Equitable Recovery Grant - \$2750 – Received

Make It Better Foundation - \$500 - Received

Willy St. Co-Op Community Reinvestment Fund - \$5000 – Targeted

Kroger Foundation – \$2500 – Targeted

Epic - \$10,000 - Targeted

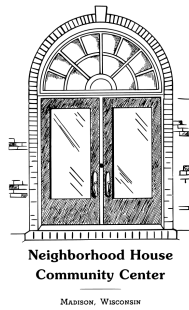
Individual CSA/Farm Donations - \$19,500 - Targeted

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Fresh, locally sourced produce	\$40,000	\$7,000
Equipment (tent, tables)	\$500	\$500
Staff time	\$3750	\$1000
TOTAL AMOUNTS	\$48,750	\$8500

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Adult & Community Program Director	.25 FTE for 16 weeks	\$23.50
TOTAL	\$3750	

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature:	Date:



PROJECT Contact & Information Form

Organization/ Project Name: Purpose Grown Project

Project Lead: Cassie Noltnerwyss

Address: 4144 Co Hwy J, Cross Plains, WI 53528

Phone: 608-798-0219 Email: cassiewyss@gmail.com

Project Mailing Address (If Different):

Neighborhood House Community Center 29 S Mills St. Madison WI 53715

Project Site (If different from Organization Address)

Neighborhood House Community Center 29 S Mills St. Madison WI 53715

PROJECT DESCRIPTION

- ATTACH OR INCLUDE A BRIEF DESCRIPTION OF THE PROJECT, including Project vision, mission, and project activities. Identify key project personnel, noting who is a volunteer, and if there will be personnel who will be employees or independent contractors. We will put a summary of the project on our website, so please let us know if you have something specific you would like on the website.
- ATTACH A LIST OF PROJECT PARTNERS: (if any, e.g., Neighborhood Association, other volunteer groups or donors)

ADVISORY BOARD MEMBERS

As described in the Project Agreement, NHCC requires Projects to have an Advisory Board of at

least 2 people in addition to the Project lead. The Project can add additional Advisory Board members if they choose. These Advisory Board members sign off on the Project's year-end report to NHCC. Please list the names and contact information for each member below:

Advisory Board Member #1 Name: Joe Mingle Phone: 608-332-1493 Email:
minglejoseph@gmail.com

Advisory Board Member #2 Name: Taylor Drogemuller Phone: 608-255-5337 Email:
taylor@neighborhoodhousemadison.org

(Optional) Advisory Board Member #3 Name: _____
Phone: _____ Email: _____

FISCAL SPONSORSHIP AGREEMENT

This Fiscal SPONSOR and Consulting Agreement (the "Agreement") is made by and between the **SPONSOR, Neighborhood House Community Center (NHCC)**, and **Purpose Grown Project** ("PROJECT"). Neighborhood House Community Center, located at 29 S. Mills St. in Madison, Wisconsin, is a Wisconsin nonstock corporation and recognized as exempt from federal taxes under Section 501(c)(3) of the Internal Revenue Code (IRC). Purpose Grown Project is a nonprofit community initiative whose activities are consistent with Section 501(c)(3) of the IRC, but has not yet established a legal form of organization.

RECITALS

PROJECT has been established for the sole purpose of helping local farmers grow more produce to feed local low-income households.

NHCC has agreed to serve as the fiscal sponsor for Purpose Grown Produce and to receive grants and donations to be used by the Purpose Grown Produce. The purpose of this Agreement is to set forth the terms and conditions under which NHCC will serve as a fiscal sponsor of the PROJECT.

AGREEMENT

Now, therefore, the parties agree as follows:

- A. NHCC agrees to receive grants and donations on behalf of the PROJECT for the purposes of the PROJECT, consistent with NHCC's discretion as required by law and this agreement, (the "Funds") and, as agreed, to transfer Funds to the PROJECT to further its exempt purposes or to make cash advances to or disbursements on behalf of the PROJECT, consistent with this Agreement and the NHCC's policies on reimbursement. (See B2 below.)
- B. The PROJECT shall be a project of NHCC, and NHCC has the ultimate responsibility to ensure that the PROJECT is operated consistent with NHCC's tax-exempt status. Authority to manage the PROJECT may be delegated to the PROJECT, but such authority is subject at all times to the control of NHCC, consistent with the PROJECT purposes. The PROJECT agrees to operate in accordance with NHCC policies and procedures, including without limitation the following:
 1. All PROJECT revenue from grants and charitable donations as well as from web-based platforms like crowd-funding will be received by NHCC and managed as a separate fund dedicated to the Project.
 2. NHCC reimburses PROJECT expenditures based upon paid receipts and invoices submitted by the PROJECT. However, upon request of the PROJECT, NHCC agrees to transfer the PROJECT funds, less the administrative fee described in Section F, to the PROJECT in advance of expenditure by the PROJECT. The PROJECT will complete a Project Budget and Request for Method of Funds Transfer.

3. The PROJECT should have at least 2 Advisory Board members in addition to the Project Lead. Their role is to provide any requested feedback to the Project Lead as well as review the PROJECT's Annual Report and yearly profit and loss statement and provide written agreement with this Annual report to NHCC.
4. To facilitate planning and year-end financial reporting (IRS form 990), PROJECTS shall provide a yearly report for the previous year to NHCC by March 1st. A template for the report will be provided to PROJECT. This report should be signed via written signature or email by the Project Lead and the Advisory Board members, and should include:
 - a. Statement that PROJECT has complied with all laws and regulations to the best of their knowledge, consistent with the projects exempt purpose, and that if PROJECT has separate income and expenses, PROJECT will be filing a tax return if required.
 - b. Listing of current advisory committee with e-mail and phone numbers.
 - c. Brief report on program accomplishments for the past year, including both qualitative and quantitative results.
 - d. Report on plan for coming year, including if PROJECT anticipates applying for 501c3 status.
5. In the event the PROJECT receives funds from a foundation, governmental entity or other grant-making entity, the PROJECT agrees that it will provide the required reporting to any third-party funding sources on a timely basis and to provide a copy of such report(s) to NHCC. At its sole discretion, NHCC may accept such reports to third party funding sources in lieu of the reporting requirement described in section B.3. above, and including a financial report comparing PROJECT budget to actual expenditures.
6. The PROJECT shall publicly identify itself as "a project under the fiscal sponsorship of Neighborhood House Community Center."
7. PROJECT understands the strict prohibition against political activities by 501(c)(3) organizations, which means that PROJECT cannot engage in any activities that promote or oppose the election or defeat of any candidate for public office; provided, however, PROJECT may educate the public on issues that are the subject of political campaigns. PROJECT may not accept political advertisements from any candidate for public office unless the opportunity to advertise is open to all candidates from all parties.
8. During the term of the Agreement, to the extent that funds received by NHCC are used to purchase or create assets for the PROJECT, including equipment and intellectual property, such assets shall be the property of NHCC with the expectation that such property shall be used for the purposes of the PROJECT; however, all such property shall become the property of the PROJECT if the PROJECT receives recognition from the IRS as a section 501(c)(3) organization or become the property of another 501(c)(3) organization, as applicable, if PROJECT becomes sponsored by or part of another 501(c)(3) organization. If

PROJECT secures services from independent contractors or hires employees, PROJECT understands and agrees that such persons are the employees or contractors of NHCC. Any such relationships shall be made pursuant to a written agreement for independent contractors or a written offer letter for employees, as applicable, and with NHCC's permission.

9. A PROJECT which is an incorporated entity should understand that it is responsible for its own activities and may not be covered under NHCC's insurance, subject to determination by the insurer. At NHCC's discretion, PROJECT may be required to obtain Directors & Officers Liability Insurance and/or General Liability Insurance in which NHCC is named as additional insured.

10. It is the responsibility of PROJECT to request additional insurance that is required for grants or events, through NHCC's insurance. These additional costs will be passed on to the PROJECT.

C. This Agreement is effective upon execution and shall continue in effect for the term of the PROJECT or when terminated pursuant to Section D, subject to the following: If, upon review of the PROJECT's financial and program reports, NHCC determines that the PROJECT has not complied with the terms of this Agreement, NHCC may require the PROJECT to take all actions necessary to bring it into compliance with this Agreement. If the PROJECT fails to take the necessary action, NHCC may terminate this Agreement and (1) require reimbursement of the PROJECT funds already disbursed and/or (2) spend any PROJECT funds, in its sole discretion to accomplish the PROJECT's charitable purposes to the extent possible.

The parties understand that all money and the fair market value of all property in the PROJECT account will be reported as the income of NHCC, for both tax purposes and for purposes of NHCC's financial statements. It is the intent of the parties that this Agreement be interpreted to provide NHCC with variance powers necessary to enable NHCC to treat the PROJECT's account as NHCC's asset in accordance with applicable accounting standards and tax law. Variance power means that if a PROJECT is not able to complete their work or spend out their funds, NHCC would be able to use these funds in an alternate method consistent with the donor's intent.

D. This Agreement shall terminate upon completion of the PROJECT or when the PROJECT receives recognition of section 501(c)(3) status from the IRS or becomes sponsored by or part of another 501(c)(3) organization, or when terminated by either party, whichever occurs first. Upon termination, the PROJECT agrees to submit a final report, consistent with the requirements of Section B.2., B.3., and B.4. above as applicable.

E. To compensate for the services provided under this Agreement, NHCC shall charge an administrative fee of 4% of all funds received for the PROJECT. The fee shall be used to enable NHCC to retain the standard bookkeeping and organizational support it needs to service the PROJECT and to ensure that it is operated consistent with the requirements of Section 501(c)(3). If NHCC incurs additional expenses to cover obligations arising from the sponsorship of PROJECT and for which the 4% fee is not sufficient, PROJECT understands that additional direct charges may be necessary to make sponsorship viable; however, any such charges shall only be incurred and

passed on upon the express consent of PROJECT.

F. This Agreement may only be amended by written agreement of both parties.

Executed by the parties below to be effective as of 2/8/2023.

SPONSOR - Neighborhood House Community Center Inc.

Name: Laura Gundlach

Title: Executive Director

Date: 2/8/23

Signature: _____



PROJECT NAME - Purpose Grown Project

Name: Cassie Noltnerwyss

Title: Crossroads Community Farm Owner

Date: 2/8/23 Signature: _____



Purpose Grown Project 2023 Description

Description:

The Purpose Grown Project is a farmer-led initiative where local farms grow local produce to share directly with low-income families, affordable housing residents, and food pantries. Farmers grow food and project staff coordinate distribution and connection to those who receive the food. Both entities will work together to raise funds to pay for the production and distribution of these vegetables.

The project goals are to increase the total volume of locally sourced fresh and nutrient-dense food distributed in our community; and, to connect neighbors to local agricultural food systems from which they have been disproportionately excluded from due to geographic location and financial limitations.

Key Staff:

Taylor Drogemuller - NHCC

Laura Gundlach - NHCC

Joe Mingle - HFFA

Cassie Noltnerwyss - Crossroads

Sheena - Rooted

Paul Huber - Rooted

Involved Organizations (2023):

Crossroads Community Farm

Rooted/Troy Farms

Healthy Food For All

Neighborhood House Community Center

Recipients/Residents//Distribution Sites (2023):

CDA Triangle

CDA Romnes (Olin Ave)

Bayview

Eagle Heights

Targeted: 8Twenty Park, Bram Hill, and 641 W. Main (affordable housing neighborhoods)



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Our proposal seeks \$5,000 in SEED Grant funding to address the critical gap in food access for youth involved in the criminal justice system at Metro-Jail High School in Madison. This project directly targets a vulnerable population within our community: incarcerated youth, who are currently enrolled or will be enrolled at Metro-Jail High School. The demographic primarily consists of males, with a significant representation from Black and minority backgrounds. All Metro-J students are considered low-income, as they have no income during their time of incarceration.

The SEED Grant funding will be allocated to purchasing fresh produce, establishing partnerships with local suppliers and facilitating nutrition education workshops. Specifically, the funds will be used to:

- Secure a consistent supply of fresh, nutritious produce for weekly distribution to the students.
- Develop educational materials and resources for nutrition and healthy eating workshops.
- Cover operational costs associated with the storage, transportation, and distribution of the produce.

This funding is crucial for several reasons. First, it addresses an immediate need for improving food access among incarcerated youth, who are at a heightened risk of nutritional deficiencies and health complications. Providing fresh produce not only supports their physical health but also their educational engagement and overall well-being. Second, the project incorporates an educational component, teaching students about nutrition and healthy eating habits, knowledge they can carry forward into their lives post-incarceration. Finally, the initiative aligns with broader community efforts to ensure food security and supports Madison's goal of creating a more equitable, healthy, and supportive environment for all its residents.

By bridging the gap in food access, the SEED Grant will empower us to make a tangible difference in the lives of these youths, fostering a nurturing and rehabilitative educational setting that supports their growth, learning, and successful reintegration into the community. This project not only feeds bodies but also fuels hope and fosters a sense of care and community among a population too often overlooked.

PART I: APPLICANT INFORMATION

Title of Proposal:

Nourishing Futures: Fresh Produce for Metro-Jail High School Youth

Amount Requested (max. \$10,000): \$5,000

Agency/Organization/Group Name (Please provide the full, legal business name): Madison Public Schools Foundation
Address: 2300 W Beltline Hwy Suite 203 Madison, WI 53713
Contact Person (Name): Tom Qualls
Telephone number: 608-210-6908
Email: tqalls@schoolsmakemadison.org
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
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? "Nourishing Futures" aims to directly address the nutritional needs and education of youth at Metro-Jail High School, a unique institution serving incarcerated youth in Madison. This initiative will not only provide these students with fresh, nutritious produce on a weekly basis but also incorporate nutrition and healthy eating workshops. The dual approach of direct food access and education seeks to improve students' physical health, cognitive function, and overall well-being, empowering them with the knowledge and habits for a healthier lifestyle. By focusing on this often-overlooked population, our project endeavors to make a significant, positive impact on their rehabilitation journey and future prospects, laying the groundwork for their successful reintegration into society. Incarcerated youth at Metro-Jail High School currently spend \$10-20 of their own money weekly on fresh produce, indicating a significant need for nutritious food. The lack of access to healthy food options not only affects their physical health but also their educational performance and rehabilitation process.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) We are collaborating with an array of partners to ensure the success and sustainability of this project. Local food suppliers are key in sourcing fresh, quality produce, while nutrition educators will play a crucial role in developing and delivering workshop content. We are also engaging with community organizations focused on food security, ensuring a holistic approach to addressing food access among incarcerated youth. Governmental bodies, including those involved in juvenile justice and education, are

critical partners, offering support and alignment with broader community health and rehabilitation goals. This collaborative framework not only enhances the project's reach and effectiveness but also fosters a community-wide effort to improve food access and health outcomes for these vulnerable youth.

Additionally, we are in talks with our donor base who are passionate about this initiative and would be interested in funding this for years to come.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

The project is dedicated to serving the incarcerated youth at Metro-Jail High School in Madison, directly within the correctional facility. This focused approach ensures that the benefits of fresh produce and nutrition education are accessible to a group traditionally marginalized in discussions of food security. While the immediate impact is within the school, the broader implications extend to the Madison community by addressing systemic issues of food access and health disparities among incarcerated populations. This targeted service area reflects a commitment to fostering equity and well-being in our community, starting with some of its most vulnerable members.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Our project operates directly within Metro-Jail High School, providing a consistent and reliable source of fresh produce and delivering monthly nutrition education workshops. This direct service model ensures that the benefits of the project are immediately accessible to the students, addressing barriers to food access and knowledge that incarcerated youth face. By situating the project within the school, we leverage existing relationships and structures to maximize impact, facilitating an environment where students can actively engage in learning about and practicing healthier eating habits.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

"Nourishing Futures" directly enhances healthy food access for a vulnerable segment of Madison's population—incarcerated youth. By supplying fresh produce and delivering nutrition education within Metro-Jail High School, the project tackles the challenges of food insecurity and poor dietary habits head-on. This initiative not only provides immediate nutritional benefits but also equips students with the knowledge and skills to make healthier food choices, impacting their long-term health and well-being. The project serves as a model for addressing food access issues in underserved communities, demonstrating the importance of targeted interventions in improving public health outcomes.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Engagement with the communities we serve is fundamental to the design and implementation of our project. Initial consultations with Metro-Jail High School staff, including student voice have informed the project's approach, ensuring it meets the specific needs and circumstances of the incarcerated youth. Going forward, we plan to involve students in providing feedback on the project, potentially including

them in peer-led components of the nutrition education workshops. This participatory approach not only enhances the project's relevance and impact but also fosters a sense of ownership and community among participants, critical components for successful rehabilitation and reintegration.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The project is acutely aware of the disproportionate representation of communities of color and low-income individuals within the incarcerated youth population at Metro-Jail High School. By providing these students with access to fresh produce and nutrition education, we directly address the intersecting issues of racial and economic disparities in food access and health outcomes. This targeted intervention not only aims to improve the immediate well-being of these students but also to contribute to long-term health equity and social justice in Madison. The project embodies a commitment to addressing systemic barriers and fostering a healthier, more equitable community for all.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The primary goals of "Nourishing Futures" are to improve the nutritional well-being of incarcerated youth at Metro-Jail High School and to empower them with the knowledge to make healthier food choices. We aim to provide fresh produce to all current and future students, reaching up to 23 individuals annually, and to deliver comprehensive nutrition education that empowers them to make healthier choices. By improving dietary habits and knowledge, we aim to support the students' physical health, academic engagement, and overall well-being. These goals are foundational to our broader mission of fostering rehabilitation and positive future prospects for these youths.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

Progress towards the goals of "Nourishing Futures" will be measured using the following specific metrics and benchmarks:

1. Quantity of Produce Distributed: We will track the amount of fresh produce distributed to students on a weekly basis. Our goal is to distribute at least 200 pounds of fresh produce per month to the students at Metro-Jail High School.
2. Pre- and Post-Workshop Surveys: To assess changes in students' nutritional knowledge, we will administer surveys before and after the education sessions. A positive outcome will be defined as at least a 25% improvement in correct responses post-workshop.
3. Feedback and Testimonials: Gathering qualitative feedback from students about the program's impact on their eating habits and overall well-being. Success will be indicated by positive testimonials and suggestions for program improvement.

These measures will not only allow us to monitor the effectiveness of the "Nourishing Futures" project but also to make data-driven decisions for future programming and to demonstrate the project's impact to current and potential funders.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

SEED Grant funds will be specifically allocated to acquiring fresh produce, purchasing or developing and printing educational materials, and covering the logistical costs associated with the storage, transportation, and distribution of food. This targeted use of funds ensures that the grant directly supports the core components of our project, making a tangible difference in the lives of the students served.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

SEED funds are critical for the launch and initial operation of "Nourishing Futures." Without this foundational support, our capacity to procure sufficient fresh produce and purchase or develop comprehensive educational materials would be significantly limited. The grant not only enables the project's inception but also serves as a crucial leverage point for attracting additional funding and resources, ensuring its sustainability and growth.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

In addition to pursuing SEED funding, we are actively seeking support from local businesses, private foundations, and individual donors. We are also pursuing the Dane County PIE grant. We have initiated conversations with potential sponsors who have expressed interest in matching funds, contingent upon the project receiving SEED funding. This strategy not only demonstrates broad community support for the initiative but also ensures a diversified funding base to sustain and expand the project

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Fresh Produce	\$6,000	\$4,000
Nutrition Education Materials	\$1,000	\$1,000
TOTAL AMOUNTS	\$7,000	\$5,000

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
<i>The foundation is covering all staff costs</i>	n/a	n/a
TOTAL	\$0	

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE
<i>I certify that my answers are true and complete to the best of my knowledge.</i>
Signature: Thomas Qualls, Community Engagement Director Date: 3/1/2024



2024 City of Madison SEED Grant Application (Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

The Aldo Leopold school garden serves the Arbor Hills and Leopold neighborhoods in Madison, a primarily low-income and minority area of the city. Due to the distance from nearest retail food options and average household income, these neighborhoods are designated as food access focus areas by the City of Madison and have Neighborhood Resource Teams provided by the City. Leopold is an extremely diverse school, with a school population where 66% of students identify as BIPOC, 25% as white-only, and where ~70% of the students are eligible for free or reduced price lunches. Aldo Leopold Elementary school includes 4K to 5th grade, and serves approximately 697 students with 451 (65%) from the nearby Madison neighborhoods. In addition to providing educational opportunities, produce grown in the garden is available for harvesting by the neighborhood, which includes a large proportion of high density and low-income housing. Any produce remaining is harvested and donated to the bi-weekly in-school food pantry operated by Second Harvest. Lastly, the garden provides accessible public green space for community gatherings. We are looking to continue the momentum from the past several years, supported by the City of Fitchburg Healthy Neighborhood Initiative grants (2021,2022; \$19,000) and Dane County PIE grants (2021,2022; \$3,000), where we upgraded the garden infrastructure with raised beds and ADA compliant pathways, planted fruit trees, and developed garden-based curricula. With this grant, we aim to increase garden yields by supplementing the work of volunteers with a paid part-time gardener through the Gardener-in-Residence program offered by Rooted (8 hrs/week for 30 weeks, \$6,600). We will also replace an aging on-site garden shed (\$3,000, with 40 hrs of work-time donated in-kind by Promega), which is the last part of the garden infrastructure that needs replacement. Without the City of Madison SEED funds, we will once again be dependent on parent volunteers over the summer growing months and are likely to lose our on-site garden storage. The garden volunteers are wonderful and all also lead busy lives with elementary aged children, so this leads to inconsistent watering, lack of proper trellising, and no pest control, which all contribute to reduced garden yields. In total, we are requesting \$9,600 from the City of Madison SEED grant.

PART I: APPLICANT INFORMATION

Title of Proposal: Increasing Aldo Leopold School Garden production

Amount Requested (max. \$10,000): \$9,600

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

Aldo Leopold School Parent Faculty Organization

Address: 2602 Post Road Madison, WI 53713
Contact Person (Name): Katie Richgels
Telephone number: 608-381-2492
Email: leopoldpfo@gmail.com
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
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? Aldo Leopold Elementary School is in the Leopold and Arbor Hills neighborhood. Due to the distance from nearest retail food options and average household income, these neighborhoods are designated as food access focus areas by the City of Madison and have Neighborhood Resource Teams provided by the City. Leopold is an extremely diverse school, with a school population where 66% of students identify as BIPOC, 25% as white-only, and where ~70% of the students are eligible for free or reduced price lunches. Leopold hosts a food pantry stocked by Second Harvest that provides access to free meals. In 2022 (last year we recorded the amount of produce donated), the Leopold school garden donated 625 lbs of fresh produce to 416 family units (individual families were not identified) over 4 months to the on-site food pantry and neighborhood events. In this grant, we propose to build on the success of the previous years by (1) hiring a part-time gardener to help increase garden yields, (2) replace an aging garden shed. Together, these projects will improve the sustainability of the garden, connect the care, maintenance, and production of the garden to the community, and improve healthy eating habits, wellness, and connection to place for students.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) The project will be administered by the Aldo Leopold School Parent Faculty Organization (PFO) and supported by the Leopold Green Schoolyard Committee and the community school resources program. The gardener-in-residence will be administered by Rooted. We have also partnered with City on a Hill, Blackhawk Fitchburg, Neighborhood Navigators, 1000 Friends of Wisconsin, and Americorps for big work days, such as construction of the raised beds, planting and mulching, and garden clean up. Aldo Leopold Elementary has also partnered with MG&E to support outdoor learning initiatives. The garden has received sustained funding support from the City of Fitchburg Healthy Neighborhoods Initiative (2021, 2022; \$19,000 awarded) and Dane County Partners in Equity grant (2021, 2022; \$3,000). In addition, this year we have received 40 hrs of in-kind work support to build the garden shed, donated by Promega. The PFO reserves \$500 per year for garden maintenance, supplies, and plants (~5% of the annual budget). Lastly, we partner with Second Harvest to provide garden produce to the biweekly in-school food pantry.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

Arbor Hills and Leopold neighborhoods, and specifically the attendance area of and housing units adjacent to Aldo Leopold Elementary.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The school garden is on the grounds of Aldo Leopold Elementary. The school includes 4K to 5th grade, and serves 697 students, including 451 (65%) from the North Fish Hatchery corridor which includes Arbor Hills and Leopold neighborhoods. The school collaborates with Second Harvest to staff an in-school food pantry, and produce from the school garden is available for the community to harvest directly and excess is donated to the food pantry or distributed at community events. We also work with the Community School Resource Coordinator to distribute food directly to families in need who are accessing resources through school outreach.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The project directly impacts produce and food availability for families that access and use the food pantry within Aldo Leopold School. In the 2022 growing season (last measured), we donated ~625 lbs of produce that was distributed to 416 family units (individual families were not identified) over 4 months. In addition, urban gardening is a recognized strategy to improve nutritional access and food security for low-income urban communities. The Aldo Leopold School Garden also provides an attractive outdoor green space for community gatherings, which are increasingly recognized for their importance in mental health and wellbeing.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Over the past several growing seasons, we attended weekly community events held at the neighboring park to distribute produce and engage with the community around the school garden. The response of the community to the improved infrastructure was overwhelmingly positive, and representation of minority groups on the committee has grown as a result. There has also been an increase in community members visiting and taking food directly from the garden as needed. In addition, we presented at the Parent-Faculty Organization and the Latinx and Black Parents United for Change meetings, and provided garden updates through the school newsletter. We have also instituted some garden-based curriculum, reaching 9 classrooms of 20 to 26 students (~200 students). We also spread the word about the garden through social media accounts for the green schoolyard committee, PFO, and school.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Aldo Leopold Elementary is a highly diverse student body, with a majority of students identifying as BIPOC and qualifying for free or reduced price lunch. Aldo Leopold Elementary school also has a bi-weekly food pantry open to the community. The project directly impacts communities of color and low income communities within the Arbor Hills and Leopold neighborhoods through produce donated to the food pantry. Also, by having Aldo Leopold

Elementary students involved in growing food, we are reconnecting the students with where food comes from and teaching them how to grow their own food. School garden educational programs have demonstrated increased nutritional awareness, health and wellness, and educational outcomes for students.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

1. Food production from the vegetable garden that is planted in the spring, harvested mid summer to early fall, and put to rest in late fall by the students and community members of the Leopold School. We will continue to record produce donated to the community through events and the food pantry and will track visits to the garden by classrooms. The goal is to increase production and donate more produce than last year (>625 lbs) within the community.
2. Replace the aging garden shed, providing sustainability and functional infrastructure for the garden.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

1. We will track the weight of produce donated to the food pantry and at community events and tally the number of families that receive fresh produce (though the food pantry does not track individual families, they do count the number of families served each day the pantry is open).
2. We will demonstrate successful completion of the new shed.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

For goal #1, we will hire a gardener-in-residence from Rooted for 8 hrs per week across 30 weeks. This program costs \$2,200 per 10 week session, and we would participate in the spring, summer, and fall sessions. The gardener in residence provides garden maintenance and support and runs an after school club and can provide nutritional lessons for classrooms on request. Total for this goal is \$6,600.

For goal #2, we will purchase a replacement 8 x 8 or similar sized wooden shed for our existing 6 x 6 wooden shed that provides on-site storage. The shed has a broken door and leaking roof, and was deemed not repairable by the MMSD grounds crew. We have donated in-kind work hours from Promega to build the shed, so we are requesting only the funds needed to buy the raw materials. Total for this goal is estimated at \$3,000.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

SEED funds will be highly important for meeting both of the goals listed in this grant application. Without these funds, we will need to decommission the existing shed and come up with a temporary storage

solution until funds can be found. In addition, having more consistent garden maintenance and harvesting is expected to increase the yields of the school garden, helping more families than would be possible without this person.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

Upgrading the garden infrastructure was supported by a 2021 & 2022 City of Fitchburg Healthy Neighborhoods Grant (\$19,000 awarded) and a 2021 & 2022 Dane County Pie Grant (\$3,000 awarded).

The garden is supported with \$500 annually in operating funds from the Aldo Leopold Elementary PFO, which covers compost, mulch, and garden tools.

We received a 40 hours in-kind work grant from Promega to replace the garden shed.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
New shed to house gardening supplies	\$3000	\$3000
Gardener-in-Residence Program	\$6,600	\$6,600
Misc. garden supplies	\$500	
TOTAL AMOUNTS	\$10,100	\$9,600

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Gardener-in-Residence (through Rooted)	0.12	
TOTAL	\$6,600	

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE
<i>I certify that my answers are true and complete to the best of my knowledge.</i>
Signature: Katherine L. D. Richgels, PhD; president of Leopold PFO Date: 3/1/2024



199 Kennedy Heights, Madison, WI 53704
608-244-0767 Fax: 608-661-9190

The Kennedy Heights Sowing Seeds of Change-A Plant-Based Revolution for Food Equity

Revolution for Food Equity project is entirely focused on reaching communities of color and Low-income located on the Northside of Madison. 97 out of 104 households at Kennedy Heights receive a housing subsidy; as of this year, only 7 units are at market-rate rent. We have a large number of single-parent households, often Woman-led. We estimate that 40% of the households at Kennedy Heights are Black/African American and 30% are Asian, including Hmong, Cambodian and Laotian household and 30% of between Latino and Caucasian household.

Nourishment plays a pivotal role in fostering a flourishing community. A resilient community is built upon the foundation of secure access to nutritious food. Ensuring food security involves not only the availability of food resources but also the community's ability to withstand and recover from challenges, such as economic fluctuations, environmental changes, or unexpected crises. By prioritizing food security, a community establishes a robust framework that not only meets the immediate nutritional needs of its members but also contributes to their overall well-being and capacity to adapt to unforeseen circumstances. In essence, the intertwining of food security and community resilience creates a dynamic ecosystem that sustains and fortifies the community's vitality in the face of various challenges.

The implementation of this project involves:

We propose a transformative initiative aimed at promoting plant-based diets as a sustainable and economically viable solution for families, while simultaneously contributing to positive environmental impact. Over a span of 9 months, we envision a series of engaging plant-based cooking demonstrations that empower individuals and communities to embrace a vegan lifestyle. The culmination of this effort will be a grand Vegan Fest, celebrating the benefits of plant-based living and fostering awareness around food equity.

- Resident-designed Cooking Demonstrations
- Conduct workshops on the health benefits of a plant-based diet
- Vegan Fest

We are writing to request for the maximum grant amount of \$10,000 of the SEED Grant. This amount will go towards and cover about 55% of costs for the oversight and implementation of the project.

We have already applied for the PIE grant maximum grant amount of \$4000 and have secured the 70% of the in kind donations through an ongoing partnership with Rooted during the food growing season.

Additionally, we have our own community garden plot at Kennedy Heights where some of the produce for this project will derive from.

By investing in this initiative, the SEED grant will help us in not only promote food equity and environmental consciousness but also create a lasting legacy of healthier, more sustainable community.

Thank you for your consideration!

Elsa Caetano
Executive Director
(608) 244-0767 or Director@khcommunitycenter.org



2024 City of Madison SEED Grant Application (Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

The Kennedy Heights Sowing Seeds of Change-A Plant-Based Revolution for Food Equity

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- Resident-designed Cooking Demonstrations
- Conduct workshops on the health benefits of a plant-based diet
- Vegan Fest

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We have already applied for the PIE grant maximum grant amount of \$4000 and have secured the 70% of the in kind donations through an ongoing partnership with Rooted during the food growing season.

Additionally, we have our own community garden plot at Kennedy Heights where some of the produce for this project will derive from.

By investing in this initiative, the SEED grant will help us in not only promote food equity and environmental consciousness but also create a lasting legacy of healthier, more sustainable community.

Thank you for your consideration!

PART I: APPLICANT INFORMATION

Title of Proposal:

Sowing Seeds of Change: A Plant-Based Revolution for Food Equity

Amount Requested (max. \$10,000): \$10,000

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

Kennedy Heights Neighborhood Association, Inc.

Address: 199 Kennedy Heights, Madison, WI 53704

Contact Person (Name): Elsa Caetano

Telephone number: 608-244-0767

Email: director@khcommunitycenter.org

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

1. What is the proposed project/program and what does it seek to accomplish?

We propose a transformative initiative aimed at promoting plant-based diets as a sustainable and economically viable solution for families, while simultaneously contributing to positive environmental impact. Over a span of 9 months, we envision a series of engaging plant-based cooking demonstrations that empower individuals and communities to embrace a vegan lifestyle. The culmination of this effort will be a grand Vegan Fest, celebrating the benefits of plant-based living and fostering awareness around food equity.

We hope that Vegan awareness initiatives can improve public knowledge about nutrition and the health benefits of plant-based eating. Historically marginalized communities often have limited access to affordable, nutritious foods. This can result in reliance on processed and less healthy food options.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

We look forward to continuing partnering with Rooted, Second Harvest, Willy Street Co-op, Be Well Madison practitioners and engage our Kennedy Heights and sounding community members and cooks.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

The Kennedy Heights Sowing Seeds of Change: A Plant-Based Revolution for Food Equity is entirely focused on reaching historically marginalized and economically vulnerable communities located on the Northside of Madison. We aim to reach our residents at Kennedy Heights Community Center and the surrounding areas.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

97 out of 104 households at Kennedy Heights receive a housing subsidy; as of this year, only 7 units are at market-rate rent. We have a large number of single-parent households, often Woman-led. We estimate that 40% of the households at Kennedy Heights are Black/African American and 30% are Asian, including Hmong, Cambodian and Laotian household and 30% of between Latino and Caucasian household.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Community Well-being

Plant-based diet - awareness initiatives can improve public knowledge about nutrition and the health benefits of plant-based eating. Historically marginalized communities often have limited access to affordable, nutritious foods. This can result in reliance on processed and less healthy food options.

Adopting a vegan or mainly vegan diet may contribute to healthier body weight, potentially reducing the risk of obesity-related health issues such as Blood Pressure and Cholesterol Levels. Studies suggest that plant-based diets can contribute to lower blood pressure and improved cholesterol levels.

Improved nutrition and a sense of ethical alignment can positively impact mental health and well-being.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We have been engaging our residents and community members in nutrition and healthy eating initiatives since 2022 through a daily nutritious meal program in our youth programs through resident-led cooking demonstrations and mini food fairs during our Block parties and monthly adult and family activities. The seed for this project was planted during one of our plant based community dinners and during our ongoing Strategic Planning. We plan to continue to engage the community by making most of the components of this project resident-led.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Health disparities among historically marginalized groups, such as higher rates of obesity and heart diseases, are complex and multifaceted. While these disparities arise from a combination of social, economic, environmental, and systemic factors that impact various aspects of individuals' lives, food is often a decisive factor.

Reduced Food Insecurity-Increased Access to Healthy Foods: Historically marginalized communities often have limited access to affordable, nutritious foods. This often result in reliance on processed and less healthy food

options. Contrary to the popular believe, being vegan can be either cost-effective, depending on individual choices, dietary habits, and the availability of affordable plant-based options in a given location. With mindful planning and an emphasis on whole, minimally processed foods, a vegan diet can be budget-friendly for many individuals.

Increased Nutritional Awareness: Vegan awareness initiatives can improve public knowledge about nutrition and the health benefits of plant-based eating.

Environmental Education: Raising awareness about the environmental impact of dietary choices can contribute to increased ecological literacy within communities.

Policy Influence:

Influencing Food Policies: A growing awareness of the benefits of vegan diets may contribute to changes in local and national food policies, promoting healthier and more sustainable dietary choices.

Sustainable Agriculture Practices: Advocacy for plant-based diets often aligns with sustainable agricultural practices, which can contribute to food security by promoting environmentally friendly and resource-efficient farming methods.

Community Well-being:

Mental Health: Improved nutrition and a sense of ethical alignment can positively impact mental health and well-being within communities.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

- We aim to provide monthly resident-led plant based cooking demonstrations for 9 months to approximately 200 individuals.
- We aim to address misconceptions about the cost of a vegan diet and highlight its accessibility, especially for economically disadvantaged families through educational 2-4 workshops on the economical and health benefits of a plant based diet.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

To measure these impacts of our project, we will employ a combination of quantitative and qualitative data

- Health metrics: we will administer surveys to access how program participants feel after preparing and eating the plant based diets especially compared to how they feel after eating let's say a steak and potatoes.
- Together we will calculate the costs of each meal and how many participants if fed in comparison to the costs of a meal containing meat products.

- We will administer surveys and hear testimonials, and assess and track community engagement levels.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Food supplies for cooking demonstrations: \$ 1,800.00

Honorariums/Stipends for chefs and workshop presenters: \$ 2,400.00

Vegan Fest: \$ 2,200.00

Development and distribution of educational pamphlets, recipe booklets: \$300-In kind

Program Oversight:

Food Equity Coordinator: \$ 1,260.00

Adult Program Coordinator: \$ 2,340.00

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The support provided by SEED funds is pivotal in realizing the goals of our Plant-Based Revolution for Food Equity Program at Kennedy Heights. As we actively work towards rebuilding our community center's donor base, we recognize that these initiatives will not only attract investments but also acknowledge the time it takes for such programs to yield results. Demonstrating sustained success is paramount for re-engaging individual donors; a process we anticipate will span several years. The application for the SEED grant, along with seeking additional funding for our food-related programs, comes at a crucial juncture. It aligns with our efforts to rebuild trust with our community and stakeholders, marking a significant step in our journey.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

For 2024:

PIE Grant: \$4,000.00

In Kind Donations –Rooted and Willy Street Co-op: \$3,200.00

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Food Supplies	\$ 1,800.00	\$ 1,800.00

Cook Stipends	\$ 2,400.00	\$ 2,400.00
Mini Vegan Fest	\$ 2,200.00	\$ 2,200.00
Food Equity Coordinator	\$ 1,260.00	\$ 1,260.00
Adult Program Coordinator	\$ 2,640.00	\$ 2,340.00
In-Kind Garden supplies	\$ 3,200.00	
Executive Director	\$ 3,960.00	
TOTAL AMOUNTS	\$17,460.00	\$ 10,000.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Food Equity Coordinator	.50	\$21.00
Adult Program Coordinator	.10	\$22.00
Executive Director	.10	\$33.00
TOTAL	.70	

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: Elsa Caetano	Date: 02/09/2024



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Rapid Pantry is a new pilot project launched in January 2024 at Goodman Community Center in response to the continued high need for Food Pantry services. Goodman's Food Pantry continues to see record demand and we are looking for ways to meet needs within our current infrastructure. Our waiting room is often overcrowded and our small pantry space only allows a few customers to shop at a time, meaning long wait times on busy days.

Rapid Pantry uses a partial choice model and allows customers to leave with food in about 15 minutes. Customers who opt for this model receive a bag of prepacked dry goods and fill out an order form to select their meat, dairy and other non-perishables. While volunteers pack the selected items, customers shop the bread/bakery and produce items available in our waiting room. This model eliminates the need for the customer to enter the actual food pantry space while still leaving with grocery staples from all of our major food categories in a short period of time.

This project impacts food access in Madison by offering a new efficiency at an already busy food pantry within a community center setting. Currently, Goodman's Pantry serves 655 households per month (unduplicated). SEED Grant funding would help us carry out this Rapid Pantry pilot and determine whether it should be incorporated as a permanent part of our pantry operations. This funding is important due to the continued increase in food insecurity in our community and pantries looking for creative ways to provide meaningful services with limited resources.

PART I: APPLICANT INFORMATION

Title of Proposal: Goodman Rapid Pantry Pilot

Amount Requested (max. \$10,000): \$5,000

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

Irwin A. and Robert D. Goodman Community Center

Address: 214 Waubesa Street, Madison WI 53704

Contact Person (Name): Lisette Khalil, Director of Grants Administration

Telephone number: 608-204-8016

Email: LKhalil@goodmancenter.org

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
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? <u>Project:</u> “Rapid Pantry” Pilot Project <u>Challenge:</u> Goodman’s Food Pantry continues to see record demand and we are looking for ways to meet needs within our current infrastructure. Our Pantry is 900 square feet and about 5 shoppers can fit in the pantry at a time. We serve 100+ households per shopping session and wait times can be upwards of 2 hours. While we strive for every customer to feel relaxed and comfortable, we need to average a shopper leaving the pantry roughly every minute in order to serve everyone. <u>Solution:</u> We recently introduced a pilot program to help with congestion and wait times. <i>Rapid Pantry</i> uses a partial choice model and allows customers to leave with food in about 15 minutes. Customers who opt for this model receive a bag of prepacked dry goods and fill out an order form to select their meat, dairy and other non-perishables. While volunteers pack the selected items, customers shop the bread/bakery and produce items available in our waiting room. This model eliminates the need for the customer to enter the actual food pantry space while still leaving with grocery staples from all of our major food categories in a short period of time.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) The concept for Goodman’s Rapid Pantry project was developed after hearing lessons learned from fellow Dane County Food Pantries. We meet monthly to discuss challenges, share resources, and update each other on how we are adapting to meet the growing need in our communities. Our colleagues from The River Food Pantry were generous in sharing their experiences with their curbside groceries model and how it allowed them to serve more customers. Goodman’s Rapid Pantry pilot aims to achieve efficiency while providing a partial choice model. This project is under consideration for funding from the Madison Rotary Foundation (grant pending). Depending on the outcome of grant proposals, we may also launch a corporate giving campaign this spring/summer centering around food insecurity to further support this work. Food distributed via Goodman’s Rapid Pantry will be sourced from Second Harvest Foodbank of Southern Wisconsin and Community Action Coalition (TEFAP), as well as from local farms, grocery stores and suppliers.
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words</i>

3. What areas of Madison will the project/program serve?

Goodman's Food Pantry serves residents from 14 different Madison zip codes as well as individuals experiencing homelessness who do not report a zip code. Approximately two-thirds of food pantry customers live in the 53704, 53714, and 53713 zip codes. Goodman's Food Pantry currently serves 655 households (1,900 individuals) per month. On average, households visit our pantry 2.16 times per month and about 300 new/first-time shoppers visit us each month.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Goodman's Food Pantry is located within our Community Center campus. Goodman Community Center has served Madison's northeast side for 70 years. Our three buildings are located in the Schenk-Atwood neighborhood and most of the individuals we serve live in the Madison East High School attendance area. Goodman reaches over 30,000 people annually through programming for children/youth ages 3 to 18, the food pantry and meal services, a fitness center and exercise classes, community meeting spaces, and programming for older adults.

Goodman's mission is to strengthen lives and secure futures. Our vision is to support a community that's thriving because everyone is valued, feels safe, and has the resources they need to be successful. Our Food Pantry work closely aligns with this approach, making sure that we are aware of emerging needs and being agile in our response to best serve community members.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The Rapid Pantry project improves healthy food access by creating a new and more efficient way for residents to secure nutritious foods from Goodman. While we continue to place a high value on our customer choice shopping model, we also see the need for shoppers to get in and out quickly. A two-hour wait is simply not a viable option for all customers. We hope that Rapid Pantry will make our pantry more accessible, welcoming, and genuinely helpful to our neighbors facing food insecurity.

Since launching Rapid Pantry, we are seeing a few more customers choose this option each week, currently at 18 customers per food pantry session. We have the Rapid Pantry information available in Spanish and English and a diverse group of shoppers are choosing the service. With continued effort and increased communication, we are interested to see how this pilot project grows and what the eventual demand for a partial-choice model may be.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Before launching the Rapid Pantry Pilot, we spoke with pantry customers and volunteers about the concept and how to best structure our response. We landed on the partial-choice model using some pre-packed bags for efficiency paired with self-selected items to assure that customers are receiving foods that they want to eat.

We will continue to receive qualitative feedback at our registration desk to get real-time feedback and suggestions. Later in the year, we will survey customers to measure satisfaction with the project and get feedback on how it can improve in the future. We are interested to learn what types of customers are most drawn to Rapid Pantry and if there is potential for this to grow into something more permanent as part of our Food Pantry services.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Our Food Pantry customers reflect the vibrant and diverse community served by Goodman Community Center. Our guests speak English, Spanish, Cantonese, Hmong, and Arabic. We serve individuals living in 35 different zip

codes and individuals experiencing homelessness. 48% of Food Pantry customers identify as male, 46% female, and 6% non-binary/other.

While we do not have race/ethnicity data for all Food Pantry customers, we do have complete data for Goodman's youth program participants and believe it is representative of the larger communities we serve; Currently, 65% of youth participants identify as BIPOC and 70% qualify for free/reduced lunch.

The impact of Rapid Pantry has the potential to be significant. As in all of our work, we aim to break down barriers and make it easy for our neighbors to access critical resources.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The goal of this project is to assess whether the Rapid Pantry partial-choice model should become a standard part of pantry operations at Goodman. To date, we are seeing that Rapid Pantry pilot helps to alleviate wait times and waiting room crowding, while still providing a week's worth of groceries to shoppers. We anticipate that we will serve at least 25 customers per week using the Rapid Pantry model, but that number could change as we get into the summer and/or as community needs change. We are attempting to be agile and creative as our small pantry copes with continued increased food insecurity.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

We will continue to track weekly Rapid Pantry usage and look for trends based on menu items and product availability. We will also survey customers to measure satisfaction with the project and get feedback on how it can improve in the future. We are interested to learn what types of customers are most drawn to Rapid Pantry and if there is potential for this to grow into something more permanent as part of our Food Pantry services. Goodman's in-house evaluation team will lead evaluation efforts and assist in drawing conclusions from our pilot work.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funds from this grant would pay for the staff time needed to carry out the Rapid Pantry pilot project. Staff are responsible for sourcing the grocery items, coordinating volunteer time to help pack the bags, completing outreach to customers about this new option in our pantry, and distributing bags during pantry hours each week.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The budget below anticipates a 9-month pilot project for the Rapid Pantry partial-choice model at Goodman. This is additional/new work not anticipated in our budget or workplans and grant support would help assure that we have the resources necessary to carry out the project.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

We have a pending grant with the Madison Rotary Foundation to help pay for the cost of the food needed to carry out Rapid Pantry. Depending on the outcome of pending grants, we may need to run a donor campaign during the spring/summer to help cover the cost of Rapid Pantry and other food insecurity programming at Goodman.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Staff Time – 9 hours per week, 9 months	\$10,078.77	\$5,000
Food – Grocery staples to fill Rapid Pantry bags	\$4,500.00	-
Bags & Supplies	\$540.00	-
TOTAL AMOUNTS	\$15,118.77	\$5,000

PERSONNEL CHART		
Title of Staff Position	F.T.E. * (Time devoted to this project)	Proposed Hourly Wage (including fringe/benefits)
Assistant Director – Food Pantry	0.15 (6 hours per week)	\$32.79
Food Pantry Coordinator	0.07 (2.75 hours per week)	\$26.04
VP of Strategy (Evaluator)	0.01 (0.25 hours per week)	\$46.50
TOTAL	0.23	

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
Signature: 	Date: 2/29/24



2024 City of Madison SEED Grant Application (Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Elver Park Neighborhood Center, operated by Wisconsin Youth Company, provides an important community gathering space for residents on Madison's southwest, program include after school, summer camp, community resources, and events. The communities served by the neighborhood center are within the 5th focus area on the Food Access Improvement Map provided by the City of Madison. According to the US Department of Agriculture via census data, the Elver Park community has been identified as a neighborhood with high rates of poverty and low access to food outlets. Food insecurity is a key issue identified by residents, as there are very limited resources available within a reasonable distance from the housing in the neighborhood.

Elver Park Neighborhood Center is applying for \$10,000 through SEED grant funding to provide increased amounts of culturally relevant food options for the populations served by our food pantry. Of the requested funds, a portion will be used toward wages for a food pantry coordinator to plan culturally relevant meals, shop for those ingredients, and stock them in the food pantry. The coordinator's job will be to gather data from families on what ingredients are culturally relevant to their household, and curate the food pantry selection to better represent those served. The remaining funds will be used to broaden our scope and expand our network of providers to include specialty stores that regularly stock ingredients for culturally relevant cuisine as well as our pre-established relationship with Second Harvest Food Bank.

When provided with offerings that match with a person's family of origin and represent their traditional recipes and beloved memories, that food is more likely to be enjoyed and appreciated. Receiving food from a food pantry already threatens the confidence in one's ability to provide for their family. With limited options, food pantry shelves can be a sharp reminder that you do not belong and are not valued. We are seeking to change that narrative by filling our shelves with foods that embrace the diversity of flavors and textures that are beloved by our community members.

SEED grant funds would allow Elver Park Neighborhood Center to establish a new food pantry project and enhance partnerships with food vendors to provide culturally relevant food options to the families of its community. Current partnerships and funding streams limit what Elver Park Neighborhood Center's food pantry can offer. With new and innovative funding, center staff will have greater ability to reach out to new providers for purchasing and stocking the pantry shelves with requested items, providing meals that acknowledge family traditions and preserve memories. This initiative will allow cultural customs to live on through generations, while feeding children and families struggling with financial insecurity.

PART I: APPLICANT INFORMATION

Title of Proposal: Feeding Family Traditions and Preserving Memories Around Meals

Commented [RC1]: I love this. Nice work!

Amount Requested (max. \$10,000): \$10,000
Agency/Organization/Group Name (Please provide the full, legal business name): Elver Park Neighborhood Center, operated by Wisconsin Youth Company
Address: 1201 McKenna Blvd, Madison, WI 53719
Contact Person (Name): Jennifer Weber
Telephone number: (608) 492-4169
Email: jweber@wisconsinyouthcompany.org
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
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? Elver Park Neighborhood Center is seeking funds to provide culturally relevant, nutritious, and delicious meal options for families relying on its food pantry. Food is deeply rooted in cultures throughout the world, and we believe that the resources for families to practice and make memories together should not be limited to those with financial abundance. Center staff identify food insecurity as a key need for these families; in 2023, 97% of individuals served qualified as low-income. Elver Park Neighborhood Center is seeking funds to assign a food pantry coordinator to survey families on culturally relevant ingredients they struggle to access given our pantry selection and their budget. Center staff will shop at local grocery stores to gather ingredients in response to family feedback. National Institute of Health research states "There is a positive relationship between frequent family meals and increased self-esteem and school success. Studies show substantial differences in outcomes for male and female children and adolescents, with females having more positive results." ¹https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4325878/

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By ensuring households have culturally relevant ingredients, we can make meal planning and preparation easier and increase opportunities for family connection. These meals will ultimately lead to better outcomes for youth and their families.

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2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Elver Park Neighborhood Center has an existing relationship with Second Harvest Foodbank. To maximize funds awarded, the food pantry coordinator will review the items that Second Harvest has available during the center's weekly food pantry order. This way, any food available that has been highlighted by families can be purchased at a lower cost than market rate. In addition, Elver Park Neighborhood Center has worked with Epic Systems and Metro Market to receive free and reduced cost items in the past. Neighborhood center staff will reach out to these vendors, as well as local, culturally specific grocery stores on behalf of this project to identify any reduced cost goods that can be purchased.

Elver Park Neighborhood Center continues to seek new partnerships and apply for funding to support the operating cost of its food pantry. It is important that our center continues to seek additional funding as costs and upkeep of the food pantry are ongoing. Elver Park Neighborhood Center would like to reinvest these funds back into the community to help strengthen local businesses and food access to Madison's south-west side.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

Elver Park Neighborhood Center serves families on Madison's southwest side, in the Park Edge-Park Ridge neighborhood, which is within the 5th focus area on the Food Access Improvement Map provided by the City of Madison. According to the US Department of Agriculture, the Elver Park community has been identified as a neighborhood with high rates of poverty and low access to food outlets. The Elver Park Neighborhood Center dismantles common barriers associated with visiting a food pantry. We do not require proof of residential status or dependent information to receive food, so this grant would impact anyone in need who visits.

Due to the high percentage of financial insecurity and limited access to food, many community residents rely on our food pantry to feed and care for their families. In 2023, 97% of individuals served identified as low income. With the rising cost of living and inflation, the need is even greater now for families in this community. In 2022, 474 individuals utilized the food pantry while in 2023 that number rose to 781. More families are seeking assistance each year, and the families we serve have expressed greater financial difficulties and a higher need for food pantry services.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The mission of Elver Park Neighborhood Center is to provide a place that empowers the community through educational, recreational, and support services for its residents. Elver Park Neighborhood Center serves families

using a multi-generation approach, working with partners to meet the needs of the family as a unit. As community needs continue to grow, so does the need for culturally relevant community services and programs.

Elver Park Neighborhood Center gathers resident input and provides culturally competent services to the population it serves. This increases community trust and builds community capacity. By ensuring that Elver Park Neighborhood Center is a known and trusted place, we can provide resources to some of Madison's most vulnerable residents.

Elver Park Neighborhood Center will utilize existing relationships with community members who visit the food pantry to provide meals and ingredients that have rooted meaning and relevance to them. This project will not only work to satisfy hunger but create an additional level of respect and honor to reduce the stigma of food insecurity for families facing financial hardship.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Healthy food access is not solely determined by the list of ingredients on a label. By providing families with ingredients that are relevant to their cultural tastes and traditions, we are ensuring that the food we are offering nurtures recipients' bodies and hearts. While our shelves are regularly stocked, there are some items that are taken out of need rather than desire or relevance to a family – these tend to be highly processed, shelf-stable goods that contain higher saturated fats, calories, and low nutritional value. Whenever possible, center staff will purchase fresh produce and meat options as an alternative to canned or frozen. This will reduce the number of ingredients usually only available in canned or frozen varieties.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Elver Park Neighborhood Center staff will distribute a survey to all adults who have visited the food pantry within the last three months. This survey will be in English and Spanish and will gather formal feedback about what families' traditions are around food, and how the food pantry can support those.

In addition, Elver Park Neighborhood Center staff understand the importance of building relationships with all children and families who attend center programs and services. Through in-person conversation during open food pantry hours, staff will ask families about their different values and customs around food, as well as items that they would like to see more available in the food pantry.

The food pantry coordinator will analyze all formal and informal data to compile meal plans and ingredients that will be purchased through local partnerships and provided for families to take home and prepare together.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Elver Park Neighborhood Center works with primarily minority populations who face financial hardship and other common barriers associated with living in poverty. Recognizing the need for support, all center programs, services, and resources are provided to families at a free or highly reduced cost. It is important that the center can continue to provide this opportunity to families, 94% of whom identify as a person of color.

While we don't currently require demographic data from food pantry guests, this project would lead to conversations around how Elver Park Neighborhood Center's food pantry can better serve our communities of color. By sending formal surveys and engaging in informal conversations about what foods are relevant to our pantry recipients, we can begin to track that information to influence pantry purchasing in the future.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

1. To gather data from 40+ families about ingredients and meals that are culturally relevant to their households
2. To consistently stock pantry shelves with culturally relevant foods based on family feedback during the months of June, July, and August
3. Collect feedback from the communities of color we serve and the relevant food options that are most appreciated and needed.
4. Improve families' associations with pantry services by reducing the stigma and negative emotions around limited food options

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

1. Send out a formal survey in English and Spanish to food pantry visitors and following up with pantry guests in person to collect feedback from at least 40 families
2. During the summer months, will track additional spending in the pantry related to culturally relevant foods
3. Track what ingredients are in highest demand to inform purchasing going forward
4. Survey families at the end of the summer through text message in English and Spanish to see what impact the program had on their experience and overall feelings towards pantry services

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funding from the City of Madison SEED grant will be used to pay a portion of the hourly rate for a part-time food pantry coordinator and fund the purchase of culturally relevant food and ingredients based on community survey responses. Without this funding, the coordinator will not have additional hours (capacity) to collect and analyze survey responses and purchase additional food. This funding is essential to starting this program

Elver Park Neighborhood Center staff will work together to advertise the new resources available in its pantry and invite families from the community to participate. Center staff will also request testimonials and pictures from

families preparing and enjoying their meals together, along with a story about the history of their cultural customs around the food.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Currently, the City of Madison provides partial funding for neighborhood center staff wages and center support dollars. SEED grant funding will allow one of Elver Park Neighborhood Center's part-time staff to increase their hours and to take on this project.

Not only will SEED funding support the staff time required to manage the additional offerings to families, but this funding will also allow us to broaden our relationships with new suppliers. Currently, most pantry items are ordered through Second Harvest. The food options we're able to offer are dependent on what Second Harvest has in stock. With additional funding, we will have room in our budget to go to local markets and grocery stores to supplement what is available through Second Harvest.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

Elver Park Neighborhood Center staff are seeking additional funding to implement and support this project. A proposal has been submitted to the City of Madison's Partners in Equity Food Project Grant and other funding sources continue to be sought.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
<i>Part-Time LTE Position (10 hrs/week/nine weeks @ \$16 hr)</i>	<i>\$1,440.00</i>	<i>\$1,440.00</i>
<i>Culturally relevant foods and ingredients available in pantry for 40+ families (Est. At \$30 per family/week for 9 weeks)</i>	<i>\$10,800.00</i>	<i>\$8,560.00</i>
TOTAL AMOUNTS	\$12,240.00	\$10,000.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
<i>Food Pantry Coordinator</i>	<i>.25</i>	<i>\$16.00</i>
TOTAL	.25	\$16.00

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge.

Signature: *Jennifer Weber*

Date: 2/29/2024



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Dear Madison Food Policy Council,

Madison has an amazing local farm-to-table food economy, however not all families enjoy equal access to the best our city has to offer. The Eastmorland Community Center, in partnership with local farmer Lansing St. Veggies, intends to expand the offerings of our current food programs to include a culturally responsive farm share box at our pop-up food pantry, as well as snackable vegetables for our weekend nutrition bag for students and as healthy snacks for in school consumption. We will work closely with school staff at Schenk Elementary and Whitehorse Middle School to get feedback from participating families on what sorts of vegetables are most applicable to the way they cook and the things they enjoy, allowing Lansing St Veggies to make planning decisions that reflect the needs of the community. An additional benefit is the support this will represent for Lansing St. Veggies, a small farm participating in the Farley Center's farm incubator program. The pre-purchase of farm share boxes and snackable vegetables will reduce their food waste in the form of unsold and unharvested produce.

We would like to request the full \$10,000 grant available in order to serve the greatest number of participants in our programs. We typically support 50 families at our pop-up pantry. This includes nearly 700 individuals. With the full support of the SEED Grant we can include local produce in all aspects of our food support programs, replacing items of lower quality and nutritional value that are typical food pantry fare. If funding allows, we would be able to increase the number of families receiving a farm share and/or the number of pop-up pantry dates held this year.

SEED Grant funding is critical to this endeavor because of the advanced planning it allows us to do to ensure that the produce offered is culturally relevant and of maximum value to the families we support. Lansing St. Veggies is generously making an in-kind donation for 25% of the cost of the produce. Our nutrition program does receive some grassroots funding but that is not substantial at this point and can't be guaranteed for the pre-purchase of farm fresh vegetables. Partnering with the City of Madison through the SEED Grant gives us the financial stability needed to make this innovative change to our nutritional support programs.

Sincerely,
Marie L. Everett
Eastmorland Community Center

PART I: APPLICANT INFORMATION

Title of Proposal: Expanding the ECC Nutrition Program to include local produce

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name): Eastmorland Community Center Ltd.
Address: 3565 Tulane Ave, Madison WI 53714
Contact Person (Name): Marie Everett
Telephone number: 608 225-8771
Email: marie@eastmorlandcommunitycenter.org
Is your group a 501 (c)(3)? X YES ☐ NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? ☐ YES X NO
If no to above, do you have a fiscal agent? ☐ YES _____ ☐
NO PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>

1. What is the proposed project/program and what does it seek to accomplish? It is the goal of the Eastmorland Community Center to bring our school and neighborhood communities together in ways that support connections between people, joy and pride in our neighborhood, and a connection with our new community center. One of our flagship programs is our ECC Nutrition Program. We provide weekend food bags to students at Schenk and Whitehorse, support a school-based healthy snack pantry, and run a monthly pop-up food pantry for families experiencing food insecurity. Our proposal seeks to expand the types of foods currently available through working with local farmer and neighborhood resident, Jennica Skoug of Lansing St. Veggies. The ECC would pre-pay for farm share boxes to be distributed to families at our pop-up food pantry. This brings access to the best our local food economy has to offer to families who don't have the luxury of participating in community supported agriculture while reducing food waste in the form of unsold or unharvested produce. We also intend to add snackable vegetables to the offerings in our weekend food bags increasing their nutritional quality.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) Common Grace Schenk Elementary School Whitehorse Middle School Lansing St. Veggies Community volunteers

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

Our program serves the Whitehorse Middle School attendance area. The largest portion of the families attending out pop-up food pantry reside in The Meadows and Prentice Park Apartments.

Our school community is:

59.2% low-income, 26.4% English language learners

7% Asian, 20% Black or AA, 28.2% Latino, 31.8% White, and 12.3% multi-racial

We serve whole families, not just the enrolled students.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The Eastmorland Community Center is located next to our local schools. We provide take home weekend food bags for food insecure students, support a healthy snack pantry at Schenk Elementary, provide healthy snacks for an afternoon snack break, and host a monthly pop-up market style food pantry that is prepped at our site then set up at Whitehorse Middle School.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

In many ways Madison is two separate cities with many residents unable to participate in the local food economy due to location/lack of transportation and income. While standard food pantry fare is available from places like Second Harvest the focus is on low cost and shelf-stability not necessarily on the nutritional quality or variety of offerings. The expansion of our programs to include farm share boxes and snackable veggies offers families dealing with food insecurity high quality, local foods. These offerings from Lansing St. Veggies will be the same items available at their farm stand in our neighborhood for purchase by neighbors who can afford the time and money to enjoy locally grown produce.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

This will be our second year providing the pop-up market-style food pantry. We receive a good deal of feedback from the guidance staff at the schools. They regularly communicate with families regarding the nutrition support programs we are able to make available. If we receive funding to expand our program to include the farm share boxes, surveys will be conducted regarding preferences and culturally relevant produce items families would most like to receive. These surveys will be used by Lansing St. Veggies to select items for the farm share boxes, as well as for future season's planting decisions.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The impacts on families are truly amazing. Kids learn better when they aren't hungry and families feel less stress when they have a reliable source of food. Our goal in providing a market-style pantry and farm share boxes is to offer all of our area families dignity, support, and healthy, delicious choices to meet their needs. Our goal is to help these families not just survive but to thrive.

Beyond the value of the food itself, there is strength in the community. Getting people out and getting to know them and their stories allows the school staff to identify situations where more help is needed. In 2023, due to our pop-up, school staff identified a family of 14 being cared for by the oldest child, aged 17. They were able to connect this family with additional resources to keep them whole and together.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Increase the nutritional quality of foods we provide through the following:

1. Provide 50 families with a monthly farm share from a local farm.
2. Add snackable veggies to our weeknd nutrition bags.
3. Provide snackable veggies for in school snacks for all students.

Reduce food waste by working with a local farmer to pre-purchase produce that would go unsold or unharvested at a 25% discount.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

1. Track the number of families receiving farm shares.
2. Track the number of times we are able to replace a less nutritious snack option with snackable veggies.
3. Survey responses from participating families regarding preferences and cultural relevance.
4. End of season discussion with Lansing St. Veggies about what worked and what did not on the farm end.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Our first priority will be to establish the monthly farm share boxes from Lansing St. Veggies as a regular part of our pop-up food pantry offerings. If we are offered the full grant request this would expand to providing snack veggies in the weekend nutrition bags and for in school use.

Given robust funding for this program we would seek to expand the number of pantry dates to either increase frequency or add summer dates.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

As a small, emerging community center we are reliant on funding partnerships such as the SEED grant to allow us to improve and expand our nutrition program to go beyond just the basics. Your support will allow us to expand our offerings to give equitable access to Madison's farm-to-table resources to low-income families in our community by providing regular access to produce options that are fresh, local, and culturally relevant.

Most of the support for our nutrition programs comes from grassroots donations which can be unpredictable. Grant funding makes taking on a partnership with Lansing St. Veggies possible as we would be certain of the funding for the entire season.

3

2024 City of Madison SEED Grant Application

<https://www.cityofmadison.com/mayor/programs/food/seed-grants>

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

Common Grace, one of our building residents, provides some ongoing support for our nutrition program. Lansing St. Veggies, the farmer who will supply the produce, is making an in-kind donation of 25% of the cost. We continue to seek possible grant support and grassroots contributions throughout the year.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
50 farm share boxes for 9 pantry dates	\$5,400	\$3,400
Bi-monthly farm fresh snack (400 students)	\$2,000	\$2,000
Weekend nutrition bags	\$9,900	\$4,000
Healthy Snack Pantry	\$1,800	\$600

TOTAL AMOUNTS	\$19,100	\$10,000

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage

TOTAL

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge.

Signature: Marie L. Everett Date: 2/23/2024



2024 City of Madison SEED Grant Application (Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

East Madison Community Center (EMCC) Self-Serve Refrigerated Food Program will provide at-risk, financially struggling households with increased access and increased quantities of free perishable food products. Access will increase from 1 day a week to 6 days a week at EMCC. This self-serve food pantry is located in a low-income, primarily minority neighborhood between two “food access improvement areas” on the North and East Sides of Madison as identified by the Food Access Improvement Map (2022).

The purchase of a large commercial refrigerator will store the perishable food products used to restock the self-serve refrigerator six days a week. A reliable brand, 3-door commercial refrigerator is the primary component of this proposed program. Without increased refrigeration, the self-serve food pantry will only provide dry-goods and limited perishable products leftover from the once-a-week large food pantry distribution. With this new refrigerator, EMCC will be able to seek new partners who recover food from local sources. This could ultimately reduce food waste in Madison and get the products on the tables of the most vulnerable populations in Madison. This program will only be possible with secured funding and SEED funds would help leverage other sources.

PART I: APPLICANT INFORMATION

Title of Proposal: **East Madison Community Center (EMCC) Self-Serve Refrigerated Food Program**

Amount Requested (max. \$10,000): \$4,000

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

East Madison Community Center Inc.

Address: 8 Straubel Court Madison, WI 53704

Contact Person (Name): Regina McConnell

Telephone number: 608-249-0861

Email: rmcconnell@eastmadisoncc.org

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

Is your group Incorporated under Chapter 181 Wisc. Stats.? X ☐ YES ☒ NO

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

What is the proposed project/program and what does it seek to accomplish?

The **EMCC Self-Serve Refrigerated Food Program** is a component of the Center's food pantry program. A **commercial refrigerator** is needed in order to meet the needs of the self-serve pantry patrons by providing dairy and refrigerated products six days a week. The Center does not have any refrigeration space to restock the small refrigerator located in the current self-serve food pantry.

Currently, the once-a-week food pantry distribution serves 90-100 households that receive a shopping cart of food. Leftover products are placed in the self-serve pantry. Some patrons have expressed that evening/weekend hours would be better for their schedules. Others have stated that they can not make it during the day and an evening food pantry is their only option. The excess refrigerated products **are gone within a day or two**.

The proposed program will **dramatically increase the variety, frequency and quantity of perishable food items available 6 days a week at the Center**. EMCC will partner with food sources including Second Harvest and CAC to maintain stock of rescued food products. Additional food sources will be sought out once funds are secured. Volunteers to stock the refrigerator and possible rescue food from new sources will be sought as well.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Funding is being sought from the **Dane County PIE Food Project Grant** and general center **fundraising**. Additional funding sources will be sought out as we continue to brainstorm ways to pay for a commercial refrigerator.

Healthy Food for All recently started bringing bread for the self-serve pantry, which is fantastic, but with a commercial refrigerator we could also accept vegetables, dairy, deli meat and more.

Additional products would be ordered from **Second Harvest and Community Action Coalition** to stock the self-serve refrigerator each day. Additional food recovery resources would be sought out to supplement our current partners' contributions.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/underrepresented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve? The EMCC self-serve food pantry is located within a low-income, primarily minority (African American and Southeast Asian) community. EMCC is located centrally between two "food access improvement areas" as identified by the Food Access Improvement Map (2022). Residents from these areas do utilize the self-serve food pantry. Hours are available on weekends and in the evening for busy households. All are welcome at the EMCC food pantry and there are no residency requirements. Majority of patrons are from the low-income North and Eastside neighborhoods of Madison.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

East Madison Community Center (EMCC) Self-Serve Refrigerated Food Program is located on the Eastside of Madison within a Community Development Authority low-income housing neighborhood. EMCC has been serving the community since 1966. The current self-serve food pantry was added to provide more food, more often beyond the regular food pantry once-a-week. The once-a-week regular food pantry is currently serving 90-100 households per week.

EMCC is located by HWY 51 and East Washington and serves low-income East and Northside neighborhoods as identified in the 2022 Food Access Improvement Map.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The EMCC Food Pantry is a primary resource for many Madison residents experiencing food and financial insecurity. The Center frequently surveys patrons in order to meet emerging needs.

At-risk, financially struggling households will have increased access to free perishable food products 6 days a week. This neighborhood-based service is available from 9 – 8 Monday – Thursday, 9 – 9 Friday and 9 – 5 on Saturday.

In addition to the dry goods available six days a week, dairy, meat and produce will be available more often. Fresh fruits and veggies are expensive and may push community members' Foodshare and income limits to the max. The self-serve food pantry could be the help needed to make ends meet to provide healthy food choices. An evening and weekend option could be the only option for some households as well. Increased access to perishable food products results in households having more healthful food options on a regular basis.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Pantry participants were surveyed about what they would like to see at the EMCC food pantry. More produce and milk, more meat, evening hours were the top requests. The EMCC food pantry is made possible by community volunteers, many of whom live in the direct service area. The volunteers were also surveyed and they requested new shelving and more vegetables. We choose increased refrigeration as this would serve everyone and the amount of rescued and distributed food would increase dramatically. An increase in fresh vegetables would meet the community requests. The food pantry volunteers suggested we offer more refrigerated food products on a regular basis, not just through the once-a-week distribution. Also, our commercial freezer just died and rather than raise funds to replace it, we have decided that a commercial refrigerator would be the better choice to expand the food pantry program in the most impactful way.

7. Please explain the impacts to Communities of Color and/or low-income communities:

EMCC is located within a low-income, primarily minority neighborhood. Many households in the surrounding neighborhoods are stuck in the cycle of poverty and the effects of COVID have strained resources and incomes even further. In 2024, we have a 20% increase in households utilizing the food pantry. The need is increasing. Each week, we order as much food as possible within our budget, space and volunteer capacity to support the low-income and struggling households. For many low-income residents, limited transportation forces them to find resources within walking distance and/or on a bus line and with extended hours. Canned goods are easy to store and can be put out every day in the self-serve pantry. But, what about the fruits, vegetables, protein and dairy products that have become so expensive that they are viewed as luxury purchases? By purchasing a commercial refrigerator, these struggling families can access more healthful food without stressing their budgets even further.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

1. **Increase frequency of fresh food products** available through the self-serve food pantry from one day a week to six days a week. Tracking of days that refrigerated product is available through the self-serve pantry.
2. **Increase the quantity of fresh food** products available through the EMCC Food Pantry Program. Estimates of pounds of perishable products distributed.
3. **Establish new partners** for food recovery to distribute perishable food through the self-serve food pantry.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

1. **Frequency of fresh food products:** Track the number of days per week that refrigerated product is available in the self-serve food pantry. **Goal: 6 days a week**
2. **Quantity of fresh food:** Estimate pounds of refrigerated product distributed each week through the self-serve pantry and **compare to pounds distributed** prior to the increase in refrigerated storage.
3. **Establish new partners:** Identify new partners who source perishable food products on a regular basis for the self-serve food pantry. List the **newly acquired partners** once funding is secured.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funds will be used to purchase a 3-door commercial refrigerator for the EMCC food pantry program. This refrigerator will maintain perishable products that will stock the refrigerator in the self-serve food pantry up to six days a week. SEED funds will only be a portion of the total funds needed for the commercial refrigerator.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The EMCC food pantry recently suffered a setback with the recent loss of the only commercial freezer for the food pantry. This freezer stored excess frozen products and allowed the pantry to acquire/accept larger quantities for the weekly food pantry distribution. After brainstorming solutions to the new problem, it was determined that the freezer is too costly to fix. We decided to raise funds for a commercial refrigerator. This refrigerator will store perishable food products that will be on a regular basis through the food pantry. Until funding is secured, the EMCC self-serve food pantry is limited to shelf-stable food products and the few refrigerator items from the regular food pantry distribution once a week.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

Dane County PIE Grant \$2000 - Requested through grant, 2024

Center fundraising \$2000, secured

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
3 door commercial refrigerator	8000	4000
TOTAL AMOUNTS	8000	4000

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
TOTAL		

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>Regina McConnell</i>	Date: 03/01/24



MADISON SCHOOL & COMMUNITY RECREATION

Meadowood Neighborhood Center

5740 Raymond Road

Madison, WI 53711

Dear SEED Grant Application Review Committee,

I am writing to express to you that our center, the MSCR-Meadowood Neighborhood Center, has sincere interest in the City of Madison SEED grant opportunity. We are requesting funding for our project, "Soul Food Cafe'," which aims to address the critical issue of food insecurity and healthy food access in the Meadowood and Meadowridge Neighborhood.

Currently, MSCR-Meadowood Neighborhood Center provides a food pantry that operates three times per week and after-school snacks for our afterschool program participants. This area has a Neighborhood Resource Team (NRT) and the City identified this area as needing food access improvement.

This lack of access to healthy food has detrimental consequences for African-American and Latino communities, including: increased risk of chronic and preventable diseases, lower educational attainment and lower quality of life.

Soul Food Cafe proposes a comprehensive approach to increasing access to nutritious food for the Meadowood and Meadowridge community. Our project will focus on preparing culturally relevant nutritious meals with the community, sourcing food from community gardens, offering nutrition education workshops, guest speakers, offering materials to prepare healthy meals and creating a cookbook for the community with delicious, healthy recipes from different cultures and backgrounds.

By implementing Soul Food Cafe', we expect to achieve the following outcomes:

1. Provide a healthy balanced meal for 30-50 community members 12-15 times per year.
2. Educate participants on the foods we are eating, health impact and how to access and prepare them at home.
3. Hold safe spaces for discussions and community building.
4. Provide a cookbook with recipes from the community.

MSCR-Meadowood Neighborhood Center] has a proven track record of success in addressing food insecurity in our community. We have a food pantry that is open three days per week, with one of the days being dedicated to senior citizens and people with disabilities. Our dedicated team of staff and volunteers are passionate about making a positive impact on the lives of those in need.





MADISON SCHOOL & COMMUNITY RECREATION

Meadowood Neighborhood Center

5740 Raymond Road

Madison, WI 53711

We believe that Soul Food Cafe' has the potential to make a significant difference in the lives of individuals and families struggling with food insecurity in the Meadowood and Meadowridge community. We are confident in our ability to deliver a successful project and achieve the desired outcomes. We have attached the full proposal for your review and welcome the opportunity to discuss our project further.

Thank you for your time and consideration.

Sincerely,

Tauri Robinson

Director

MSCR-Meadowood Neighborhood Center

5740 Raymond Road

608-467-8918

ltrobinson@madison.k12.wi.us





2024 City of Madison SEED Grant Application
(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

PART I: APPLICANT INFORMATION

Title of Proposal:

Soul Food Cafe

Amount Requested (max. \$10,000): 8250.00

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

The Friends of MSCR/MSCR-Meadowood Neighborhood Center

Address:

5740 Raymond Road

Contact Person (Name): Tauri Robinson

Telephone number: 608-467-8918

Email: ltrobinson@madison.k12.wi.us

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

1. What is the proposed project/program and what does it seek to accomplish?

The Soul Food Cafe will provide nutritious foods, recipes and information related to healthy living. We wish to accomplish exposing the community to diverse, healthy food options and information to promote healthy eating and living options. We are nourishing the minds and souls of the people in the community.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

The Friends of MSCR, Second Harvest Food Bank, Madison Public Library and Meadowood Community Gardens

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

We will serve the Meadowood and Meadowridge neighborhoods (Balsam, Russet, Leeland area). This area has a neighborhood resource team and is identified as a food access improvement area.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The project will be managed by and take place at the MSCR-Meadowood Neighborhood Center, the shared space at the library and at times Meadowood Park. Currently, MSCR-Meadowood Neighborhood center operates several programs that are free and serve the public, including our after-school program.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

A challenge with healthy foods is awareness and education. By having meals prepared using fresh, healthy ingredients, people will be encouraged to cook and eat some of the healthier options they have been exposed to from the dinners. We also have a food pantry and can provide some of the participants with the needed items to prepare and make the food themselves.

We will also have cooking demonstrations and guest chefs come in to work with our families on safety, food prep, food storage and safety and how to access, prepare and store fresh produce.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We have feedback from our participants that they would like community meals hosted at the center. No official survey has been developed at the moment.

We will engage the community by asking input and help with meal prep and planning. We will bring recipes from traditional ethnic foods people cook at home. We would be able to offer gift cards or a stipend to community members who help prep and plan for the meals.

We will also have a cookbook created from this and would like as many community members to contribute to it as possible. This book will be available online and in print form.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The community we serve is very diverse. The majority of renters are low income residents, most being people of color. These communities face higher rates of health related illnesses like heart disease, diabetes and stroke. and this program will bring in resources, education, tools and most important, good food.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

1. Provide a healthy balanced meal for 30-50 community members 12-18 times per year
2. Educate participants on the foods we are eating, health impact and how to access and prepare them at home.
3. Hold safe spaces for discussions and community building
4. Provide a cookbook with recipes from community members and stakeholders.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

1. Dedicated nutritionist or chef is hired or contracted to deliver services
2. At least 6 events will have guest speakers
3. Surveys (create QR code and paper copies)
4. Completion of cookbook online and print

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The funds will be used to pay for a nutritionist or cook and supplies we do not have access to through our food pantry and partners.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Currently, I did not budget hiring a cook or nutritionist and we have had to limit the number of opportunities the kitchen is available for programming due to not having qualified staff to facilitate and run programming on a regular basis. These funds will allow me to put people and some supplies in place until I can budget and make some staffing decisions for 2025-2026.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

None of the agency's funding is contingent on securing city funds. We have already secured funding from the following sources, both financially and in kind.

Second Harvest - Predolin and Kids Cafe'

Madison Public Library

The Friends of MSCR

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Food and supplies	\$4400	\$4400
cookbook printing	\$350	
TOTAL AMOUNTS	\$4400	

Commented [1]: @jaanderson@madison.k12.wi.us

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Workshop Presenter/Trainer M132	.15	\$25
Program Leader	.15	\$15
TOTAL	\$3,850	

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
Signature: <i>Tauri Robinson</i>	Date: 2/29/24



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

The LGBTQ+ community, especially transgender people and LGBTQ+ people of color, experience poverty and food insecurity at higher rates compared to our cisgender, heterosexual peers. Data on Madison's LGBTQ+ community is limited, however we know that nationally LGBTQ+ people are more likely to have experienced recent difficulty in paying household expenses, recently experienced not having enough to eat, and to rely on food assistance programs to meet their basic needs. For transgender people, these statistics are even more dramatic and proportionally fewer transgender people access federal and state food assistance programs when compared to cisgender people.

LGBTQ+ people, especially transgender people, may also face additional stigma in accessing food assistance programs. Transgender people often do not have identification documents that match their gender expression or name-in-use, which can make accessing many food pantries an incredibly alienating experience. OutReach LGBTQ+ Community Center has sought to fill this gap in services by operating a low-barrier Community Pantry since 2019. In the nearly five years that it has been operational, our Community Pantry has expanded from one cabinet to its own room within our Center and now includes multiple shelving units stocked with food and personal essentials, a refrigerator, and a freezer. We are fortunate to have much of our food supplied through a partnership with The River Food Pantry, however, as the cost of living and especially the cost of food has risen in the past two years, use of our Community Pantry has increased exponentially.

With the ultimate goal of making our Community Pantry a sustainable resource for the community, we seek \$8,400.00 from the City of Madison to support staff time to oversee Community Pantry operations, invest in durable infrastructure for the Pantry, and purchase food and personal essentials as emerging needs are identified by our community members.

SEED Grant Funding is important to us because our Community Pantry is a labor of love currently managed collectively by staff and volunteers, and we want to ensure that it has a sustainable future. Having one dedicated staff time for the Community Pantry would facilitate easier coordination with volunteers, donors, and other stakeholders to increase efficiency and capacity of our Pantry. Improving the infrastructure of the Pantry would increase the usability of the space for our community members: durable, stable, higher-quality shelving could hold more food and additional organization supplies will help keep items separated on shelves and in the refrigerator and stand-alone freezer. Finally, making small monthly purchases of food and personal essentials that are not supplied through our partnership with the River or by individual donors would improve the experience of our community members who come to us for resources. We especially hope to be able to stock more culturally-specific food items for our LGBTQ+ community members of color.

PART I: APPLICANT INFORMATION

Title of Proposal: Building Capacity and Sustainability of the OutReach LGBTQ+ Community Center Pantry

Amount Requested (max. \$10,000): \$8,400.00

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

Outreach, Inc.

Address: 2701 International Lane, Suite 101 Madison, WI 53704
Contact Person (Name): AJ Hardie
Telephone number: 608-255-8582
Email: ajh@lgbtoutreach.org
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
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? We seek funds to build capacity and increase sustainability within our low-barrier Community Pantry at OutReach LGBTQ+ Community Center, which is maintained collaboratively by staff and volunteers and largely supplied through a partnership with The River Food Pantry. We are seeking funding to invest in capacity building including: coverage of staff hours dedicated to pantry management; support for infrastructure investments in our pantry such as shelving and additional storage to help extend the shelf-life of stored goods; and, working within our existing networks of community organizations, donors, and others to increase the amount of food, personal essentials, and harm reduction and HIV prevention supplies available in our Community Pantry. Our Pantry is an integral part of our programming because safe access to food, personal essentials, harm reduction and HIV prevention supplies is a fundamental right of every person. Through the investment outlined above, we will be able to better provide consistent and impactful food support to our community members who come to us looking for safe support where they can show up as they are, regardless of sexual orientation, gender, HIV status, drug use, or anything else.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) OutReach has a long-standing relationship with the River Food Pantry and we have served as a satellite location of theirs for several years. We receive food and personal essentials from the River twice weekly. We also receive harm reduction and safer sex supplies from Public Health of Madison and Dane County and other organizations, in addition to supplies purchased with funding for HIV prevention work from the Wisconsin Department of Health Services and our Dane County grant for overdose prevention work. Our Pantry has also received donations from community groups, including the PRIDE Student Organization at the University of Wisconsin School of Medicine and Public Health. Our Pantry and our Community Center serve not only as places where individual community members can come to get food or other supplies, but also as a point of contact for many local organizations to receive harm reduction and

HIV prevention supplies. We work closely with numerous groups or organizations in our area on the Northside and in particular have a close relationship with Sherman Church, where we provide harm reduction and HIV prevention supplies.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/underrepresented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

Our Pantry is open to anyone who comes to the Community Center, which includes LGBTQ+ people from throughout the City of Madison. We are located on the northside of Madison on International Lane and serve our local community in this area, as well.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Our location at 2701 International Drive is on Madison's northside in a building shared by other agencies such as EmployAbility and Anesis Therapy. Our Pantry is open to all, and therefore we have neighbors who come on foot or by bus from their apartments in the area, people who are in the area for other services as other providers, or community members from across Madison who come to us because they know we are low-barrier and they feel safest accessing food and other supplies through our Community Center.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

We provide a range of food and other supplies, with an emphasis on non-perishable foods at the moment. We hope to improve the range of foods offered with SEED funding to include fresh produce as it is available, especially from local growers during the growing season. As much as possible, we prioritize nutritionally-rich foods like canned proteins (i.e., tuna, chicken), pasta, fortified grains, and canned fruits and vegetables. Many of our clients will use our Pantry to supplement fresh produce that they are able to purchase using Foodshare or other benefits, as a way to round out meals. However, for other of our clients the Pantry is their main reliable source of food.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We hope to engage community members directly by including feedback forms and suggestions in the Pantry, once we have a staff capacity to make those options useful. At the moment, we receive client feedback through informal conversations that then impact what we request from the River or other donors. We hope that by expanding Pantry offerings and having dedicated staff hours to Pantry management, we can systematize how we receive feedback and what is done with that feedback to increase the quantity and/or type of items available in the pantry.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Wisconsin's LGBTQ+ community is statistically more diverse, younger, and lower-income than our cisgender, heterosexual peers. OutReach's supportive services programming, such as our housing programs, are disproportionately used by people of color - for example, over 60% of the clients of our Willma's Fund rental assistance program are people of color, with just under half being Black/African-American. LGBTQ+ people of color face intersecting forms of oppression and discrimination that result in many being lower income and having less access to resources than their white LGBTQ+ peers. Transgender people, and in particular transgender people of

color, also face these barriers and are statistically underemployed or unemployed at higher rates than cisgender people, leading to lower/no income and the cascading effects that stem from that. Our low-barrier, LGBTQ+-affirming pantry is a safe space for our community members, especially those who face additional barriers in the form of inaccurate IDs, intersectional oppression, religious trauma, or any number of other factors.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The goals of investing in infrastructure and sustainability of our Pantry are: 1) to increase the number and type of food items available week-to-week, emphasizing consistency in the availability of pantry staples; and 2) increase the number of people who report having most or all of their expected needs met when using our Pantry.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

To track progress towards our first goal, we will dedicate staff hours to inventorying our pantry at least twice a week to monitor stock and request donations of or purchase additional food items as necessary.

To track progress towards our second goal, we will implement feedback forms in our pantry that will be collected and analyzed by staff responsible for the pantry.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

We are requesting \$8,400.00 total. \$2,600.00 would be used to compensate for two staff hours per week dedicated to the Community Pantry at \$25/hour for 12 months. \$4,800.00 would be used to purchase food and supplies each month as LGBTQ+-affirming and culturally-specific needs are identified by our community members at \$400.00 per month for 12 months. Finally, \$1,000.00 would be used to purchase shelving, storage, and organizers to increase the efficiency and usability of our pantry and increase the shelf-life of donated goods by increasing visibility of items.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Our Community Pantry grew out of the fact that at one point or another, most people on our staff have had to use food assistance programs and experienced how stigmatizing they can be or how alienating they can be as a trans person. We have been incredibly fortunate to receive amazing support from The River Food Pantry, to have items like a large freezer donated by community members, and to be able to stock the shelves with supplies through our HIV prevention and harm reduction programs. Our Pantry has become an institution all on its own, and SEED funding is absolutely crucial for our vision of it becoming a sustainable, consistently available resource to Madison's LGBTQ+ community and everyone else. SEED funding would help us invest in the infrastructure and systematization that needs to happen to ensure that our Community Pantry will be sustainable for the long-term and will help us as

we seek to build additional relationships, leverage existing partnerships, and seek additional funds to help our amazing and vital program grow.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

We have not secured any additional funds for our Pantry at the moment and do not have any matching funds contingent on City funding. We have applied for assistance from Kwik Trip, but were denied.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Funds to purchase sustainability supplies such as high-quality shelving and organization aids for shelves/refrigerator/freezer.	\$1,000.00	\$1,000.00
Funds to purchase groceries and personal essentials as needs emerge, \$400/month for 12 months.	\$4,800.00	\$4,800.00
TOTAL AMOUNTS		5800.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Community Pantry Manager	.05	\$25.00
TOTAL	2600.00	

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>AJ Hardie</i>	Date: 3/1/2024



March 1, 2024

Madison Food Policy Council
City-County Building, Room 403
210 MLK Jr. Blvd.
Madison, WI 53703

Dear Members of the Madison Food Policy Council:

Bayview is a rare oasis of low-cost housing on the edge of the city's downtown. Bayview is known for its rich cultural diversity. Residents are Hmong, Latinx, African, and African American, and more than 12 languages are spoken. The average income is \$16,000, however Bayview provides subsidies so that 90% of residents pay only 30% of their annual income in rent, allowing them to take care of their families in the present while saving for the future.

Gardening is central to life at Bayview. Sixty percent of Bayview residents are sustenance gardeners, with most coming from sustenance gardening cultures. Bayview's gardens chronicle the culture of its immigrant families, as what people grow often reflects ethnic identities and customs that span generations. Residents grow in household plots in front of their townhouses, and in larger community gardens. Together, these gardens honor cultures and bring residents together, allow resident gardeners to grow produce that is familiar and desirable, and enhance household food security, economic security, and nutrition.

Bayview is currently mid-way through a complete redevelopment of the housing and center that will double the programming capacity of the center, add 28 housing units and welcome roughly 200 new residents to the community. High on the list of residents' priorities for the new Bayview, was land for growing healthy, culturally relevant food.

Once the redevelopment is complete, the Bayview will include more than 7,000 sq. ft. of land for growing food, including thirty 10x10 foot individual household garden plots, accessible raised beds, the Healing Garden (a medicinal herb garden managed by Bayview seniors) and the Giving Garden (a project of the Youth Employment Program at Bayview that contributes fresh produce to the food pantry.)

This proposal is for funding to enlist support from experts at Rooted's Garden Resource Network to advise on design and creation of the garden plots, raised beds and shared tool shed, and support with the ongoing management of them.

Thank you for your time and considering Bayview's 2024 SEED application. Let us know if you have any questions.

Best regards,

Alexis London
Executive Director



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

PART I: APPLICANT INFORMATION

Title of Proposal: Establishing Bayview's Community Garden Plots

Amount Requested (max. \$10,000): \$9,000

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

Bayview Foundation

Address: 103 La Mariposa Lane, Madison, WI 53715

Contact Person (Name): Katherine Davey

Telephone number: (608) 256-7808

Email: katherinedavey@bayviewfoundation.org

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

1. What is the proposed project/program and what does it seek to accomplish?

Significant resident engagement went into planning of the complete redevelopment of Bayview's housing and community center. Among the high priorities outlined by residents was green space to grow food and teach traditional ways of gardening to pass the knowledge on to future generations.

In the third and final year of the project, Bayview will be installing thirty 10 x 10' garden plots with a cistern irrigation system and a shared tool shed, as well as 16 raised community garden beds. This proposal is for funds to contract with experts to implement the gardens, purchase items needed and plan for its management.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Operation Fresh Start will construct the raised garden beds. Rooted and the Garden Network Program will be enlisted to consult on:

- Developing the garden by establishing the plots and preparing the soil.
- Managing the gardens by assigning plots, and establishing rules and responsibilities.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

The gardens will be located on the Bayview community campus. Most of the gardeners will be Bayview residents. Residents of the surrounding neighborhoods will benefit from being able to access fresh produce from the gardens at the food pantry in the Bayview community center.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The majority of residents are immigrants and refugees, most from sustenance growing cultures. Thirty families will have garden plots. Roughly 5-10 adults will garden in raised beds. Up to 15 teens will work with the raised beds for a youth employment program. Many gardeners will contribute to the food pantry.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The community gardens will be free for use for residents – almost all of whom are low-income. The plots will allow resident gardeners to grow produce that is familiar and desirable, which will enhance household food security, economic security, and nutrition.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

The gardens were planned as a result of extensive resident engagement at all stages of the redevelopment planning. They were high on the wish list of Bayview's many resident gardeners. Gardeners will be involved in the continued management of community gardens and shared tools.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Gardening is central to life at Bayview. Sixty percent of Bayview residents are sustenance gardeners, with most coming from sustenance gardening cultures. Bayview's gardens chronicle the culture of these immigrant families, as what people grow often reflects ethnic identities and customs that span generations. The community gardens will honor cultures and bring residents together, and allow resident gardeners to grow produce that is culturally relevant.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Short-term

Meet the wishes expressed by residents in the redevelopment planning.

Residents grow the foods they like, and can share produce with neighbors and the food pantry.

Gardeners will have access – at no cost – to gardening plots, and won't have to travel to gardens outside of the neighborhood.

Medium-term

The project will add roughly 7,000 sq ft of space for gardening.

Bayview's food pantry will offer produce from the Giving Garden grown by participants of the youth employment program.

Resident gardeners will develop leadership skills by sharing in the management (by committee) of the gardens, and shared tools.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

Short-term

Meet the wishes expressed by residents in the redevelopment planning.

- Resident meeting and survey to evaluate successes and/or gaps from planning/input process to implementation/installation. Did we do what we intended to do? Are you satisfied with the results?

Residents grow the foods they like, and can share produce with neighbors and the food pantry.

- Up to 75 residents participate in Bayview's garden programming and rate that they have opportunities to grow the food they select/want. Residents produce excess crops/produce and donate to Bayview's food pantry.

Gardeners will have access – at no cost – to gardening plots, and won't have to travel to gardens outside of the neighborhood.

- More than 30 households will rate that they have easy, barrier-free access to growing food in the way that works for them (in ground, raised beds) and have adequate growing spaces to meet their family's needs

Medium-term

The project will add roughly 7,000 sq ft of space for gardening.

- Construction and installation of 7,000 sq ft of garden plots and raised beds will take place in summer 2024 and plots and raised beds will be available for resident use in fall 2024.

Bayview's food pantry will offer produce from the Giving Garden grown by participants of the youth employment program.

- 1,000 pounds of produce from the Giving Garden plots will be added to Bayview's onsite food pantry.

Resident gardeners will develop leadership skills by sharing in the management (by committee) of the gardens, and shared tools.

- Resident gardeners will meet on a quarterly basis to share skills, review/develop community guidelines and rejoice in the garden or at a harvest celebration.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funds would be used for the following: Soil and organic matter for garden plots and raised beds; mulch; tools, fencing, compost bins; garden shed; personnel, including covering costs associated with full time Outreach Coordinator whose responsibilities include overseeing the garden creation, assignment, management, etc. and consultant (Rooted) to assist with garden program management and systems.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Bayview's program funds are limited, and there currently isn't funding set aside to bring in the expertise needed to plan and coordinate the establishment of garden plots. As it stands, Bayview does not have any dedicated funding sources for gardening programs, and the work is almost exclusively supported by volunteers and in-kind donations. Given the specialized nature of this particular project and the need to get it right the first time, SEED funding is required in order to support this important effort with a necessary level of skill and expertise.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

Bayview has submitted a grant to the Dane County PIE for funding to cover some of the costs associated with garden infrastructure: soils, mulch, tools, fencing, etc. Through a partnership with Rooted, \$8170 USDA grant will cover the costs to build the 16 raised garden beds. Bayview's redevelopment budget and capital campaign is providing funding to cover the costs associated with constructing the gardens (not including soil, mulch, fencing, etc.).

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Construction of raised beds by Operation Fresh Start	8,170	0
Soil and organic matter for raised beds	1,000	1,000
Soil and organic matter for 30 gardens plots	6,500	2,000
Shed, shared tools, fencing, mulch, compost	9,000	1,000
Personnel	10,000	5,000
TOTAL AMOUNTS	\$34,670	\$9,000

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Outreach Coordinator	1	\$22/hr
Consultant	.15	\$45/hr
TOTAL	1.15	

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: 03/01/2024



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

The River seeks \$10,000 to support expanded access to culturally-inclusive ingredients and produce for underserved communities via our Curbside Groceries, River Delivers, and ePantry programs.

Curbside Groceries, The River Food Pantry's most popular service, distributes weekly grocery orders via curbside pick-up to ensure reliable access to healthy food for members of low-income and underserved communities. Since launching in 2020, the program has enabled The River to serve more households than would be possible with a more traditional indoor-pantry model. In 2023, Curbside Groceries fulfilled 40,688 orders feeding over 15,800 unduplicated individuals.

Our food delivery program, River Delivers, works with community volunteers to reliably deliver groceries and meals to homebound residents throughout Dane County who are unable to access other food assistance programs. The River recently hired a new staff member to provide deliveries to families in areas within and beyond Madison that are typically less accessible to volunteers due to distance or perceived risk. The River delivered 3,232 orders to more than 1,100 community members in 2023.

The River's online ordering system, ePantry, focuses on promoting choice and expanding healthy food access by tailoring a monthly grocery order to a household's specific needs—particularly through access to culturally-inclusive and medically-recommended foods. ePantry fulfilled 2,003 orders, assisting nearly 1,400 individuals, in 2023.

All clients of The River belong to low-income brackets, and ~56% of those served belong to communities of color. Moreover, most pantry clients reside in or near neighborhoods that the City of Madison has designated as Food Access Focus Areas, i.e., "food deserts."

The River selects the food for its services with community outcomes in mind. When it comes to a healthy diet, the quality of food is just as important as its quantity. In recent years, we have focused on providing healthy, nutritionally-balanced meals and grocery orders for all clients. This includes offering a profusion of fresh produce for clients to choose from. Similarly important, is ensuring that households can access culturally-relevant foods that they enjoy and know how to prepare. For the past 3 years, ePantry has steadily expanded its stock of culturally-inclusive foods; however, ePantry doesn't have nearly the capacity of our curbside programs. This funding would enable The River to build on what we've learned by piloting the provision of culturally-inclusive foods on a larger scale.

Each month The River would dedicate a week to offering culturally-inclusive ingredients through our 3 core grocery programs. Grant funds would purchase diverse ingredients and produce not commonly offered via pantry services, such as coconut milk, Mexican long-grain rice, plantains, curry, etc. We anticipate \$10,000 would support a 4-month pilot program, with respective months focusing on Southeast Asian, Central American, North African, and Eastern European cuisine. Distribution weeks would be preceded by outreach efforts to specific Dane County communities to promote awareness among relevant populations. We expect the combined distribution weeks to fulfill over 3,500 grocery orders for underserved households. Pending the outcome of this pilot period, The River may implement culturally-inclusive distribution weeks on a regular rotating schedule.

PART I: APPLICANT INFORMATION

Title of Proposal: Fresh Produce & Culturally-Inclusive Foods for Pick-Up and Delivery

Amount Requested (max. \$10,000): \$10,000

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

The River Food Pantry, Inc.

Address: 2201 Darwin Road

Madison, WI 53704

Contact Person (Name): Ryan Holley

Telephone number: (319) 750-5428

Email: ryan.holley@riverfoodpantry.org

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

1. What is the proposed project/program and what does it seek to accomplish?

Each week, hundreds of Madison households collect a free grocery order through The River's Curbside Grocery, River Delivers, and ePantry distribution programs. The River typically offers a menu of 10-15 items for curbside grocery orders, as well as a "farmers-market" style selection of fresh produce and bread. Each household takes home an average of 74 pounds of food and other essential items per visit. Our online ordering and delivery programs supplement this core service. ePantry enables clients to tailor a monthly order to their needs, while delivery expands access to those unable to visit the pantry in person. Together, these 3 programs account for the vast majority of groceries distributed by The River.

This project would enhance all these services by improving outcomes for underserved communities with varied cultural backgrounds. Many households prefer to prepare meals that require ingredients beyond common Wisconsin staples. Due to increased costs or reduced availability through food recovery or food banks, or their public perception as "niche" foods, these items are often excluded from pantry menus. By featuring a week each month focused on providing diversified ingredients and produce, supported by outreach to relevant communities,

The River seeks to better support these households' preferred diets.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

For this program, The River will be seeking guidance both from clients and knowledgeable community organizations such as the Latino Chamber and Wisconsin Hmong Association on what types of culturally-inclusive ingredients and produce would be most useful.

Strong volunteer engagement from throughout the Madison community is a critical program component—each day, more than 80 volunteers assist with program operations. Volunteers come from diverse backgrounds, and often include current and former pantry clients, members of businesses and service groups, individuals completing community service requirements, and general community members (many of whom have never set foot in a pantry before their first volunteer shift).

Approximately 35% of grocery stock comes from partnering foodbanks, Second Harvest Foodbank of Southern Wisconsin and the Community Action Coalition for South Central Wisconsin, with 2.6% of this garnered from The Emergency Food Assistance Program. Whenever possible, The River purchases product from local farmers and minority-owned and operated businesses.

The River also operates a food recovery program, which collects in-kind donations from over 60 local retailers. In 2023, these partnerships yielded over 1.6 million pounds of rescued food and supplies, which constituted 45% of pantry stock for our grocery distribution programs.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

As our largest food distribution service, Curbside Groceries serves many individuals throughout Madison, as well as a smaller percentage of Dane County residents beyond the city limits. Located in a warehouse off Northport Drive and Packers Avenue, The River is surrounded by low-income neighborhoods and subsidized senior housing—exactly where we are needed most. The broader areas The River serves on Madison's north, east, and south sides have high rates of poverty and are home to large populations of people of color and immigrant families. Over 36% of our clients live in communities within the same zip code as The River (53704), which includes Madison's Food Access Improvement focus areas 4 and 6 (as well as former area 2). Our second most-served zip code is 53713, which includes most of Focus Area 1. In fact, The River serves residents from all of the noted focus areas, with over 72% of clients living in zip codes where the City of Madison has recognized a critical concentration of food insecurity. For delivery, 83% of households served are located in Madison, with the remaining 17% residing in other Dane County municipalities, while ePantry typically serves a mix of both curbside and delivery households.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Curbside Groceries, River Delivers, and ePantry are part of The River's network of mutually supporting programs, which also includes offering mobile meals for underserved children and their communities, a weekend express

pantry, meals for clients to take home for their households, after-hour food lockers, and a community outreach program with 35+ local nonprofit partners. Each of The River’s programs is designed to fill persistent gaps in food access and nutrition for vulnerable populations. Clients cite a range of reasons for why curbside pick-up improves access, including its better accommodation of people with mobility, immunological, or mental health concerns, faster access for individuals with time constraints, and better conditions for caretakers with children. Yet, since some households are unable to reach the pantry due to health or transportation barriers, The River launched River Delivers. Delivery served households in 23 Dane County ZIP codes in 2023, with the majority of deliveries reaching neighborhoods in or near food access focus areas on Madison’s north and south sides. Census data indicates that many of these tracts also house above-average numbers of residents from south Asian, north African, or central American backgrounds. ePantry orders are available via curbside pick-up and delivery.
5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents? In recent years, The River has prioritized increasing the nutritional value of foods available to all pantry clients. We recognize that the quality of food is just as important as its quantity. This commitment to improved nutrition began with radically expanding clients’ access to fresh produce in both their grocery orders and meals. To achieve this, The River implemented a “farmers’ market” style selection area to Curbside Groceries where clients can choose among a variety of fruits and vegetables after receiving their other groceries. Much of this produce is locally-sourced, especially during the Wisconsin growing season, thereby ensuring its freshness and longevity once it reaches clients’ kitchens. However, the best way of ensuring that people actually consume healthy foods is to provide them with foods they enjoy and know how to prepare. This is particularly true with produce; clients have reported not eating enough produce specifically due to a lack of access to the varieties that actually align with their diets. By better matching people with fresh, affordable foods that they are familiar with and enjoy, The River can reduce reliance on common but unhealthy options such as highly processed fast foods.
6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them? The River plans to coordinate with local community centers and organizations with ties to relevant communities to generate public awareness of the selected distribution weeks. This may include both written materials and in-person communication with potential pantry clients. The River will also provide notice to current clients about planned distribution weeks through digital communications and on-site signage. The River conducts quarterly surveys of participating clients to gather qualitative feedback and guide program development. Responses commonly include feedback on the strengths and shortcomings of the current program, opportunities for future refinement and growth, the impact/outcomes of the program on food access and nutrition in participating households, evaluations of food quality, and suggestions for additional menu items. Moreover, The River’s Executive Director meets regularly with a Client Advisory Committee (composed of current pantry clients) to gather more in-depth perspectives concerning current and proposed program operations. Client feedback guides program development. Once clients request an adjustment of a program or specify an unaddressed need, pantry leadership confer with the appropriate program staff to develop proposed changes. The River will continue to gather client feedback concerning culturally-inclusive foods, as well as ways that diverse cultural needs can be satisfied through pantry services.
7. Please explain the impacts to Communities of Color and/or low-income communities: All pantry clients meet the income requirements set forth by the federal government for food assistance (i.e., less than 200% of the federal poverty level). Moreover, historically marginalized communities are often disproportionately affected by food insecurity, a finding that is corroborated by The River’s own client data. While

approximately 80% of Dane County residents are White according to U.S. Census records, at least 56% of the pantry's clients identify as people of color. Moreover, the nature of the proposed means that the greatest beneficiaries will likely be members of low-income communities of color, especially members of households with south Asian, central American, north African heritages. Disadvantaged people of color currently served by The River include Hispanic neighborhoods on Madison's south side, a growing number of Hmong households, and North African/Middle Eastern communities (including some refugee communities) on the north side.

We anticipate immediate nutritional benefits as households are able to access more culturally-inclusive foods. People who are not struggling to eat perform better in their employment and education roles, while money saved on groceries can be reallocated to other pressing expenses such as housing, medical bills, and childcare. Improving access to healthy, relevant foods provides the foundation for further flourishing.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The River has formulated the following goals for this project:

1. During the 4 designated distribution weeks for culturally-inclusive foods, The River expects to fulfill at least 3,500 grocery orders through the Curbside Groceries, River Delivers, and ePantry programs.
2. The River will include 4-5 culturally-inclusive ingredients (including fresh produce options) during the designated distribution weeks.
3. During the pilot period supported by the grant, The River will offer distribution weeks focused on supporting some of the most commonly requested cultural cuisines in previous client feedback, including south Asian, central American, north African, and eastern European recipes.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

In order to monitor progress towards the program goals/benchmarks outlined in the previous response, The River will track and collect:

1. The number of grocery orders fulfilled during the selected distribution weeks.
2. The number of culturally-inclusive ingredients available through pantry services during the selected distribution weeks.
3. The amount of culturally-inclusive food distributed via the 3 designated grocery services during the selected distribution weeks.
4. Evaluative feedback from households on the relevance of the offered foods to their household's needs, and the impact of the project on their nutrition and overall diet.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

SEED grant funds will support the development of the Curbside Groceries, River Delivers, and ePantry programs to promote more equitable services for low-income households from diverse cultural backgrounds. With this funding The River will be able to pilot a 4-month program focusing on the distribution of culturally-inclusive ingredients, including varieties of fresh produce, that are commonly used in a variety of dishes from South Asia, Central America, North Africa, and Eastern Europe. Each set of ingredients will be distributed over one week following several weeks of outreach to relevant communities in the greater Madison area. Each household accessing The River's services that week would be eligible to receive 4-5 items focused on supporting these dishes. Grant funds would be used to purchase additional food options not included in the standard program budgets. Where possible, The River will purchase these supplies from local, minority owned/operated stores to further support the availability of these foods to community members.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

SEED funds are essential to making this project a reality, since the culturally-inclusive foods purchased for our curbside pick-up and delivery programs will be in addition to the standard assortment of items available to clients. This trial program will provide data that will allow The River to determine which options are the most commonly used, and how culturally-inclusive ingredients are best incorporated into The River's grocery distribution programs moving forward. The River is already familiar with some suppliers due to our work increasing access to culturally-inclusive foods through our ePantry program, but this trial period will help us gauge how purchasing and distributing these foods will translate to a significantly larger program like Curbside Groceries that has not traditionally offered such options.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

Since this expansion is built upon well-established and fully-funded programs, the associated food costs are the only significant additional expense; \$10,000 in funds would be sufficient to fully fund this project for the entire 4-month trial period. Support for existing program expenses (including facility infrastructure, staffing, and standard food/packaging) is secured through a variety of sources, including foundation and government grants and contributions from individuals, businesses, service organizations, and faith communities, as well as through The River's extensive food recovery operations.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Food (Culturally-Inclusive) – 4 months	\$10,598	\$10,000.00
Food & Packaging (Standard Program) – 4 months	\$117,433	\$0.00
Program Staffing (see below)	\$101,393	\$0.00
Facility Costs – 4 months	\$115,429	\$0.00
Marketing/Outreach	\$200.00	\$0.00
TOTAL AMOUNTS	\$345,053	\$10,000.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Pantry Coordinator	1	\$25.24
Pantry Manager	.8	\$26.25
Operations Specialist	1	\$20.00
Operations Specialist	.6	\$20.00
River Delivers Coordinator	1	\$24.50
ePantry Coordinator	1	\$23.50
TOTAL	5.4	

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: 3/1/2024



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

MLTD business will serve accessible, affordable meals in the Madison southside community. The requested amount of funds for Military Dogs LLC would be a great opportunity for the cause of funding more food access. Your contribution will be used for MLTD's inventory and description of equipment, items below. The funds will only be utilized strictly for the purposes detailed. SEED Grant funding will be important because to help advance the business pursuits. The request of the funds addresses the community need, and purpose of starting and growing businesses.

PART I: APPLICANT INFORMATION

Title of Proposal: Military Dogs LLC Bringing affordable, local, made-to-order food options to South Madison

Amount Requested (max. \$10,000): \$4000

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

Military Dogs LLC

Address:

709 Acewood Blvd, Madison WI, 53714

Contact Person (Name): Dawnelle Norwood

Telephone number: 608-520-8400

Email: militarydogs608@gmail.com

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
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? The Military Dogs LLC mission is to create and serve high quality hot dogs and hot snacks with a military theme to honor active duty servicemembers, military veterans, and their families. Military Dogs are a delicious and an affordable made-to-order option for patrons on the go, and serve a good cause. Several times per year, Military Dogs will donate 10% of profits to supporting the families of an active duty servicemember. We plan to be located in the Black Business HUB on the south side, which is an area that needs more food access. Right now on that block, there are only a McDonalds, a Burger King, and convenience store food in walking distance. MLTD will bring locally made, customizable food options to the south side.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) We are working with the Urban League to get space in the black business HUB and are working with the gBETA program to organize business funding resources.
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words</i>
3. What areas of Madison will the project/program serve? The kiosk will be in the Black Business HUB on S Park Street. That area is a red zone on the food access improvement map.
4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc) MLTD will be serving on the south side of Madison, where there is a high BIPOC population. There is a strong need for affordable food within walking distance of these neighborhoods, and we can offer a full meal (Dog with

toppings, Chips, Beverage) for \$5. MLTD gets support from the Urban League through their business accelerator program.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Military Dogs offers a variety of proteins and vegan protein options, as well as keto-friendly buns. Customers can choose from 16 toppings, including fresh and sauteed vegetables, additional proteins, and spices & sauces.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We recently participated in a pop-up market at the Black Business HUB where we sold 24 hot dogs in 3 hours. When we open a kiosk for business, our goal is to serve over 100 customers per day.

7. Please explain the impacts to Communities of Color and/or low-income communities:

MLTD is Black owned and operates in the Black Business HUB. We serve all patrons cheerfully and with integrity, and donate 10% of our profits to the families of military service members. Low-income communities will appreciate the option to get a full meal including protein and vegetables for \$5.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Our goal is to open a kiosk in the Black Business HUB and serve 100 patrons per day.

We aim to serve every customer's needs by offering kosher, chicken, turkey, beef, and Vegan protein options, as well as a keto-friendly bun option. Customers can order classic dogs like Chicago style, or create their own with custom toppings.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

We will measure success by tracking kiosk construction, and ensure that the equipment we use allows us to work toward our goal of serving 100 patrons per day.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

- Bigger Flat-top - \$600
- Tomato Slicer - \$120
- Stand-up cooler - about \$800
- Signage - \$250
- Countertop Refrigerated Prep Rail - \$800
- Bun Steamer - \$200
- Chip Rack - \$30
- Packaging - \$100
- Cutting board/Prep surfaces - \$25
- Apparel/Uniform - \$100
- Prep Table - \$200
- Updated POS system -\$300

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

SEED funds will allow us to get the equipment and inventory we need to make the kiosk a reality without going into business debt.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

We have discussed business loans with the Wisconsin African American Chamber of Commerce, BMO bank, and the Urban League of Greater Madison. We are also looking at a PIE grant application. None of these funding sources are contingency based, but we hope to exhaust grant options before taking on debt.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Bigger Flat-top Grill	600	600
Tomato Slicer	120	120
Stand-Up cooler	800	800
Signage	250	250
Countertop Refrigerated Prep Rail	800	800
Chip Rack	30	30
Bun Steamer	200	200
Cutting Board/Prep Surface	25	25
Packaging	100	100
Updated POS system	300	300
Apparel/uniforms	100	100
Metal Prep Table	200	200
TOTAL AMOUNTS	3525	3525

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Head Chef	1.00	\$22/hr
Assistant	0.50	\$18/hr
TOTAL		

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: Dawnelle Norwood	Date: 02/21/2024



2024 City of Madison SEED Grant Application

(Deadline: Friday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

The Allied Food Pantry is in the heart of the Allied Dunn's Marsh neighborhood. According to the USDA in 2019, Allied Dunn's Marsh is one of the few low-income and low-access neighborhoods in Dane County. The Allied Food Pantry has served the neighborhood since 1998 and has been housed in a tiny 400-square-foot space leased from the Allied Family Center since 2006. Over the last year, we have worked to build exponential capacity to meet the ever-increasing need for healthy, affordable, and culturally inclusive food. This year, the food pantry expanded outside the 400 square-foot space and into the Center's gymnasium. This move allowed the original space to be used solely for food storage. This gymnasium space has enabled the Pantry to serve residents free, healthy, culturally inclusive food while promoting community building opportunities.

In 2023, the Allied Food Pantry served three times the number of households per month compared to 2022, placing immense stress on our budget for culturally inclusive food not easily obtained for free from Second Harvest or local food Drives. Outside of fresh produce, milk, eggs, and bread, our families regularly request masa and white flour, lentils, dried beans, rice, cooking oil, cereal, canned fish, pasta, canned tomatoes, tomato sauce, Queso Fresco, sour cream, butter, Halal meat, plantains, cassava root and spices used to cook culturally relevant food. Approximately eighty percent of Allied Dunn's Marsh families are Spanish speakers from Mexico, Central and South America. Many families are new immigrants and need comprehensive resources. Other residents include African American households and immigrant families from Algeria, Syria, Iran, Afghanistan, Cambodia, Laos, and Thailand.

In 2024, the Pantry is predicted to serve over three hundred households or one thousand people per month. With no drop-in community center that provides access to community resources, the Allied Food Pantry has begun hosting a variety of community organizations that residents can access during the morning Food Pantry. Resources related to social determinants of health have been chosen with guidance from residents. FoodWise, Covering Wisconsin, Planned Parenthood, Perry Family Free Clinic, Fitchburg Senior Center, Metro Transit, and Public Health Madison Dane County are some of the scheduled participants thus far. The Pantry also collaborates weekly with the Allied Wellness Center Community Health Workers and the Joining Forces for Families Social Worker. The Pantry is taking the opportunity to build community while residents access culturally inclusive food.

The 2024 City of Madison SEED Grant of \$8,000 would be used to purchase culturally inclusive food for over three hundred or one thousand individuals per month in 2024. Culturally inclusive food and Pantry collaboration with community-based organizations and other resources related to Social Determinants of Health will support resident-driven activities that promote a healthy and resilient community.

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PART I: APPLICANT INFORMATION
Title of Proposal: BUILDING COMMUNITY THROUGH FOOD
Amount Requested (max. \$10,000): \$8,000
Agency/Organization/Group Name (Please provide the full, legal business name): ALLIED FOOD PANTRY – an outreach program of GOOD SHEPHERD LUTHERAN CHURCH. Good Shepherd acts as a Fiscal Agent. The Allied Food Pantry does not receive funds directly from the church budget. We also do not receive direct funding from the Allied Family Center.
Address: 4619 Jenewein Road, Fitchburg, WI 53711 – inside the Allied Family Center (Boys and girls Club of Dane County)
Contact Person (Name): Janice Ferguson
Telephone number:608 469-6132
Email:jmfergot3403@gmail.com; AlliedFoodPantry@outlook.com
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 _Although we are officially an outreach program of Good Shepherd, they act as a Fiscal Agent. We do not receive a budget from them. ☐ NO
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? The 2024 City of Madison SEED Grant would be used toward the Allied Food Pantry offering of culturally inclusive food to over three hundred or one thousand individuals per month. While attending the Food Pantry, residents will also have access to community-based organizations that can offer resources related to Social Determinants of Health and opportunities for community-building.

2. Who are you working with on this project/program?

We have secured a grant of \$10,000 from the Good Shepherd Foundation for food. We have an anticipated donation of \$2000.00 from the Allied Wellness Center for food. We receive Food in-kind through our partnership with Second Harvest Food Bank, Garden to Be and the Emergency Food Assistance Program. We receive in-kind food donations from the Fitchburg Police Department, local MMSD schools and Boys Scout Troups.

We are working with the Allied Wellness Center, Joining Forces for Families, Public Health Madison Dane County and the Allied Dunn's Marsh Neighborhood Association to develop on-site resource and community-building opportunities. Outside organizations that have provided resources at our Pantry include: Covering Wisconsin, FoodWise, Fitchburg Senior Center, Planned Parenthood, Metro Transit (upcoming), Marlborough Garden (upcoming) and Perry Family Free Clinics. All of these organizations have pledged their personnel and time, in-kind to the Allied Food Pantry.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

The areas served by the Allied Food Pantry include the Allied Dunn's Marsh neighborhood (53711) with some service to outlying areas within the 53713 and 53719 ZIP codes. The Allied Food Pantry is located in the heart of the Allied Dunn's Marsh neighborhood. According to the USDA in 2019, Allied Dunn's Marsh is one of the few low-income and low-access neighborhoods in Dane County. Approximately eighty percent of Allied Dunn's Marsh families are Spanish speakers from Mexico, Central and South America. Many families are new immigrants and need comprehensive resources. Other residents include African American households and immigrant families from Algeria, Syria, Iran, Afghanistan, Cambodia, Laos, and Thailand.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The Allied Food Pantry has served the neighborhood since 1998 and has been housed in a tiny 400-square-foot space leased from the Allied Family Center since 2006. Over the last year, we have worked to build exponential capacity to meet the ever-increasing need for healthy, affordable, and culturally inclusive food. This year, the food pantry to expanded outside the 400 square-foot space and into the Center's gymnasium. In 2024, the Pantry is predicted to serve over three hundred households or one thousand people per month. With no working

community center that provides access to community resources, the Allied Food Pantry has begun hosting a variety of community organizations that residents can access during the morning Food Pantry. The Pantry has plans to collaborate with the Allied Wellness Center and other community-based organizations to support resident-driven activities like recipe exchanges, food sampling of cultural dishes, and a community cookbook that could be used as a Pantry fundraiser.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Increased food to meet community needs

Allied Dunn's Marsh is one of the few low-income and low-access neighborhoods in Dane County. It is a 50-minute trip by bus from Allied Dunn's Marsh to the nearest large food pantry and a 30 minute ride to the closest grocery store. Residents come to the Allied Food Pantry because of the hardship required to get anywhere else. At least half of our families transport food home by foot and the majority of families accessing the Pantry, live in the Allied Dunn's Marsh neighborhood. The Allied Food Pantry offers easy access to fresh culturally inclusive food within the Allied Family Center and has the opportunity to bring residents and community resources/providers together while families arrive to shop for food.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

The Allied Food Pantry worked to increase capacity in 2023, now serving three times the number of households per month compared to 2022. Increase capacity was achieved through expansion of space, new partnerships enabling access to free farm-fresh produce, mounting visible signage on the exterior of the Allied Family Center, building a larger, bilingual volunteer base, digitizing our registration and collaborating with community-based organizations. Families have been asked about the food they wish to have at the Pantry and have had input into the logistics promoting a fair and equitable shopping process with lower wait times. The Pantry plans to continue this resident engagement through Food and community resource surveys, as well as collaboration with the Allied Wellness Center to support resident-driven activities like recipe exchanges, food sampling of cultural dishes, and a community cookbook that could be used as a Pantry fundraiser.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Approximately eighty percent of Allied Dunn's Marsh families are Spanish speakers from Mexico, Central and South America. Many families are new immigrants and need comprehensive resources. Other residents include African American households and immigrant families from Algeria, Syria, Iran, Afghanistan, Cambodia, Laos, and

Thailand. These families will benefit from easy access to healthy, culturally inclusive food, in their own community where they can have added access to community organizations and resources that address additional Social Determinants of Health. Weekly access to healthy food and providers offering services related to health and well-being will promote self-determination, community engagement and resilience.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

1. Three hundred households or one thousand individuals will be served monthly by the Allied Food Pantry
2. Residents will have access to culturally inclusive food determined by resident input.
3. Residents will have access to community-based providers and additional resources related to Social Determinants of Health when they visit the Food Pantry.
4. Residents will be engaged in community-building opportunities planned in collaboration with the Allied Wellness Center Community Health Workers and other community-based organizations.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

All funds will go towards the purchase of culturally-inclusive food. The \$8,000 will match the commitment we have already received from the Good Shepherd Foundation and the Anticipated donation from the Allied Wellness Center. Food will be purchased at cost from Second Harvest Food Bank and from local grocers and farmers that provide the best cost for the food requested. Families regularly request masa flour, lentils, dried beans, rice, cooking oil, cereal, canned fish, pasta, canned tomatoes, tomato sauce, Queso Fresco, sour cream, butter, Halal meat, plantains, cassava root and spices used to cook culturally relevant food.

This culturally inclusive food will enable us to continue serving the community at this increased capacity of 300 households per month AND provide residents with access to community-based providers, other resources addressing Social Determinants of Health and community-building opportunities related to food.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The Allied Food Pantry has had exponential growth in household numbers, food demand and space requirements in 2023. Any past surplus in the Allied Food Pantry food budget was spent responding to this growth in 2023. This new reality has required the Food Pantry to strategize funding for the future and realize the community building opportunities the Food pantry offers residents. This SEED Grant will allow the Allied Food Pantry the time needed to build a strong and sustainable financial and community-based plan for the future.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

Good Shepherd Foundation - \$10,000 – Secured

Allied Wellness Center - \$2000.00 – Anticipated

Fitchburg 2024 Healthy Neighborhoods Grant \$8000.00- Sought- funds are reimbursed in 2025

Individual and faith community donations - \$6000.00 - Anticipated

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Food	\$28,000.00	\$8,000.00
Rent: Boys and Girls Club of Dane County	\$2400.00	
Equipment and supplies: paper bags, packaging supplies, printing, registration materials, storage equipment.	\$2000.00	
TOTAL AMOUNTS	\$32,400.00	\$8,000.00

PERSONNEL CHART		
Title of Staff Position – All volunteer	F.T.E. *	Proposed Hourly Wage

TOTAL	\$0.00	

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE

I certify that my answers are true and complete to the best of my knowledge.

Signature: Janice Ferguson

Date: 03/01/2024



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Sunshine Place is the primary resource hub serving families, children, and individuals facing hardship in eastern Dane County. We provide one location where those facing hardship can access help with food, housing, and other essential support. Our own programs provide an array of services, including a food pantry, free weekly meal, community-based kids programs, housing assistance, and so much more. We also subsidize space for other agencies to co-locate services at our facilities, creating easy access to help for people when they need it most. This past year, our programs served more people than ever before. And each month we are serving more households than the last with no ceiling in sight.

The largest of our programs is the Sun Prairie Food Pantry. We offer a full-choice pantry, open 6 days a week with no geographic boundaries and located on the direct bus line to Madison in Sun Prairie. As part of our goal to provide more culturally relevant food choices, we are requesting funds to help further expansion of our choice-based Thanksgiving food baskets. 14% of these food baskets were distributed to Madison residents who reside in or near Food Access improvement areas in 2023 and we expect that percentage to be the same or more in 2023 due to increased demand and trends across all of our food programs. This year we anticipate distributing 1,500 food boxes, up from 901 in 2023 and 365 in 2022. Funds will exclusively be used to purchase a variety of foods for Thanksgiving baskets, including standard American, Hispanic, and Southeast Asian celebration foods to ensure our increasingly diverse clientele has access to foods for their own holiday traditions. Instead of a pre-filled food box, clients will be able to choose from a menu of items created based on client feedback.

The expansion of this program to accommodate the increasing number of households seeking help at our pantry from Madison and beyond translates into a direct financial cost for our organization that relies on community donations and grants to meet community need. We would be honored to have Madison Food Policy Council as a partner for this program. SEED Grant funding will help bridge this gap and support the costs associated with providing culturally relevant choice Thanksgiving food for our increasing diverse clientele so they can celebrate the holiday true to their own traditions.

PART I: APPLICANT INFORMATION

Title of Proposal: Culturally Relevant Choice Thanksgiving Foods

Amount Requested (max. \$10,000): \$3,500

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

Sunshine Place, Inc

Address: 18 Rickel Road, PO Box 307, Sun Prairie, WI 53590

Contact Person (Name): Susan Schmidt

Telephone number: 608-478-5556

Email: susan@sunshineplace.org

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

1. What is the proposed project/program and what does it seek to accomplish?

The Sun Prairie Food Pantry, a program of Sunshine Place, has provided Thanksgiving food baskets for households in need for 30+ years. Historically, pre-selected boxes have included standard American foods and were distributed on one day. This limited who was able to access and didn't account for diverse needs. In 2023 we piloted a new process, expanding distribution to a two-week period and providing a menu of varied food choices. The change aimed to provide more welcoming and culturally relevant choices, reduce food waste, and meet an increased demand. This resulted in a 140% increase in baskets distributed (901 in 2023 vs 375 in 2022).

We are seeking funds to continue expansion of this choice Thanksgiving food program, including additional culturally relevant food choices. Program costs have increased significantly as many items previously provided by food banks now have to be purchased and demand has increased. In 2022 we spent \$7,000, in 2023 \$12,000, and anticipate spending \$25,000. This year we will expand our culturally relevant offerings based on anonymous client votes. We plan to purchase a variety of foods, including standard American, Hispanic, and Southeast Asian celebration foods to ensure everyone has access to foods for their holiday traditions.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Bank of Sun Prairie is a significant sponsor of this project. The bank contributes sponsorship dollars to purchase foods as well as volunteers to take client orders and back boxes during the weeks of distribution. Additionally, we are able to source many of food through local grocery partners included Woodman's, Abarrotes el Primo, Madison Oriental Market, as well a Second Harvest Food Bank. This year we are also in the process of securing additional partners and sponsors to help with the increased cost to distribute the record demand for Thanksgiving food boxes anticipated. And we consider our clients to be partners for this program as well, as they will help shape the menu of food items available to choose from.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

This program is open to any household in need. In 2023, 14% of our Thanksgiving Baskets were distributed to Madison residents who reside in or near Food Access improvement areas. This includes residents of these zip codes: 53704, 53711, 53713, 53715, and 53716. We anticipate at least or greater demand from Madison families and individuals. This also correlates to a steady increase in the usage of our regular Food Pantry services, with a record number of households served and growing each month.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Thanksgiving Baskets will be available in the two weeks leading up to Thanksgiving at the Sun Prairie Food Pantry during regular pantry hours. The pantry is open 6 days a week with varying hours in an effort to provide hours that work for any household. Additionally, a new Metro Bus route was recently added between Madison and Sun Prairie making it easier for clients to access help. The Sun Prairie Food Pantry is one of several programs offered at Sunshine Place, which serves as a primary resource hub for help with housing, food, and other essential needs in eastern Dane County. Sunshine Place is located directly on this new bus line, making it even easier for families and individuals to access the pantry from Madison.

Anyone in need is able to access the Sun Prairie Food Pantry and this Thanksgiving Food Basket program, as these programs do not have geographic boundaries. In 2023, 14% of our Thanksgiving baskets were distributed to Madison residents and we anticipate this number to be the same or greater for 2024. Residents from Madison will be able to choose their own holiday celebration foods in addition to a regular food pantry visit.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Joyful food (like those served at Thanksgiving) is so important as part of a strategy for fighting food insecurity. Guests will also have the opportunity to shop from our typical selection of healthy foods, including fruits and vegetables, when they visit us to receive a basket.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We will survey members of these communities to ensure the foods presented will be useful for their celebrations.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The Sun Prairie Food Pantry, a program of Sunshine Place, exclusively serves low-income communities, and BIPOC shoppers make up a sizable portion of who we serve. In 2023, 13.7% of our shoppers identified as Black, 6.2% as multiracial, and 4.5% as Asian. Additionally, 44.1% of our shoppers identified as having Hispanic ethnicity and we have seen a significant increase in the number of exclusively Spanish speaking households accessing the pantry. Food is such a central ingredient to how families celebrate the holidays, and this program aims to ensure that all families facing food insecurity have access to free and healthy culturally-relevant food to enjoy their own traditions.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Funding for this continued expansion of our choice Thanksgiving food basket program will increase access to healthy, culturally relevant holiday celebration foods for households facing food insecurity. Based on a month over month increase in regular pantry visits, we anticipate we will serve 1,500 Thanksgiving Baskets in 2024. Of these, we anticipate that 210 baskets will be distributed to Madison residents living in identified food access improvement areas. But the real improvement will be in quality: by surveying our shoppers in advance and ordering foods identified in the surveys, we will dramatically improve the quality of the baskets. This project will allow us to meet the growing demand for food assistance while ensuring the program is more equitable and welcoming for all, while also setting a foundation for future funding support request backed up by data collection.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

Success of this project will be measured by completion of the following:

- Distribution of Thanksgiving food to 100% of households seeking a basket during the two-week distribution period in 2024. We anticipate this number to reach 1,500 baskets.
- Creation of a menu for clients to choose from that includes healthy and culturally relevant celebration foods. These menu items will be determined based on anonymous survey votes from food pantry clients.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funds from this grant will exclusively be used to purchase food items for the Thanksgiving Baskets.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Like many food pantries, we are seeking to improve our services as general funding (including donations) are dropping. SEED funds are essential in helping us continue to improve our service delivery. Because Madison residents made up about 14% of who received baskets in 2023, we are asking for the city to support 14% of our projected cost, or \$3,500.

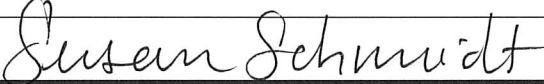
12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

In addition to our current sponsor, The Bank of Sun Prairie, we are actively working to seek additional business and individual community support to fund this project expansion in 2024.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Food for Thanksgiving Baskets	\$25,000	\$3,500
TOTAL AMOUNTS		

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
TOTAL		

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
Signature: 	Date: 2/29/24



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

PART I: APPLICANT INFORMATION

Title of Proposal: Food for Thought Podcast

Amount Requested (max. \$10,000): \$2,950

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

Address: 3241 Garver Green #240, Madison, WI 53704

Contact Person (Name): Philip Kauth, PhD

Telephone number: 608-310-7836

Email: philk@reapfoodgroup.org

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

1. What is the proposed project/program and what does it seek to accomplish?

REAP Food Group is proposing to launch a podcast focused on Madison area food systems topics.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) For the podcast will focus on organizations

and community activists working to address inequities in the food system. Potential partners could be Roots4Change, Goodman Community Center, Mentoring Positives, Urban Triage, The Road Home, Centro Hispano, Urban League, FEED Kitchen, Food Pantries and Food Banks, urban farmers and producers of color, and other community activists.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

The podcast will serve the entire Madison area and interview a diverse group of people. We will focus the podcast on community activists and organizations who serve under-represented communities in Madison and Food Access Improvement areas and their work on creating a just food system. We will also feature urban farmers and challenges they face with land access and other food production issues. We will use this as part of the Regional Food Systems Partnership grant to create a food plan for Dane County which emphasizes collecting feedback and thoughts and needs in the food system.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

We will use the podcast to amplify the work happening in various neighborhoods and communities in Madison. We will also highlight farmers and their work in community neighborhoods to address food access issues along with challenges they generally face as an urban farmer.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Guests will have the opportunity to tell stories about food access issues and offer solutions to food access barriers.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them? REAP Food Group has working relationships with many of the organizations listed in question 2. We plan on interviewing guests for no more than 1 hour

7. Please explain the impacts to Communities of Color and/or low-income communities:

All ten of our interviews will feature voices from BIPOC communities, women, or low income folks.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Increase public knowledge surrounding food systems needs such as food access, food sovereignty, urban agriculture challenges, and policy. Empower food systems activists to highlight needed changes in the Madison

area that will reduce barriers to healthy food access, communicate needs to the public and policymaker, find common issues, and increase collaboration to solve these issues.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

We will incorporate thoughts and ideas from guests into feedback for the food plan. Ideally, we can partner with guests and the communities they serve to do engagement sessions over the course of the 2 year food plan and expand on the ideas presented on the podcast.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

We are proposing 10 podcast episodes throughout the year. We will use the grant for guest honorariums. We also have a need for audio software to edit podcasts, and high powered microphones to capture crystal clear audio.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

We currently have no budget to host a podcast and funding from the city will help launch a podcast focusing on food systems in Madison. We will compensate guests for their time, which is often not the case with podcasts. In order to have a successful podcast and invite people of color to discuss challenges and offer feedback, criticisms, and changes their time is valuable and should be compensated.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds. We have not sourced other funding

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Guest honorarium - 10 guests	\$1000	\$1000
Host editing and coordinating - 30 hours	\$1200	\$1200
Equipment and editing software	\$750	\$750

TOTAL AMOUNTS		\$2,950
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PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Executive Director	1.0 - 30 hours	\$40
TOTAL	\$1200	

*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
	
Signature:	Date:2/29/2024



2024 City of Madison SEED Grant Application
(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Fresh Produce for All is a joint project between the Good Shepherd Food Pantry and the Holy COW Food Cart that will purchase fresh produce and leverage free produce donations to distribute nutritious, culturally relevant produce to residents primarily on the southwest side of Madison in two of the Food Access Improvement Areas. Through cooperative agreements with several food pantry gardens, Second Harvest Food Bank and local farmers, we can provide weekly access to fresh produce to two underserved neighborhoods on the southwest side of Madison. We are requesting \$2400 in SEED Grant funding to make this happen. Whenever possible free produce will be acquired, but we have found that some funding is needed to supply fresh vegetables early in the growing season and fresh fruit which is often harder to acquire for free. The \$2400 in SEED Grant funding along with the distribution resources of the Food Pantry and Food Cart will get a significant amount of free, fresh, culturally relevant produce to those that do not have easy access to it.

PART I: APPLICANT INFORMATION

Title of Proposal: Fresh Produce for All

Amount Requested (max. \$10,000): \$2400

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

Good Shepherd Lutheran Church
dba. Good Shepherd Food Pantry & Holy COW Food Cart

Address:

5701 Raymond Rd.
Madison, WI 53711

Contact Person (Name): Rick Thomas
Telephone number: 608-212-7582
Email: rthomas@gslcwi.com
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
PART II: PROJECT DETAILS
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.</i>
1. What is the proposed project/program and what does it seek to accomplish? The Fresh Produce for All project is a collaborative project between the Good Shepherd Food Pantry and the Holy COW Food Cart to bring nutritious culturally relevant produce to people who primarily live in the two southwest Madison Food Access Improvement areas. This will be accomplished in a variety of ways, but will include the following: • Partnering with local food pantry gardens and the Madison Area Food Pantry Garden Association • Partnering with Second Harvest Food Bank and Garden To Be • Purchasing nutritious culturally relevant food from local grocery stores when we are unable to get it donated. The fresh, mostly locally grown produce will be distributed in a variety of manners including during open pantry times and during numerous southwest side Holy COW Food Cart events where the produce will be offered for free to all that attend. A minimum of 32 opportunities will be conducted where people can get free produce. The program hopes to bring nutritious produce to economically disadvantaged neighborhoods that do not have easy access to it.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies) Fresh Produce for All will be a collaborative project between the Good Shepherd Food Pantry, Holy COW Food Cart, several local food pantry gardens, the Madison Area Food Pantry Garden Association, Second Harvest Food Bank and Garden To Be. Funding for the program will come from the Good Shepherd Food Pantry and hopefully a Seed Grant. People distributing the produce will include volunteers from the Good Shepherd Food Pantry and Holy COW Food Cart. These volunteers come from a wide variety of backgrounds and socio-economic groups.
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 200 words

3. What areas of Madison will the project/program serve?

This project will serve the southwest side of Madison and include people who live in two of the Food Access Improvement areas. These two areas have limited access to local fresh produce for those that live in them. The produce will be free to all, but from our experience we have found that most that take the produce are from under-served/underrepresented communities in Madison.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The Good Shepherd Food Pantry has been serving the Allied Dr. and Balsam-Russett neighborhoods for 20+ years distributing food and personal care items. The Holy COW Food Cart has been providing meals for the last 5 years and free fresh produce last year. These two programs are part of Good Shepherd Lutheran Church's many programs that have been serving the area for 50+ years. Good Shepherd is a trusted partner for many community organizations and partners with many other social service providers in the area.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Fresh Produce for All will be providing nutritious, fresh, mostly locally grown produce to neighborhoods and people who do not have easy access to it. Easy access to fresh produce which is provided where people live will help people with nutritional insecurity. The Holy COW Food Cart is unique in that it brings people from all backgrounds together around food and can easily distribute produce to those that need it. It also plans to use produce that people may not be familiar with in its prepared food offerings. It is our hope that by showing how the produce can be used in delicious recipes, people will be more likely to take healthy produce home with them from food cart events.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

The Good Shepherd Food Pantry and the Holy COW Food Cart both have multiple members of the communities being served who work as volunteers. When we have been able to provide fresh produce in the past, participants have been very appreciative and have asked us to continue efforts to provide culturally relevant produce.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Many of the people who come to Holy COW Food Cart events, and all of the people who use the Food Pantry are from low-income communities. Also, many of the people who use these programs are from communities of color. Since communities of color and low-income communities are often the most nutritionally insecure in our community, this program will help them become more secure.

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Our program has several clear goals for 2024:

1. Provide culturally relevant produce at a minimum of 32 events between May and September.
2. Have a minimum of 8 varieties of produce available at each event
3. Provide produce to a minimum of 1000 people between May and September
4. In addition to purchased produce, distribute a minimum of 6400 lbs. of produce from local providers.

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

We will measure our outcomes at every event and continually assess whether we are providing produce that people will eat and that is nutritionally beneficial. We will keep records at each event of the number of people served, produce purchased, produce donated and produce distributed.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funds from this grant will specifically be used to purchase fresh fruit and vegetables that we are unable to get donated. While we often get large amounts of produce donated during harvest season, funding is essential for

purchasing produce before harvest or that we don't normally get donated but are culturally relevant to the people that we serve. Additional funding will come from the Good Shepherd Food Pantry's budget.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

SEED funds will be essential to us being able to serve the number of people identified in our goals for the program. Without the funding we will need to scale back the quantity and quality of produce offered.

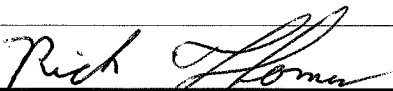
12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

The Good Shepherd Food Pantry will fund a scaled back version of this program if we do not secure a SEED Grant. This money is not contingent on receiving city funds, but it will be a supplement to them.

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
Fresh Produce (May 2024 – September 2024)	\$4800	\$2400
TOTAL AMOUNTS		

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
All personnel are volunteers		
TOTAL		

*F.T.E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
Signature: 	Date: 2/26/24



2024 City of Madison SEED Grant Application

(Deadline: Monday, March 1, 2024 11:59PM)

Submit to Madison Food Policy Council, mfpc@cityofmadison.com

COVER LETTER (500 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

PART I: APPLICANT INFORMATION

Title of Proposal: all natural fruit drinks and fruits brought to you by your local farmers market

Amount Requested (max. \$10,000):

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

pdice entertainment llc

Address:

po box 6033

monona wi 53716

Contact Person (Name): precious Goston

Telephone number:6082256505

Email:pdiceent@gmail.com

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

PART II: PROJECT DETAILS

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 200 words.

1. What is the proposed project/program and what does it seek to accomplish?

I currently live in an underserved community and we don't have one store with fresh produce. With me being a local and shops at farmers market I have partner with farmers market and looks to make all natural fruit drinks as well have fresh produce available. They have Culver's smoke shop dominoes pizza hut and not one store that sales anything healthy

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

I will be working with local farmers market

I have 4 different farmers who all on board

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 500 words.

3. What areas of Madison will the project/program serve?

Cottage grove east Madison. 4000 cottage grove in that area underserved marginalized community thompson and commerical ave

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

I will partner with local gas station because they have a area that's available for me to set up shop. Also will partner with House of flavors located in gas station. she has space and she is in underserved community and the store is owned by same owner. Being at both locations will give the underserved community options than just junkfood that is provided.

Or I can set up a stand, And be on the streets everyday at a certain times. Everyday providing fresh produce to community.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The #1 cause to adhd, alzhemiers, diabetes is sugar. Having healthier alternatives will start a new wave. Im pretty sure residents would love to have local fresh produce and all natural fruit drinks from farmers markets right in their neighborhoods. Having my program gives the community options and we are close and in their neck of the woods. Imagine having options. will you choose better.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them? I plan on going door to door with flyers and also social media to market. Putting signs up throughout neighborhoods will help

7. Please explain the impacts to Communities of Color and/or low-income communities:

I am living on low income as well as being black we lack the blity to respond to eat healthy because we are surrounded by fast food and we don't have any one In the community motivating us or even reaching to help us. This program will reach low income families they will feel better and healthier

PART IV: METRICS FOR SUCCESS

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 200 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The goal is to have fresh produce available until farmers market season over. I plan to reach every individual by hosting events to promote and we can look for this to go on for years this is a start of bringing the solution to the problem.Healthier food healthier life and brain

9. How will you measure the progress towards your goals? Please list specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above.

PROGRESS WILL BE MEASURE BY KEEPING COUNT OF HOW MANY PEOPLE IM REACHING A DAY.

I WILL CREATE GOOGLE DOC AND HAVE COMMUNITY TAKE SURVEY TO SEE HOW WE CAN IMPROVE.

PART V: FINANCIAL NEED

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

THE FUNDS WILL BE FOR SUPPLIES MARKETING RENT

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

THE SEED GRANT WILL HELP ME PLANT THE SEED TO BRING THE SOLUTION TO THE PROBLEM. IN UNDERSERVED COMMUNITIES OUR CHILDREN ARE MOST LIKELY TO BE RECOGNIZED WITH BEHAVIORAL PROBLEMS OR LEARNING PROBLEMS. WHICH COME FROM UNHEALTHY LIVING AND EATIN CONDITIONS. THIS SEED WILL HELP ME PLANT THAT SEED AND LOWER THAT RATE.

12. What other funding sources have you sought and/or received to support this project? Please describe if any other sources are matching funds contingent on securing city funds.

NOT ANY YET BUT I AM CONNECTED WITH BLACK CHAMBERS OF COMMERCE AND OTHER ORGANIZATIONS

Budget Item Description	Item Cost(s)	SEED Grant Dollars Requested
SUPPLIES	7000	7000
MARKETING	500	500
A CART OR RENT SMALL SPACE	2500	2500
TOTAL AMOUNTS		

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
PRESIDENT/OWNER PRECIOUS GOSOTN	N/A	\$20

TOTAL		
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*F.T E = Full Time Equivalent employee = 2080 hours = 1.00 F.T.E.

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: PRECIOUS GOSTON	Date:1/31/24