

BAYVIEW FOUNDATION, INC.



"The International Neighborhood"

601 Bayview Triangle
Madison, WI 53715
Tel. (608)256-7808
Fax (608)256-2386
www.bayviewfoundation.org

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

February 24, 2017

Dear Members of the Madison Food Council:

Bayview Foundation, Inc. is an affordable housing development located in the heart of Madison, close to downtown and near the University of Wisconsin. Bayview is home to 277 residents, primarily immigrants and refugees from ten countries. Situated in the middle of the housing complex is the Bayview International Center for Education and the Arts where meaningful and relevant educational, social, and recreational programs take place.

Bayview families have a long history of gardening and preparing fresh meals; however, given the economic challenges faced by many Bayview residents, healthy eating combined with an integrated approach to healthy living, is not always a priority; and families are often overworked, overextended and undernourished.

The proposed expansion to Bayview's **Giving Garden Teen Summer Camp and Employment Program** addresses the need for additional healthy food options within Bayview programs and food pantry, garden education/literacy, youth leadership, teen employment and cultural preservation.

Thank you for your time and considering Bayview's 2017 SEED application. Let us know if you have any questions or need clarification on any of the initiatives.

Regards,

A handwritten signature in black ink, appearing to read "Alexis London", with a long horizontal line extending to the right.

Alexis London
Executive Director

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2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	The Giving Garden Teen Summer Camp and Employment Program	Amount Requested: \$5,500 (max. \$10,000)
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Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	Bayview Foundation, Inc.
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Contact Person	Alexis London, Executive Director	Telephone #: 608-256-7808
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Address	601 Bayview, Madison, WI 53715	Email: alexislondon@bayviewfoundation.org
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Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the [United Way of Dane County's Healthy Food for All Children 10-year plan](#)?

Bayview families are extremely hard working and resilient. However, household incomes are extremely low and 100% of Bayview youth qualify for MMSD's Free and Reduced Price Meal program. In addition, an estimated 75 Bayview households (74%) pick up food from the monthly food pantry hosted at Brittingham Apartments. Given these statistics, anecdotal stories and staff observations, Bayview staff see that much still needs to be done in order to adequately and healthfully address food security issues at Bayview.

Last summer, Bayview piloted several new programs that focused on food literacy, healthy snacks and urban organic gardening. All of the programs were a success and Bayview staff is strategizing about how to continue most of them into the 2017-18 program year. A 2017 SEED grant will be used to expand and extend last year's most successful program, The Giving Garden Teen Summer Camp and Employment Program. With SEED funds, Bayview will be able to increase the amount of growing space dedicated to organic vegetable, fruit and herb production by an additional 350 square feet, as well as lengthen the duration of the education and employment program.

Bayview's proposed Giving Garden Teen Summer Camp and Employment Program addresses the following goals outlined in [Community Plan to Increase Access to Healthy Foods for All Children](#):

- Increase access to healthy and fresh food
- Increase culturally appropriate food choices and integrated educational programming

The program will ensure that organically grown fruits and vegetables are available to all Bayview residents, especially children ages 7 – 18. One hundred percent of all harvested vegetables, fruits and herbs will go into Bayview's food access/pantry program and/or the summertime healthy snack program.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Bayview Townhouses is located at 601 Bayview in Madison and is situated in Madison's "Triangle" neighborhood. The "Triangle" refers to a historic neighborhood bounded by Regent Street, West Washington Avenue and Park Street. It once was the home of the Greenbush neighborhood, an Italian enclave, but was cleared for urban renewal in the mid-1960s. The area now features affordable housing developments and medical facilities. The housing developments primarily serve people with disabilities, low-income residents, immigrants and refugees.

Bayview provides affordable housing for 102 families with very low to low income from over 12 countries. The ethnic groups residing at Bayview include: Hmong (53.1%), other Asians (Laotian, Vietnamese, Cambodian, and etc. 28.1 %), Hispanic (12.5 %), Black or African American (4.7%), and Whites (1.6%). The average household income is \$17,000. Of the 277 residents of Bayview, 10% are ages five years and under, 30% are ages 6 to 18, 35% are ages 19 to 55 and 25% are over the age of 55.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

With financial support from SEED, Bayview will expand The Giving Garden Teen Summer Camp and Employment Program to a second growing site. In addition to the 600 square foot garden located on Meriter Hospital's campus on South Park Street, a new 350 square foot garden bed will be created just outside the south entrance to Bayview's International Center for Education and the Arts. The new garden will be built, prepared, planted and maintained by teens participating in Bayview's summer 2017 Giving Garden Camp for youth ages 15-18. Specifically, SEED money will be used for the following expenses:

- \$500 – Site preparation
- \$1,000 – Garden creation, including soil, compost, pathways
- \$250 – Seeds and seedlings
- \$300 – Tools and equipment
- \$2,500 – Educator/Facilitator
- \$150 – Food preparation/preservation
- \$800 – Teen incentives

In summer 2016, the first year of Bayview's successful Giving Garden Camp, 13 youth ages 15-18 participated in an intensive ten-week program. Teens learned gardening methods, organic pest control practices, healthy snack alternatives, food preparation techniques, as well as composting and permaculture fundamentals. In addition, they engaged in team building activities, collaborative community projects (such as the creation of a community cook book and pollination stations) and leadership opportunities. Collectively, teens worked a total of 1,280 hours from June to October 2016. On average, each youth worked 10 hours per week.

Due to the huge success of last year's program and the continued interest among Bayview teens, Bayview plans to expand the footprint of sustainability, organic gardening, and food literacy with the creation of an entirely new garden. The additional produce, herbs and flowers grown at the new plot will increase the amount of healthy food available in the International Center for Education and the Arts' food pantry, located just inside the entrance to the community center. As well, the new garden will beautify the exterior aesthetics of the Bayview community and further enhance Bayview's commitment to healthy living, organic food production, urban pollination and youth engagement and employment.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

Bayview's proposed Giving Garden Teen Summer Camp and Youth Employment Program aims to achieve the following outcomes:

- Involve 13 teens in an in-depth, hands-on gardening and food training program that teaches tangible skills such as soil preparation, planting, pruning, weeding and harvesting. Culinary skills to be learned include: knife safety, sanitation, food preparation and preservation.
- Provide eight pounds of organic vegetables, fruit and/or herbs per week to be used in Bayview's Summer Camp healthy snack program that serves a total of 25 children ages 7 – 11.
- Provide ten pounds of organic vegetables, fruit and/or herbs per week to Bayview's food access (pantry) programs made available to all Bayview residents and neighboring community members.
- Increase awareness of where food comes from, how it's grown and distributed, and how to make healthy choices when it comes to meals and snacks.

The programs will be evaluated through attendance logs. Bayview's goal is for at least 80% of participating teens to attend 75% of all garden and food camp sessions. In addition to attendance logs, staff will record observations regarding youth engagement, focus and attention during program lessons and assigned tasks (weeding, harvesting, food literacy workshops, composting workshops, etc.). Staff will also note student engagement and skills acquisition through observation and pre and post skills inventory surveys (to be distributed to participating youth at the beginning and end of the program). Teens will weigh and track distribution of all harvested vegetables, fruits and herbs. Access and usage of the food pantry will also be tracked and documented.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

Bayview's proposal addresses food disparity and access at a fundamental level. Children and teens will become part of the food production process and will produce food that will, in turn, feed themselves, their peers, family members and the community as a whole. The garden and food education focused programming will infuse a new ethos of sustainability, healthy eating, and food literacy into Bayview's ongoing youth and family programs. The harvested vegetables, fruits and herbs that come from The Giving Garden will be utilized in Bayview's healthy snack program and distributed to families who come to Bayview's food pantry.

Increasing access to locally grown fresh produce and educating youth about where food comes from and how to grow organic, culturally-focused produce will help Bayview families thrive and decrease their concerns regarding how to gain access to quality, healthy food options. In addition, repurposing a 350 square foot plot of space (currently cement and turf) for the purpose of growing healthy food for the community and increasing pollination, further extends Bayview's commitment to sustainability and community health.

FUNDING DETAILS

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

UnityPoint Health-Meriter has committed \$7,050 to maintain and provide programming for the garden located on Meriter's hospital campus. UnityPoint Health-Meriter funding will be used to cover supplies, soil, compost, plants, youth stipends, and some staff facilitation costs. Briarpatch Youth Services will provide approximately \$3,500 toward youth stipends. In addition, they will offer some basic financial literacy education programming for the participating teens.

A WHEDA (Wisconsin Housing and Economic Development Authority) grant is partially funding the redevelopment of the greenspace just outside the east entrance to Bayview's community center. WHEDA funds will be used in early spring 2017 to remove a concrete ramp and regrade the area so that a community garden and gathering can be constructed.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

Bayview Foundation's SEED grant request is specifically to expand and increase The Giving Garden Teen Summer Camp and Youth Employment Program. With SEED funding, the total amount of greenspace dedicated to organic gardening will increase from 600 square feet (plot located on Meriter's campus) to 950 square feet (Meriter plot and the new Bayview plot). Once the new garden located on Bayview property is built, the majority of the costs to maintain the garden can be covered by Bayview and future program partners. SEED's funding is critical in terms of getting the garden beds built and developed the first year.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

2017 SEED funds are critical in our efforts to **expand** The Giving Garden Teen Summer Camp and Youth Employment Program to a second garden site in summer 2017. The funds will be used to repurpose an area just outside the back entrance to Bayview's International Center for Education and the Arts into a productive organic garden. The funding will increase the overall number of square feet dedicated to organic gardening and outdoor sustainability and food literacy education, from 600 square feet to 950 square feet.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

UnityPoint Health-Meriter has provided financial support for the program, as well as given Bayview permission to use their garden plot that borders South Park Street. The partnership with UnityPoint Health-Meriter also includes use of their Café kitchen for culinary skill building and food preservation workshops. As previously mentioned, Briarpatch Youth Services is partially funding the youth employment stipends, as well as offering basic financial literacy workshops. Bayview will also partner with Summit Credit Union to assist youth activate checking and savings accounts.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Youth Programs Coordinator	FTE	\$18.50
The Giving Garden Facilitator	PTE	\$15.00
TOTAL		

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Salaried Personnel (Youth Programs Coordinator)	\$3,000	\$0	\$3,000 Bayview	\$0
Giving Garden Facilitator	\$5,750	\$2,500	\$3,250 UnityPoint Health Meriter	\$0
Tools and equipment	\$600	\$300	\$300 UnityPoint Health Meriter	\$0
Seeds and plants	\$500	\$250	\$250 UnityPoint Health Meriter	\$0
Soil, organic matter, crushed rock pathways for new garden	\$1,500	\$1,000	\$500 UnityPoint Health Meriter	\$0
Area prep including demolition and removal of existing concrete and regarding	\$11,650	\$500	\$10,000 WHEDA; \$1,150 Bayview	\$0
Food preparation and preservation/pantry supplies	\$500	\$150	\$350 UnityPoint Health Meriter	\$0
Incentives for teens	\$4,300	\$800	\$3,500 Briarpatch Youth Services	\$0
TOTALS:	\$27,800	\$5,500	\$22,300	\$0

DISCLAIMER AND SIGNATURE

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

Signature



Date 2/24/2017

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Badger Rock Market	Amount Requested: \$4,850 (max. \$10,000)
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Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	Badger Rock Market sponsored by Center for Resilient Cities, Inc., serving as fiscal agent
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Contact Person	Marcia Caton Campbell, Executive Director	Telephone #: 608.255.9877, x1
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Address	501 E. Badger Rd., Madison, WI 53713	Email: marcia.catoncampbell@resilientcities.org
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Is your group a 501 (c)(3)?	YES <input type="checkbox"/>	NO XX <input checked="" type="checkbox"/>
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Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="checkbox"/>	NO XX <input type="checkbox"/>
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If no to above, do you have a fiscal agent?	YES CRC, a 501(c)(3) and incorporated under Ch. 181 Wisc Stats, is serving as fiscal agent for the Market.	NO <input type="checkbox"/>
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PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in “Short-Term programs, policies, actions” in the [United Way of Dane County’s Healthy Food for All Children 10-year plan?](#)

Badger Rock Market, sponsored by the Center for Resilient Cities, launched on Feb. 12, 2017. The Market seeks to (1) increase equitable access to healthy foods for children and families by increasing participation in benefit programs for qualifying children and families (e.g., FoodShare/SNAP, WIC) at a centralized location at South Madison’s Badger Rock Center and by increasing family self-sufficiency, as neighbors vend at the Market, and (2) increase the capacity of neighborhoods and communities to support affordable and healthy food choices through a locally placed market sponsored by a community-based organization that offers resident and vendor access to adjacent existing urban agricultural land; a greenhouse and a hoop house; a certified commercial kitchen offering cooking and nutrition classes, and temporary cold storage; and neighborhood sales of produce. Indirectly, Badger Rock Market may also contribute to influencing the organizational and institutional environment, by offering Badger Rock Middle School students the opportunity to sell plant starts and produce grown in their school gardening program (instruction provided by Community GroundWorks), and developing job skills beneficial to the students when they reach high school/employment age. But above all, Badger Rock Market seeks to simply increase healthy food access for residents of all ages, year-round, in one of the four South Madison food deserts identified by the USDA food desert locator and described in the United Way plan.

The Market will be located at Badger Rock Center, 501 E. Badger Road, 53713, which is owned and operated by the Center for Resilient Cities (CRC). The building is also home to the Badger Rock Neighborhood Center (a project of CRC) and Badger Rock Middle School (a gr. 6-8 MMSD charter middle school with an urban agriculture-centered curriculum, serving primarily neighborhood children). The Badger Rock neighborhood boundaries are the Beltline (N), Capital Springs State Recreation Area (E), S. Park St./US 14 (W), and Fitchburg (S). Specific demographic information is provided in response to Question 2; however, the area is HUD-designated as severely economically distressed. The neighborhood has a pharmacy and a credit union, but no hospital and no full-service grocery store. There are only two retail food outlets in the neighborhood: one fast-food and the other “fast-serve.” Monona’s Wal-Mart Superstore is the closest full-service grocery store, at a distance from Badger Rock Center of 1.9 miles and a distance from Ski Lane (the far west edge of the neighborhood) of 2.9 miles. The neighborhood poverty rate was 21.5% in 2013. In 2016, the school’s free and reduced lunch participation rate was 68.49%, compared to MMSD’s district-wide participation rate of 42.57%.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Badger Rock Market is designed to increase healthy food access for a diverse, severely economically challenged target population. The targeted population for Badger Rock Market is primarily residents of the area surrounding the Badger Rock Center (BRNC), although other South Madison residents may also be served. Demographic data reported here are from the 2013 Madison Neighborhood Indicators Project for the Moorland-Rimrock neighborhood, a reasonable proxy for the neighborhoods served by BRNC. Population was not broken out by gender in that report. The neighborhood has 2,591 total population, with 28.5% aged 0-17 and 3.8% aged 65 and over. Of the 996 households, 57.3% are family households, 34.4% are families with children, and 9.7% are female-headed families with children. Of the 1,100 housing units in the neighborhood, 491 (49.3%) are owner-occupied; very few (7) properties were foreclosed in 2013. Data on health and family well-being, including educational level, high-mobility students, economically disadvantaged students and infant/maternal health were suppressed to protect confidentiality and cannot be reported.

With respect to race, 49.2% of neighborhood residents are White, 30.1% are more than one race, 13.8% are Black/African American, and 6.9% are Asian. The neighborhood is increasing in diversity (25.9% Hispanic or Latino in 2010 compared to 9.5% in 2000; 49.2% White in 2010 compared to 71% White in 2000) and youth (28.5% aged 0-17 in 2010 compared to 24.1% in 2000). (We know anecdotally that many Hispanic/Latino households have undocumented family members, but for obvious reasons cannot provide an accurate count.) The number of female-headed families with children nearly doubled in between 2010 and 2013 from 5.6% to 9.7%. By comparison, the city overall is far less diverse at 75.6% White, 7.1% Black/African/American, 7.3% Asian, 3.1% other races/multiracial, and 6.9% Hispanic or Latino.

In 2013, 21.5% of the neighborhood’s families lived in poverty, up from 21% the year before (and compared to 8.9% for Madison overall). Median household income dropped from \$40,151 in 2012 to \$38,960 in 2013. 11.9% of neighborhood residents of working age were unemployed in 2012; that number dropped to 9.7% in 2013; there is no way to tell whether that drop reflects discouraged workers ceasing to look for work. Citywide unemployment in 2013 was 6.2%.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

Badger Rock Market, first proposed to CRC in January 2017, is designed to increase healthy food access in the area. Because it is co-located with CRC's Badger Rock Neighborhood Center and Badger Rock Middle School, aspects of the Market touch upon each of the strategic areas identified in the United Way's plan. The Market launched on Feb. 12, 2017 and is operating bimonthly on Sundays as a pilot program through April, when the outdoor market season resumes. If we are funded, we will have an outdoor market season of our own. Market vendor recruitment is ongoing and is expected to increase as produce vendors have product to sell. This proposal seeks funds to support Market expansion to the Badger Rock Center grounds from late spring/summer of 2017, returning indoors for fall/winter 2017/2018.

The Market is coordinated by Terri Belz of Sugar River Farm. She is an experienced market vendor, having sold at Hilldale Farmers Market for a number of years until the Winter Market lost its Hilldale indoor space. Please see the "Use of Community Space" attachment for her plan for the market, and the five future-dated attachments showing food and other vendors that have committed to the Market. CRC serves as fiscal agent and provides staff support in-kind related to facilities use on each market day. The organization will also assist with FoodShare/SNAP and WIC benefits administration, market incentives to attract neighborhood customers, and market promotion.

Funds from this grant would be used to increase food access in the following ways:

- Expand the market from its initial 6-weeks to a bimonthly market operating during every season of the year.
- Provide a stipend for the market coordinator's time. (While the current market coordinator is not a neighborhood resident, she is committed to training a neighborhood resident to replace her in the coordinator role, so that she can concentrate on vending.)
- Purchase EZ-Up tents and tables for outdoor market vending in summer months.
- Purchase indoor/outdoor signage to readily identify the market to neighborhood residents.
- Develop promotional materials for the market, including incentives to draw in neighborhood residents.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

Our goals for this proposal are to:

- (1) Increase healthy food access in the Badger Rock neighborhood by providing a regular local market in a food desert,
- (2) Increase healthy food access by selling locally and sustainably grown meats, dairy, and fresh produce (including some produce grown on the Badger Rock Center's grounds) and value-added products,
- (3) Increase healthy food access by accepting SNAP and applying to participate in the Madison Area Farmers' Market's Double Dollars program,
- (4) Increase healthy food access for undocumented households, which cannot receive SNAP benefits but do receive WIC benefits, by recruiting vendors who accept WIC and developing other strategies as needed,
- (5) Increase opportunities for neighborhood food entrepreneurs and vendors, particularly from communities of color, and
- (6) Increase the amount of local economic activity (including economic exchange among market vendors).

We will measure outcomes by collecting data on the market's operation and impact, including but not limited to:

Number of produce/meat/dairy/value-added vendors recruited to market

Number of such vendors recruited from neighborhoods surrounding Badger Rock

Vendor sales receipts (tracked per market day and totaled per season)

Total customers (tracked per market day and totaled per season) by zip code and by marking closest intersection to customer's home on a map, assuming customer willingness to participate in mapping

Total SNAP/EBT sales (tracked per market day and totaled per season, and per program requirements)

Total WIC sales (tracked per market day and totaled per season, and per program requirements)

Number of Double Dollars spent (tracked per market day and totaled per season, and per program requirements)

Total unduplicated customers (tracked per market day and totaled per season)

Total repeat customers (tracked per market day and totaled per season)

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

The Badger Rock neighborhood is small, diverse, severely economically distressed, and geographically isolated from the rest of Madison. While our city regularly makes Top Ten "best" lists, its benefits are not equitably distributed to all who live here. Badger Rock neighborhood residents must leave their neighborhood to purchase healthy food, because it has only two food retail outlets (one fast food sub shop in a gas station and the other a bar with "fast serve" food options) and no grocery store. The most convenient and affordable store for residents to use is the Wal-Mart Super Center in Monona. Residents have reported that the Copps on South Park Street has higher prices and food of questionable quality. Shopping at the Copps also requires crossing the Beltline, which accessing the Wal-Mart does not. The Badger Rock Market can help to bridge gaps in ease of access to healthy food for neighborhood residents.

Opportunities to address racial, economic and health disparities in Madison exist in the assets that the people themselves represent: in diversity of their cultures, ideas, and creativity, and in the possibilities for local economic activity and creative placemaking that the pilot Badger Rock Market revealed on its launch date, February 12, 2017. The market's first day saw economic activity of \$877, with 40 customers attending and a fair amount of economic exchange among the market vendors (food and artisan). If we are successful in securing FoodShare/SNAP authorization, we anticipate that food purchases will increase significantly. We also feel certain that there are other potential food vendors from the neighborhood who can be recruited for the market, or whose untapped potential and desires may lead them to become future market vendors. Badger Rock Market is poised to create new community connections that foster health in children and families and potential for neighbors to lead from within.

FUNDING DETAILS

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

No other sources of funding requiring a match have been sought. In-kind support from CRC for the outdoor market season would be contingent on securing city funds. We are pursuing SNAP/EBT authorization (45 days anticipated turnaround upon submittal to USDA) so as to be able to secure an EBT machine free of charge for 3 years from the Farmers Market Coalition. Securing SNAP authorization will also allow us to apply to participate in the Double Dollars program. We will also look to recruit several vendors who can accept WIC. If we are successful in doing so, we will work with CACSCW on that program. While these authorizations and participation are not contingent upon securing city funds, our opportunity to increase healthy food access by accepting these benefits would be enhanced by the Market's expansion to a longer season.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

The SEED grant funding we are requesting would provide one-time funds for the purchase of equipment and signage. City funding is important for the Market coordinator stipend and market incentives to attract neighborhood participation. We will seek out a donor, sponsor or other small grants to cover those costs in the future, with the ultimate goal of working toward financial independence. With Market success, we hope to be able to increase vendor stall fees, but we want to ensure that Market vendors are in a position to grow their customer base and make money initially and so plan to keep vendor fees of market participation low during the first year. As vendor profits increase, so will the share of facilities use costs payable by the Market to CRC. Badger Rock Market will continue to rely on CRC as fiscal sponsor until such time as it is feasible to incorporate and become freestanding.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

Badger Rock Market is in its 6-week pilot phase following the mid-February launch. Although the Center for Resilient Cities and various partners have applied for grant funding for a farmers market through recent Aetna Foundation and Kresge Foundation requests for proposals, funds were not awarded. To have an experienced market coordinator, committed to working in a diverse community with vendors of color, approach CRC in January of this year – and find a home and market start-up within a month – was a great stroke of luck for Badger Rock Market, and we believe for this neighborhood. SEED grant funding is critical to the Market's ability to more widely promote its existence and expand to include the outdoor market months so important to healthy food access through local and sustainable food producers. Without SEED funding, the late spring/early summer through fall market weeks would not be possible, because Badger Rock Market lacks the necessary tents, tables, and signage for outdoor operation. Moving to year-round, bimonthly status, while ambitious, will also enable the Market to pursue SNAP/EBT authorization, participate in the Double Dollars program, and work with CACSCW to increase food security for neighborhood households.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

Badger Rock Market is sponsored by the Center for Resilient Cities. Badger Rock Neighborhood Center, a project of the Center for Resilient Cities, receives Neighborhood Center support (for personnel only) from the City of Madison. These funds do not support the Badger Rock Market directly. However, CRC staff will provide time in-kind to the market, to assist with the facility use and promote the market through CRC/BRNC's social media, as described in the budget. Badger Rock Market meets CRC's stated mission of cultivating robust and thriving communities that are healthy, just, economically viable and environmentally sound. Underlying CRC's mission is an emphasis on racial, environmental and economic justice, including the food system.

Paired with Badger Rock Market is the Pop-Up Co-op, which is a pop-up market of neighborhood artisans with goods and services to sell, coordinated by a neighborhood resident. The two market coordinators meet bimonthly with CRC staff to review the prior market day and go over the upcoming market day. We found in our first week that the combination of food and artisans' wares creates a lively atmosphere that draws in neighbors.

Badger Rock Market/CRC is working with Erica Anderson, CACSW's Food Security/Farmers Market staff person to get properly set up to accept FoodShare/SNAP and other EBT benefits. We are also exploring the possibility of a pilot WIC program, if we are able to attract vendors who accept WIC.

Community GroundWorks is likely to become a market vendor in the fall of 2017, offering produce that stores well over the winter. We hope that they will choose to vend at the summer outdoor Market as well. As the urban agriculture partner of Badger Rock Middle School and CRC, Community GroundWorks will help supervise BRMS students periodically selling produce at the Market that they have grown in their school gardens in summer and plant starts grown in the Badger Rock greenhouse for spring planting.

In the summer months, residents can also purchase healthy food at the South Madison Farmers Market at 2500 Rimrock Road. We do not have a partnership or connection with this market. Badger Rock Market would welcome vendor participation from interested South Madison Farmers Market members during the indoor season, but has no intention of luring vendors away from that outdoor market. As a food desert, the neighborhood can arguably use multiple additional healthy food retail market outlets.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^ \$13.00/hr (or 2017 Living Wage rate if higher)
Market Coordinator (10 hrs/wk x 20 wks; 200 total hours)	0.09 FTE	\$13.00/hr x 200 hrs = \$2,600
CRC Staff Support (5 hrs/wk x 20 wks; 100 total hours IN KIND)	[0.04 FTE]	\$19.23/hr x 100 hrs = \$1,923
TOTAL	0.09 FTE	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Five (5) EZ-up tents with carrying cases https://www.amazon.com/Abccanopy-Kingkong-10-feet-Commercial-Carrying/dp/B01AQIQEZ-A/ref=sr_1_2_det?ie=UTF8&qid=1487968183&sr=8-2-productPromotions	\$160 X 5 = \$800	\$800 (Shipping free via Amazon Prime)	\$0	\$0
Five (5) 8' folding tables http://www.homedepot.com/p/HDX-Earth-Tan-Folding-Table-TA3072FX06/300024528?MERCH=REC--PIPHorizontal1_rr--207172494--300024528--N	\$40 x 5 = \$200	\$200 (Free store pick up)	\$0	\$0
Indoor/outdoor flag/banner signage (Estimated; quote pending from FastSigns)	\$750	\$750	\$0	\$0
EBT machine (cost unknown; applying for free device through Farmers Market Coalition)				
Liability insurance (Paid in-kind by market coordinator for first 6 weeks; vendors will contribute to additional policy costs)	\$275	\$0	\$275	\$0
Facility use fees (\$75/hr, 5 hrs/wk, 20 wks total, May 2017-April 2018)	\$7,500	\$0	\$4,000 (CRC in-kind) + \$3,500 (Market vendor fees) = \$7,500	\$0
Printing (flyers, etc.)	\$300	\$0	\$300 (CRC in-kind)	\$0
Incentives for neighborhood residents to use the market (\$5 voucher redeemable for fresh food purchase only)	\$500	\$500		\$0
Personnel (see above descriptions)	\$4,523	\$2,600	\$1,923 (CRC in-kind)	\$0
Subtotal	\$14,848	\$4,850	\$9,998	
Fiscal Agent Fee (5% of subtotal grant funds)	\$742	\$0	\$742 (Paid by Market through vendor fees)	\$0
Total	\$15,590	\$4,850	\$10,740	\$0

DISCLAIMER AND SIGNATURE

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

Signature

Maria Caton Campbell

Date

2/24/2017

Badger Rock Winter Market 02/26/17

Pop-up Co-op Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Deneen Baily Poe	Custom Creations by Deneen	Custom painted tiles
Haywood Simmons	pHitness Plus	Pain relief massage
Tatiana Clacks	Queen Beauty on Business	Beauty products, misc items
Grace Mclaughlin & Harry Pulliam	Pirganga Candles	Homemade scented candles
Tara Wilhelmi	Reflections of US/ Pop-up Concierge Table	Gifts, calendars, stationary
Tiasia Wilhelmi	Paparazzi Jewelry/ Pop-up Concierge Table	Jewelry
Cassandra Sonko	Gilead Foundation/ Faithfully Fashioned Jewelry	Pap Jewelry and handmade jewelry, mary kay, health checks

Market Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Terri Belz	Sugar River Farm	Meats, eggs
Angel Flores	Tortillas Los Angeles	Organic tortillas
Carmella Glenn, MUM	Just Bakery	Bread, pastries

Badger Rock Winter Market 03/12/17

Pop-up Co-op Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Deneen Baily Poe	Custom Creations by Deneen	Custom painted tiles
Haywood Simmons	pHitness Plus	Pain relief massage
Tatiana Clacks	Queen Beauty on Business	Beauty products, misc items
Grace Mclaughlin & Harry Pulliam	Pirganga Candles	Homemade scented candles
Tara Wilhelmi	Reflections of US/ Pop-up Concierge Table	Gifts, calendars, stationary
Tiasia Wilhelmi	Paparazzi Jewelry/ Pop-up Concierge Table	Jewelry
Cassandra Sonko	Gilead Foundation/ Faithfully Fashioned Jewelry	Pap Jewelry and handmade jewelry, mary kay, health checks

Market Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Terri Belz	Sugar River Farm	Meats, eggs
Angel Flores	Tortillas Los Angeles	Organic tortillas
Carmella Glenn, MUM	Just Bakery	Breads, pastries

Badger Rock Winter Market 03/26/17

Pop-up Co-op Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Deneen Baily Poe	Custom Creations by Deneen	Custom painted tiles
Haywood Simmons	pHitness Plus	Pain relief massage
Tatiana Clacks	Queen Beauty on Business	Beauty products, misc items
Grace Mclaughlin & Harry Pulliam	Pirganga Candles	Homemade scented candles
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Market Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Terri Belz	Sugar River Farm	Meats, eggs
Angel Flores	Tortillas Los Angeles	Organic tortillas

Badger Rock Winter Market 04/09/17

Pop-up Co-op Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Deneen Baily Poe	Custom Creations by Deneen	Custom painted tiles
Haywood Simmons	pHitness Plus	Pain relief massage
Tatiana Clacks	Queen Beauty on Business	Beauty products, misc items
Grace Mclaughlin & Harry Pulliam	Pirganga Candles	Homemade scented candles
Tara Wilhelmi	Reflections of US/ Pop-up Concierge Table	Gifts, calendars, stationary
Tiasia Wilhelmi	Paparazzi Jewelry/ Pop-up Concierge Table	Jewelry

Market Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Terri Belz	Sugar River Farm	Meats, eggs
Angel Flores	Tortillas Los Angeles	Organic tortillas
Carmella Glenn, MUM	Just Bakery	Bread, pastries

Badger Rock Winter Market 04/23/17

Pop-up Co-op Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Deneen Baily Poe	Custom Creations by Deneen	Custom painted tiles
Haywood Simmons	pHitness Plus	Pain relief massage
Tatiana Clacks	Queen Beauty on Business	Beauty products, misc items
Grace Mclaughlin & Harry Pulliam	Pirganga Candles	Homemade scented candles
Tara Wilhelmi	Reflections of US/ Pop-up Concierge Table	Gifts, calendars, stationary
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Market Vendors

<i>Owner</i>	<i>Business</i>	<i>Product</i>
Terri Belz	Sugar River Farm	Meats, eggs
Angel Flores	Tortillas Los Angeles	Organic tortillas



Marcia Caton Campbell <marcia.catoncampbell@resilientcities.org>

use of community space

Terri Belz <sugarriverfarm@gmail.com>
Bcc: info@resilientcities.org

Sat, Jan 14, 2017 at 10:13 AM

Hi,

I would like to use your community space to host an artisan and farmer market on Saturdays from February 4 through April 29th. The purpose is to provide local area farmers and artists a location to sell their products. My goal is also to bring local, healthy food into the community while supporting social justice and sustainability. I am a farmer and also a teacher in Madison schools where I am an advocate for social justice and equity. I have 20 potentially interested vendors at this time.

My husband is of Italian heritage and grew up in the Greenbush neighborhood. We primarily raise meat animals, but he also has tomato products from tomatoes he grows every year using seeds handed down through generations of Italians who immigrated to Madison from Italy.

We would secure liability insurance, provide janitorial services for the space we use and collect nominal fees from the vendors to provide financial support to you for allowing us the use of the space.

Please call or email me for further information or to discuss the possibility. I can provide a brief business plan including a list of potential vendors and the proposed contract they would sign. The plan includes involving a diverse group of vendors in both product and personal culture/heritage to the extent that is possible.

Thank you for your consideration and I look forward to continuing the conversation with you.

Terri (608) 469-0903

Sugar River Farm
"Farm to Fork Sustainably"

Meadowood Neighborhood Association, Inc.

P.O. BOX 45528
Madison, WI 53744-5528
www.meadowoodneighbors.org

Theresa Evanson, President
mnaboard@meadowoodneighbors.org

George Reistad, Food Policy Director
City of Madison
Room 403, City-County Building
210 Martin Luther King, Jr. Blvd.
Madison, Wisconsin 53703

RE: Support for a Farmer's Market at Elver Park

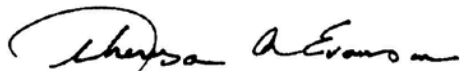
Dear Mr. Reistad,

The Meadowood Neighborhood Association strongly supports the establishment of a farmer's market in Elver Park. A significant portion of southwest neighborhoods in Madison, and all of the Meadowood neighborhood, have been determined to be a "food swamp". Our low-income families and children have access to high-priced, poor quality food and "junk" food but very little access to affordable, good quality fresh food, fruits and vegetables. A farmer's market within walking distance (1 mile) would help alleviate this situation.

Besides giving families and children access to healthy, affordable food, a farmer's market is a community asset that promotes values such as diversity, interaction between neighbors, opportunities for employment and helps the community connect their food resources with agricultural suppliers. People often feel disconnected from their community – a farmer's market gets people outside, helps neighbors meet one another, encourages healthy lifestyles and provides a launching pad for other community activities. A big plus for the neighborhood may be increased employment opportunities for youth and adults. Cultural enrichment, in the form of community music groups and other performers, are often a component of farmer's markets and help enrich the market and community environment.

The Prairie Hills and Madison West Neighborhood Associations are finalists for the City's SEED Grant. This grant will lay the foundation for the new farmer's market at Elver Park. Given the multiple benefits to southwest Madison, the Meadowood Neighborhood Association urges you to approve this grant. We deeply appreciate the support the City of Madison has given to us and surrounding neighborhoods. A farmer's market will help further the city's efforts in strengthening and promoting a strong sense of community that results in safer, more resilient neighborhoods.

With appreciation,



Theresa Evanson, President
Meadowood Neighborhood Association

cc. Matt Phair, Alderman, District 20

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council

APPLICANT INFORMATION

Title of Proposal Elver Park Farmers' Market

Amount Requested: \$ 8,830

Agency/Organization/Group Name Elver Park Farmers' Market
(Please provide the full, legal business name for the resulting contract.) sponsored by Prairie Hills Neighborhood Association
Madison West Neighborhood Association

Contact Person Gloria Meyer
Joseph Ryan

Telephone #: GM 608-288-8160 or
608-347-9713
JR 708-469-6055

Address 13 Jacobs Court, Madison, 53711
7221 W. Valhalla Way, 53719

Email: gkmeyer68@gmail.com
president@madwest.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
Wisconsin Youth Company _____ NO

ELVER PARK FARMERS' MARKET

PROPOSAL SUMMARY

Question 1: How does your proposal address one or more of the areas outlined in “Short-Term programs, policies, actions” in the United Way of Dane County’s Healthy Food for all Children 10-Year Plan?

This proposal involves providing start-up funding for a farmers’ market for southwest Madison to be located in Elver Park. Southwest Madison--a diverse area with single-family homes, duplexes, and small apartment buildings--currently has no viable farmers’ market. Neither does the area west of McKenna which has some larger complexes. Parts of the southwest neighborhood (the Raymond Road corridor) are considered a food desert where residents often obtain their food from Walgreen’s.

The goals addressed by this project include the long-term goal of “siting new farmers’ markets and vendor’s stalls in underserved communities.” The market will be located across the street from the Park Edge/Park Ridge neighborhood and very close to the Hammersley/Theresa Neighborhood. Both neighborhoods are underserved and low-income (see 2. below) Because of its proximity to underserved neighborhoods, this market will encourage and accept EBT/SNAP use for residents to obtain fresh fruit and vegetables. Next year we would also like to offer Double Dollars.

The Market will work with the two neighborhood centers close to the market to encourage their students to prepare and eat fruits and vegetables from the market. We will also encourage the vendors to donate some of their left-over food to the Falk and Good Shepherd food pantries.

Although the neighborhood associations and churches have not done a formal survey of the area, focus groups conducted for the Byrne Planning Grant indicated the need for “more and better food choices.”

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g.location, ages, ethnicities, income ranges, etc.)

Our target population is everyone in the highly diverse southwest and far west neighborhoods. Two low-income neighborhoods lie in very close proximity to Elver Park and certainly will benefit. Park Ridge/Park Edge has a 57% minority population, earning an average of \$20,000 a year. Children under the age of 18 number 31% and 14% of the households are headed by females. The Hammersley/Theresa neighborhood, located very near Elver Park, has a 38% minority population, earning \$28,000, with 27% of the children under 18 and 30% headed by females. The Raymond Road area, which is also nearby, has a 40% minority population, earning \$25,000 a year, with 28% children under 18 and 19% of households headed by females. These areas are also characterized by a high rent burden of between 80 and 94% of income.

Having fresh, healthy food nearby will help improve the diets of neighborhood residents. We will also work with Falk School and the two neighborhood centers to encourage children to prepare and eat fresh fruits and vegetables. The Theresa Terrace Center has a garden but the Elver Park Center does not. In the case of Theresa Terrace, we may be able to supplement with fruits and vegetables they are not growing themselves.

We also see expanding the use of this park as a farmers' market as a way to improve neighborhood cohesion. We also hope to attract additional activities and events during the markets--again as a way to reinvigorate the community and reduce disparities.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.)

Since this is a new project, much of this is approximate, but the elements to be financed include three types of costs:

These costs are one-time, start-up costs. The signage and advertising are essential to inform potential market customers about the market and, thus, encourage them to come and buy healthy food.

Signage for market and Information tent
Advertising (fliers, posters and yard signs)
Equipment--recycling bins, cones, tables, tent, safety equipment

These costs are ongoing and would occur each year. They include required fees for Elver Park, fees for insurance, a salary for the market manager, and expendable supplies. These are needed to make the market happen.

Park and Vendor fees (Parks, City of Madison)
Wisconsin Farmers' Market Association membership and their insurance
Market manager salary
Supplies

Providing EBT/SNAP access for our low-income residents requires a fair amount of funding. The major fees are for equipment and connection so that the Quest cards can be recorded (much like a credit card). SNAP also requires a fair amount of advertising so people know that the market accepts SNAP cards and that each vendor accepts the Quest cards. This is essential for a part of our target market.

Equipment and fees for EBT/SNAP, advertising SNAP

Question 4: Please describe your specific goals of the proposal and how you intend to measure the outcomes.

Goals	Measurement
Attract at least 10 vendors (20 is preferred)	The number who participate
Ensure that the food is healthy and local	Require and inspect

Attract enough customers for vendors to make a profit	Question vendors after each market
Attract low-income residents	Measure use of EBT/SNAP
Contribute to neighborhood cohesion by encouraging music, crafts,	Measure attendance at events.
Encourage tabling by non-profit groups	Count the number of non-profits who have tables
Constant Improvement	Conduct vendor and customer surveys once mid-summer, once at end

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

The Market can help reduce disparities in several ways;

1. As the United Way report says, “An adequate supply of healthy food is absolutely critical for children’s healthy development and academic success.” The Elver Park Farmers’ Market not only will provide fresh, healthy food but it also is in an extremely convenient location. Residents of the Park/Edge Ridge and Hammersley/Theresa can walk there. Accepting SNAP and, eventually Double Dollars, will further encourage participation.
2. Encouraging the neighborhood centers to become involved by helping kids buy and prepare healthy food provides a way to inculcate new eating habits among the children.
3. Increasing usage of the park through the market and, hopefully, other related events, like musical performances and safety demonstrations can help neighborhood cohesion. Lack of community cohesion has been identified as one of the concerns in this neighborhood by the Byrne Planning Grant project.
4. Offering space to non-profit organizations that help reduce disparities will increase interest in and knowledge about these organizations and their work.
5. Encouraging minority vendors will also contribute to lessening disparities.

FUNDING DETAILS

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

We have solicited funds from the Prairie Hills and Madison West neighborhood associations and they have pledged \$800

We will apply for the free EBT/SNAP program, which will pay for EBT equipment and services for up to three years. It is first come,

first served; so it is not guaranteed. It would be approximately \$760 (pending)

We are charging vendors \$150 season fee. To be safe, we are counting on 10 stalls--although we are aiming for 20. \$1500 estimate

We are contacting various businesses for sponsorship.

B. SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future.

We hope that if we have a successful first year, we can attract enough vendors to cover a good share of the cost of the market. If so, we will raise the season fees. We will also solicit funds from potential sponsors and foundations.

C. SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative program or project a reality.

SEED funding is absolutely essential; as a start-up, we have no funding from the past. Because we have no track record, we are charging the vendors less than we would if we were an established market. Next year we should have more vendors and be able to charge higher fees. It will also be easier to attract sponsors.

Some of the items are one-time purchases--signage, equipment (bins, cones, table, tent) yard signs--which we will not have to purchase again but will need now.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and /or governmental bodies.

The concept of a southwest side farmers' market was born at a meeting of the neighborhood association presidents. All present assented to the concept, with Madison West and Prairie Hills neighborhood associations taking the lead with additional support from the Meadowood Association. Alders Phair and McKinney are on board as is the Hammersley/Theresa Neighborhood Resource Team.

We began working with the Parks Department the end of January to develop an appropriate location within the park and to coordinate with park activities. We have tentative approval but are currently waiting for final approval from the Park Commission.

We have also worked with the Byrne Criminal Justice Innovation Grant advisory committee by soliciting their input and taking a survey of southwest Madison neighborhood attendees at a Byrne feedback meeting. Members at the meeting also

volunteered to help with the market. The Byrne Grant team is developing plans for increasing safety and cohesion in Southwest Madison and has encouraged the creation of a farmers' market at Elver Park.

We conducted similar surveys among members of the Prairie Hills and Madison West Association members. Not only did respondents approve of having the market, a number volunteered to help with either organizing the market or with duties once it is underway. We are also soliciting interest and advice from vendors and former vendors. Good Shepherd Lutheran Church and SSM Health Care have contacted us with the intent of working with us and promoting the market. Falk Elementary School and the Theresa Terrace and Elver Park neighborhood centers have signaled their approval and will work with us to promote and develop linkages with the market.

We have discussed this market with several others who have or have had markets, including Lisa Veldran and Robert Pierce. We contacted the Wisconsin Farmers' Market Association and the Dane County Farmers' Market for information. We are working with REAP to solicit vendors and a market manager. We have solicited advice on EBT/SNAP from the Community Action Coalition and hope to apply for the free equipment program. We intend to reach out to the Northside Farmers' Market for additional input.

PERSONNEL CHART

Title of staff position	F.T.E.	Proposed hourly wage
Market Manager	250 hours	\$14

BUDGET SUMMARY

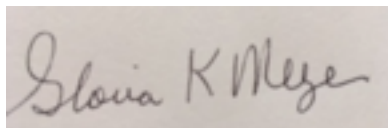
Budget Expenditures	Total Project costs	Amount of city dollars requested	Other revenues/in kind support	remaining funding gap
Park and vendor park fees	\$1690	1690	0	0
Additional vendors fees for park	\$1545	1045	500 associations	0

Budget Expenditures	Total Project costs	Amount of city dollars requested	Other revenues/in kind support	remaining funding gap
Insurance	275	275	0	0
WI Farmers Markets Membership	120	120	0	0
Signage	500	500	0	0
Advertising (yard signs, printing)	600	300	300 associations	0
Equipment (bins, cones, tables, tent)	600	600	0	0
EBT/SNAP program	1660	900	(760 first year program pending)	possible 760
Supplies	400	400	0	0
manager salary	3500	2000	1500 from vendor fees (estimated)	0
contingency fund	1000	1000	0	0
TOTAL	11,890	8,830	2,300	

If we do not get into the first time EBT program, there will be an additional cost of approximately \$760 which could possibly be added to our request?

DISCLAIMER AND SIGNATURE

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



February 23, 2017

Elver Park Farmers' Market
13 Jacob's Court
Madison, WI 53711

February 23, 2017

Nan Fey
Food Policy Council
City-Council B-Room 403
210 Martin Luther King Jr. Blvd
Madison, WI 53703

Dear Ms Fey:

Currently, Southwest Madison does not have a viable farmers' market. Nor does the area immediately to the west. A farmers' market at Elver Park would greatly expand the availability of fresh, healthy, locally-grown fruits and vegetables in this area. This site, Madison's largest park located on a major thoroughfare, offers good access and visibility.

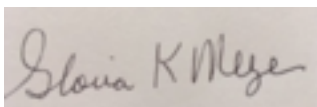
A market at Elver Park is within walking distance of two underserved, low-income neighborhoods--Park Edge/Park Ridge and Hammersley/Theresa and a short drive from the Balsam/Russet neighborhood. These neighborhoods are considered to be food deserts and getting good, fresh, healthy food is difficult. To encourage participation, we intend to apply for SNAP acceptance this year and Double Dollars next year. We will track our results through vendor receipts, EBT/SNAP transactions and surveys mid-summer and fall.

This is a new venture, supported by two neighborhood associations--Prairie Hills and Madison West. We have been working with the Byrne Criminal Justice Innovation Grant advisory committee and the Parks Department. We have been in contact with the Meadowood Neighborhood Association, Falk School, the Theresa Terrace and Elver Park neighborhood centers, Good Shepherd Lutheran Church, SSM Health Care, the Hammersley/Theresa Resource Team and Alders Matt Phair and Barbara McKinney.

Although we are soliciting funding from various organizations and businesses, we will not be able to begin this project without SEED funding. We are confident, however, that next year we will be able to fund the market without city assistance--through vendor fees and sponsorships.

We see this market as a beginning, leading to healthier choices in our neighborhood. We intend to work with the neighborhood centers and Falk School to encourage eating and preparing fresh foods among the children. Eventually, we would like to expand to more activities and events that would help produce more social cohesion in Southwest Madison. Even this year we will offer space for non-profit organizations to reach out to residents in the area with information about their programs. We hope to make this an integral part of the community.

Sincerely,



Gloria Meyer, Elver Park Farmers' Market

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Healthful Access Program	Amount Requested: \$ (max. \$10,000)
Agency/Organization/Group Name (Please provide the full, legal business name for the resulting contract.)	Goodman Community Center	
Contact Person	Jon Lica	Telephone #: 608-204-8049
Address	149 Waubesa St Madison, WI 53703	Email: jon@goodmancenter.org
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the United Way of Dane County's Healthy Food for All Children 10-year plan?

1. Expansion of food pantry hours to accommodate working families.
2. Creation of network of individuals/teams to plan healthy menus at the Goodman Community Center.
3. Recruiting and supporting neighborhood resources to run healthy food programs.
4. Adoption of collaborative communication strategy and public information campaign around healthy eating and active living.
5. Supporting job development for food insecure households.
6. Increase job skills for insecure households.
7. Support staffing for food preparation at community center and meal sites.
8. Coordinate between current programs for nutrition and engagement with food to serve children in Madison Institutions in a more comprehensive way.
9. Training and support for staff to healthy eating and active living

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Our proposal targets:

- Low income children and families in Dane County
- Children and families in the surrounding neighborhoods of the Goodman Community Center(GCC)
- GCC program participants
- Sandburg Elementary School students

Accessing healthy good food is a significant issue for most low income families so an emphasis will be placed on food insecure populations. Low income families face the challenge of regularly providing a balanced diet to their children which is vital for children's healthy development and academic success.

Over 90% of GCC participants earn below the county median income, with over 75% categorized as low or extremely low for a family of four. The ethnic diversity breakdown for our 4k-12 programs are as follows:

50% Black/African American
16% White/Caucasian
11% Multi-Racial
9% Hispanic/Latino
1% Asian
13% Other

67% of Sandburg Elementary Students are economically disadvantaged as shown by participation in free and reduced lunch programs.

The ethnic diversity breakdown for Sandburg Elementary are as follows:

15% Black/African American
27% White/Caucasian
10% Multi-Racial
42% Hispanic/Latino
6% Asian
1% Other

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

Funds from this grant will be used to employ teens to increase healthy food access in a variety of ways:

We'll serve four **community brunches** to bring several different populations to the same table. We will recruit all GCC program participants and their families to attend. We will open our food pantry during the same time and offer brunch to food pantry recipients. We will open this meal to the public community as well.

These brunches will offer health and nutrition information and conduct nutrition and wellness activities through Fit Youth Initiative (FYI). These brunches will create employment opportunities and job-skill training for teens as the meals will be planned, prepared and served by teens in our catering company, Working Class Catering.

With few food pantries open on Sundays, expanded food pantry hours will likely reach 20-30 households per quarter and serve nearly 100 additional households annually.

Teen Education and Employment Network (TEENworks), a GCC program which provides educational and employment opportunities for youth aged 14-21 has partnered with Food for Thought to provide healthy snacks for Sandburg Elementary. Each week four TEENworks youth and 1 staff will work a 2-hour shift once per week to prepare snacks for 450 students throughout the academic year. Food for Thought volunteers will transport snacks to Sandburg. Funds will be used to purchase snack ingredients and to pay youth and staff to prepare the snacks. Over 1300 elementary youth and at least 12 high school youth will benefit annually.

TEENworks students could teach a hands-on lesson for elementary students. Fall lesson on apple cider, making cider using an antique press with locally sourced apples. In the spring, the lesson would be on seed starting enabling each student to grow and take home a vegetable seedling.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

The goal of the Healthful Access Program (HAP) is to increase access to and consumption of healthy foods for children and families in Dane County. The HAP will utilize the policies recommended in the United Way's Healthy Food for All Children Community Plan to break down barriers between Dane County families and healthy food options. The Goodman Community Center proposes to accomplish this by offering a community brunch prepared by teens that provides health and wellness demonstration and activities while opening up the food pantry. In addition to the quarterly community brunch we will employ teens to prepare healthy snacks once per week to an entire elementary school.

Sign-in sheets will track community brunches participation. Pre and post questionnaires will be completed by brunch participants regarding their health and wellness choices as a result of attending events.

With the expanded pantry hours we expect an increase of 20-30 households served per quarter and this will be measured by current food pantry record keeping methods. This also collects demographic information such as age, household size, employment status and use of social benefit programs.

Tracking healthy snack participation will be tracked by reporting the number of youth served at Sandburg over the course of an academic year.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

With children from low-income families generally twice as likely to be overweight and with such a large portion of GCC program participants and Sandburg Elementary students represented as low-income youth, it's imperative for their long-term health to learn healthy eating and living habits at an early age. It's also critical for their parents to learn how they can break their unhealthy habits, develop improved eating habits and enhance not only their own health and wellness but that of their entire family as well.

Childhood obesity rates are highest among non-Hispanic black girls and Hispanic boys which account for nearly 30% of youth GCC program participants. A concentrated effort to develop healthy lifestyles for young people of diverse backgrounds is necessary for closing the racial disparity gaps over the coming years.

FUNDING DETAILS

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

Our primary funding source will continue to be community donations. The amount of support we receive through this avenue coupled with city funds will enable us to significantly increase the access to healthy food options for children and families in Dane County. We will continue to utilize grants via USDA community good projects.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

GCC is in an excellent position to provide both programmatic and fiscal oversight to this project. GCC has a solid reputation in the community for developing high quality programs and for being accountable to stakeholders and participants. GCC has had the pleasure of participating in several large scale local and national evaluations in addition to the ongoing measurements that occur within every program. Through participation in regular evaluation, staff and Board know that the programs make a difference in the lives of those served. GCC had been awarded a number of federal and local grants and has been successful in administering them. These include: 1994 Federal Safe Haven Grant, 1996 HHSD Girl Power grant, 1992 and 1996 Drug Free Communities, 2001 Dept. of Education Mentoring Grant. Several grants were citywide, so the center managed for multiple sites. The Center also manages federal grant funds administered through the State of Wisconsin including four Community Learning Center grants. Overall the Center manages 54 separate revenue streams, most of which require tracking, reporting and evaluation.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

SEED Grants are essential to making the Healthful Access Program a reality because it gives us the budgetary means to empower teens. Employing extra youth on a weekly basis and over four extra weekends is not currently in our budget and will not occur without SEED funds. A modified version of the HAP could exist with reduced SEED funds but without any the HAP does not exist.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

We will partner with:
 Fit Youth Initiative to allow for learning through teaching
 Sandburg Elementary School to serve snack for disadvantaged youth.
 Food for Thought to engage volunteers.
 East and LaFollette High Schools to identify and refer students who have barriers to employment.
 Community Groundworks, Vermont Valley Community Farms and Tipi Produce to provide snack ingredients

The Healthy Food for All Children Community Plan developed by the United Way Delegation is the impetus for our proposal and city funding for this innovative programming will only improve on the positive relationship currently established with our supporters and participants.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
TEENworks Teens (youth employees)	L.T.E.	7.50
TEENworks Career Coordinator	F.T.E.	16.00
Catering Coordinator	F.T.E.	22.00
Catering Chef	L.T.E.	16.00
Fit Youth Initiative Nutrition Education Specialist	F.T.E.	17.00
Food Pantry Coordinator	F.T.E.	18.65
TOTAL		

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Brunch Ingredients	3600	2800	Vermont Valley, Tipi Produce, Community Groundworks. GCC	
Brunch Staff	1600	800	TEENworks, FYI GCC.	
Snack Ingredients	1350	1350	Vermont Valley, Tipi Produce, Community Groundworks	
Snack Staff	1728	1728	TEENworks	
	8278	6678		

DISCLAIMER AND SIGNATURE

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

Signature



Date

2/24/2017

February 23, 2017

Dear SEED Grant Committee:

All over the country, medical schools are redesigning their curricula to incorporate more nutrition education; health insurance companies and wellness organizations are creating incentive structures and programming around nutrition; and hospitals and health care systems are completely redesigning their culinary offerings to provide more nutritious options. Research shows that increased intake of fruits and vegetables and associated improved nutritional status significantly improves health outcomes and reduces healthcare costs. All of this shows a scientific and cultural awareness that food is powerful medicine. It is from this basic premise that Healthy Community Kitchen operates.

We are submitting a proposal for SEED grant funds in order to continue and expand our Healing Meals Program, which provides free nutritious organic meals to people experiencing a health crisis. We piloted this program in 2016, and served 3,400 meals to community members in need. Having proven the need for the program, and exhausted our pilot program funds, Healthy Community Kitchen requires short-term funding to cover the gap until our fundraising, grant writing and partnership efforts bear more significant fruit. The \$10,000 requested in this proposal would cover approximately one-third of our program costs for this year, providing nearly 4 month's worth of "runway" to secure additional funds and partnerships.

Our Healing Meals program is free for families making less than 300% of the Federal Poverty Level, and more than 80% of our meals served go to these families. Our program is designed to bring healthy meals to low-income families dealing with illness. In our 2016 pilot project, more than 20% of our meals were served to minority families. Our program increases food access by removing two of the most frequently cited barriers to healthy eating: funds and transportation. Meals program clients and teen volunteers report making significantly healthier food choices, and cooking more of their meals from scratch thanks to our program.

Healthy Community Kitchen has been supported by a combination of individual and in-kind donations, and significant volunteerism. Our meals are prepared and delivered by adult and teen volunteers. Our program and administration staff are currently donating their time until enough funds are secured to cover direct program costs.



Healing meals during a health crisis

We recognize the importance of partnership and collaboration for continued success. Healthy Community Kitchen currently partners with a number of organizations, as outlined in our application. In 2017, we are embarking on a campaign that will include grant writing, partnership growth, fundraising, and community awareness to ensure our continued success. These partnerships and funders will serve as the basis for our organization's sustainability for years to come.

We appreciate the opportunity to submit this proposal, and stand in solidarity with the City of Madison in its commitment to supporting our local food system and access to healthy food for all.

Sincerely,

Rachel Wilberding
Executive Director
Healthy Community Kitchen

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Healing Meals Program	Amount Requested: \$ 10,000 (max. \$10,000)	
Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	Healthy Community Kitchen		
Contact Person	Rachel Wilberding	Telephone #: 608-571-2444 or 414-617-1901(m)	
Address	3795 Pioneer Rd. Verona, WI 53593	Email: Rachel@healthycommunitykitchen.org	
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>	

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the [United Way of Dane County's Healthy Food for All Children 10-year plan](#)?

Healthy Community Kitchen delivers free, nutritious, ready-to-heat organic meals cooked by adult and teen volunteers to individuals and families experiencing serious illness or a health crisis.

- ***Increases equitable access to healthy food for children and families.***
Illness creates an increased financial and energetic burden on the family. Time-consuming, more expensive nutritious meals are one of the first cuts a family makes. Families participating in our meals program receive weekly deliveries of six meals for each family member. No need to arrange shopping, find the money for quality ingredients, or find the time and energy to cook them. We bring healthy food directly to the family, just when they most need the support.
- ***Increases capacity of communities to support healthy food choices.***
Lack of transportation and funds are classic obstacles to making healthy food choices. Our program removes these by providing free meals, delivered directly to our clients' homes by our dedicated volunteers.
- ***Increases integrated education on healthy living and eating.***
 - Our client families are inspired to make more healthful food choices throughout their lives. One study showed that clients of a similar meals program in California increased their fruit and vegetable intake by 25% after they stopped receiving the free meals.
 - With SEED funding, Healthy Community Kitchen will begin providing weekly educational handouts containing healthy eating and cooking tips.
 - Our teen volunteers learn kitchen skills that they can share at home and expand on for their own futures.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Our meals program is free to individuals living under 300% of the Federal Poverty Level (or who otherwise demonstrate financial need). Most of our clients referred from healthcare providers and other community support organizations (e.g. Gilda's Club) are low-income families. Our program services the entire Madison metro area, meaning that we can positively impact families struggling with illness and making healthy food choices, no matter what neighborhood they live in.

Families who do not qualify for our free meals service but are experiencing a health crisis may still purchase our meals at an affordable rate of \$65/week/person. At least 80% of our meals are reserved for low-income individuals and families participating in our free meals service.

We collaborate with youth groups to engage teen volunteers who help prepare our meals. (We're working to increase our collaboration with these organizations this year.) These teens gain education in healthy diets and experience in cooking healthy foods under the guidance of professional chefs. The study showed that teen volunteers were 50% more likely to encourage their friends to make healthier food choices on a daily basis, and were 54% *less* likely to consume fast food and sodas frequently.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

In 2016, we piloted our Healing Meals program, serving 3,400 meals to community members in need. Having demonstrated the community need and our capacity to fill it, our goal for 2017 is to double the number of meals served.

To reach this goal, we need to create new organizational processes to ensure our long-term success and financial security. With the support of the SEED grant, Healthy Community Kitchen will be able to:

- substantially offset food-costs for our Healing Meals program;
- continue growing much of our own produce in the summer months in our garden;
- purchase a client management and menu-planning software package;
- create weekly educational handouts for our clients, teaching them about healthy food and its preparation while receiving free meals;
- collaborate with our new community education course to teach clients and community members how to plan and cook healthy meals throughout their lives. (Funding by others.)

SEED Grant funds will be allocated as described in BUDGET SUMMARY.

The SEED grant funds will increase food access by:

- expanding our Healing Meals program to bring free healthy meals to even more families, just when they need them most – in the midst of a health crisis;
- decreasing barriers (knowledge and skills) to planning and cooking healthy foods, empowering more Madisonians to feed their families nourishing meals.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

As Healthy Community Kitchen transitions out of its pilot phase, the primary goal of this proposal is program growth. We want to increase the number of meals served and create a new education program for our clients and the community at large.

This program growth goal will be measured by the number of meals served (goal: 6,800 meals, double the number from 2016, 80% reserved for low income), and by the number of participants in new educational programs.

We are also mindful of our responsibility to be financially sustainable. Growing the total capacity of our meals program also allows us to increase income from paying clients. By expanding our program offerings to include free to low-cost educational programming, we can expand our impact while garnering income from program fees. SEED grant funds will be instrumental in making Healthy Community Kitchen sustainable.

Our financial security goal will be measured by the funds raised for the organization this year. We have budgeted \$117,100 income in 2017. SEED grant funds will provide foundation to help us achieve that number, and the support of the Food Policy Council will provide buy-in from other funders.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

More than 80% of Healthy Community Kitchen's clients are low to low-moderate income families (earning less than 300% of the federal poverty level). Many of these families have difficulty accessing healthy foods during "good times", but when the economic and energetic hardship of illness hits, that access is even more severely compromised. Our free Healing Meals Program helps to reduce economic disparity by providing valuable support during an economically difficult time.

During our 2016 pilot, almost 21% of our clients were non-white, and over 82% had a household income under 300% of federal poverty level (FPL). (For those who are over 300% of FPL but cannot afford \$65/week, we will offer a sliding scale based on what they can afford.) 61.8% of our clients had a cancer diagnosis and 38.2% had young children living at home.

As our program grows in 2017 and beyond, at least 80% of our meals will continue to be reserved for lower-income clients, ensuring continued gains in reducing economic disparity.

FUNDING DETAILS

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

In 2016, we were fortunate to have almost \$40,000 in pilot funds and contributions (even though we had an all-volunteer staff whose primary focus was providing meals for our pilot program), over 4,500 volunteer miles driven and over 3,300 volunteer hours given. We were able to grow 440 pounds of produce in our own gardens.

Healthy Community Kitchen is casting a broad net for financial support to meet 2017 goals with the addition of a professional Executive/Development Director (who is working pro bono until program and other staff costs are secured.)

This year's donors and program revenue will form the basis for a sustainable financial future for our organization.

2017 budget-income	
Gifts in kind	\$4,000
Contributions	\$76,000
Grants	\$20,000
Service fees-meals	\$14,700
Service fees-education	\$2,400

Outstanding funding proposals to date (2/28/17):

- Willy St. Coop Community Reinvestment fund -- \$2,500
- Awesome Foundation -- \$1,000
- WPS Insurance -- \$10,000
- Alliant Energy Foundation -- \$5,000
- Private donor solicitations -- \$15,000

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

Healthy Community Kitchen is embarking on a campaign in 2017 that will include grant writing, partnership growth, fundraising and community awareness to ensure our continued success. (See outline of funding sources in A, above.) A 2017 SEED Grant will give us much-needed early funds which will help us through the time delays of writing for other grants. The partnerships and funders that we secure during 2017 will serve as the basis for a sustainable fundraising and revenue strategy for years to come.

As a non-profit organization providing a social service, Healthy Community Kitchen will always rely on partnerships, grants and philanthropic support. By cultivating a wide base of support, keeping overhead low, and designing programs that generate some revenue, we believe that Healthy Community Kitchen will be an important and sustainable resource for the Madison community well into the future.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

As 2016 was our pilot year, Healthy Community Kitchen was solely focused on producing meals and getting them into the homes of clients in need. We wanted to show that there was, in fact, a great community need, and that we had the skills and team in place to launch a sustainable program.

With our proof of concept, HCK is now turning its focus to becoming a sustainable organization. We've brought on board staff with experience in strategic planning and fundraising to ensure our success in this effort. (Our Executive/Developmental Director is working pro bono until funds are secured for programming and programming staff.) At present, a lack of funding is preventing us from growing our Healing Meals program, leaving many potential clients unserved. An infusion of SEED funds will guarantee continuation of our meals program and enable its growth. Being a SEED recipient will also add gravitas to our requests to other funders. This, in turn, allows Healthy Community Kitchen to help more members of the community, and turn staff resources toward creating a sustainable future for the organization.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

Healthy Community Kitchen is developing collaborative relationships and partnerships across the Madison community:

- To engage teen volunteers, we have worked with Briarpatch Youth Services and Growing Academy;
- To keep food costs low and provide as much locally-grown produce as possible in our meals, we work with the UW Extension Agricultural Research Center and a number of individual community gardeners
- To make our services known to potential clients, we work with organizations like Gilda's Club, and health service organizations including UW Hospital and Clinics.

Healthy Community Kitchen:

- creates the opportunity for improved health for our clients through healing food and social connection;
- reduces economic disparity by supporting primarily low-income clients and their families;
- empowers youth by helping them develop the healthy habits, life skills and empathy needed to thrive;
- builds a culture of prevention by educating teens, clients, and the community about the role of nutrition and the power of personal choice in fostering health and preventing disease;
- strengthens social connections by engaging community members as volunteers and donors, and creating authentic opportunities for connection and caring;

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Executive/Development Director	1.0	\$14.42
Program Manager	0.2	\$15.00
Kitchen Manager/Head Chef	0.2	\$15.00
TOTAL	1.4	

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

^Note: **All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.**

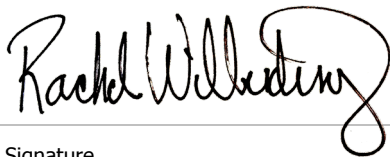
BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Personnel	47,390		a) 47,390	-
Admin/business Expenses	7,140			-
PROJECT COSTS				
Client Food Costs	21,560	6,750	b) 14,810	-
Kitchen supplies/equipment	1,500	1,000	b) 500	-
Food delivery containers	600	600		-
Garden supplies	900	600	b) 300	-
Printing, marketing & advertising	4,100		c) 4,100	-
Client management software	1,050	1,050		-
Office supplies	1,300		a) 1,300	-
Telephone & Internet	1,410		d) 1,410	-
Newsletter & Curriculum Development	1,200		b) 1,200	-
	\$ 88,150	\$ 10,000	\$ 88,150	

- a) support from in-kind and contributions
- b) support from in-kind and grants
- c) support from all three sources
- d) support from contributions

DISCLAIMER AND SIGNATURE

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

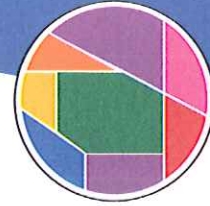


2/23/17

Signature

Date

Northside Planning Council



February 24, 2017

SEED Grant Selection Committee
% George Reistad, Food Policy Director
City of Madison Mayor's Office
210 Martin Luther King, Jr. Blvd., Room 403
Madison, WI 53703

SEED Committee,

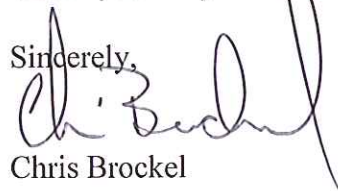
Please accept the attached proposal from Northside Planning Council for Healthy Food for All's Farm Surplus Field Gleaning project.

The proposed Farm Surplus Field Gleaning project is not currently funded by the City of Madison. Healthy Food for All did receive funding from SEED last year for our repacking and distribution of recovered prepared food and seasonal local produce, but the procurement of produce through field gleaning in an organized and systematic way is a new aspect to our program for 2017. Much like our efforts last year under the SEED Grant, we believe that a small infusion of funding into this effort will yield big gains both in the amount of produce made available and in our ability to raise funds to support its short and long term sustainability.

With farm excess creating tons of potential food waste right here in our own backyards (literally sometimes) and household food insecurity seemingly stuck at around 14% of our population, it seems to make perfect sense to put real resources into the effort. The infusion of fresh produce onto the tables of struggling families in Madison increases their nutrient intake, moves them away from nutrient poor processed foods, and helps provide relief to their limited food budgets.

Thank you for your consideration of our proposal.

Sincerely,



Chris Brockel



2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Healthy Food for All Farm Surplus Field Gleaning	Amount Requested: \$ 3,320 (max. \$10,000)	
Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	Madison Northside Planning Council, Inc.		
Contact Person	Chris Brockel	Telephone #: (608) 204-7017	
Address	1219 N. Sherman Ave., Madison WI 53704	Email: feedcoordinator@northsidemadison.org	
Is your group a 501 (c)(3)?	YES x <input type="checkbox"/>	NO <input type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES x <input type="checkbox"/>	NO <input type="checkbox"/>	
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input type="checkbox"/>	

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the [United Way of Dane County's Healthy Food for All Children 10-year plan](#)?

Through our work in 2016 Healthy Food for All has developed relationships with area vegetable farmers to recover surplus produce that remains unharvested. Gleaning surplus produce from area farms helps ensure that more locally grown fruits and vegetables are available to low income households. To better capture this surplus we intend to train two interns who will act as gleaner crew organizers. Drawing from our deep pool of volunteers, interns will organize crews to travel to one of our donor farm locations to pick, pack and haul donated surplus produce.

The produce will be cleaned and packed at FEED Kitchens and most will be distributed to existing pantries, meal sites, community centers, and low income senior housing. Some gleaned produce will be distributed through an innovative partnership with Carts For Community (C4C). Building on past practice, we will deliver bulk local produce to C4C's weekly community food cart dinners to be distributed to low income residents. Through this effort, we further expand access by making freshly gleaned local produce available to needy families outside of regular pantry hours.

This proposal addresses two short-term actions identified in the Healthy Food for All Plan. The proposal utilizes "existing commercial kitchens for mid-sized aggregation/transformation needs", and, through its delivery of freshly harvested produce, it helps to "decrease the amount of non-nutrient dense foods served to children".

By "expanding farm/garden gleaning programs" our plan also addresses a long term action identified in the Healthy Food for All Children plan.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Most of the produce we glean is distributed to local pantries, meal sites, and community centers. In 2016, we delivered produce to pantries or meal sites including the Salvation Army, Goodman Fritz Pantry, East Madison Community Center, Kennedy Heights Community Center, Dryden Terrace and the YWCA. On occasion, we also shared gleaned produce with other community partners like Community Action Coalition who then provided it to other sites. Additionally, we delivered produce directly into low income neighborhoods at weekly Carts For Community neighborhood meals on the Southside, Allied Drive and Meadowood.

In 2017, regular deliveries will continue to the above mentioned pantries and meal sites with the addition of new locations including Burr Oaks Senior Housing and Centro Hispano. We will also continue to serve the same C4C locations with the addition of Worthington Park. We hope that by expanding and systematizing our gleaning efforts, we can both increase the total volume of produce available and also be more consistent at regularly delivering adequate volumes to all locations served.

Deliveries to different sites serve different populations. Deliveries to pantries serve exclusively low income people with a mix of ages and ethnicities. Deliveries to the YWCA primarily benefit women and children including a significant proportion of people of color. Deliveries to community meals primarily benefit low income families, a population which disproportionately includes people of color.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

With a full year of operation under our belt, HFFA is establishing a name for itself as the go-to program for local farms that have excess produce to be donated. In 2016, HFFA received regular offers from area farmers who have produce we could glean and we fully expect those offers to continue. More importantly, for 2017, HFFA has now established relationships with 5 area farms and an orchard that have invited us to glean their fields throughout the summer. We continue to do outreach through FairShare CSA Coalition, REAP, and the Dane County Farmers Market to recruit more farm donors. HFFA has a deep, committed base of volunteers who are glad to spend a few hours on the farm harvesting produce for families in need. As our reach into the local food system grows our limited staff capacity doesn't allow us the time and flexibility to respond quickly to unplanned picking/donation requests, which means potential donations can be lost.

To build our capacity, we intend to hire two summer interns who will lead volunteer crews on regular gleaning expeditions. We are also seeking support to increase hours for our kitchen crew leader who will be waiting to unload, clean, and aggregate produce quickly and efficiently at FEED Kitchens. The remaining funds will be used to cover transportation expenses and provide needed gleaning gear including kneeling pads, harvesting tools, and reusable plastic crates.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

Our goals include:

Refining and systematizing methods and procedures for gleaning produce from areas farms.

Training no fewer than 20 gleaning crew volunteers who will be on call to help capture surplus produce when opportunities come up.

Gleaning surplus produce at least once from no fewer than 10 area farms during the 2017 growing season.

Harvesting, cleaning, and distributing no less than an average of 625 lbs of surplus produce per week for the 16 weeks of the program for a total of no less than 10,000 lbs. over the season.

As our goals are fairly straightforward, documenting or measuring our progress at meeting them isn't especially complicated. For example, we will draft a summation of our work and lessons learned this season which will document the ways we've refined and systematized our gleaning methods and procedures.

The other three goals have easily measurable outcomes. Every week, we will record the number of volunteers trained and put to work and the total number of volunteer hours over the course of the season. We will be reaching out to select additional farmers this year and will maintain an active list of where we've gleaned donations, dates and amounts gleaned from each site.

The staff kitchen crew leader will weigh all gleaned produce donations when they are brought for cleaning and distribution. We routinely weigh and record all donations of produce and prepared food we handle. Updated totals of both produce and prepared food recovered are available anytime on our website.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

Our work primarily impacts economic disparities in the community by providing greater access to fresh local produce. Living in such a rich agricultural area, there's no reason anyone should go without especially during the growing season. Many low income residents have limited access to fresh local foods because of cost but often also because of access and neighborhood availability issues. Our intent is to provide increased access to fresh local produce both through the existing pantry and meal sites but also more directly into low income neighborhoods.

Our expectation is that these efforts will help struggling families improve their household food economy allowing them to use their limited resources to more readily manage their other expenses. Again, with large volumes of local produce often left in the fields, there's no reason anyone should go without except the logistics of getting the food to people who can use it. By capturing the surplus and taking extra steps to ensure it gets to those who need it, we can increase greater food security and reduce economic stress.

In addition to generally reducing economic disparities, we're very conscious of focusing dedicated resources to helping communities of color. We are very deliberate about prioritizing delivery sites where we can have the greatest impact on needy families of color. While every site we serve in turn serves some people of color, certain other sites like Allied Drive serve almost exclusively people of color.

FUNDING DETAILS

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

We are requesting half of our expected budget in this proposal and are reaching out to other funders for the other half. This process is underway and even if we secure funding for only half of the project we can get it started and will be able to secure the rest of the funds needed in short time. SEED funding for our packing and distribution efforts last year "primed the pump" for other support and we were able to build on that funding rather substantially. This experience gives us confidence that we can replicate that success with field gleaning this year.

While we are applying for a similar amount of funding from other community grants, we also have support for parts of our programming from the Goodman Foundation. The Foundation Board will be meeting in May and we have been invited to submit our 2017/2018 plans to them. These plans will include field gleaning efforts, but this funding does not become available until June which may prove a bit late to put a well planned program into place. Should we experience any shortfalls in funding we will make it up through direct fundraising. We also have plans this summer to begin fee for service co-packing at FEED Kitchens. This effort will give us unrestricted funds to put toward any part of our programming that needs support, including field gleaning.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

This effort is a single season demonstration project to help us develop our field gleaning methods and build our crew of experienced volunteers. We anticipated a successful demonstration and in future years we would fund it as a regular budget item. Over the next year, we anticipate significant reorganization and consolidation of field gleaning operations community wide. Part of that process will include developing detailed plans for supporting the various operations drawing on new and existing resources. We have funders and donors who are interested in the development of a robust field gleaning model and we hope to demonstrate its efficacy and share the results. Part of this model also includes fee generating co-packing contracts through our presence at FEED Kitchens. Whatever form it takes, planning for support of future field gleaning programming will be resolved as part of that conversation.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

While we have significant support for existing staff and programming, our current 2017 funding is not sufficient to include extra staff hours needed for a robust field gleaning program. With the growing season on the horizon, and local farms stepping forward to offer excess produce, we are taking steps now to identify and recruit possible interns. We intend to bring them on board as quickly as resources allow. Without support from SEED, or another funding source we will be able to do a limited amount of field gleaning but we won't be in a position to develop a deeper program that is responsive to the numerous offers coming to us. With an early spring injection of funding from SEED we are confident that we can get the program started and secure the other half of the funding to run the program during the summer of 2017.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

We are a project of the Northside Planning Council and operate out of FEED Kitchens on the near Northside. We actively collaborate with many community partners in many different sectors. The many pantries and meal sites we serve mentioned above are key community partners as are Community Action Coalition, Middleton Outreach Ministries, Second Harvest Food Bank, REAP, FairShare CSA Coalition, and UW Extension-Dane County. We work closely with the Department of Corrections and the Dane County Job Center to supply volunteers/trainees that work with us at FEED Kitchens.

We receive donations form many farms including Elderberry Hill, Equinox, Crossroads Community Farm, Creek Bed Country Farmacy, Appleberry Orchard, UW West Madison Ag Research Station, UW Ag Research Station- Arlington, Madison Area Food Pantry Gardens, Blackhawk Church and many more. We also receive food donations form a variety of restaurants and larger area employers including Epic Systems and American Family Insurance.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Field Gleaning Intern	.05	\$15
Field Gleaning Intern	.05	\$15
Kitchen Crew Coordinator (vegetable receiving)	.35 (.05 FTE dedicated to vegetable receiving)	\$15
TOTAL	.45 (.15 dedicated to gleaning project)	

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

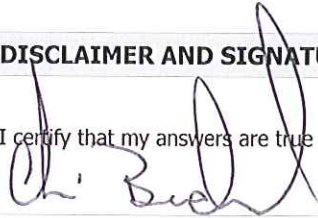
^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Gleaning Interns (2)	3,360	1,680	1,680	0
FEED Receiving Clerk	1,680	840	840	0
Transportation/Fuel	350	175	175	0
Field Gleaning Supplies	1,250	625	625	0
	6,640	3,320	3,320	0

DISCLAIMER AND SIGNATURE

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



2/24/17

Signature

Date



2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council

APPLICANT INFORMATION		
Title of Proposal	Community Garden at High Point Park on Madison's West Side	Amount Requested: \$10,000 (max. \$10,000)
Agency/Organization/Group Name (Please provide the full, legal business name for the resulting contract.)	Madison West Neighborhood Association	
Contact Person	Ahren Hebert-Wilson	Telephone #: (501) 951-1060
Address	2208 Mckenna Blvd. Madison, WI 53711	Email: ahrenhw1@gmail.com
Is your group a 501 (c)(3)?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If no to above, do you have a fiscal agent?	YES: The Madison Parks Foundation	NO <input type="checkbox"/>

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the [United Way of Dane County's Healthy Food for All Children 10-year plan](#)?

By providing the opportunity for individuals and families to grow foods that are healthy, nutritious, and culturally appropriate. With families of low income living along the north end of the park, where the garden will be located, as well as a large senior citizen population, this proposed garden will contribute to community well-being through community engagement activities as well as alleviating some of the pressures of families and individuals who face food security issues due to economic access, as well as geographic location.

Having a community garden project not only helps in alleviating food security stress in the short term for individuals and families, but also functions as an educational opportunity for younger generations to more actively engage with food systems while helping to develop healthy eating habits. Similarly, the fact that the garden will be located adjacent to the playground at Highpoint Park will facilitate intergenerational engagement allowing younger generations access to the wisdom and knowledge of our elders.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

The target populations for this project are the low-income families living along Watts Road to the north end of the park as well as the many senior citizens living in the area who have expressed desire and motivation for having a garden in the neighborhood. As many senior citizens live on fixed income and Madison's relatively high cost of living, this garden project will offer an opportunity for Low income families in the area and senior citizens access to fresh, healthy foods which otherwise may be out of reach in terms of financial resources. Due to the significant interest expressed by the elderly population surrounding Highpoint park, we recognize the opportunity to encourage intergenerational engagement due to the fact the playground is located adjacent to the proposed garden location. In this sense the gardens will not only be an opportunity to address food security issues in the area but also serve as a vehicle for community well-being and the transfer of knowledge and wisdom from our elders to the youngest generations living in the area.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

Due to the fact that in order for the gardens to function in such a way as to increase food access, it is necessary that the gardens have a reliable supply of water, and in this particular case, garden beds which can be accessed by the elderly population in the area which has been a driving force behind this project. The gardens themselves will provide a space where low income individuals and families, as well as other community members will have access to plots of land where fresh, healthy foods can be grown to provide a sustainable and secure source of food for community members.

The Funds from this grant will be used to help pay for the required water infrastructure, and building of the garden beds, as well as tool acquisition, a shed for tool storage, and rain barrels to collect rainwater to help reduce long term water bills. Because water is essential for healthy annual crops typically grown in community gardens, the funds from this grant will help ensure that this garden project will not only have water access but also the tools and other infrastructure needed for productive gardens.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

The specific goals of this project are to increase food access in the area, which does not currently have any community garden projects or farmer's markets in the area offering alternatives to the current food system dominated by corporate interest rather than the public good. Measurement of success will be focused on garden participation as well as community engagement events, such as community potlucks and other similar shared meals, proposed for the garden including partnerships with the Madison Chefs Association, and the art community which thrives in Madison. As this is in some ways a pilot project for the west side of Madison, the success of this garden will help inform future decisions about other new gardens on the west side as well as possible garden expansion at this location as community participation dictates.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

With significant populations of low income families and minority populations in the surrounding area with no access to community gardens or farmer's markets in the immediate area, this project will create access to fresh and healthy foods in the area, as well as educational opportunities in regards to dietary health. As mentioned above, the reality that many of our elderly population living on fixed income, the opportunity to grow their own food not only helps alleviate food access pressures, but also has the added health benefits of getting individuals outside, opportunities for exercise (as gardening is a form of physical exercise), and inclusion through community engagement across socio-economic, racial, and ethnic dimensions.

FUNDING DETAILS

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

We have sought funding from several private businesses in the West Madison neighborhoods such as Woodman's Market, Kelly's Market, PDQ, and Home Depot grants for garden projects. We have also reached out to Fiskars regarding their tool donation program to new community garden projects.

We are also looking into securing funding through neighborhood grants and the Madison Arts Commission, as well as Micro-Grants aimed at improving food access for low-income and minority populations.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

After the initial infrastructure costs are secured for the garden project we will maintain a revenue stream to support water and other operational costs through plot rental fees which will allow the project to continue. We will also be utilizing the garden space as a community gathering place where fundraisers can be held to raise funds for improvements and expansions to the gardens as deemed necessary by level of participation in the community garden project.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

Due to the high cost of establishing water access infrastructure and the materials needed to build raised beds for elderly access, funding from the SEED Grant will ensure that these logistical infrastructure aspects to the community garden will be actualized, allowing the community garden to grow and flourish, not only as a project for addressing food access concerns, but also as a community resource promoting engagement and well-being.

Although there is the possibility of connecting to the fire hydrant for a water supply, the fact that these allowances are subject to change from year to year we feel that installing a permanent water supply would insure that the garden will have the ability to continue to flourish despite any changes in hydrant access allowances. With a city estimate of approximately \$10,000 to install a permanent water source at the garden location we are hoping to cover this cost through this SEED Grant.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

We are currently working with City Alder Barbra McKinney, to establish more gardens throughout the Madison West Neighborhoods.
 We are also collaborating with the RSVP/TRIAD senior organization as an instrumental voice in promoting healthy living for senior citizens in the area.
 The High Point Estates HOA and the Valhalla Vallley HOA are also playing an active role in garnering local support for this project that the vision of a more inclusive community based food system may be actualized.
 Fiskars and Home Depot have also been engaged to secure essential garden tools through donations and grants.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Volunteer labor		
TOTAL		

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

^Note: **All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.**

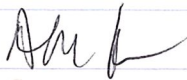
BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Water Access	\$10,000 for permanent water access.	\$7,500	Pending	\$2,500
Tool Acquisition	\$1,500 for essential garden tools.	\$1,000	Pending	\$500
Shed for tool storage	\$1,000 for an 8'x10' shed for tool storage.		Pending	\$1,000
Soil for raised beds	\$1,000 for approximately 30 cubic yards of topsoil	\$750	Pending	\$250
Lumber for raised beds	\$750 for 10 4'x8' raised beds at 24 inches high	\$750	Pending	\$750
Fencing for pest control	\$1,500 for pest control fencing for a 1/4 acre lot.		Pending	\$1,500
Total	\$15,750	\$10,000		\$5,750

DISCLAIMER AND SIGNATURE

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

Signature



Date

9/22/17



Lussier Community Education Center

building community, creating opportunities, enriching education

February 22, 2017

George Reistad
Food Policy Director
Mayor's Office
210 Martin Luther King Jr Blvd Rm 403
Madison WI 53703

Dear Mr. Reistad and SEED Grant Committee:

Last year the food pantry at the Lussier Community Education Center (LCEC) provided critical access to healthy food for 1049 unduplicated individuals, including 440 adults, 502 children, and 107 seniors. Your past support resulted in lasting improvements benefiting each of these people. This proposal builds on that history to ensure that healthy food reaches those who need it most.

The enclosed 2017 SEED Grant application addresses the Healthy Food for All Children 10-Year Plan short-term priority: Support innovative pantry programs that use demonstrations/recipe development with produce and commodity food. Through healthy food samples, cooking demonstrations, simple recipes featuring produce and commodity foods, MyPlate materials, and an up-to-date "menu board," pantry shoppers will have more opportunity to try unfamiliar foods and build their confidence in preparing healthy ingredients and assembling balanced meals. This proposal also solidifies coordinated pantry access for seniors (originally made possible through a 2015 SEED Grant and recently made challenging through a reduction in county funding) and for middle-school and high-school students shopping in the pantry for their families.

Please note:

- The Lussier Food Pantry is not currently funded by the City of Madison, and this project is a clear expansion of the project funded by your 2015 SEED Grant.
- Our total funding request is limited to one year and is more than matched by a mix of donations, grants, and in-kind support from a variety of generous sources.
- Through partnerships with Second Harvest Foodbank, Community Action Coalition, West Madison Senior Coalition, area schools, and others, the Lussier Food Pantry makes a real difference in the lives of pantry shoppers ranging in age from 18 to 75+ years, plus their families, including people of all ages. All racial and ethnic groups are represented, with the majority African American, Latino, Caucasian and multi-racial. Nearly all (96%) of LCEC pantry shoppers earn less than 50% of the federal poverty level, with an additional 3% earning between 51% and 80% of FPL.
- The proposed 2017 Seed Grant is designed to organize and expand access to healthy choices long into the future and position us to increase hours in 2018, should that be an important need of the community.
- Tracking and measuring the impact of our programs is critical. Specific measures related to grant activities are outlined in the proposal.

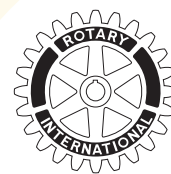
Should you have any questions or requests for additional information, please do not hesitate to contact me at 608.833.4979 extension 207 or ab@LCECmadison.org.

Thank you,

A.B. Orlik

A.B. Orlik
Development Director

55 S. Gammon Road
Madison, WI 53717
tel: 608.833.4979
fax: 608.833.6919
www.LCECmadison.org



2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Organizing Access to Food and Health at the Lussier Food Pantry	Amount Requested: \$6371 (max. \$10,000)
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Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	Lussier Community Education Center
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Contact Person	A.B. Orlik, Development Director	Telephone #: 608.833.4979 x207 or 608.334.9097 cell
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Address	55 S Gammon Rd, Madison WI 53717	Email: ab@LCECmadison.org
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Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in “Short-Term programs, policies, actions” in the [United Way of Dane County’s Healthy Food for All Children 10-year plan](#)?

Support innovative pantry programs that use demonstrations/recipe development with produce and commodity food—To make sure abundant healthy options are available to pantry shoppers, we put healthy foods on our bulk purchasing lists, partner with farms/gardens to secure fresh produce, and emphasize healthy staples in pantry “wish lists.” We also offer choice-based shopping, set up the pantry like a grocery store, put healthy foods in prominent/multiple locations, and feature healthy options in attractive signage and posters. For 2017 we propose to:

- Post an up-to-date “menu board” of healthy options in the waiting area
- Offer healthy food samples and cooking demonstrations to promote unfamiliar foods
- Distribute simple recipes and MyPlate materials to boost confidence in preparing healthy ingredients and assembling balanced meals

Expansion of pantry hours—While seniors are always welcome in pantry, senior use increased dramatically when we opened an extra hour per month coinciding with West Madison Senior Coalition’s free lunch at the LCEC. Decreased County funding led to cancellation of Wednesday lunches here in January 2017, and we suspended this extra pantry hour. A small portion of this SEED grant will help us coordinate with Transit to ensure that seniors have access to our pantry from the new consolidated meal site. We also will expand on our partnership with social workers at Jefferson Middle School and Memorial High School allowing students to access the pantry outside of regular pantry hours on behalf of their families. And we will explore the feasibility of adding new pantry hours for 2018.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

The LCEC’s food program population is richly diverse across almost all age/racial/ethnic/ability categories, while at the same time assisting some of Madison’s most underserved residents. The LCEC’s primary service area is Madison’s west side, however anyone is welcome to participate in pantry services and all of our food security programs.

The LCEC pantry serves an average of 215 people (105 adults, 80 children, 30 seniors) on a monthly basis. Pantry users/shoppers range in age from 18 to 75+ years, while their families include people of all ages. All racial and ethnic groups are represented, with the majority African American, Latino, Caucasian and multi-racial. Other demographics for 2016 shoppers include:

- 96% of pantry users earn less than 50% of the federal poverty level. An additional 3% earn 51–80% of FPL.
- 66% of pantry users are from female-headed households.
- 59% of shoppers are female; 41% are male.

The enhancements and expansions proposed here will make healthy choices easier for pantry users. With food samples, recipes, MyPlate materials, and bold signage featuring what’s fresh in the pantry, users will be empowered to select, prepare, and enjoy healthy options combining fresh produce and commodity foods. This project also responds to identified community needs by reducing barriers to pantry access for two important LCEC pantry user groups — seniors shopping for themselves and middle-school/high-school students shopping for their families.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

Today's food security programs at the LCEC originated in the late 1970's with a group of residents in the Wexford Ridge neighborhood, a Section 8 housing community across the street from the current Center. After nearly 40 years of growth, largely through volunteer efforts, we are clear that our food programs represent a well-respected community response to an important self-defined community need.

Funds from this grant would be used to increase access to (and selection of) healthy food options for children, adults, and seniors through staffing, program enhancements, and supplies. Specifically, SEED grant funds would be used to:

- Pay for a small portion of our Community Engagement Manager's time to oversee the proposed demonstration/recipe/promotion enhancements; coordinate with Transit to stabilize access for seniors; and remove further barriers to pantry use by middle-school and high-school students shopping for their families (arranged with support of school social workers).
- Purchase MyPlate materials, "menu boards," and a metal platform truck/cart to promote and stock abundant healthy options.
- Arrange for cooking demonstrations and print/distribute healthy recipes featuring pantry items.
- Purchase food for the pantry when donations don't provide sufficient nutritional, culturally relevant, and locally-sourced foods.
- Cover a small portion of general operating support for the food pantry, including space, supplies, phone, utilities, etc.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

The LCEC's mission is *building community, creating opportunities, enriching education*. Our SEED proposal embodies all three elements by:

- Providing free, high quality, and varied food items for children, adults and seniors in an environment of choice and empowerment
- Improving access to and education about healthy food options
- Building confidence in how to prepare healthy foods in culturally appropriate recipes
- Coordinating access to other services and avenues of support
- Continuing to incorporate shopper feedback to reduce barriers to participation

Quantitative measures used to access and evaluate outcomes include:

- Pantry use month by month, including repeat and new participation by children, adults, and seniors
- Types/quantity of foods distributed monthly
- People who participate in food access enrollment at the LCEC

Qualitative measures are also important. We administer a written survey in English and Spanish once a year to gauge pantry users' satisfaction and needs, and to help us assess the overall health and success of our pantry program. We ask about, among other things:

- Perception of welcome, ease and facility of access
- Efficiency
- Sense of personal power/ability to ask for what is needed

We also have used survey data from pantry shoppers to evaluate the feasibility of expanding pantry hours, and we will do so again to gauge the importance of expansion in 2018.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

Our food security options are unique to the immediate neighborhood and do not duplicate other services. For some pantry users, our food programs are an especially important basic resource. With that in mind, we consciously assess potential structural, administrative, programmatic, and perceptual barriers to participation and work to eliminate or minimize disparities. For example:

- Transportation. While most pantry users drive/carpool or walk, assistance with pantry delivery can be provided with notification.
- Hours of operation. In 2015, pantry hours were extended to include lunchtime on one Wednesday each month in response to a growing and self-defined need of users. This 2017 SEED request restores this extra hour of pantry access and considers the feasibility of additional pantry hours. Our staff also supports emergency/on call pantry visits.
- Language. Written materials are translated into Spanish and Hmong. Fluent Spanish speakers are on staff to assist with interpretation.
- Cultural relevance. Food items are based on participant request and feedback. Surveys and regular reviews allow staff to adjust and refine program offerings and be responsive to trends and emerging needs.
- Sensitivity to perception of need. Some people are reluctant to participate despite an evident need for nutritional support. We position all of our programs and services from a positive, capacity- and asset-building perspective. Pantry shoppers are involved at every level -- from program design to volunteering and helping others access services. We are committed to food access programs that provide a needed service with dignity, respect and with the maximum involvement of all participants.

FUNDING DETAILS

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

The LCEC's food pantry is funded through a combination of donations from individuals, neighborhoods, foundations, faith communities, service clubs, and other charitable/human service organizations; in-kind support from food drives, food recovery efforts, and direct donations from community garden projects and local farmers; and agency fundraising. We partner with Second Harvest Foodbank and Community Action Coalition, and we participate in food subsidy programs for distribution (TEFAP). Churches and civic organizations also regularly provide designated funding for LCEC's food programs. In 2014, 2015 and 2016 the LCEC received pantry support from the Willy Street Co-op's Pantries Of Plenty (POP) program. None of these sources have specified a requirement of matching funds.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

Funding for the LCEC's food access programs includes a range of small, diversified sources that are continually reviewed and renewed when appropriate, and new funding partners are sought regularly. We have successfully met our food access fundraising goal each year and will continue to fundraise in order to sustain the enhancements this SEED grant would support.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

Our request does not include the launch of a new initiative; instead, SEED funds are essential to the stability of pantry access for certain vulnerable populations and to the availability and promotion of healthy food choices for all pantry users.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

As a community center, we are of the neighborhood, for the neighborhood, by the neighborhood. Program participants have real power in determining activities offered by and in the LCEC. This active engagement in planning and design encourages participation from people who may initially be reluctant to access services, builds program stakeholders/volunteers among users and supporters, and encourages a strong, positive and healthy identity for the program itself.

We collaborate with many project partners for our food programs. We both purchase and receive free food from Second Harvest Foodbank and the Community Action Coalition. The MCC Community Garden, UW Agricultural Department, CUNA Mutual Employee Gardens and CSA all provide produce to the LCEC pantry during the growing and harvesting seasons. We partner with Second Harvest, Food Share, and Forward Services Corp. (among others) to enroll people in other food access programs and provide wrap-around support.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Community Engagement Manager	0.05	20.67
TOTAL	\$2150	

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

^Note: **All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.**

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Salary	10,748	2150	8599	0
Tax and benefits	1290	258	1032	0
Pantry food	9500	1900	1440	1592
Supplies (e.g., recipes, menu boards, MyPlate materials, etc.)	725	725	0	0
Metal platform truck	280	280	0	0
Space costs	1500	300	1200	0
Other operating costs	3790	758	3032	0
TOTALS	27,833	6371	19,870	1592

DISCLAIMER AND SIGNATURE

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

Signature A.B. Orlik

Date Feb 22, 2017



Dane County

5201 FEN OAK DRIVE, SUITE 138
MADISON WI 53718-8872
608/224-3700 VOICE
608/224-3727 FAX
711 WI RELAY

Cooperative Extension
<http://dane.uwex.edu>

George Reistad
Mayor's Office
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703

Dear SEED Grant Committee,

Dane County UW-Extension is excited to partner with the Mellowood Foundation to establish the Neighborhood Covenant Alignment (NCA) initiative as a continuation of the P.A.I.D. Program in 2016. This program supports UW-Extension's mission to provide education to the public as well as our effort to work in and support minoritized communities in Dane County.

In 2015 and 2016, we were honored to work with the Mellowood Foundation to found the P.A.I.D Program. As a result of UW-Extension's support, youth participants helped to reestablish the Hammersley and Meadowood Community Garden, learned to plant and maintain their own vegetable plots, and provided services to other community gardens across the city. The program quickly proved to be an effective way to teach neighborhood youth job skills preparedness and help them realize their potential to become positive role models and active citizens in their community. We look forward to expanding Mellowood Foundation initiatives to serve, support, and learn from more families in 2017 in the Mellowood neighborhoods .

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Muellenberg". The signature is written in a cursive style with a large, sweeping "J" and "M".

Joe Muellenberg
Horticulture/4-H Program Coordinator

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION	
Title of Proposal	Neighborhood Covenant Alignment (NCA) Amount Requested: \$10,000 (max. \$10,000)
Agency/Organization/ Group Name	Mellowhood Foundation
Contact Person	Tutankhamun (Coach) Assad Telephone #: 608-520-7034
Address	5726 Balsam Road #1 Madison, WI 53711 Email: coachassa.ta@gmail.com
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _____ NO <input type="checkbox"/>
PROPOSAL SUMMARY	
Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.	
Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the United Way of Dane County's Healthy Food for All Children 10-year plan?	
<p>The Mellowhood Foundation employs a holistic approach in serving devastated communities and neighborhoods. Our proposal responds to both increasing equitable access to healthy foods for children and families and increasing the capacity of neighborhoods and communities to support affordable and healthy food choices. The NCA Program (Neighborhood Covenant Alignment) is a collaborative effort of the Mellowhood Foundation PAID Program and Dane County UW-Extension staff. PAID began as a pilot program during the summer of 2015.</p> <p>NCA participants will be families and youth ages 10-16 from the Meadowood and Hammersley neighborhoods who will work 10 hours a week. They will plant, maintain, and harvest fresh vegetables for the neighborhood at the Hammersley Community Garden. Neighborhood families will distribute produce from the garden to local neighborhood residents, food pantries, and the Meadowood and Theresa Terrace Community Centers. They will also help with general maintenance of the Meadowood Park garden, Hammersley Community Garden green space, the East Madison Community Center and Glendale Elementary Gardens. UW-Extension will provide horticulture, nutrition, financial literacy, and work skills education. In addition, to enhance reading skills, each youth will be paid for 2 hours a week for academic work required as a part of being in the program.</p> <p>The youth will also begin a new entrepreneurial project to create a value-added food product called "Mellowhood Hots," a hot pickle product to be produced in the neighborhood. UW-Extension will help them develop a business plan and assign work responsibilities so that it may become a future revenue source for PAID.</p>	

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

All youth and families participating in the NCA will be from devastated Madison neighborhoods. The program will be an introduction for families to receive education and complete community service together with youth. We support families in the realization of their own self-worth and self-awareness which allows them to reset their perceptions of childhood and adulthood. We reinforce to the youth and families that a viable life is an objective that needs to be planned for and education is the critical component of upward momentum. These are the unwavering requirements of the Mellowood Foundation.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

The Meadowood neighborhood is located in one of the four designated food deserts of Madison. Lack of easy access to healthy food choices is exacerbated by the lack of affordable transportation options for many low-income residents. NCA is an initiative that not only increases access to healthy food that is grown in their own neighborhood but will also develop in residents nutrient-dense food options from the neighborhood who often have limited options for entry jobs and give them a meaningful way to spend their summer. Oppressed peoples are often the first farmers and have strong agricultural traditions. Many chronic diseases that are unique to certain ethnic groups are often the result both lack of nutritional and lack of real food (i.e. nutrient-dense fruits and vegetables). Parents and families will learn with their children will develop nutritional knowledge and skills to prepare healthy recipes and produce their own food from the garden.

There is a parental reading component as well. In order to address the nutritional challenges in some of these communities, we are promoting nutritional literacy awareness in families. UW-Extension Nutrition and Horticulture Educators will teach participants' nutritional awareness so that it will actually impact daily food choices. The weekly reading will enable the families to make more informed food choices from nutritional literacy awareness. Studies have shown that those who are encouraged to read often times begin reading without encouragement.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

Goals:

- To provide meaningful year-round employment to low-income youth in the Meadowood and surrounding neighborhoods
- To grow and distribute vegetables to local senior citizens, Good Shepherd food pantry, and the Meadowood and Theresa Terrace Community Centers.
- To enhance nutritional literacy of neighborhood families.

Outcomes will be measured in the following ways:

- To measure progress in families nutrition awareness, a Nutrition Educator will evaluate.
- Teamwork to strengthen family dynamic through peer-to-peer communication
- Total amount of food produced and distributed in the neighborhood
- The response to the different neighborhood distribution channels to understand which are most effective in getting fresh produce to the most number of people
- Number of targeted youth redirected from prior disruptive patterns of behavior
- Increased self-esteem of heads of families by addressing stakeholder dynamics.
- Academic curiosity demonstrated through problem-solving while learning.
- Last, and definitely not least, families who read better, will do better! (Studies have alluded to this)

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

The Mellowood Foundation is a grassroots non-profit located in the neighborhoods including and surrounding Meadowood. Its mission is **to empower undervalued youth and families by using mentoring and modeling to develop emerging leaders.** It builds on the *assets* of these neighborhoods. This proposal is consistent in supporting youth workers in the realization of their own self-worth and self-awareness which allows them to reset their perceptions of boy-hood and adulthood. This program is an opportunity reinforce to the youth that a viable life is an objective that needs to be planned for and that service to the community and education are critical components of upward momentum. The age group we are targeting is important, as NCA becomes a viable alternative to getting involved in gang activity.

FUNDING DETAILS

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

The Mellowhood Foundation is communicating with CUNA Mutual Foundation and other funding streams to support their activities. As noted on the budget page, portions of this project are intended to be covered through those resources.

We are also indebted to UW-Extension, which is providing invaluable in-kind support and expertise to this project.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

The Mellowhood Hots project of developing the continued value-added product micro-enterprise of the foundation for sale is something that will take several years to produce revenue: in 2016, the plan was developed. In 2017, the produce for the product will be grown; sales can begin after that. We anticipate that this will contribute to NCA, but will be an insufficient source of funding for this program to continue to grow and offer opportunities to youth in the Meadowood and Hammersley neighborhoods.

The Mellowhood Foundation will apply for other funds and secure private donations from the community to continue and expand this worthwhile program.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).
161 words

Mellowhood Foundation is based in the Meadowood neighborhood and serves southwest Madison. Its President, Coach Assad, lives in the neighborhood and has engendered the trust of residents through his work with young people. He has been working diligently over the past three years to develop relationships with other groups providing services in the neighborhood. He has a good working relationship with UW Extension, staff of Joining Forces for Families, the Meadowood branch of the Madison Public Library, among others. Justified Anger has supported one of the neighborhood initiatives of the Mellowhood Foundation. Assad is also working with CUNA Mutual Foundation and Evjue Foundation who have actively encourage the Mellowhood Foundation to apply for funds to support their work in the community.

In addition to Coach Assad, Mellowhood Foundation's Board of Directors include Marianne Morton, founder of CommonWealth Development, Rev. Winton Boyd of Orchard Ridge UCC, Sally Stix who represents the Meadowood Neighborhood Association, Jason Joyce of the Capitol Times, Dave Bray, Principal of Huegel Elementary School, and Matt Phair, Alderman of District 20.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
16 youth @12 hrs/wk for 12 wks	\$19,008	\$10,000		
Supplies for youth workers (Uniforms, gloves, hats, shade tent, etc.)	\$960		Exploring other funding options.	
Food for Family Outreach Events	\$900		In-kind from other donors.	
Academic materials & Reading level assessment of participants	\$500		Exploring other funding options.	
Transportation to work sites (1 time/wek, 2 cabs/wk for 12 wks @ \$60/round trip	\$720		Requesting from CUNA Mutual	
Expertise to develop the business plan for Mellowhood Hots			In-kind support from Edgewood College	
Program administration and supervision	\$5584		Exploring other funding options.	
Garden tools, plants, seeds, canning supplies			In-kind support from UW Extension	
TOTAL AMOUNT				

Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2017 is \$12.83 per hour.

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Program Director	16% (24 hrs/week for 14 weeks)	\$16.62/hour
TOTAL	\$5584	

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

DISCLAIMER AND SIGNATURE

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

Signature 

Date 2/24/16

Tutankhamun Assad

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Growing Urban Leaders in Food Systems (GULFS) in Madison	Amount Requested: \$10,000 (max. \$10,000)	
Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	Michael Fields Agricultural Institute		
Contact Person	Devon Hamilton, Assistant Policy Director Margaret Krome, Policy Director	Telephone #: 323-578-6164 608-238-1440	
Address	W2493 County Rd ES, East Troy, WI 53120 533 West Washington Ave. Apt. #2, Madison, WI 53703	Email: dhamilton@michaelfields.org	
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input type="checkbox"/>	

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in “Short-Term programs, policies, actions” in the [United Way of Dane County’s Healthy Food for All Children 10-year plan](#)?

MFAT’s proposal addresses the short-term actions across each of the three categories outlined in the Healthy Food for All Children 10-year plan, listed and described below:

- **Increases job skills for food insecure households** – our curriculum further develops the skills our youth learn in the classroom and makes them applicable in the food system job market.
- **Encourage neighborhoods to assess their access to food by convening faith communities, neighborhood associations and other community groups** – students will become “agents of change” in their own communities and take on projects that related to their interests within the food access framework.
- **Fully utilize existing commercial kitchens for mid-sized aggregation/transformation needs, identify need for additional facilities** – through our partnership organizations, GULFS students will have access to kitchen facilities.
- **Recruit and support neighborhood resources to run healthy food programs** – built into our curriculum are lessons that incorporate local to global voices of food system success stories.
- **Coordinate between current programs for nutrition and engagement with food to serve children in Madison institutions in a more comprehensive way** – our curriculum can enhance existing programming our partners run, from food entrepreneurship projects to community handouts of garden produce.
- **Training and support for staff to promote healthy eating and active living** – staff will provide training and support before, during, and after the implementation of the curriculum.
- **Adopt a collaborative communication strategy and public information campaign around healthy eating and active living** – students have the resources and are encouraged to take on such a project outlined in lessons the curriculum provides.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Our target population are middle school to high school level youth in programs and schools that largely serve people of color and low-income families. Each of our partner organizations and schools have different demographics, however they each primarily work with youth of color on the South, Southwest, East, and North side of Madison. For example, the demographics of our partner the Goodman Community Center’s K-12 program include over 90% participants who earn below the county median income, with over 75% categorized as low or extremely low for a family of four. The ethnic diversity breakdown for this program is 50% Black/African American, 16% White/Caucasian, 11% Multiracial, 9% Hispanic/Latino, 1% Asian, 13% Other.

As a result of our effort to seek partners who serve this demographic and their interest in our programming, the GULFS curriculum is intended to bring about both short and long term success to the individuals participating and their larger communities. Short term, simply exposing youth of color to food system opportunities, paired with providing the necessary frameworks to educate and empower them to develop their own food system stories, our curriculum will provide them with the resources and structure to change their immediate environment at a personal and community level. Long term, our curriculum is designed to introduce students to a path that would assist in reducing the racial and socioeconomic disparities we see in higher education and the professional world, providing them with ample resources and development of their skillsets to be successful throughout their schooling and eventually in the workforce.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

We will collaborate closely with our community partners, including working with students acquiring school credits through Goodman Community Center programming, after-school students, and other youth engaged in GCC's food and agriculture-related programs. With each school or community partner, we will:

- Bring classroom-ready or informal curriculum, including story-based, experiential, project-based lesson plans designed to engage students.
- Evaluate each lesson
- Identify students showing interest for cohort development
- Based on feedback, modify existing lessons and develop and test additional ones

GULFS aims to teach in at least two high schools as well as Badger Rock Middle School and with our previously identified community partners. We will also more fully develop our cohort of youth who showed interest in our change-making curriculum. While students and youth will help us develop this cohort, we anticipate holding meetings around food, collaborating with a similar Milwaukee youth cohort, tackling achievable change-making projects with roles for all cohort members, creating community recognition of the cohort's achievements, celebrating culture, arranging internship and mentoring opportunities, and over time, specifically developing job opportunities that build on skills learned through change-making.

For these tasks, much of SEED's funding will cover the costs of MFAI's coordination and direct engagement with youth, through MFAI's Assistant Policy Director, and to a lesser degree, MFAI's Policy Director. We will also fund the continued revision and continued development of our curriculum through our close collaboration with our national educational consultant. A portion of SEED funding will also be used to support the costs of creating meals that the GULFS cohort creates together and other meetings costs, overhead.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

Below are the goals outlined in our curriculum and how we intend to measure their success over the short and long-term vision:

1. Goal: Educate young people of color in Southern Wisconsin about basics of civic engagement and community empowerment, using food systems as the lens.

Measurements: numbers of youth engaged, evaluations from both teachers/leaders and students in classroom and community partner organizations contexts for understanding and interest, number of students/youth who continue to become part of GULFS cohort.

2. Goal: Encourage young leaders of color in Southern Wisconsin to pursue work in Food Systems/Sustainable Agriculture change-making.

Measurements: This one is a long term goal, and it will be difficult to measure in a one-year grant, particularly near the beginning of the project, but we will gauge the success of our direction by the numbers of students who express interest in participating in the cohort. Over time, we'll measure it against the number who continue on to participate in internships and change-making jobs.

3. Goal: Engage students with real-world opportunities to address inequities in the food system and create job opportunities for young leaders.

Measurements: numbers of students/youth engaging in projects that bring about food systems change in their communities, whether in educating family members about nutrition, working with local stores to carry healthier food, working on bee projects, writing letters to the editor on a community garden project, etc.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

Listed below are strategies of how our program will seek to reduce racial, economic, and education disparities in Dane County.

- **Racial**
 - Exposure to the food system and sustainable agriculture movement to communities of color who are not aware of, obstructed access to, or have negative stigmas about food systems work.
 - Developing professional and analytical skills of student of color to better build their capacity to pursue their interests and increase their professional/academic skillsets.
 - Helping reduce the achievement gap in documenting and celebrating their success in the GULFS program, further boosting their work and academic experience.
- **Economic**
 - Connect students to real people, organizations, and opportunities in the food system that could potentially lead to jobs and internships.
 - Encourage and educate mindfulness of health and nutrition, lessons intended for them to bring back to their communities with the long-term vision of reducing the physical, financial, and medical cost of consuming “cheap” food.
- **Education**
 - Curriculum will help strengthen academic skills that will help them succeed in current schooling and prepare them for college
 - Exposure to a “pathway” to success, from their current school level, through college, into the professional world.

FUNDING DETAILS

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

- A Forward Community Investments small grant, pending
- A By Youth for Youth small grant, pending
- a collaboration with UW-Madison, Goodman Community Center, and other partners on a USDA Secondary Education, Two-Year Postsecondary Education, and Agriculture in the K-12 Classroom Challenge Grants (SPECA) grant, awaiting submission
- A collaboration with Badger Rock Middle School, Center for Resilient Cities, and Goodman Community Center on a U.S. Department of Education Education Innovation and Research (EIR) grant, awaiting submission
- No specific matching funds

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

Having invested in developing the concept, partnerships, a starting curriculum, and early testing, we are now actively fundraising for longer-term, multi-year funding. SEED funding would be valuable for us in helping us launch GULFS in Madison's schools and community groups, and with this funding, we will build to strengthen existing partnerships, build new partners, and further develop and improve GULFS and demonstrate its impact to future potential funders.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

The SEED Grant would be a much needed launching pad for our programming, as we have nearly exhausted our previous funding. This cycle's funding is urgently needed to continue to test, refine, and develop our curriculum in Madison classrooms and with partner groups as well as to help work with student and partner orgs/schools to develop cohort models.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

We are nearing the capacity we need to launch our program in Madison and Milwaukee and have established relationships with organizations and schools with the intention to implement our curriculum this year. In addition to these partnerships with various organizations and schools primarily in Madison, we have also established partnerships and are continuing to build relationships in Milwaukee as well. However, for the purpose of this grant our partners within Dane County are as follows:

- PEOPLE Program (as a pilot Summer class)
- Badger Rock Middle School
- Mentoring Positives
- Goodman Community Center
- Mellowood Foundation Community Garden
- DSS Community Center Brentwood Community Garden

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Curriculum Developer	P.T.E.	\$40/hour on contract basis
Policy Director	F.T.E.	\$37/hour on contract basis
Assistant Policy Director	F.T.E.	\$25/hour on contract basis
TOTAL	2.5	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.

BUDGET SUMMARY

*Below is our budget pending the confirmation of grants we are waiting to hear back from.

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Curriculum Developer Support	\$3,000	\$3,000	\$0	\$0
Assistant Policy Director Support	\$4,000	\$4,000	\$0	\$0
Policy Director Support	\$500	\$500	\$0	\$0
MFAI Overhead	\$2,000	\$2,000	\$0	\$0
Materials (food for meals, etc.)	\$500	\$500	\$0	\$0

DISCLAIMER AND SIGNATURE

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

Signature Devon Hamilton

Date 2/24/2017

February 23, 2017

Mayor Paul R. Soglin
Mayor's Office
210 Martin Luther King Jr Blvd Rm403
Madison, WI 53703

Dear Madison Food Policy Council:

Neighborhood Food Solutions is a new non-profit, launched by the South Madison Farmers' Market, dedicated to expanding food access and food education and training programs in the South Madison area. We are submitting our proposal for funding through the SEED grant in order to help with some initial costs of setting up programming and preparing land for farming. The funding will go towards our PEAT (Program For Entrepreneur Agricultural Training) program which works with youth aged 8 to 15 and our Man Up program for returning citizens aged 16 to 27. These programs focus on developing agricultural entrepreneurship skills and expanding access in low access areas to local produce and products.

Neighborhood Food Solutions will increase food access in the Madison area by targeting low access areas of South Madison and expanding markets to those areas. Our markets will be accessible to low income individuals and families because of EBT acceptance and the Double Dollar program. Our programming will support job skills development and promote business and entrepreneur leadership among youth and reentering citizens. We will also be reinforcing healthy food options among youth through educational programming centered on nutrition, healthy and active lifestyles, and agricultural practice.

Neighborhood Food Solutions is not currently funded through the city and if funding is received, funds will be matched either through a New Farmer Grant that is pending approval or through an investor and aid from the South Madison Farmers' Market. This project expands on previous SEED Grants earned by the South Madison Farmers' Market by focusing on setting up a secure camp to locate the programs, development of this land, and setting up a new barn classroom on the site. Once this initial set up cost is covered then the program will be continuously funded through other donations and partnerships to sustain the program. Our programs will address food access in low access and low income neighborhoods throughout South Madison and increase food entrepreneurship among youth and reentering citizens. This will be measured through successful addition of new markets and successful startup of CSA program, successful recruitment of new vendors at markets, tracking number of patrons at markets and their demographics, and entrance and exit surveys for individuals and their families who are involved in our programming. This grant proposal is made possible through the collaboration of Capital Area Regional Planning Commission, Madison College, Dane County Planning and Development, The Family Place, Breaking Barriers, Building Bosses, and Nehemiah Man Up Project.

Sincerely

Robert Pierce

Robert Pierce
(NFS Manager)

Malissa Dietsch

Malissa Dietsch
(PEAT Youth Corp Coordinator)

February 23, 2017

Mayor Paul R. Soglin
Mayor's Office
210 Martin Luther King Jr Blvd Rm403
Madison, WI 53703

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Sincerely

Robert Pierce

Robert Pierce
(NFS Manager)

Malissa Dietsch

Malissa Dietsch
(PEAT Youth Corp Coordinator)

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Neighborhood Food Solutions: PEAT Youth Corp and Summer Camps (South Madison Farmers Market)	Amount Requested: \$ 10,000 (max. \$10,000)
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Agency/Organization/Group Name (Please provide the full, legal business name for the resulting contract.)	Neighborhood Food Solutions
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Contact Person	Robert Pierce Malissa Dietsch	Telephone #: (608) 358-5834 (608) 960-5023
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Address	Robert Pierce 4508 Thurston In Fitchburg, WI 53713 Malissa Dietsch 2500 Fiedler In #2 Madison, WI 53713	Email: rep1313@yahoo.com (Robert Pierce) malissad@capitalarearrpc.org (Malissa Dietsch)
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Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in “Short-Term programs, policies, actions” in the [United Way of Dane County’s Healthy Food for All Children 10-year plan](#)?

Neighborhood Food Solutions (NFS) proposal addresses a variety of the short-term actions outlined in each of the three categories of the Healthy Food for All Children 10-year plan. The actions we will be addressing are:

- Incentivize EBT/SNAP use at farmer’s markets – the South Madison Farmer’s Market (SMFM) prioritizes access to healthy food for all, making sure to accept EBT/SNAP and Double Dollars at the market.
- Support job development for food insecure households – both the PEAT and Man-Up programs facilitate independent and group professional development to residents in the South Madison neighborhood in creating their own business within the market.
- Increase job skills for food insecure households – similarly to the professional development, participants in the program will also be strengthening and developing skills and frameworks that will help them succeed in the professional world.
- Encourage neighborhoods to assess their access to food by convening faith communities, neighborhood associations and other community groups (with support of the Neighborhood Resource Teams) – the market hosts community events centered around food and nutritional education in partnership with local businesses in the neighborhood.
- Identify land available for growing food – the market is currently developing plans to use a fifteen acre site in Verona, WI to grow the PEAT Program’s produce and transport it back to South Madison.
- Support for intergenerational, culturally appropriate programs at community centers and meal sites – Robert Pierce, a veteran farmer, will be sharing his knowledge of the land, market, and community knowledge to the youth participants of the program.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

South Madison Farmers’ Market has lead a long lasting effort to provide fresh produce to South Madison neighborhoods deemed food deserts. These neighborhoods have higher concentrations of communities of color and low income families in comparison to the city as a whole. With greater community needs identified SMFM developed Neighborhood Food Solutions, a non-profit tasked at developing programs to further serve the community.

The PEAT(Program For Entrepreneur Agricultural Training) Youth Corp Summer Camp aims to further serve residents of South Madison neighborhoods in the following capacity:

- Further expanding access to fresh produce for low income families –as more need is identified NFS/SMFM through partnerships with other community organizations will expand farmers market into other neighborhoods. Target neighborhoods include Leopold and Allied.
- Youth programing centered around growing and healthy habits – youth mentoring centered around the science of growing and the science of food. Program will include life skills such as healthy eating, positive life habits, and entrepreneurship. Will serve youth ages 8-15.
- Youth community service/community building – youth will focus on community engagement through development of volunteer projects, hosting community festivals, and back to school backpack giveaway.
- Developing opportunities for entrepreneurship for both youth and citizens returning from incarceration – throughout the duration of the program youth and returning citizens will work with SMFM to grow produce that will be used to develop healthy produce. Participants will act as vendors at the farmers market and will participate in special programing with an emphasis in business operation. This program will serve working age men of color ages 16-27.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

The funds from this grant will be used to increase food access in the following ways:

Infrastructure Development

Neighborhood Food Solutions has acquired 2-3 acres of new land to be used for growing. This land will specifically be allocated to new growers and youth corps members. Development stage for newly acquired land requires soil mitigation to ensure soil is in prime condition to produce maximum potential yield. Anticipated cost include:

- The cost of rototiller to plow land
- Cost of transporting developed soil and compost from current location. Built into the cost is the price of rental for both moving truck and tractors
- Fueling costs

Programming

- Barn conversion into classroom that can hold 20 students. This will include the purchase of tables, chairs, bookshelves, and other items to be used for storage. (Barn is already insulated and heated)
- Academic material for youth corps program including backpacks, folders, workbooks, and writing utensils
- Various cooking materials to be used in recipe development and creation of a neighborhood healthy foods cookbook
- Cost for transporting youth
- Program coordinator

Special Events and Celebrations

- SMFM/Healthy Food Solutions will host monthly community events (mothers day/fathers day/Juneteenth/back to school back pack drive for kids/labor day) materials for giveaway will be by solicited donations of local partners
- Festival materials including DJ, bounce houses, and music

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

Short-term outcomes:

- Expansion of farmers markets and potential development of a CSA market basket program – SMFM currently operates markets in 3 locations in Bram's Addition and the Badger Rock neighborhood. By the end of growing season NFS aims to expand the markets into the Leopold and Allied neighborhoods through the development of community partnerships. To create better access to fresh produce NFS will also work to establish partnerships with neighborhood centers and schools to provide access to low cost CSA market baskets to a minimum of 20 families.
- Increased number of vendors at farmers market – through promotion SMFM/NFS aims to add a minimum 4 new vendors to each market selling items ranging from produce, breads, homemade soaps etc. Market organizers will actively recruit for vendors and record participation.
- Increase number of patrons- market organizers will develop promotional materials and track reach number. On market days student assistants and organizers will have a structured system to track number of patrons, race, and gender. Tracking EBT to determining reach of low income families.
- Development of healthier habits amongst youth and families-participants will take an entrance and exit survey at the beginning of each session. Parents will also be surveyed to see if their youth education influences family as a whole.
- Creation of 3-5 new grower businesses through PEAT.

Long-term outcomes

- Development of strong partnerships-NFS will evaluate effectiveness of partnerships with various organizations and track number of new partnerships, length of partnership, and turnover.
- Retain new growers-NFS will track yearly participation of new growers by cohort.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

Providing access to healthy food and health outcomes

In neighborhoods deemed a food desert, fresh produce and healthy foods are not easily accessible. With little access to healthy foods within their neighborhood along with limited funds and resources, low income families of color often choose to consume food from cheap fast food restaurants or junk food from local convenient stores. Expansion of farmers markets provide the following benefits:

- Easy access within walking or biking distance to acquire fresh local produce (decreased cost of transportation when buying fresh foods)
- Use of EBT card readers and double dollars makes cost of fresh produce affordable and practical when feeding a family. Provides incentive to families who have budget constraints for food.
- Education on health benefits of various foods and how to cook creative meals

With little or no access to healthy foods low income families of color are often times faced with high rates of obesity and diabetes. These diseases can be easily combatted with healthier diets and more exercise, improving health outcomes. Although access to fresh food is a barrier, culture also plays a role. The PEAT Program aims to address cultural habits by:

- Promoting healthy eating amongst youth. Habits learned early can lead to better health in adulthood.
- Providing support to families on how to access and use fresh foods

Promoting business

Targeted neighborhoods suffer from low-income and high levels of unemployment(primarily men of color) PEAT combats issues of employment and income in the following:

- Financial literacy
- Promoting entrepreneurship through business education and development
- Providing the opportunity for product development and vending

FUNDING DETAILS

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

In support of this proposal Neighborhood Food Solutions has secured the following funding support for project development:

- The Family Place: A 15 acre estate located southwest of Madison and zoned as agricultural has donated 2-3 acres of land at a cost of \$6,000/year. A barn on the property will also be made available for classroom instruction at a cost of \$2400/year. This is contingent on securing needed funds needed for soil mitigation. Donation of land is to be used for new growers and youth programing.
- Application submitted to USDA for New Farmers Grant of up to \$5000. If received will be used to match Seed Grant.
- Investor Mark Deill: will provide funds for construction of greenhouse on property for year round growing at a cost of \$15,000; contingent on development of complete operation

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

Much of the initial funding received from the SEED Grant will serve the purpose of fulfilling start-up cost for expanded growing operations and PEAT Youth Corp. Initial start up costs for land development ranges from \$4000 to \$5,000 and will not need to be repeated. Continued operating cost is projected to be between \$10,000 to \$12,000 per year. Revenue and fundraising are key components in funding future operation costs.

Operating costs will be covered by the following:

- SMFM will donate a portion of the vendor fees to finance Neighborhood Food Solutions
- Youth participating in PEAT Youth Corps will work throughout the growing season to develop recipes for products that will be sold at the market. Once products are developed and tested in the markets solicitation for vendors looking to sell locally grown produce and products will begin. SMFM currently vends to many grocery stores and restaurants within the city and region.
- Participants when developing products will also seek neighborhood recipes for production of a South Madison cookbook that will be sold at markets. Funds from cookbook will directly fund PEAT program activities and operating costs.
- The civic engagement component of the youth corps group will work to develop various fundraisers that will be used to support PEAT Program activities and events
- PEAT Program will solicit local neighborhood business to sponsor efforts
- After initial year new growers will be provided a stipend that will assist in growing business.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

Developing agricultural programs is requires development of infrastructure. SEED Grant funds will assist Neighborhood Food Solutions to form a partnership with "A Family Place" in the form of a land donation. Approximately half of the funds will be used in infrastructure development in creating a viable agriculture project that is needed to secure additional funding and investment. The following actions will have to occur in order for the launch of the program to be successful:

- Neighborhood Food Solutions secures funds for soil remediation and infrastructure development
- MOU signed between "A Family Place" and "Neighborhood Food Solutions" for land agreement
- Funds will be used to develop land, farming will begin
- Secure investment in greenhouse to ensure year round growing
- PEAT Program will begin
- New farmers will be registered; USDA grant application for new farmer will be submitted

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

In development of a holistic program Neighborhood Food Solutions will be partnering with various organizations that will provide a multitude of services. The organizations listed below will contribute in the following activities:

Capital Area Regional Planning Commission: As a recipient of the Plan4Health Grant CARPC funded South Madison Farmers Market/Neighborhood Food Solutions in fiscal year 2015/2016. As a grantee CARPC is dedicated to assisting in the sustainability of programs, Plan4Health coordinator will work with SMFM/NFS in providing data and access to grant writing.

Dane County Planning & Development(Olivia Perry): Will assist in program development, assisting in securing of funding, and land management.

Madison College(Mark Deill): Will assist in curriculum development for developmental and business education. Focus will be on financial literacy, development of business plan, and budgeting. Also primary funder for construction of new green house for growing operation.

The Family Place (Carolyn Bradt): Donation of 2 acres of land for growing operation that will be used for youth programing along with allowing full access to the general estate that includes use of the barn as a classroom, pond for fishing, access to home for product development as well as pool and cabin for summer recreation activities. Will also be site for hoop house development.

Breaking Barriers (Caliph Muab-El): Aims at assisting youth facing societal barriers through positive mentorship. In partnership with Breaking Barriers youth will participate in programs geared towards positive development including a Girls Power group and a Boys to Men group. NFS and BB will also work in conjunction to b

Nehemiah Project (Anthony Cooper – Man-Up): Partnership focuses on returning citizens. Provides mentorship in re-entry process assisting in finding housing, developing personal skills, searching for employment, financial literacy, and agricultural entrepreneurship. Will also connect with youth programing in cross mentorship.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Robert Pierce	F.T.E	\$15/hr
Lauralyn Rosenberger	P.T.E	\$13/hr
TOTAL		

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

^Note: **All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.**

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Program Coordinator	\$7,200	\$2,800	\$4400 (SMFM)	0
Farm Manager	\$8400	0	\$8400(SMFM)	0
Compost	\$3000	\$2000	\$1000 (SMFM)	
Transportation Cost-compost	\$500	\$500	0	0
Tractor/Truck Rental Rental	\$2000	\$2000		
Education Material-Backpacks, notebook, writing utensils	\$250	\$250	0	0
Education Materials-Classroom Table(4) 8 foot tables	\$250	\$250	0	0
Education Materials-Classroom- chairs(10)	\$200	\$200	0	0
Program Transportation -12 weeks	\$1200	0	\$1200 (SMFM)	0
Youth Worker Stipends	\$7,000	\$2000	\$5000 (new famers grant)	0

DISCLAIMER AND SIGNATURE

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

Signature

Date



2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council

APPLICANT INFORMATION		
Title of Proposal	OTB Pizza Project	Amount Requested: \$ 9,814 (max. \$10,000)
Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	Mentoring Positives Inc.	
Contact Person	Will Green	Telephone #: 608-819-6200
Address	414 Rethke Avenue, Madison, WI 53714	Email: mentpost@hotmail.com
Is your group a 501 (c)(3)?	YES X <input type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES X <input type="checkbox"/>	NO <input type="checkbox"/>
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input type="checkbox"/>

City of Madison
Office Of The Mayor

FEB 24 2017

RECEIVED

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the [United Way of Dane County's Healthy Food for All Children 10-year plan](#)?

Mentoring Positives' Off the Block (OTB) Pizza project will address one of United Way of Dane County's short-term community plans by increasing culturally appropriate healthy foods in summer and after-school programs. We intend to provide a unique experience for Madison youth to not only be educated on healthy eating, but develop leadership and social entrepreneurship skills that will empower our youth to be agents of change in their communities.

Our youth will embark in an internship experience led by Mentoring Positives Pizza Manager who will teach interns the value of healthy local products and the process from farm to table. Our interns will be able to apply the knowledge they obtain from the classroom to a real-world product that will be competing in the market.

The summer will focus on market research and cost of production which are both essential for placing OTB Pizza in the market. Students will have the opportunity to explore local sources for raw and added value products such as basil, tomatoes, cheese, flour, vegetable toppings, and meat options. Students will then communicate with business owners to establish contracted partnerships to supply ingredients at whole sale costs. Additionally, students will communicate their research with each other to formulate a business plan to make OTB Pizza competitive in local markets. A marketing campaign will take place after the summer program so students can engage with potential consumers and enhance their soft skills. (235 words)

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Mentoring Positives Inc. is a non-profit that serves Madison youth, girls and boys, from elementary through high-school. The students attend schools within the Madison Metropolitan School District (MMSD), but primarily focus on the east and northeast side of town. Students eventually trickle into Madison East and Madison La Follette High Schools.

Mentoring positives' office is located on the east side of Madison in the heart of the Darbo-Worthington neighborhood. The neighborhood is made up of a diverse minority population, however, 95 percent of participants in Mentoring Positive are African-American. Participants are also from families of low-income who may receive free or reduced lunch at school.

Some participants may also have a history of difficulties in the community, school, and/or home. Approximately 55 percent of students are high-risk for juvenile court systems and exhibit behavior issues. These students are in need of positive role models who will provide support and guidance as the student transitions from restrictive settings.

The pizza project will impact our targeted population because it will provide alternative career pathways for students to explore in the food and agriculture industry. Social entrepreneurship is important because it increases self-efficacy and empowerment, however, most students are unaware or mislead to believe they can't be successful in starting a business. Fortunately, the east side of Madison is notorious for providing community members access to ag-based resources. It is our intent to expose students to these resources and develop a marketable product with a food they love to eat. (247 words)

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

According to the Department of Public Health Madison and Dane County, the Darbo-Worthington neighborhood is not an area defined as a food desert. The closest grocery store is Woodman's which is located just over a mile away from the neighborhood. On the other hand, there are numerous fast food restaurants and convenience stores within a mile radius of the neighborhood that are more accessible and affordable for residents, especially youth. The food sold at these outlets are dense in calories, but lack nutrients to sustain a healthy diet. Since there are limited healthy food options, there is a need for the Darbo-Worthington neighborhood to develop programs that address food access and promote healthy living choices.

Mentoring Positives' Off the Block Enterprises program can provide youth education on healthy foods through developing food products. The pizza project will one of its greatest initiatives because it is a food product that kids really enjoy. It is also a product that has multiple components like dough, sauce, cheese, and toppings. Each component uses a variety of ingredients which is a great way for students to see how each ingredient impacts a final product's taste. This will also allow students to learn about the nutrition panels and how to interpret the information displayed.

Though the project will not directly increase food access within the year of funding, we would like to give youth the knowledge and tools to share with friends, family, and community members so they are empowered to start similar projects. (249 words)

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

The main goal is to produce 1000 pizzas. To do so, funding will concentrate on the summer internship experience where interns will conduct market research and develop a business plan. After the summer program, the Pizza Manager will utilize the information interns collected to establish a contract with FEED Kitchens so their employees can produce our first batch of sellable pizzas. Interns will then create innovative marketing strategies to sell pizzas in the market.

Mentoring Positives has already invested time and money into the base recipe last summer so we will consider different licensing options. This will be done prior to the summer and the Pizza Manager will work with FEED Kitchens Manager, Adam Haen, to complete the necessary paperwork.

During the summer, we hope to produce 100 pizzas that will be samples. Two (2) events will be held so audience members can give constructive feedback on the recipe and other areas of improvement. Another test would to find out the shelf life of frozen pizza in a standard freezer. As students' progress over the summer, the Pizza manager will be responsible for maintaining licensing requirements and keeping students on time with deadlines.

After the summer, we will measure outcomes by tracking monthly pizza production from FEED Kitchen employees. We will also compare labor and variable costs to the revenue generated from sales during our marketing campaign. We would also like to track student progress so we may consider part-time positions in the future. (244 words)

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

The pizza project aims to reduce both racial and economic disparities in the city of Madison each step of the way. It costs \$10,000 to \$15,000 to have youth placed in juvenile corrections or residential treatment facility. We are working with our high-risk youth to prevent this pathway and instead make a positive impact in their community.

Youth paid internships provide a real-life experience and grows future leaders. Providing an entrepreneurial experience for youth allows our targeted population to discover new and advanced career pathways. Traditionally, African-Americans work more labor intensive jobs, but OTB Pizza will give our young African-American students the confidence to become successful business leaders so they may receive higher salaries. This experience also is a great resume builder for students who are looking to attend technical college and 4 year institutions.

We also intend to reduce economic disparities within the Madison community by collaborating and investing into local businesses. FEED Kitchens is highly valued, especially since they have employees who have been formerly incarcerated. Our commitment to working with FEED Kitchens provides job security for their employees, but also enables the employees to give back to the community by working alongside youth. (196 words)

FUNDING DETAILS

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

The pizza project initiated in Summer 2016 through a collaborative effort with Mentoring Positives, UW-Extension and the PEOPLE Program. The project was mostly supported by dwindling funds from a 5-year AFRI grant, providing two part-time project management staff. PEOPLE Program provided additional paid interns who helped create our base recipe. Mentoring Positive invested in ingredient/supplies, kitchen rentals and private consulting fees in addition to stipends for 5 additional interns. In kind support was an important factor that drove success of the program, and we aim to strengthen our previous connections so we can reduce costs.

Additionally, Mentoring Positives hosts an annual fundraiser in November where private investors and companies have the opportunity to invest in Mentoring Positives programming. OTB Pizza was launched at the last fundraising event, which helped Mentoring Positives exceed their goal of \$50,000. Though only a portion of that money will go directly to product development of OTB Pizza, we are confident that the community supports the project and will continue to reach out to donors to receive additional funds. (173 words)

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

The pizza project is very deserving of the one-time, one year SEED grant because it will help fund management positions necessary to launch the product into the market. Previous investments developed the base recipe, but there weren't enough funds to support management positions that will take the product to the next step of applying for licensing.

If the SEED grant is approved, Off the Block Pizza will have the opportunity expand its operations and truly understand what it takes generate enough revenue to sustain not only the product, but also annual programming with youth. A scale of production of 1000 pizzas over the year of funding will enable management to figure out details of additional employment positions, local sourcing options, licensing requirements and co-packaging agreements.

In order for OTB Pizza to support the Darbo-Worthington neighborhood, it is important that with proper management, we can seek ways to minimize costs and create an affordable, local, healthy product. (156 words)

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

The SEED grant is an essential funding source for Off the Block Pizza because it would grow the capacity of management positions necessary to make the product successful in the market. Our previous efforts were limited to developing the base recipe and we did not have the structure in place to complete licensing requirements. A manager is a key component who would have the time and responsibility to maintain licensure while overseeing operations. They would also be able to make better decisions on the feasibility for scale of productions. Essentially a manager is required to make OTB business run smoothly. (100 words)

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

Mentoring Positives Inc: provides summer interns and management staff for OTB Pizza project

FEED Kitchens: provides a commercially licensed kitchen space, expert consulting advice and labor for dough recipe

UW-Madison Food Science Department: similar to FEED Kitchens, the Food Applications Lab is a kitchen space that allows our interns to conduct experiments on small batches. The department also provides undergraduate student volunteers to assist with recipe development as well as experts who can give free consulting advice.

UW-Madison College of Agriculture and Life Sciences: provides education and ag-based resources to summer interns

UW Law and Entrepreneurship Clinic: provides free consulting services for start-up business projects.

UW Business and Entrepreneurship Clinic: same as above

Madison College Culinary Arts Program: Free cooking advice from Chef Paul Short.

Fraboni's: Owner Steve Fraboni provided insight of developing authentic Italian products and selling them in the market.

Naples 15: Chef Salvatore provided insight of creating a Sicilian pizza and selling it in a restaurant.

CUNA Mutual: Sponsor who has supported our efforts, and seeks interest to host annual pizza making event with Mentoring Positive interns.

(180 words)

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Pizza Manager (Richards)	6.41%	\$15
CEO (Green)	3.13%	\$25 (Match)
Extension Advisor (Lawless)	4.80%	\$60 (Match)
MP Pizza Interns (6 youth)	NA	Educational internship will involve monthly stipends with a rate of \$8/hour per student
PEOPLE Program Interns (2 youth)	NA	Educational internship will involve a summer stipend of \$1000 per student (Match)
TOTAL	14.34%	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.


BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Personnel Wages	\$13,620.00	\$4,000.00	\$9,620.00	-----
Contracted FEED Services				-----
Ingredients	\$2,000.00	\$2,000.00	\$0	-----
Kitchen Rental	\$1,560.00	\$1,560.00	\$0	-----
Labor Services	\$2,254	\$2,254.00	\$0	-----
TOTAL	\$19,434.00	\$9,814.00	\$9,620.00	-----

DISCLAIMER AND SIGNATURE

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

Signature



Date

2-24-17

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Madison Urban Nutritional Children's Hotspot (MUNCH)	Amount Requested: \$ 10,000 (max. \$10,000)	
Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	The River Food Pantry		
Contact Person	Hannah Becker	Telephone #: (262)365-8899	
Address	2201 Darwin Rd.	Email: hannah@riverfoodpantry.org	
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input checked="" type="checkbox"/>	

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the [United Way of Dane County's Healthy Food for All Children 10-year plan](#)?

The River's new mobile lunch program, MUNCH, addresses many areas outlined in "Short-Term programs, policies, actions". The United Way of Dane County's Healthy Food for All Children 10-year plan states that 73 percent of the households with children who use food pantries are food insecure- meaning they are unable to meet their daily food needs due to lack of financial resources. Families skip meals or cut back on the quality or quantity of food they purchase. This recurring lack of access to food can lead to malnutrition. It also states that gaining access to healthy food can be particularly hard.

A goal in the United Way of Dane County's Healthy Food for All Children 10-year plan is to increase access to and consumption of healthy food for all children in Dane County, especially children in low income households.

The MUNCH program brings nutritious packed lunches directly to low income neighborhoods for children and teens on weekends and non-school days. With the Madison Metropolitan School District (MMSD) providing nutrition on school days, and MUNCH providing nutrition on non-school days, children in poverty are no longer going hungry.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Since the poverty rate is so high on the north side, ALL Children receive free breakfast, lunch and snacks. However, there are no meal programs available on non-school days such as weekends, vacations, in-service, etc.

As of right now, MUNCH is impacting 300 children and teens living in low income families on the north side. Our goal is to serve 650 children and teens, an estimated 50% of the total child population living in low income neighborhoods on the north side of Madison.

500 children (0-12)

150 youth (13-18)

111 African American or Black

7 American Indian or Alaskan Native

104 Asian and Pacific American Islander

163 Hispanic or Latino

44 Multi-ethnic

221 White

Research has shown that children who receive adequate nutrition do better in school overall. One of our goals is to ensure that any child or teen can always depend on getting a lunch from The River's MUNCH van when school isn't in session. While our intended service population is children and teens, adults are also given a packed lunch if they ask. No one who comes for a lunch is turned away.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

The River is requesting funds to purchase a new Reach-In Refrigerator to store the MUNCH meals that are prepared at the pantry. With the help of volunteers, lunches are prepared at The River Food Pantry kitchen every Saturday morning and then distributed Saturday and Sunday afternoons and on non-school days.

Food is purchased for MUNCH in bulk sizes but there's simply no room to store the food in addition to the thousands of pounds of food stored at the pantry. A Reach-In Refrigerator would store the MUNCH food and preserve lunches between days of distributing. The River is currently providing lunches to over 300 children and teens each day and the numbers continue to grow every weekend. With purchasing a new Reach-In Refrigerator, we would be able to increase the number of children and teens we provide a nutritious packed lunch to on non-school day.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

In just 6 months of launching MUNCH, the number of children and teens receiving lunches have grown immensely. Each day, over 300 nutritious packed lunches are being distributed at the six selected neighborhoods. Purchasing a Reach-In Refrigerator would allow MUNCH to expand to more neighborhoods and provide lunches to more children. The goal is to reach 50% of the child population everyday which is 650 lunches. As of right now, we are not able to provide storage room for that many meals in addition to the thousands of pounds of food stored at the pantry.

Our goal for MUNCH is to double the existing route by adding additional low income neighborhoods in order to reach more children and teens.

A Lunch Program Manager and Lunch Program Coordinator were hired specifically for MUNCH. They are responsible for inventory management of the lunch ingredients and supplies, volunteer coordination, and preparation and distribution of the lunches. They keep track of how many lunches are distributed each day.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

From researching the neighborhoods and canvassing with flyers and talking to residents and neighborhood leaders, we are making sure free lunches are distributed to neighborhoods with very limited to no resources. With a new Reach-In Refrigerator, MUNCH will be able to expand to more neighborhoods that needs this program.

Recently, a single mother shared this, "My son loves getting lunch from the white MUNCH van. I think it is more than great that MUNCH is going on in our neighborhood and the surrounding neighborhoods." We have heard many positive comments from parents, children and teens since starting the program.

All meal programs for children in low income families and families in poverty, have a tangible effect on the children's readiness for school. The program has an impact on every child's chance at success in school and in life.

FUNDING DETAILS

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

Shopko Community Foundation - \$500
CUNA Mutual Foundation - \$1,000
Courtier Foundation Inc. - \$1,000
Make It Better Foundation - \$1,000
Green Bay Packers Foundation - \$2,000
Evjue Foundation - \$15,000
American Family Dreams Foundation - \$15,000
WalMart State Grant - \$25,000
Steve Stricker Foundation - \$25,000

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

MUNCH is an essential component of the mission of The River. We will fundraise for MUNCH along with our existing food pantry operations.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

MUNCH began in June 2016 with service to one neighborhood, Woodland Park on Northport Drive. By the end of the summer, MUNCH was providing lunches to six neighborhoods with high rates of poverty and minimal resources. In January 2017, distribution reached over 300 packed lunches each non-school day.

Purchasing a new refrigerator with funds from SEED would mean the MUNCH program could expand to more neighborhoods that are in need of food assistance. Additional refrigeration is required to increase the program to include new neighborhoods. There are an estimated 1,300 children living in low income families on the north side of Madison. With the purchase of a new refrigerator, we feel the goal of 650 lunches per day is reachable.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

The Madison Schools supervised The River's distribution of a summer lunch menu at the Woodland Park Apartments during the summer school weeks in 2016. The Madison Mallards baseball team provided unsold products to The River. Children loved having hot dogs and brats on the lunch menu. The River also receives unsold food products from the UW concession stands during fall and winter sporting events, resulting in more hot dogs for MUNCH.

We also spoke with area and school social workers, JFF workers, etc. to determine how our efforts would be most effective. The overwhelming response was if the children and teens could access food as close to their home as possible. It's simply the most effective means to encourage participation.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Lunch Program Manager	1	16.83
Lunch Program Coordinator	1	13.00
Lunch Program Coordinator 2	1	13.00
TOTAL	3	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Salaries/Wages	89,080		89,080	
Fringe Benefits & Payroll Taxes	14,326		14,326	
Supplies & Equipment	120,000	10,000	110,000	
Office Supplies	100		100	
Transportation	4,230		4,230	
Rent/Utilities/phone	2,640		2,640	
Total	230,376	10,000	220,376	

DISCLAIMER AND SIGNATURE

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

Jenny Czerkas

2/14/2017

Signature

Date

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Sandburg Elementary School Year-Round Educational Greenhouse and Pantry Support	Amount Requested: \$10,000 (max. \$10,000)
Agency/Organization/Group Name (Please provide the full, legal business name for the resulting contract.)	Sandburg Elementary School, Madison Metropolitan School District	
Contact Person	Brett Wilfrid	Telephone #:(608) 204-7940
Address	4114 Donald Drive, Madison, WI, 53711	Email: bwilfrid@madison.k12.wi.us
Is your group a 501 (c)(3)?	YES	NO <input checked="" type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _Foundation for Madison's Public Schools___	NO <input checked="" type="checkbox"/>

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the United Way of Dane County's Healthy Food for All Children 10-year plan?

This proposal directly addresses *The Healthy Food for All Children Plan* vision by strengthening Sandburg Elementary School's student and family access to healthy and affordable food and allowing for a host of new fresh food and food-education based programs which will:

1. Improve ease of access to healthy fresh food;
2. Expand and enhance the current food pantry and snack programs at Sandburg-- providing affordable locally grown fresh produce;
3. Create and strengthen school and community partnerships;
4. Work across generations and cultures to address food insecurity and create partnerships;
5. Promote hands on experiential training of Sandburg students and families
6. Enhance teacher-student interaction, and;
7. Promote sustainability (social justice and environmental) education/practices in the Sandburg community.

Overall, the greenhouse at Sandburg will allow greater food self-sufficiency, encourage community partnerships, enhance educational programming, and most of all strongly reinforce the network of food security programs that Sandburg is building.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

The Sandburg neighborhood has been identified through analyses by the Madison Metropolitan School District's launch of the first "Community Schools" and the Madison Public Library's analysis of potential future sites for libraries as a part of the city that is notably lacking community resources. Libraries, community centers, and food pantries are further away than in most part of the city. So many students qualify for free/reduced lunch that it has become a free lunch site, (i.e. all children receive free lunches). 47% of the students at Sandburg are Latino and 18% are African-American. One in every 12.5 students (8%) is homeless, making this school the third highest in number of homeless families of all Madison elementary schools. Sandburg's test score ranking was 966 of 1077 elementary schools, placing it in the bottom 10% statewide.

In view of these demographics and based on strong evidence that children experiencing hunger are more likely to have impaired health, learning, behavior, and academic success including higher rates of absenteeism, the proposed program will impact all Sandburg students (and the surrounding community) by increasing food access and health promotion in a region of the city which is strongly multi-cultural and socio-economically challenged.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

The proposed greenhouse will provide **year-round** fresh produce and support student, family and community health and nutrition educational programs. This project will increase food access and programming in the following ways:

1. Plantings grown by the students and volunteers will be used to fill the raised bed gardens surrounding Sandburg; food from those gardens will be used to increase self-sufficiency of Sandburg's snack and pantry programs improving the health and wellbeing of students and their families.
2. The greenhouse would extend the reach of Sandburg's vibrant **Garden Club** with its focus on activities which support learning about food, health, biology, nutrition, cooking, sustainability and food security. With a greenhouse, these programs would become year-round. Other Garden Club (AKA **The Green Team**) activities include: expanding the area of outdoor growing; harvesting, canning/pickling/preserving, composting, distributing healthy garden-grown food; and, sustainability education/practices.
3. **Garden Club** greenhouse programs will serve as a vehicle for activities which promote community integration i.e we envision establishing a free outdoor vegetable stand where school and community can share plants and fresh vegetables (akin to a Little Free Library).
4. The greenhouse will generate revenue for re-investment into additional food enrichment programs at Sandburg i.e. flowers, herbs, vegetables grown in the greenhouse will be sold to the community. The community will be invited to participate in greenhouse-related educational programs and activities.
5. The greenhouse will promote hands-on/experiential learning about healthy nutritional practices and by so doing increase student/family engagement in the learning process.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

The greenhouse programs will meet the following goals:

1. Promote programs that directly improve food insecurity among students and families at Sandburg (with some reach also into the community).
2. Provide students, staff, families and the community with engaging, active educational indoor/outdoor opportunities to learn about nutrition and food.

Measurable outcomes anticipated:

1. Increased availability of food from the greenhouse will lead to increased student/family food-security. Sandburg will ultimately be more independent in providing fresh produce to students and their families i.e. reduced reliance upon REAP and other food donations.
2. Improvement in learning/behavior/attention among students participating in greenhouse-related programs as rated by teachers and school administrators-- including reduced behavioral referrals, higher rates of attendance, and perhaps higher rates of achievement.
3. Feedback from families that the greenhouse food helps to improve family access to affordable and healthy food.
4. Student, teacher and family feedback about the benefits of learning and participating in hands-on greenhouse activities, including increased awareness about healthy nutrition.
5. Increased interaction, involvement, and engagement by the greater Sandburg community-- measured by number of community members volunteering to the Garden Club, new community integrated programs spurred by greenhouse activities, increased community volunteerism in school programs.

Data will be collected through surveys developed by school social workers, teachers, administrators, and parents. Data will be collected throughout the school year (including summer), once the greenhouse is operational. Other data will include poundage/volume and types of fresh produce provided to students/families as a result of projects relating to the greenhouse.

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

Sandburg staff is committed to having their school function as a **community resource center**. Sandburg has long been actively building comprehensive programs to promote food security:

1. Partnering with Group Health Cooperative, Sandburg offers a six-week crockpot cooking class (providing food, training, and equipment) twice a year which promotes healthy eating and meal preparation skills.
2. Sandburg created an in-school pantry (2016). Thanks to partnerships in the community (UW Health at The American Center, Food for Thought Initiative (Food4TI), Hy-Vee East Grocery, etc.) that pantry is serving shelf-stable and fresh food to needy families and disseminates information about healthy eating/community nutrition resources. This pantry provides more than 500 pounds of food to student families **monthly**.
3. Sandburg's ongoing snack program feeds all students nutritious snacks every school-day thanks to support from REAP (four days/week) and other donations.
4. Food4TI's "***Thea's Table***" program, distributes 6 weekend meals to identified Sandburg homeless students and their family members throughout the school year. In only its second month of operation *Thea's Table* served **54** of Sandburg's homeless students/family members approximately **1075** meals.
5. Sandburg's Garden Club maintains numerous raised beds and sponsors garden and sustainability projects which educate about and support food-related programs.

Every part of the Sandburg garden program which the proposed greenhouse will be integral to, is rooted in equity and excellence, providing students from all backgrounds, regardless of race or socioeconomic status, the opportunity to learn about, eat, and engage in the tangible work of growing, consuming, and sharing healthy foods.

FUNDING DETAILS

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

Sandburg's Garden Club received a generous donation which allows for about \$10,000 in matching funds for a greenhouse. Ten thousand dollars of City funding will make it possible for Sandburg to purchase and install an **engineered greenhouse** kit (which will be assembled free of charge by community volunteers on school grounds). The greenhouse being purchased will be of **sufficient size** that classes can be conducted in the greenhouse and plant **production** can, at least to some extent, meet the goals described above. Costs for the locally purchased, well-insulated greenhouse kit (including delivery, heating units, ventilation and some manufactured growing benches) are included in our budget projections. (Over time we hope to have volunteers construct additional growing benches.)

Note: We are confident we will be able to obtain donations or matching funds to cover the remaining portion of costs associated with installation of the greenhouse (e.g. water, gas and electric hookup). We expect donations, fundraisers, and/or greenhouse sales to generate yearly heating costs (estimated at a total of \$500-\$1000 per year).

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

This is a capital project, with a building as the end-goal. The costs, after construction is complete, are mostly around heating. Proceeds generated by sales of greenhouse plantings (e.g. herbs and seedlings for community gardens) will be returned to the Garden Club for future upkeep of the greenhouse, including heating costs and/or to programs that support food justice and food equity at Sandburg Elementary School. (Even if sufficient funds for heating could not be found, the Garden Club has the option to stop heating the greenhouse in the very coldest winter months.)

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

Without SEED funding for this project Sandburg lacks the funds to build and install a greenhouse of sufficient quality (size, insulation) that could be operated year-round and that could support the multiple projects we plan (e.g. enhancing food programs, teaching programs/activities all during the school year and during summer months). The greenhouse and spin-off programs will vastly expand summer school garden activities around Sandburg and further involve community participation-- in programs, projects and sales-- in addition to targeting a host of areas outlined as short term programs, policies and actions in the **United Way of Dane County's Healthy Food for All Children 10-year Plan.**

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

Sandburg Elementary school has developed a host of community partnerships relating to it's food programs. It is currently partnering with the following local agencies and organizations:

1. **Hy-Vee East:** has placed food donation barrels in it's store and periodic donations of other foods are provided to Sandburg. Hy-Vee has expressed willingness to share it's space for cooking classes.
2. **Famous Footwear:** has placed food barrels for Sandburg in two of it's local stores.
3. **Group Health Cooperative:** offers six-week long Crockpot Cooking Classes to Sandburg families including free crockpots and food for one family meal at each class. Focus is on parent nutrition and cooking education.
4. **Food for Thought Initiative:** has partnered with Sandburg to stock and maintain Sandburg's food pantry with fresh and shelf stable food. Food4TI arranges for delivery of 450 snacks weekly; often these snacks are prepared and provided by the **Goodman Community Center** though its Teen Works program. Food4TI provides food for the Thea's Table Weekend Food Program for Sandburg's homeless families. Food4TI is a volunteer organization currently supported by **UW Health at The American Center; Goodman Community Center** (as it's fiscal agent); and, grants from **Goodman Foundation, Madison4Kids, Woodmans Markets, Sentry and WPS.**
5. **REAP** provides about 2000 snacks weekly to feed each student at Sandburg (4 day/week).
6. Sandburg has an active **Parent Teacher Organization.**
7. Sandburg partners with the **Transition Educational Program** which serves homeless families through the MMSD.

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.

^Note: **All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.**

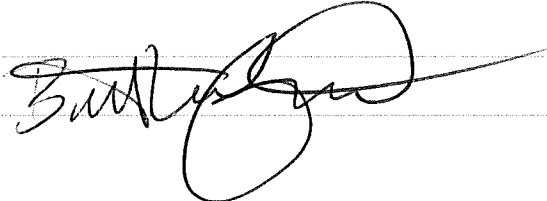
There are **no** projected new staffing requirements for this project. Volunteers from our community partnerships, PTO, and the community will assemble, setup and contribute to the ongoing maintenance of the greenhouse. In addition existing Sandburg staff will incorporate the greenhouse activities into existing and new educational programming.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
\$13500.00 Greenhouse Kit (see attached for specifications-- includes, heating ventilation, delivery)				
\$4,000 Installation of Concrete Foundation				
\$3000 (Gas, electric and water hookup to greenhouse)				
\$1060 Four 4x8 Manufactured benches				
	\$21,560	\$10,000	\$10,000	\$1,560

DISCLAIMER AND SIGNATURE

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

Signature 

Date 2/20/2017

WISCONSIN GREENHOUSE COMPANY

Garden Greenhouse

January 15, 2016

Quote

Prepared by Jordan Hosking

(608) 515-3750

jordan@madisongreenhousestore.com

Ship To: 53703



#JN2323A

Wisconsin Greenhouse Company will provide materials only for (1) 18' wide x 36' long Hobby House greenhouse designed 4' on centers. Engineered for 90 mph wind and 30 lb. ground snow load per International Building Codes (I.B.C.). Any modifications required by state or local building departments will be added to the following:

Materials: Only those listed supplied.

1. Structure

A. **Frame** - All galvanized steel, pre-punched and bolt together design including:

- All galvanized steel frame design which insures maximum strength and life.
- Pre-punched components supplied for easy bolt together design.
- *SUPERIOR STRENGTH* roll formed legs, trusses and purlins.
- Aluminum ridge bar creates flashing for roof coverings.
- Aluminum end bar "seals" house against rain and snow.
- Anti-Drip purlin assemblies to control condensate.
- Simplified arch to leg connection enhances Wisconsin Greenhouse Company superior strength "roll formed" design.
- Heavy duty legs bolt directly to base plate.

- Brackets and fasteners as required to assemble frame.
- * Installation instructions and prints.

B. Stamped Engineered Prints & Calculations – If “certified” calculation and prints are required, these can be provided by Wisconsin Greenhouse Company. **Special Notation** – client is responsible for obtaining local building code requirements and supply these to Wisconsin Greenhouse Company in writing at time of order. Client must confirm the governing snow rating, wind rating and wind exposure. If loadings required are different than that listed above, pricing for structural components may be effected. Column footing sizes required for each structure are based on multiple factors (including wind / snow, quantity of gutter connected houses, under gutter height and soil compaction ratings). **Specific footing sizes can be provided only when certified engineering prints / calculations have been ordered and the client provides Wisconsin Greenhouse Company with written confirmation indicating an applicable soil compaction rating.** If soil compaction ratings are not provided, Wisconsin Greenhouse Company will use a nominal 1,500 PSI rating for certified prints. **It is the responsibility of the client to verify and relay to Wisconsin Greenhouse Company, in writing, actual soil compaction ratings if different that listed.**

Sub-Total (not included in total): \$850.00

2. **Equipment:** (specs available on all equipment)

- 6mm Twinwall polycarbonate covering
- 3' x 6'8" Plyco Insulated Door
- (2) J&D Exhaust Fans
- (2) J&D Motorized inlet shutters
- (1) Heating Thermostat
- (1) 2 stage cooling stat
- (1) Modine HD75 Heater (natural gas or propane)
- (2) Horizontal Airflow fans

Sub-Total Materials Price:	\$13,250.00
Engineering:	\$850.00
Freight:	Included

Delivery – Customer must arrange for unloading of all material being delivered.

Notation Regarding Installation Instructions – All installation instructions and prints are geared towards a qualified builder with prior Wisconsin Greenhouse Company greenhouse building

#JN0000A

Page 3 of 3

experience.

Excluded: Applicable local or state sales tax, certified engineering prints/calculations, electrical conduit or wiring (other than that included in components listed herein), natural gas or propane plumbing (other than that included in components listed herein) concrete, plumbing, or engineering other than structural.

Payment Terms: 50% due with order. Balance due after shipping.

Offer prepared by Jordan Hosking • (608) 515-3750 • jordan@madisongreenhousestore.com

Additional Information: Photos of items to be purchased for this proposal







Community Composting Partnership Proposal

The UW Union Corners, Green Team is submitting a SEED Grant proposal to fund start-up costs for a Community Composting Partnership with the Goodman Community Center. We are proposing a full-circle replicable model of a neighborhood level community partnership in dealing with food waste while simultaneously supporting increased access to fresh and locally grown food.

There are three steps to the Community Composting Partnership. First, collect food scraps in the UW Union Corners staff break rooms. We will start with coffee grounds and tea bags, and gradually add fruits and vegetables. We plan on incorporating multiple forms of staff education throughout our program, including signage, all-staff meeting updates, guest speakers and tours. Second, UW Union Corners staff will deliver food scraps to the Goodman Community Center compost pile. Staff members will be encouraged to burn fat instead of fossil fuels by utilizing a Community Composting Partnership bicycle and trailer to transport food scraps to the Goodman Community Center, which is 0.5 miles away. This ride is primarily on a bike path and takes about 3 minutes. Third, food scraps will be turned into nutrient rich compost and used by youth programs at the Goodman Community Center to grow healthy foods for the food pantry and community center. A part of the seed-to-table approach is what ends up back in our soil. The Community Composting Partnership is a local program that strengthens community bonds, improves soil quality, reduces vehicle emissions, supports local food production and reduces water and pesticide use.

This program meets many of the criteria listed in SEED Grant Application. The SEED funding is essential to the feasibility and success of the Community Composting Partnership because funds will be used to purchase fundamental supplies to get the program started. The UW Union Corners Green Team is only requesting funding for 1 year. The supplies purchased this year should sustain the program for many years to come and the labor in this program is all done on a volunteer basis. After the purchase of start-up supplies, the program is essentially self-sustaining. Multiple organizations will be collaborating on the Community Composting Partnership including: The Goodman Community Center, Working Class Catering, TEENworks, UW Union Corners Clinics and Urgent Care, Full Cycle Freight, and Dream Bikes. We also hope to host guest speakers for staff education from the UW Extension and Healthy Food For All Dane County. The Community Composting Partnership is designed to have a positive impact on minority and low-income populations by providing compost to support the growth of healthy foods for the surrounding community. The compost is maintained and used by TEENworks youth on community gardens to grow healthy foods for the Goodman Community Center Food Pantry and community programs. TEENworks is a diverse group consisting primarily of youth of color and youth qualifying for free or reduced lunch at school. The UW Union Corners Green team plans to record food scraps to compost by cubic feet and weight, record weight of produce grown by TEENworks youth and survey program participants throughout the program to track quantitative and qualitative data on the Community Composting Partnership effect on the local foods system through both waste reduction and healthy food access.

2017 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Community Compost Partners	Amount Requested: \$1,300.00 (max. \$10,000)	
Agency/Organization/ Group Name (Please provide the full, legal business name for the resulting contract.)	UW Medical Foundation Union Corners - Green Team		
Contact Person	Allison Dopf – UW Union Corners Green Team Facilitator	Telephone #: 608 219 3628	
Address	UW Medical Foundation Union Corners Address: 2402 Winnebago St., Madison, WI, 53704	Email: allidopf@gmail.com	
Is your group a 501 (c)(3)?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>	
<u>If no to above, do you have a fiscal agent?</u>	YES X <u>UW Medical Foundation- Union Corners</u>		NO

PROPOSAL SUMMARY

Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.

Question 1: How does your proposal address one or more of the areas outlined in “Short-Term programs, policies, actions” in the [United Way of Dane County’s Healthy Food for All Children 10-year plan](#)?

Our proposal supports innovative pantry programs, recruits neighborhood resources to run healthy food programs and supports staff to promote healthy eating and active living.

The Goodman Community Center has an innovative pantry program that incorporates TEENworks, a youth employment skills program. Food scraps from UW Union Corners will be delivered to the Goodman Community Center compost pile on a weekly basis. The compost pile will be maintained by TEENworks youth and eventually spread on gardens used to grow healthy foods for the Goodman Community Center programs and food pantry. UW Union Corners hopes to support the Goodman Community Center through this Community Composting Partnership. Our goal is to reduce organic waste and promote increased access to healthy foods for people served by the Goodman Community Center programs and their food pantry.

UW Union Corners staff will work together to transport food scrap to the Goodman Community Center, primarily by bicycle. Transporting food scraps via bicycle is an active way of reducing transport emissions, while supporting physical well-being. The bicycle and trailer used by UW Union Corners Staff will be purchased and maintained by Dream Bikes, a non-profit bicycle shop in North Madison that provides hands-on, paid job training to teens, while refurbishing bicycles to provide an affordable and healthy form of transport. We also hope to partner with knowledgeable community members to provide educational lectures to UW Union Corners staff on composting and community engagement. Multiple organizations will be collaborating to support healthy food programs and active living.

Question 2: Please describe your targeted population, including a description of how the program or project specifically will impact people of color and/or low-income individuals (e.g. location, ages, ethnicities, income ranges, etc.).

Food scraps from UW Union Corners will be delivered to the Goodman Community Center compost pile on a weekly basis from April to October. This compost pile is primarily managed by TEENworks youth. Each year 125 youth are involved in TEENworks, a program based out of the Goodman Community Center that teaches high school students critical employment skills while learning in a supportive, hands-on environment. Of the youth in TEENworks, 95% receive free or reduced lunch from the school district. According to Keith Pollock, TEENworks Manager, the demographics of the TEENworks youth population is 70% Black, 15% Latino, 10% white and 5% Asian. Some of these youth are introduced to the compost as a concept. About 100 youth work in the kitchen at the Goodman Community Center, separating the food scraps and taking them out to the compost pile. Each year, 20 youth spend time turning the compost pile, sifting the compost and spreading the compost on the gardens maintained by TEENworks including two plots in the community gardens. The fresh foods grown by youth are used in youth cooking programs and donated to the food pantry. TEENworks weighs all the vegetables they produce and donate to the food pantry. Last year TEENworks grew and donated 1,400lbs of fresh vegetables to the Goodman Community Center Food Pantry. Each recipient using the Goodman Community Center Food Pantry, claims to be low-income and food insecure. This food pantry serves 124 families each week and 6,448 families annually.

Question 3: Please describe specifically how the funds from this grant would be used to increase food access (e.g. staffing, programming, supplies, etc.).

COST:	ITEM:
\$14.08	5 gallon food safe bucket, qty: 4
\$24.08	The Gamma Seal Lids, qty: 4
\$100.00	Educational Signage and lecture material
\$13.94	18 Gal. Roughneck Tote, qty: 2
\$650.00	Bikes at Work 32A Bicycle Trailer
\$350.00	Bicycle purchased from Dream Bikes
\$65.12	Dr.Bronner's Fair Trade & Organic Castile Liquid Soap – (Rose, 32oz), qty: 4
\$17.60	Rubbermaid 32oz Heavy-Duty Spray Bottle, qty: 2
\$12.45	Cellay Hanging Digital luggage fish weight hook scale (hand held bucket scale)
\$50	Tax and Shipping estimates

**TOTAL: \$
1,345.17**

The SEED Grant funds will be used to purchase start-up supplies and educational material to get the Community Composting Partnership off the ground. Volunteer Green Team members at UW Union Corners will oversee this project. UW Union Corners staff have been survey on their interest in perusing this project. Survey results show that the staff are motivated to volunteer to transport food scraps. SEED Grant funds would allow our program to deliver food scraps from UW Union Corners to the Goodman Community Center. These scraps will be turned into compost and used to grow healthy foods for the community center programming and food pantry. The 5-gallon buckets and gamma seal lids that we plan to use are air tight to prevent pests and promote a sanitary environment. Dane McKitrick, Urban Agriculture Director at Full Cycle Freight, a student run community composting group, recommends the Bikes at Work 32A Bicycle Trailer and 18 gallon totes, as they have been using similar trailer designs successfully to transport compost for the past six years. We hope to purchase durable and environmentally friendly educational composting signage through RecycleReminders.com. The bicycle we plan to purchase from Dream Bikes is designed similarly to Madison B-Cycle bicycles, as an approachable easy-to-ride bike for a variety of body types and experience levels. It has a step-through frame design, quick release adjustable seat post, trailer hook-up, a rear 3-speed internal hub simplicity and durability, and front a generator hub for pedal powered front and rear lights.

Question 4: Please describe your specific goals of this proposal and how you intend to measure the outcomes.

1. Reduce the amount of organics going into landfills by 18.76 cubic feet (indicator) to reduce carbon emissions.
-Action: Each 5-gallon bucket is 0.67cubic feet. Deliver 4 full buckets per month, for 6 months.
-Action: We also plan to weight each bucket before dumping to track organics kept out of landfills by weight
2. Get more UW Union Corners Staff riding bicycles for exercise.
-Action: Volunteer staff questionnaire before and after the program
-Indicator: More staff report road a bicycle for exercise.
3. Build a sustaining partnership between UW Union Corners and the Goodman Community Center to support community health
-Action: Communicate at least 3 times during this program with Keith Pollock- TEENworks manager about the Community Composting Partnership and ask for feedback on how to improve, change or grow the partnership.
-Action: Track weight of produce grown by TEENworks youth throughout the program to keep Union Corners staff updated on how this partnership is effecting our community.
-Action: Create a community resources board to put in a public area of the UW Union Corners Building that provides information on resources available through the Goodman Community Center, including food pantry hours.
-Action: Have 1 UW Union Corners employee appreciation meal per year supplied by Working Class Catering, a Goodman Community Center Teen Education and Employment Network program that utilizes local and organic ingredients in their food styling.
-Indicator: Meeting notes from 3 Community Composting Partnership meetings.
4. Increase staff awareness, knowledge and/or comfort with composting as a sustainable way to reduce waste and promote healthy food growth.
-Action: Questionnaire before and after the program
-Indicator: Staff will report a greater awareness, knowledge and/or comfort with composting

Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.

Our proposal seeks to reduce disparities in our city though the creation of community partnerships that support growing healthy foods, reducing waste and making healthy foods accessible to diverse and low-income populations. According to the Madison Food Access Improvement Map, the area surrounding the Goodman Community Center is designated as a summer 2015 area of focus. Areas of focus on this map were determined by looking at indicators of low access to healthy food and low-income census tracts (<https://www.cityofmadison.com/mayor/priorities/food/healthy-food-retail-underserved-neighborhoods/food-access-improvement-map>). TEENworks youth will be maintaining the compost bin and using compost to grow fresh vegetables for the Goodman Community Center. Of the youth in TEENworks, 95% receive free or reduced lunch from the school district. The TEENworks youth population is 70% Black, 15% Latino, 10% white and 5% Asian. Each recipient using the Goodman Community Center Food Pantry, claims to be low-income and food insecure.

A study done by Public Health Madison & Dane County, titled, Geospatial Patterns of Overweight/Obesity, Asthma & Type II Diabetes in Dane county: Analysis of Racial and Ethic Disparities Using Electronic Health Record Data, shows how disparities between healthy food access, income, and ethnicity contribute to chronic disease such as obesity, asthma and type II diabetes (<https://www.publichealthmdc.com/documents/GeospatialPatternsPHINEX2016.pdf>). According to this study, the aldermanic districts surrounding UW Union Corners and the Goodman Community Center show that 17.1-28.0% of youth are obese. These aldermanic districts are also shown to be areas of low-income with food access greater than ½ mile away. Our program hopes to promote healthy food access for these areas and reduce health disparities.

FUNDING DETAILS

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

Our program is seeking funding to assist with start-up costs. We hope to resolve any future costs through in-kind funding, such as growing a volunteer base of employees to transport food scraps and building partnerships with local organizations who have similar sustainable goals. We do not foresee any large or regular financial costs to this program. If start-up funds are not obtained through grant funding, we plan on fundraising and seeking donations from UW Union Corners staff.

B) SEED Grants are intended to be one-time, one-year grants. How do you anticipate replacing city funds in the future?

We are seeking funding for start-up costs. We do not foresee any large or regular financial costs to this program. The Community Composting Partnership is designed to be a low-cost, sustainable and data driven program. If successful, we hope to expand our composting capacity and may need more buckets or an extended trailer for food scrap collection. In this situation, we would survey Community Composting Partnership participants on their thoughts about program expansion, assess additional costs and look into fundraising or grant options to cover these costs. If the expansion of this program within the UW Union Corners Building is successful, there may be an opportunity to pilot the Community Composting Partnership in other areas of Madison as a way to reduce organic waste, promote community partnership and encourage healthy and active lifestyles. Expanded pilot programs would be funded through grants, fundraising and community partnership support.

C) SEED Grants are often a crucial source of funding for organizations seeking to launch an initiative or program, or project. Please outline if and how SEED funds are essential to making your initiative, program, or project a reality.

We are looking for funding to assist with start up cost. There are little to no future costs to this program. If the program expands in the future, we may need more buckets or larger trailer transport. We would look for in-kind funding sources, community partnership or grants to fund program expansion. We will not be able to initiate the Community Composting Partnership between UW Union Corners and the Goodman Community Center without the supplies listed in question three. The SEED Grant funding would be especially beneficial to get our program off to a good start and have the materials we need to be successful.

COORDINATION/COLLABORATION

Please describe the relationship between your group and other applicable stakeholders, including, but not limited to: other funders, targeted populations, potential participants, other organizations or groups offering services in the same or similar area, collaborating partners, and/or governmental bodies (350 words max.).

Our group is the UW Medical Foundation, Union Corners, Green Team. We are a group of UW Union Corners staff, volunteering to promote energy and water conservation, waste reduction, green transportation, stainable business standards, site stewardship and sustainability outreach. We do not have any funding. We are not funded through UW Health or the Goodman Community Center. We are seeking funding for our Community Composting Partnership through in-kind collaboration with community partners, volunteer time, and grants.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Allison Dopf, UW Union Corners Green Team Facilitator and Community Composting Partnership Coordinator	Volunteer	Volunteer
Green Team members- Community Composting Partnership Coordinators	Volunteer	Volunteer
Union Corners rotating volunteer staff	Volunteer (volunteers will sign up for 15 minute volunteer shifts 1 time per week)	Volunteer
TOTAL	N/A	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2016 is \$12.83 per hour. Madison Living Wage for 2017 is pending.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Bicycle purchased from Dream Bikes	\$350.00	\$350.00	0	0
Bikes at Work 32A Bicycle Trailer	\$650.00	\$650.00	0	0
5-gallon food safe bucket, qty: 4	\$14.08	\$14.08	0	0
The Gamma Seal Lids, qty: 4	\$24.08	\$24.08	0	0
Educational Signage	\$100.00	\$100.00	0	0
18 Gal. Roughneck Tote, qty: 2	\$13.94	\$13.94	0	0
Dr.Bronner's Fair Trade & Organic Castile Liquid Soap – (Rose, 32oz), qty: 4	\$65.12	\$65.12	0	0
Rubbermaid 32oz Heavy-Duty Spray Bottle, qty: 2	\$17.60	\$17.60	0	0
Cellay Hanging Digital luggage fish weight hook scale (hand held bucket scale)	\$12.45	\$12.45	0	0
Tax and Shipping estimates	\$52.73	\$50.00	0	0

Amount Requested: \$1,300.00

DISCLAIMER AND SIGNATURE

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

Signature Allison Dopf

Date 1/23/17