

2015 CITY OF MADISON SEED GRANTS
 Madison Food Policy Council



APPLICANT INFORMATION			
Title of Proposal	Allied Co-op Buying Club Implementation Project	Amount Requested: \$10,000	
Agency/Organization/ Group Name	Allied Community Cooperative		
Contact Person	Stephanie Rearick	Telephone #: (608) 443-8229	
Address	2225 Allied Dr.	Email: steph@stephanierearick.com	
Is your group a 501 (c)(3)?	YES <input type="radio"/>	NO <input checked="" type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="radio"/>	NO <input checked="" type="checkbox"/>	
If no to above, do you have a fiscal agent?	<u>YES</u> Dane County TimeBank	NO <input type="radio"/>	

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?
 Emergency funds from the City of Madison to pay for resident transport to grocery stores have addressed the pressing immediate need for access to groceries when Walgreens closes.

The ACC has already begun the process of pulling together residents and partners to assess access to food. Allied Coop Outreach Team have collected over 100 completed surveys regarding specifics of where and how residents shop, what foods they buy and wish to buy, and what external supports they use (i.e. EBT, WIC, food pantries), and residents and partners are meeting bi-monthly to plan various activities to gather and disseminate information about food access options.

Neighborhood residents are exploring partnerships with Divine Orders Catering, the Willy Street Food Co-op, and others to create a storefront space near the neighborhood that can be used as an interim distribution point, and permanent additional support until the neighborhood has its own walking-distance grocery store or food co-op.. Founding steps for this longer term goal will be addressed as residents and staff and partners work together to develop a intermediate-term food buying club that embraces the cultural and economic realities of this minority-majority, lower income community.

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.).

Marlborough Planning District (MPD) data from Madison Neighborhood Indicators Project Data for 2013 indicate that the food desert area addressed by this project is home to concentrated groups of vulnerable sub-populations.

Residents of African descent make up more than four times the population here than the City of Madison as a whole. Asian and multi-racial residents comprise twice the city's overall proportion, and those of Hispanic origin make about 1/3 more. Almost 1/3 of the MPD population hails from minority population.

More than twice as many of the residents here are children, and female headed households make up 4 times as many of the families here. Parents are 3 times as likely to have no HS diploma or GED here than city residents, and are much less likely to have a college degree. 9 out of 10 students are economically disadvantaged, compared to 4.8/10 students city-wide. The poverty rate and unemployment rate is 3 times higher than the city.

Co-op volunteers and board members are currently conducting door-to-door outreach, in addition to other channels of neighborhood communication, in order to invite all residents to become co-op owners and participants. This is a multi-stakeholder co-op that was founded with resident support to engage people in the neighborhood in working to solve the problems and meet the neighborhood needs. Resident members define co-op objectives, with overall goals of building more economic strength and community resiliency in the process of working collaboratively to address these objectives.

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

These monies would enable us to pay our hardest working volunteers to coordinate outreach, fundraising, business planning, transportation networks, gardening efforts, and the community discussions needed to organize the above. Many residents live from paycheck to paycheck, and offering small stipends or wages would allow them the luxury of focusing more of their considerable energies directly on neighborhood needs and less on family needs. Funds will also pay for transportation to meetings with partners not located in the neighborhood. This grant will enable us to purchase healthy food for these community gatherings, which can help us attract a higher turnout, and allows residents to work together to plan, cook and serve meals as a community building activity.

Coordination of business planning and fundraising efforts will create a sustainable neighborhood food supply in the near future, by creating a neighborhood-owned food co-op or, if that proves not to be a viable option upon further study, working with partners including the Willy St Co-op and the City of Madison Economic Development Office to advocate for a store that serves the needs of the residents. or a private grocery store established with city support and financing.

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

The ACC's record keeping system will be expanded to track the following outcomes:

Engage at least 100 residents in active discussion about food access.

Distributing sign in sheets for ALL meetings and events related to food access.

Provide over 50% of food staples supply for 50-100 families through buying club.
buying club ordering sheets and surveys will be easily trackable indicator.

Buying club will directly provide food access to 50-100 families in the neighborhood.
Coordination of gardening efforts will supplement the food supply of 100-200 families.

Engage at least 50 residents in container gardening.

Engage at least 30 residents in shopping clubs.

Engage at least 20 residents in door-to-door outreach efforts.

Train 10 residents in Art of Hosting facilitation techniques.

Create work with stipends plus timebank hours for 5-10 residents.

Compensate 50 - 100 residents with Timebank hours, exchangeable for food, in exchange for their work on the food access issue.

Provide over 1000 grocery store trips through ride-sharing and organized transportation networks.

Question 5: Please take some time to think and describe the potential disparate impact on vulnerable populations and explain steps that you will take to mitigate the impact.

This project is being implemented mostly by low-income African-American women. However, other vulnerable groups include:

Low-literacy or non-English speakers who may have trouble filling out forms, reading notices about meetings, etc: Door- to-door outreach efforts, presentations at gatherings such as worship services and other neighborhood events will allow us to reach more residents. The ACC and ADMNA have worked with many neighborhood entities such as pastors, landlords, social service providers, and local businesses and will continue to build on these partnerships to expand resident involvement to all groups. In addition, Spanish-speaking residents, or Asian elders may be unintentionally excluded, unless care is taken to make sure community leaders are included who can help distribute information through appropriate channels. Assistance with forms and questions will be offered routinely. Coordinators will conduct in-person outreach activities and membership drives.

Undocumented immigrants may not get involved if IDs are required for food buying club or co-op membership. The membership process must be designed to not exclude those without documentation.

Residents with physical or mental handicaps or limitations may have difficulty accessing and using the food buying club. Coordinators will reach out to social service staff at the city, county and state level who serve these residents, to make sure they can access the services. At least 2 access coordinators will be designated to help solve access problems to planning activities and to ensure that attention is paid to the access needs of handicapped or elderly residents.

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.

Cassandra Sonko, an RN who is the president of the ACC Board of Directors, currently works 5 hours/week.

Other ACC Board members plus volunteer work group members contribute about 32 hours per month, (an average of 4 hours per month, at an average of about 8 people participating per month) conducting surveys, attending meetings, and coordinating activities.

Willy Street is offering to deliver wholesale groceries for the buying club for no additional fee.

The Capital Area Regional Planning Commission has received a grant from a joint American Planner's Association and American Public Health Association grant, which will help pay a highly experience community organizer on the Dane County Timebank staff to coordinate many aspects of this project. My staff hours - 5 hours/week at \$30/hour

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

ACC will work with Anne Reynolds at the UW Center for Cooperatives to make sure a viable business plan for a buying club and grocery or food coop is developed to ensure sustainability. Sales at food club or co-op will support the entity over the long term. Allied Community Coop is currently working on its own long term business plan with Ms Reynolds, including the creation of a cooperatively managed neighborhood savings and investment pool designed to be self-sustaining for the neighborhood and work-generating.

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.).

Kirsten Moore, Willy Street Grocery Co-op. Buying club organization assistance
Laverne Buchanan, Divine Orders Catering, Employee training, store development
Union Cab - partnership for subsidized transportation
Anne Reynolds UW Center for Cooperatives - mentoring and technical assistance, including help with co-op grocery business plan and connection with Food Policy Council

Coop organization members:

AWC/Welcomers - seat on board

ADMNA, - on board

Dudgeon Monroe Neighborhood Association, - member/partner

Mother in the Neighborhood, Allied area mothers who meet regularly to support each other and work for neighborhood betterment

Nehemiah Community Development Corp.

Dane County TimeBank - on Board, developing savings/investment pool model

PERSONNEL CHART

DISCLAIMER AND SIGNATURE

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

Signature

A handwritten signature in black ink, consisting of several overlapping loops and curves, positioned in the center of the signature field.

Date 2/13/2015