



School-Age Child and Youth Development Services

PART 1 – ORGANIZATION NARRATIVE FORM

Submit Application to: cddapplications@cityofmadison.com

Deadline: 4:30 pm CDT, MAY 15, 2023

Official submission date and time will be based on the time stamp from the CDD Applications inbox. Late applications will not be accepted

The intent of this application and subsequent contract is for all organizations to present a set of opportunities within the umbrella of one contracted program for each age group, i.e. elementary, middle and high school. Only programs that involve different participants for that age group, separate staff, a different schedule and are not an activity occurring during or as part of another program should be considered a stand-alone program with a separate application.

Responses to this RFP should be complete but succinct. Materials submitted in addition to Part 1 - Organization Narrative, Part 2 - Program Narrative(s) and Part 3 - Budget Narrative will not be considered in the evaluation of this proposal. *Do not attempt to unlock/alter this form.* Font should be no less than 11 pt.

If you need assistance related to the **content of the application** or are unclear about how to respond to any questions, please contact CDD staff: Yolanda Shelton-Morris, Community Resources Manager yshelton-morris@cityofmadison.com or Mary O'Donnell, Community Development Specialist modonnell@cityofmadison.com. We are committed to assisting interested organizations understand and work through this application and funding process.

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Jen Stoiber – jstoiber@cityofmadison.com

Legal Name of Organization:	Rooted WI, Inc.	Total Amount Requested:	\$ 51,962
Program(s) included in this application:	Program Name: Rooted in Culture for Elementary School Age Children	Amount Requested: \$ 20,785	
	Program Type: Topical/Skill/Population		
	Program Name: Rooted in Culture for Middle School Age Youth	Amount Requested: \$ 31,177	
	Program Type: Topical/Skill/Population		
	Program Name:	Amount Requested: \$	
	Program Type: Choose an item.		
	Program Name:	Amount Requested: \$	
	Program Type: Choose an item.		

	<input checked="" type="checkbox"/> <i>If you are applying for more than four programs please contact Jennifer Stoiber at jstoiber@cityofmadison.com</i>		
Contact Person:	Marcia Caton Campbell	Email: marcia@rootedwi.org	
Organization Address:	2702 International Lane, Suite 200, Madison, WI 53704	Telephone:	608.240.0409
501 (c) 3 Status:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Fiscal Agent (if no)	

Organizational Qualifications

Organization History and Mission Statement. Rooted WI, Inc. (dba Rooted) evolved in 2020 from merging the strengths of two sister organizations in Madison—Center for Resilient Cities (founded in 1996) and Community GroundWorks (founded in 2001). Throughout our history, we have worked in collaborative community partnerships that implement residents’ visions for vibrant community spaces and places that support community health, wellness, and learning through food, including the Northside’s Troy Gardens and South Side’s Badger Rock Neighborhood Center. As a merged organization, Rooted’s mission commits us to collaborations rooted in food, land, and learning, so that people can thrive in healthy, equitable, and sustainable neighborhoods. Ours is a firm commitment to building racial equity and inclusion and dismantling racism in our communities, and in our education and food systems.

Garden-based education is a hallmark of Rooted’s work. Our program design—often co-created with youth—allows school age children and youth to develop critical thinking and problem-solving skills, improve their curricular learning outcomes, and see how food grows. Our education programs teach school age children and middle school youth important life skills in gardening and cooking. By building supportive relationships with our staff, children and youth form social connections with their peers and adults, and make gains in social-emotional learning. Garden-based learning also encourages school-age children, youth, and their families to explore and connect with the natural world, enabling them to relax and reduce their stress levels in ordinary times, but especially in extremely challenging times such as the recent pandemic. Our programs also give middle school youth opportunities to exercise their voice and experience efficacy in working toward justice and dismantling oppressive food systems. They learn environmentally responsible food production practices, learn about racial food disparities and policies, and experience agency by contributing to healthy food access in their communities.

Describe your organization’s experience implementing programming described in the School-Age Child and Youth Development Service Continuum and relevant to the programs you propose in this application. List all current school-age child and youth programs with their inception date.

Rooted’s Child and Youth Programming History. Rooted (both pre- and post-merger) has a decades-long history of successful hands-on, land-based, gardening and culinary educational programs for school age children and youth that is unique in Madison. Support from this funding opportunity will allow us to expand the Rooted in Culture program (described below) to new partner sites and incorporate aspects of the program across our existing program sites. Program Narrative #1 is focused on elementary school age children, and Program Narrative #2 is focused on middle school youth. The two programs are interwoven, in that some sites serve both age groups simultaneously. This aspect of how we deliver programs allows for scaffolding of learning opportunities across the two age groups, as well as positive youth development, social-emotional learning, and relationship building. Both programs are focused on areas of Madison where healthy food access is a priority and lower income households and households of color predominate.

Rooted’s current school age child and youth programs, in chronological/historical order, include:

- **Troy Kids' Garden Program (2003-present)** serves a diverse population of approximately 700 kids annually, ranging in age from 3 to 17. The program offers high-quality, meaningful, and age-appropriate learning experiences in gardening, cooking, and exploring the natural world, through a lens of art, science, and culture. Long-time programming partners include MMSD schools, and the Vera Court, Kennedy Heights, Northport, Packer, East Madison, and Goodman Community Centers. Program content is tailored and scaffolded to support learning from elementary school age children through middle school youth, with middle school youth having the opportunity to demonstrate leadership and knowledge- and skill-sharing with younger children.
- **Goodman Youth Farm Program (2011-present)** is an educational urban farm program where children and youth of all ages participate in hands-on, farm-based education related to running a small-scale organic farm, from planting and harvesting to cooking with the produce they grow. Students make connections to ecology, nutrition, and art, and are immersed in service-learning. Each year youth farmers weigh, wash, and donate hundreds of pounds of produce to local food pantries. This unique outdoor classroom includes vegetable gardens, fruit trees, beehives, and an outdoor kitchen. In 2022, the Goodman Youth Farm hosted approximately 1400 youth, including 25 MMSD classrooms and 13 groups from community-based organizations. Program activities are closely tied to the calendar and time of the growing season (e.g., what is growing, what needs to be harvested), rather than being differentiated by age. Middle school youth more deeply into activities, adding additional or more complicated recipes, delving into the origins of recipes and ingredients, and drawing comparisons to other food cultures. They also lead activities, such as creating their own sauces, modifying recipes to suit their palates, teaching their peers a recipe they bring from home, and taking leadership roles in showing other youth perform tasks.
- **Department of Corrections, Division of Juvenile Corrections, Grow Academy (2014-present)**, is a residential program offering comprehensive treatment for County and State supervised youth as an alternative to incarceration, as well as a step down for youth returning to the community. Grow Academy offers an array of evidence-based services consisting of an agriculturally based educational curriculum, cognitive development programming, career exploration, case management services including individual and family counseling services, tele-psychiatry and other identified treatment needs, as well as engagement in community partnerships to strengthen youth transitions back to the community. Under contract to DOC, Rooted provides the agriculturally based education curriculum, including gardening and cooking, to the resident justice-involved youth at Grow Academy.
- The **Badger Rock Neighborhood Center Garden and Culinary Arts class (2016-present)** serves 100 middle school-age youth throughout the school year, through a long-standing partnership with Badger Rock Middle School. The class is offered 4 days a week throughout the school year to 4 different cohorts of 20 students each day. Our extensive curriculum focuses on urban agriculture, culinary arts, STEM, and food justice. Through hands-on learning, students participate in all aspects of urban farming from seed to table, including beekeeping and chicken care. We follow our students' lead and explore concepts in science and ecology, nutrition, cultural foodways, and food justice. Students have the opportunity to engage with their community by selling the culturally relevant produce they have grown at the Badger Rock Farm Stand; funds raised in this manner support program supplies.
- **Rooted's Farm to School AmeriCorps Program (2020-present)** serves over 1500 elementary school-age children at 7 elementary schools, including Crestwood, Elvehjem, Lake View, Lapham, Leopold, Mendota, and Schenk Elementary Schools. Through our AmeriCorps Farm to School Program, Rooted provides schools with planning, development, and staffing for school gardens, in addition to providing other Farm to School opportunities such as garden-based and nutrition lessons and visits with local farmers. We also offer an after-school cooking club at LaFollette High School.

- **Rooted in Culture Program (2021-present)** serves elementary and middle school age children at Northport and Packer Community Learning Centers and middle school age youth at Badger Rock Neighborhood Center. We offer a weekly class year-round at both Packer and Northport (10-20 students), and a class twice a week (20 students) at BRNC during the summer. The program's goals are (1) to center and uplift culture in all aspects of our garden-based and culinary educational programming to reflect the diversity of foodways of our program participants and wider community, and (2) to connect youth to their own cultural roots around food by exploring different cultural foodways through art, story, and growing/culinary practices. Whenever possible, Black, Indigenous, and People of Color (BIPOC) chefs and farmers share their expertise with program participants as a way of shifting what and whose knowledge is typically shared. This program provides an opportunity for youth to contribute to food justice and food sovereignty in their own communities, as they learn to grow and prepare culturally relevant crops, and participate in increasing healthy food access in their community.
- **Rooted in Urban Agriculture Youth Employment Program (2019-present; City funding began in 2023)** has employed high school age youth since summer 2019 at Badger Rock Neighborhood Center (BRNC). The program expanded in 2023 with City of Madison funding to year-round employment for 5 youth at BRNC and summer employment for a total of 10 youth at BRNC, the Goodman Youth Farm, and Troy Kids' Garden. We are committed to working with youth to help them develop job and life skills, as well as the agency to grow their own food, address racial food disparities, understand food policies and processes, and increase healthy food access in their communities and those surrounding. As part of their employment, high school age youth may perform tasks that support the Rooted in Culture education programs, such as garden maintenance at Rooted's program sites, or participating with Rooted staff creating and delivering program content.

Describe any significant changes or shifts at your agency since 2019 or anticipated changes in the next two years. For example changes in leadership, turnover of management positions, strategic planning processes, expansion or loss of funding. What, if any effects have or will these changes make regarding the agency's ability to provide proposed services? If there are no changes, write "No changes".

Since 2019, Rooted (pre- and post-merger) has undertaken a variety of strategic planning processes and actions designed to increase racial justice within the organization and across our work. We believe that these processes and the other activities described below are strengthening Rooted organizationally, guiding us toward long-term financial sustainability, and leading to more effective programming and services that continue to meet community needs.

- **YWCA Creating Equitable Organizations Process (2019).** In 2019, before the 2020 merger of Center for Resilient Cities and Community GroundWorks to become Rooted, the staff of both organizations undertook a yearlong YWCA-led training program that offered historical and other information, tools, and support to create a shared culture as Rooted that centers equity in our organization, our programs, and our communities.
- **Rooted Racial Justice Capacity Building (2020-present).** In 2020, we contracted with EQT by Design to lead us in strategic visioning and planning around racial equity. The result is a board-adopted Racial Equity Assessment and Strategy Roadmap that guides staff recruitment, board development, organizational growth and change, and progress toward financial sustainability of the organization. This document will guide our work through 2025.
- **Affinity Groups (2020-present).** Our staff are invited to participate in affinity groups that meet monthly to build community and create space for affinity-based work. Each group determines its own charge, from holding safe space for people to share experiences to working on organizational and community-wide issues. We currently have a BIPOC affinity group, a queer affinity group, and a white affinity group.

- **Collaborative Leadership Structure (2020-ongoing).** Following the 2020 merger that created Rooted, and soon after the onset of the pandemic, the organization shifted to a collaborative leadership team (CLT) structure comprised of the executive director and three deputy directors in key areas (operations & education programs, Northside & land-based programs, South Side & Badger Rock Neighborhood Center). The full CLT meets biweekly to discuss organization operations, program strategic goals, and fundraising; and participates in biweekly program directors' team meetings, and monthly board meetings.
- **Pandemic Pivot (2020-mid-2022).** At the onset of the COVID-19 pandemic, our work expanded to address the immediate need for greater access to fresh, local food. We increased vegetable production by 40% and distributed food to more families in our communities. We worked with communities to provide additional spaces for people to grow their own food, including community garden spaces, and larger spaces for subsistence farmers and small-scale market farmers. We pivoted our education programs and workshops to virtual learning platforms via Zoom and Facebook Live. We were also able to sustain our work without any layoffs thanks to local, county, and federal pandemic relief grants and federal loans (subsequently forgiven or repaid). Our school-age youth programming has now returned to in-person offerings, with some family workshops (e.g., cooking and gardening classes) continuing virtually so that participants can join in from home.
- **Neighborhood Center Expansion (Spring 2022-August 2023).** In 2020, Rooted entered into a period of negotiations with the Madison Metropolitan School District (MMSD) related to the building and property (owned by Rooted), in which Badger Rock Neighborhood Center and Badger Rock Middle School (as tenant) had been co-located since the building opened in August 2012. MMSD was in search of a property on which to build the new Southside Elementary School needed by the District; Rooted had always hoped to develop the remainder of the Badger Rock site for the good of the community. By the end of 2020, we successfully concluded the sale of the property, securing a long-term (20-year, renewable) lease with MMSD. The sale of the building secured the long-term future of the BRNC location. It also allowed Rooted to retire all organizational debt and set up a cash reserve, which our board is carefully stewarding. The Southside Elementary School—and expanded Neighborhood Center space—will be completed by September 2023, giving Rooted more exclusive space for its BRNC operations, as well as access to the school gymnasium and kitchen in non-school hours.
- **Board Development (2022-2023).** Rooted is undergoing a board development process that is focused on diversifying our board, which does not fully represent the racial and cultural diversity of the residents we serve, but soon will. Guided by our Racial Equity Assessment and Strategic Roadmap, board recruitment has focused on ensuring that the communities we serve are represented among its members. In February 2023, an Asian American woman joined the board. We are scheduled to add two more board members (one Black/African American woman, one multiracial Black/African American/Pacific Islander/Native American man) at the June 2023 board meeting, and a Black/African American man in the fall of 2023. We will reach our 11-board member maximum by the end of 2023.
- **Strategic Visioning and Program Planning (2022-2023).** As we have emerged from the work-related restrictions created by the COVID-19 pandemic, and coincident with our board development process, the organization has undertaken strategic visioning and program planning around the three core areas of our mission: food, land, and learning. We anticipate completing this process by the end of 2023.
- **Leadership Succession (2023-2024).** Rooted's Executive Director, Marcia Caton Campbell, will retire at the end of 2023. Rooted's board and senior staff are currently working through a succession planning process. The organization's structure of senior staff, program directors, and program teams functions very well. We expect to carry that strength and our collaborative leadership structure forward under new executive leadership. We do not anticipate any other significant changes that would affect the organization's work overall or school-age child and youth programming in particular.

Describe your organization's experience, education and training requirements for management and school-age child and youth program staff. Include how you support these requirements and other professional development opportunities.

Rooted's Education Team, led by Education Director Sarah Karlson, has considerable depth and reaches across many program locations. The Education Team has developed the curriculum and program activities that make up Rooted in Culture, through an age-appropriate, co-creation process that centers youth voice. Whenever possible, we follow our program participants' lead to help them gain experience and develop skills around their interests, facilitate peer-to-peer learning through providing opportunities for youth to share with one another, and create opportunities for connections with the wider community to support cross-cultural and intergenerational learning.

We value people's lived experiences and ability to relate to children, youth, and families as much as we value formal education or other credentials. In hiring our team, we prioritize a diverse staff that is already connected to our work and our community, and who are neighborhood residents when possible. Requirements for our education team positions include two years of experience with and knowledge of working with elementary and/or middle school aged youth and their families; strong organizational communications skills; a demonstrated ability to follow through on commitments, responsibilities, and tasks; flexibility and willingness to grow in response to needs or changes in the field; commitment to Rooted's mission and values, including social justice and racial equity; and experience working with diverse groups of people in community settings. Agricultural experience is not required, but is a plus. Applicants must also must pass a standard background check.

Rooted's Education Team provides education-specific opportunities for continuing staff training and professional development. Some examples of recent trainings, readings and conferences that have informed our work include:

- KidsGardening: Applying Antiracism and Abolitionist Teaching in Garden-based Learning, Part I: Teaching
- Antiracism and Abolitionist Thinking – Mindset Training for Educators and Part II: Student Skills – Learning about Antiracism and Initiating Abolitionist Thinking
- Michigan State University's Culturally Responsive Place Based Education Series: (1) Incorporating Black Perspectives in Place-Based Teaching and Learning, (2) Disability and Place-Based Education in and Beyond the Classroom, and (3) Incorporating Asian Perspectives in Place-and Community-Based Learning
- Ehrenhalt, Jay. Spring 2018. Learning for Justice: Liberated Roots www.learningforjustice.org/magazine/spring-2018/liberated-roots
- 2022 Wisconsin Green & Healthy Schools Conference, held at Vincent High School of Agricultural Sciences, in Milwaukee

Across the organization, we maintain a growth mindset and support our staff in the ongoing work of learning – and in some cases un-learning – and integrate what we learn into our programming and other offerings for the community. Some examples of this work include:

- **YWCA Racial Justice Summit (annually).** Each year, we build upon the work we began in the 2019 YWCA Creating Equitable Organizations Process by sending our staff to the YWCA Racial Justice Summit. There, we deepen our learning and build connections in Madison and beyond with people and organizations centering racial justice in their work.
- **Soul Fire Farm's Uprooting Racism in the Food System Training (2022).** This day-long training by a nationally renowned, black-women-led organization grounded us more specifically in uprooting racism

in agriculture and the food system. The entire organization participated in this training, which gave us metrics to use in assessing our progress toward racial justice in our work.

- **Rooted in Equity Onboarding Trainings (2022-present).** We offer a series of 3 staff-led, onboarding training sessions to new staff and trainees that frame the history of agriculture and our work using a racial equity lens. The first training focuses on the United States, the second on Wisconsin, and the third on our own organization and work. In these trainings, we introduce the concepts of food justice and food sovereignty, while lifting up stories of oppression and resistance in BIPOC communities from past to present.

We encourage staff to bring forward professional development opportunities of interest to them, providing each program team with a modest professional development budget annually. Staff have pursued offerings that range from local to national, and in-person to virtual, on a variety of topics including bookkeeping and budgeting, human resources, and food system, agriculture, and education conferences and trainings. We learn from thought leaders at Nonprofit Management Quarterly, the Nonprofit Learning Lab, the Bridgespan Group, and Stanford Social Innovation Review.

More specifically, our education staff accesses a wealth of school gardening resources offered through the statewide Wisconsin School Garden Network (WSGN), co-founded in 2016 by Rooted, the UW-Madison Environmental Design Lab, and the Wisconsin Partnership Program. Rooted staff have facilitated and coordinated WSGN since 2016, publishing a monthly newsletter of resources distributed to over 800-member school gardens and other subscribers. The Children & Nature Network has amassed a considerable database of peer-reviewed studies on the benefits of time spent in nature (including gardens) that provides the evidence base for our work. Finally, we have contributed to the evidence base ourselves by writing a peer-reviewed article on Rooted's education programming at Badger Rock, which appeared in the September 2018 issue of *Green Schools Catalyst Quarterly*, a journal published by the Green Schools National Network.



School-Age Child and Youth Development

2023 Request for Proposals

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Deadline: 4:30 p.m. (CDT) on **May 15, 2023**

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Part 2 – Program Narrative Form MUST be completed for EACH PROGRAM for which you are asking for funds.

Responses to this RFP should be complete but succinct. Materials submitted in addition to Part 1 - Organization Narrative, Part 2 - Program Narrative(s) and Part 3 - Budget Narrative will not be considered in the evaluation of this proposal. *Do not attempt to unlock/alter this form.* Font should be no less than 11 pt.

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Legal Name of Organization:	Rooted WI, Inc.	Total Amount Requested for this Program:	\$20,785
Program Name:	Rooted in Culture for Elementary School-Age Children (Program A)	Total Program Budget:	\$94,961
Program Contact:	Sarah Karlson	Email: sarah@rootedwi.org	Phone: (510) 851-0477

AGE Group and Program TYPE: Select ONE Program Type under ONE Age Group for this form.

Elementary

- | | |
|---|---|
| <input type="checkbox"/> Multi-focus School Year Only | <input type="checkbox"/> Multi-focus Summer Only |
| <input type="checkbox"/> Multi-focused Year Round | <input checked="" type="checkbox"/> Topical/ Skill/Population |

Middle School

- | | |
|---|--|
| <input type="checkbox"/> Multi-focus School Year Only | <input type="checkbox"/> Multi-focus Summer Only |
| <input type="checkbox"/> Multi-focused Year Round | <input type="checkbox"/> Topical/ Skill/Population |

High School

- | | |
|---|--|
| <input type="checkbox"/> Multi-focus School Year Only | <input type="checkbox"/> Multi-focus Summer Only |
| <input type="checkbox"/> Multi-focused Year Round | <input type="checkbox"/> Topical/ Skill/Population |

PLEASE NOTE: Separate applications are required for each age group and distinct/stand-alone program. Programs are considered distinct/stand-alone if the participants, staff and program schedule are separate from other programs, rather than an activity or pull-out group.

1. PROGRAM OVERVIEW

- A. Need: Briefly describe the need in the City of Madison for the programs included in this application, including the source of the data used in your response.

The City of Madison’s Community Development Division Building Human Capital: School-Age Child and Youth Development 2023 Policy Paper highlights a need for more wellness/social emotional learning programming in Madison. This was listed as a priority across all age groups. The City of Madison Community Development Division’s approach to out-of-school time, supported by research, is that engagement in high-quality programs is directly linked to positive outcomes for children and youth. The Rooted in Culture Program described in this program narrative addresses those needs through the topical focus of gardening and culinary education with the added lens of cultural relevance for the diverse populations of school age children and middle school age youth that we serve. The evidence base for the benefits of time spent in nature and engaging such activities is well-established over many decades of research and program evaluation.

- B. Goal Statement: What is the goal of your program and how does it align with the scope of work described in the RFP guidelines?

Rooted in Culture’s goal is to center and uplift culture in all aspects and levels of our garden-based and culinary educational programming, to reflect the diversity of foodways of our program participants and wider community. Overall, the program seeks to connect school age children and middle school youth to their own cultural roots around food by exploring different cultural foodways through growing and cooking practices, art, and story. In Program A, elementary school age children will learn to grow and prepare culturally relevant crops and be exposed to different cultural foodways and growing practices.. As they learn, they will develop age-appropriate critical thinking and problem-solving skills, improve their curricular learning outcomes, form social connections with their peers and adults, and make gains in social-emotional learning. Children will also reduce their stress levels by spending time in the natural world in safe and supportive spaces.

- C. Program Summary (3-5 sentences):

Our existing Rooted in Culture program has offered activities for elementary school aged children to explore cultural foodways through art, stories, songs, recipes and growing practices. The hands-on, experiential program provides opportunities for children to work with community members representing these cultures. Classes have been very well attended: children are excited to learn about different food cultures, work with new ingredients, build cooking and gardening skills, and share their own food traditions with their peers.

Program A: Rooted in Culture for Elementary School Age Children expands the existing program to our land-based garden education sites (Troy Kids’ Garden, Goodman Youth Farm) and increases program frequency at community centers (Badger Rock Neighborhood Center, Kennedy Elementary School, Kennedy Heights, Northport/ Packers, Vera Court).

2. POPULATION SERVED

A. Proposed Participant Population: Describe the intended service population that will be impacted by this program (e.g., location, ages, race/ethnicities, income ranges, English language proficiency, if applicable etc.) AND how this population was involved in the development of this program proposal.

Rooted’s garden-based education sites are located in areas that have been designated by the City as Healthy Food Access Improvement Areas. Rooted in Culture centers sustainable and culturally relevant growing practices in our educational programs for elementary school-age children and youth. When youth distribute the produce they grow during community events, the program creates an awareness of how healthy food access might be improved in these areas.

Our garden-based education sites are also located in some of Madison’s most diverse and underserved communities, which have historically been and continue to be disproportionately affected by environmental injustices and where many people have legacies of oppression and trauma related to agriculture in this country. This program creates space for youth and community members to learn from one another about different cultural practices for stewarding land, sustainable ways of growing and foraging, and where they can be active participants in working towards environmental justice in their community.

B. 2022 Participant Demographics (if applicable):

While we have not collected such detailed demographic information from each of our program center participants heretofore, our youth program participation mirrors that of the neighborhoods in which we work. If funded, we will track participant demographics by race/ethnicity, household income (HUD categories), age range, and gender. Our data below are an estimate/projection based on previous program participation.

Race	# of Participants	% of Total Participants
White/Caucasian	8	18%
Black/African American	21	53%
Asian	3	7%
American Indian/Alaskan Native		
Native Hawaiian/Other Pacific Islander		
Multi-Racial	3	8%
Balance/Other	5	14%
Total:	40	100%
Ethnicity		
Hispanic or Latino	6	14%
Not Hispanic or Latino	34	86%
Total:		100%
Gender		
Boy/Man	18	47%
Girl/Woman	22	53%
Non-binary/GenderQueer		
Prefer Not to Say		
Total:	40	100%

- C. Language Access and Cultural Relevance: Please describe how the proposed program will serve non-English speaking youth and/or their families. Describe how the proposed program will be culturally relevant to the population served.

Language Access. Non-English speaking youth are found in the communities Rooted serves; however, most youth speak some English, even if they are in dual language immersion schools. Adults in families are more likely to need and/or appreciate the support of staff who can communicate with them in their native languages (Spanish and Hmoob, typically). Our two staff who speak Spanish fluently and can provide translation and interpretation. We also typically have a Hmoob speaker on our wider staff who can be asked to assist with translation and interpretation needs on an as-needed basis. We contract with an outside firm as needed for translation of resource materials.

Cultural Relevance. Rooted in Culture seeks to deepen and expand a hands-on exploration of food and culture, through both the threads that connect cultures to one another and the aspects that make different cultures unique from one another. Food is life and is a subject that connects us all. The program can provide a natural space for sharing stories and histories, building relationships, and facilitating multi-generational and cross-cultural connections and understanding around cultural foodways. This program provides a means to explore cultural anthropology, ethnic studies, folklore, history, and sociology through the lens of food, and a space to uplift this diversity in our community.

- D. Recruitment, Engagement, Intake and Assessment: Describe your plan to recruit, engage and address barriers to participation for the identified service population. Explain the intake and assessment procedure you will use for this program.

Recruitment. We will publicize Rooted in Culture through our existing channels of communication, which include newsletters, social media, email lists, Northside News articles, and connections in the schools. We will distribute flyers and post on community boards at local organizations and libraries. We will also ask our community center partners to publicize the program through their channels of communication, including email lists, flyers and posting on community boards at the centers. Word of mouth has historically been an effective means of reaching our intended audiences, including asking our youth to share about the program with their peers, talking to families, and having materials available at farm stands and other community events we host.

Engagement. Rooted's people-of-color-forward orientation, and our emphasis on collaboration in and co-creation of our work at all levels--from youth to adult program participants, from our youth and adult trainees, to our staff and our board--means that we commit ourselves to authentic, intentional engagement with the communities we serve. We understand engagement to be something that takes place in every staff position, with every interaction. Our Neighborhood Center Advisory Council advises on our work at Badger Rock, while our Community Connector staff members work on more formal connections with groups on the Northside and South Side.

Intake. Elementary school aged youth will participate in programming through their existing engagement in local neighborhood centers or after-school programs. We will work directly with the centers and schools to enroll students in the Rooted in Culture program.

Assessment. We will assess our programs collecting feedback from youth, program staff, cultural experts/community guests, and community partner group leaders during post-program debrief and reflection activities. This feedback will help us evaluate whether our intended impacts were achieved and help us to understand how to adapt the program in future seasons.

3. PROGRAM DESCRIPTION AND STRUCTURE

- A. Activities: Describe your proposed program activities. If applicable, describe any evidence, research, proven curriculum or documentation of promising practice that supports the programming or service proposed.

In this program, we highlight recipes and growing practices from a diversity of cultural foodways and whenever possible provide the opportunity for youth to work with community members representing these cultures. Elementary school age children will have opportunities to try new things, learn about different food cultures, work with new ingredients, build cooking and gardening skills, and share their own food traditions with their peers. We aim to build on the success of our hands-on, experiential program, which we first offered at Northport and Packer Community Learning Centers, by bringing aspects of the program to land-based garden education programming at the Troy Kids’ Garden, the Goodman Youth Farm, and additional after school programming at community centers, including Badger Rock , Kennedy Heights, and Vera Court, and Kennedy Elementary School.

In all of our programming, we strive to be youth-led and to create space for youth voice and choice wherever possible, so feedback from our participants will be central in our program. The format will vary depending on each site’s specific parameters, but the Rooted in Culture classes will focus on the youth who regularly attend programming at each site so we can build on their learning over time. Classes held during the winter months will focus on cooking, nutrition, story, art and other subjects that can be explored indoors. Classes held during the growing season will also include hands-on experiences with different growing practices in the garden.

- B. Program Schedule: If you are proposing to provide a program at more than one location and the program schedule is the same for all locations, please list all of the locations in the “Location(s)” cell in Table 1 below. If the program schedules vary amongst locations, please complete Table 2 and the question following the tables.

Table 1

Location(s): Troy Kids’ Garden; Northport, Packer, Kennedy Heights, and Vera Court Community Centers			
Day of the Week	Time of Year	Start Time	End Time
Monday	School Year	3:30pm	5:30pm
	Summer	1:30pm	3:30pm
Tuesday	School Year	3:30pm	5:30pm
	Summer		
Wednesday	School Year	3:30pm	5:30pm
	Summer		
Thursday	School Year		
	Summer		
Friday	School Year		
	Summer	1:30pm	3:30pm
Saturday	School Year		
	Summer		
Sunday	School Year		
	Summer		

Table 2

Location(s): Goodman Youth Farm, Kennedy Elementary School			
Day of the Week	Time of Year	Start Time	End Time
Monday	School Year		
	Summer		

Tuesday	School Year	3:30pm	5:30pm
	Summer	9:30am	11:30am
Wednesday	School Year		
	Summer		
Thursday	School Year	3:30pm	5:30pm
	Summer	9:30am	11:30am
Friday	School Year		
	Summer		
Saturday	School Year		
	Summer		
Sunday	School Year		
	Summer		

Table 3

Location(s): Badger Rock Neighborhood Center			
Day of the Week	Time of Year	Start Time	End Time
Monday	School Year		
	Summer		
Tuesday	School Year		
	Summer	10:00am	12:00pm
Wednesday	School Year	3:00pm	5:00pm
	Summer		
Thursday	School Year		
	Summer	10:00am	12:00pm
Friday	School Year		
	Summer		
Saturday	School Year	10:00am	1:00pm
	Summer		
Sunday	School Year		
	Summer		

If applicable, please list the third location and any subsequent locations. Include the specific program schedule(s) differences as compared to the programs included in the tables above.

- C. Frequency, Duration and Anticipated Attendance: Please complete the table below. If you are proposing to provide a program at more than one location and the program structure is the same for all locations, please list all of the locations in the “Location(s)” cell in the table below. If the program structure varies amongst locations, please complete the rows for “Location #2” and the question following the table for any additional program locations.

	Frequency*	# of Program Hours Per Program Day	Annual Duration**	Adult to Youth Ratio	Anticipated Average Attendance per Program Day
Location #1: Troy Kids’ Garden, Northport, Packer, Kennedy Heights, Vera Court					
School Year	9x per month	2 hrs per program per day	September - June	1:10	10

Summer	2x per week	2 hrs per program per day	June - August	1:10	10
Location #2 (if applicable): Kennedy Elementary School					
School Year	2x per week	2 hrs per program per day	September - June	1:10	10
Summer					

Location #3 (if applicable):					
School Year					
Summer					

*Frequency=number of times per week, month, year (i.e. 5 days per week, 2x per month, 4x per year)

**Annual Duration=number of weeks or months annually (i.e. 10 weeks, 6 months)

If applicable, please list any other locations and note any differences in the program structure as compared programs included in the table above.

4. ENGAGEMENT, COORDINATION AND COLLABORATION

- A. Family Engagement: Describe how your program will engage parents/guardians and families in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

This program promotes educational justice in our community by providing high-quality, engaging, health-promoting, hands-on educational programming at no cost to families. With the Badger Rock Middle School garden and culinary arts class and with our family-oriented cooking workshops, our experience has been that family members do like to share their cultures with youth. We will invite family members who might have an interest in sharing their cultural foodways and growing practices to do so with program participants. Family members are always welcome as volunteers in our programs.

We will continually work with youth and their families to co-create new activities and recipes to add to our repertoire. Families will be invited to attend and participate in Rooted in Culture Pop-Up Community events - see more details about these events below.

- B. Neighborhood/Community Engagement: Describe how your program will engage neighborhood residents or other relevant community stakeholders in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

Rooted staff benefit from prior relationships with many youth, who have participated in our programming over multiple years. These relationships are built at our various program locations, such as Badger Rock Middle School, Badger Rock Neighborhood Center, the Grow Academy, Troy Kids' Garden, the Goodman Youth Farm, and community centers and schools that we partner with on the Northside/South Side. The relationships we build also extend beyond the youth themselves, to their families, and to school and neighborhood center staff who also work with them. As a result, we have open channels of communication and feedback that better equip us to receive input and we adjust our program in response.

We plan to host Rooted in Culture Pop-Up community events once a month, July through October, rotating through five neighborhood centers. The first is Rooted’s Badger Rock Neighborhood Center, a city-funded neighborhood center on Madison’s South Side. The other four centers are Rooted partners of long standing, at which we provide garden-based education for youth: Kennedy Heights Community Center, Northport/Packer Community Learning Centers, and Vera Court Community Center. The Pop-Up events at Northport/Packer, Kennedy Heights, and Vera Court will include a youth-operated farmstand supported by the Purpose Grown Project at Rooted’s Troy Farm, which will provide produce at no cost on a weekly basis to income-qualifying families throughout the growing season. Youth and/or community experts will offer cooking demonstrations, food samples, and distribute recipes from different cultures that can be prepared with the produce available at the farmstand. Youth will also create other activity stations that showcase different aspects of the featured culture.

The Pop-Ups held at each of Rooted's land-based, educational gardening sites, the Troy Kids’ Garden, Goodman Youth Farm, and Badger Rock Neighborhood Center, will include family programming with similar components, but produce will be offered at these youth-run farm stands on a pay-what-you-can basis, with proceeds used to support the program.

We will seek regular feedback from our community center colleagues as Rooted in Culture unfolds at their particular sites, looking for ways to improve the program in real time as well as year over year. We will also seek community stakeholder feedback through individual and small group debriefing conversations as the Pop-Up events are held.

C. Collaboration: Please complete the table below and respond to the narrative questions regarding program collaboration with community partners.

Partner Organization	Role & Responsibilities	Contact Person	Signed MOU (Yes/No)?
Kennedy Elementary School	<p>Offer Kennedy Elementary School youth the opportunity to participate in the Rooted in Culture program offered by Rooted staff at the Goodman Youth Farm or on site at Kennedy Elementary after school.</p> <p>Offer youth the opportunity to participate in 1 Rooted in Culture Pop-Up Community Event at the Goodman Youth Farm on a Friday evening between July and October.</p>	Vanessa Kent, Kennedy Elementary School Principal	Yes
Kennedy Heights Community Center	Offer youth the opportunity to participate in the Rooted in Culture cooking program offered by Rooted staff onsite at Kennedy Heights or at Troy Kids’ Garden after school.	Elsa Caetano, Executive Director	Yes

	<p>Host 1 Rooted in Culture Pop-Up Community Event on a Friday evening between July and October.</p>		
<p>Northport Community Learning Center</p>	<p>Offer youth the opportunity to participate in an afterschool and summer Rooted in Culture cooking program delivered by Rooted staff at Northport Community Learning Center or at Troy Kids’ Garden.</p> <p>Host 1 Rooted in Culture Pop-Up Community Event in partnership with Northport Community Learning Center on a Friday evening between July and October.</p>	<p>Pat Wongkit, Program Director</p>	<p>Yes</p>
<p>Packer Community Learning Center</p>	<p>Offer youth the opportunity to participate in an afterschool and summer Rooted in Culture cooking program delivered by Rooted staff at Packer Community Learning Center or at Troy Kids’ Garden.</p> <p>Host 1 Rooted in Culture Pop-Up Community Event in partnership with Packer Community Learning Center on a Friday evening between July and October.</p>	<p>Pat Wongkit, Program Director</p>	<p>Yes</p>
<p>Vera Court Neighborhood Center</p>	<p>Offer youth the opportunity to participate in an afterschool and summer Rooted in Culture cooking program delivered by Rooted staff at Vera Court Neighborhood Center or at Troy Kids’ Garden.</p> <p>Host 1 Rooted in Culture Pop-Up Community Event on a Friday evening between July and October.</p>	<p>Thomas Qualls Program Director</p>	<p>Yes</p>
<p>MSCR</p>	<p>*Note that MSCR programming is not currently offered at Badger Rock. However, Rooted in Culture can be expanded in future years to the new Southside Elementary School student population. The school will open in September 2023. We will take the 2023-2024 school year to build a relationship with the school and gauge their interest in the program.</p>		

List any additional partners, their role & responsibilities, contact person and MOU information (if applicable):

Each of the cultural experts listed below have worked with us in the past, cooking for pop-ups at Rooted community events and markets, joining as guest chefs to work with our youth and family classes, and being featured in our weekly virtual workshop series. Many of these cultural experts represent BIPOC-owned or BIPOC-centered businesses and organizations throughout Madison. We compensate them for their time. Confirmed guest chefs/educators who will advise on curriculum and join as guest educators include:

- Awa Sibi, owner of Les Delices de Awa (West African cuisine)
- Claudia Irene Calderon, Faculty Associate in the Department of Horticulture (tropical horticulture) University of Wisconsin-Madison (Guatemalan cuisine)
- Francesca Hong, Morris Ramen (Korean fusion), also a Rooted board member
- Josey Chu, owner of Madame Chu (Singaporean cuisine)
- Kingsley Gobourne, Artemis Provisions and Cheese (Jamaican cuisine)
- Kipp Thomas, owner of Kipp's Kitchen (Soul food cuisine) and Rooted's Badger Rock Neighborhood Center Kitchen Manager
- Sarah Altiman, Red Cliff Band Ojibwe-UW Earth Partnership Indigenous Arts and Sciences program (Native American cuisine)
- Shadayra Kilfoy-Flores, Community Organizer (Mexican cuisine)

How do these partnerships enhance this proposal?

Rooted has long-established partnerships with community centers on the Northside and South Sides of Madison, and with MSCR at Badger Rock. These relationships connect us with neighborhood youth and families, grounding us in the communities we serve with our programs, as well as through our farm stands and Purpose Grown Produce vegetable boxes for income-qualifying families. Centers that are partners for this program include:

- **Badger Rock Neighborhood Center**, a program of Rooted, where we have provided family-centered activities since 2012 and garden-based education to middle school youth primarily from Badger Rock Middle School since 2016. We will provide Rooted in Culture programming to these students at the Neighborhood Center, in addition to one Rooted in Culture Pop-up Event.
- **Goodman Community Center's** Garden Fit program has participated in weekly middle school-level, garden-based summer programming at our Goodman Youth Farm and Troy Kids' Garden locations since 2012. We will provide Rooted in Culture programming to Garden Fit participants at the Goodman Youth Farm, in addition to inviting youth and families to one Rooted in Culture Pop-up Event at the Goodman Youth Farm.
- **Kennedy Heights Community Center** has been making regular field trips with their elementary and middle school aged youth to Troy Kids' Garden since 2018. We will provide Rooted in Culture programming at the Troy Kids' Garden or on site at Kennedy Heights, in addition to holding one Rooted in Culture Pop-up Event.
- **Northport Community Learning Center** and **Packer Community Learning Center** have jointly made regular field trips with their elementary and middle school aged youth to Troy Kids' Garden since 2003. Beginning in 2021, we began to provide year-round Rooted in Culture programming at the Centers. We will continue to offer Rooted in Culture programming on site at these centers, in addition to one Rooted in Culture Pop-up Event held jointly.
- **Vera Court Community Center** has been making regular field trips with their elementary and middle school aged youth to Troy Kids' Garden since 2003. We will provide them Rooted in Culture programming at the Troy Kids' Garden or on site at Vera Court, in addition to one Rooted in Culture Pop-up Event.

What are the decision-making agreements with each partner?

Each of the partners that have entered into a memorandum of agreement with Rooted agree to offer the youth they serve an opportunity to participate in Rooted in Culture programming. Partner community centers will aid in recruitment, decide which guest experts they would like to host at their centers, and, where programming is year-round, provide space in which programming will take place after school and/or on the weekend.

- D. Resource Linkage and Coordination: What resources are provided to participants and their families by your proposed program? How does the program coordinate and link families and participants to these resources?

The Rooted in Culture program will create spaces for dialogue and learning surrounding culture and food and expand this learning and connection to the wider community through Pop-Up Events. The expansion of this program will also allow us to respond to requests from children and their families, and continue to make deeper connections with neighborhood community centers.

5. PROGRAM QUALITY, OUTPUTS, OUTCOMES AND MEASUREMENT

- A. Madison Out-of-School Time (MOST) Effective Practices: Please describe how each of the seven basic elements are addressed by your proposed program design. How will you monitor the program during implementation to assess continued alignment with the [MOST Effective Practices](#)? Are there any other program quality standards, tools or measurements that you use with this program? If yes, please list and describe.

Intentional Program Design. Our program design finds its inception in community-articulated needs and desires, whether brought forward by youth we work with regularly, by their families, or by other adults in the community. Wherever possible, we involve youth in the co-creation of programs that affect them, to meet their interests in learning different skills through various experiences. As we implement our programs, we seek feedback from youth program participants and from their families on a periodic basis, as well as through post-program surveys. We modify our program delivery in real time whenever possible, based on what works best for youth, and make any necessary significant changes in program content annually.

Supportive Relationships with Youth. We intentionally take the time to build relationships with the youth and, when possible, with their families, caregivers, and other support networks so that we can create an environment of trust and support that leans into the integration of family, school, and community. When we know our youth, if they are struggling with something at home we can help them find the support and resources they need, rather than penalizing them for the ways their struggles might show up. When youth feel safe and trust is built, they feel more supported in taking risks and trying/learning new things, have the confidence to build their competence, can find joy, connection, and social/emotional growth in working with staff, peers, and community. Ultimately, they are better positioned to be active contributors in their communities.

Youth Voice & Leadership. Rooted in Culture is designed to help youth develop life skills, as well as the agency to grow their own food, address racial food disparities, understand food policies and processes, and increase healthy food access in their communities and those surrounding. Elementary school age children also have voice and choice in what produce we grow and recipes we make, including opportunities to share recipes they make at home representing their own food cultures.

Racial & Cultural Inclusion. Rooted works in racially, culturally, and socially diverse communities. Our staff have years of experience working with diverse youth in community settings, including the Goodman Youth Farm, Troy Kids' Garden, Badger Rock Neighborhood Center and other community centers, the Madison

Metropolitan School District, and the WI Division of Juvenile Corrections Grow Academy. Our organization-wide committee to racial equity and inclusion is expressed through our program design and implementation.

Family & Community Engagement. We continually work with youth and their families to co-create new activities and recipes to add to our repertoire. Families will be invited to attend and participate in Rooted in Culture Pop-Up Community events - see more details about these events below.

Organizational Management & Staff Support. The organization’s structure of senior staff, program directors, and program teams is grounded in a collaborative culture. Staff is supported with ongoing professional development opportunities and weekly team meetings to discuss challenges and successes, as described elsewhere in this proposal. Our collaborative culture leads to more effective programming and services that continue to meet community needs.

Environment & Safety. Rooted has a Safety Protocol for each program site that is reviewed at the beginning of the year by program staff as well as being part of our onboarding training for new staff. This document outlines procedures for responding to major and minor injuries and what to do in the event of severe weather. We also have a Child Protection Policy that all staff and volunteers who work with children are required to review and sign. The policy outlines our selection and screening process for youth workers and volunteers, First Aid and Mandatory Reporter training requirements, and our supervisory requirements of children when they are onsite, including the two-adult rule and minimum ratio requirements of staff to children.

B. Program Outputs - Unduplicated School-Age Children or Youth and Program Hours

Total Annual Unduplicated Children or Youth participating in proposed program: 40

Total program hours annually: 330

C. Program Outcomes

Please describe the data and the data source used to choose your outcome objectives?

We will use tools from the National Institute on Out-of-School Time’s A Program Assessment System (APAS) to assess our program quality and resulting youth outcomes. The tool’s flexibility and emphasis on 21st century skills mesh well with our program design and structure. The Youth Survey (SAYO-Y) and the Assessment of Program Practices Tool (APT) will be most useful to setting and measuring our outcomes objectives. They are similar tools that we have used to assess our Badger Rock Middle School gardening and culinary arts class.

Please identify at least one Program Outcome for your proposed program(s), from the RFP Guidelines 1.4, that you will track and measure. Complete the table(s) below.

Outcome Objective #1: Social-emotional competency				
Performance Standard	Targeted Percent	80%	Targeted Number	32
Measurement Tool(s) and Comments: Assessing teamwork, how well students work together in finishing a recipe or completing a garden task.				

Outcome Objective #2: Sense of belonging (connection, and/or attachment) to community and/or school				
Performance Standard	Targeted Percent	80%	Targeted Number	32

Measurement Tool(s) and Comments: To what extent (not at all, partially, fully) have program participants gained a sense of belonging (1) with adult program leaders, (2) among their peer group, and (3) to place. Measured by program attendance rates and participation at Pop-Up events.

Outcome Objective #3: Enhanced life skills

Performance Standard	Targeted Percent	80%	Targeted Number	32
Measurement Tool(s) and Comments: To what extent (not at all, partially, fully) have program participants acquired particular gardening and/or cooking skills over their time in the program?				

If necessary, add additional outcome objectives, performance standards, targeted percent, targeted number, and measurement tools:

D. **Data Tracking:** What data tracking systems are in place or will be in place to capture the information needed to document demographics, program activities, outcome measures and expenses?

We evaluate the impacts of our program on our audience, participants, and partners through post-program surveys of community partner group leaders; student reflection activities; staff post-program debrief notes; collecting quotes, stories, and photo documentation; and attendance records for programs and events.

We will collect feedback using voluntary post-surveys to measure changes in understanding around the connection between food and culture. We will also collect feedback from youth, program staff, cultural experts/community guests, and community partner group leaders during post-program debrief and reflection activities. This feedback will help us evaluate whether our intended impacts were achieved and help us to understand how to adapt the program in future seasons.

6. PROGRAM LOCATION

A. Address(es) of the site where programs will occur:

Rooted’s Garden-Based Education Sites:

Badger Rock Neighborhood Center, 501 E. Badger Rd., Madison, 53713

Goodman Youth Farm, 5017 Sudbury Way, Madison, 53714

Troy Kids’ Garden, 502 Troy Dr., Madison, 53704

Community Center and Elementary School Partner Sites

Rooted’s Badger Rock Neighborhood Center, 501 E. Badger Rd., Madison, 53713

Kennedy Elementary School, 221 Meadowlark Dr., Madison, 53714

Kennedy Heights Community Center, 199 Kennedy Heights, Madison, 53704

Northport Community Learning Center, 1740 Northport Dr., Madison 53704

Vera Court Neighborhood Center, 614 Vera Court, Madison, 53704

7. PROGRAM STAFFING AND RESOURCES:

A. **Program Staffing:** Full-Time Equivalent (FTE) – Include employees, AmeriCorps members and Adult Interns with direct program implementation responsibilities. FTE = % of 40 hours per week.

Position Title	Qualifications or Required Training	Location(s)	Indicate School Year (SY), Summer (SU) or Year-Round (YR)	SY or YR FTE	Summer Only FTE
Education Director	WI-certified middle school and high school level science teacher, 20 yrs of experience	All	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR x <input type="checkbox"/>	3%	
Troy Kids' Garden Manager	4 yrs experience leading youth in outdoor education, mandated reporter, first aid certified	Troy Kids' Garden, Northport, Packer, Kennedy Heights, Vera Court	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR x <input type="checkbox"/>	17%	
Goodman Youth Farm Manager	7 yrs experience leading youth in outdoor education, mandated reporter, first aid certified	Goodman Youth Farm, Kennedy Elementary School	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR x <input type="checkbox"/>	4%	
Goodman Youth Farm Assistant Manager	3 yrs of experience leading youth in outdoor education, mandated reporter, first aid certified, ServSafe Certification	Badger Rock Neighborhood Center	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR x <input type="checkbox"/>	4%	
			<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR <input type="checkbox"/>		
			<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR <input type="checkbox"/>		
Please complete the total FTE for the applicable time period		School Year:			
		Year-Round		28%	
		Summer			

*Use one line per individual employee

Volunteers: If volunteers will have direct contact with program participants, how are they vetted, trained and supervised?

Program managers interview volunteers and train them on programmatic expectations and responsibilities. All volunteers are required to have standard background checks and sign our Child Protection Policy to ensure they are familiar with our safety protocols.

B. Other program Resources/Inputs (such as program space, transportation or other resources necessary for the success of your program):

Land on which to grow and learn, program materials and supplies, supporting spaces for gathering, talented staff, and deep relationships with community members and partner organizations.

8. BUDGET

- A. The budget should be submitted with the proposal using the template provided in an Excel document or a PDF. There are five tabs within the Excel spreadsheet: Cover Page, Organization Overview and one sheet for the Program Budget for each age group. The Cover Page, Organizations Overview and relevant Program Budgets must be submitted with this document for a proposal to be complete.

The budget template can be found on the [CDD Funding Opportunities website](#).

9. IF APPLICABLE, PLEASE COMPLETE THE FOLLOWING:

A. Disclosure of Conflict of Interest

Disclose any potential conflict of interest due to any other clients, contracts, or property interests, e.g. direct connections to other funders, City funders, or potentially funded organizations, or with the City of Madison.

Beginning in 2023, Rooted WI, Inc. is receiving CDD funding for youth employment, but there is no supplanting of that funding with this request.

Since 2014, Rooted has received City Center support for Badger Rock Neighborhood Center; however, this funding has been solely for administration and excludes any programmatic support.

B. Disclosure of Contract Failures, Litigations

Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation.

Nothing to disclose.



School-Age Child and Youth Development

2023 Request for Proposals

Submit Application to: cddapplications@cityofmadison.com

Deadline: 4:30 p.m. (CDT) on **May 15, 2023**

Official submission date and time will be based on the time stamp from the CDD Applications inbox. Late applications will not be accepted

Part 2 – Program Narrative Form MUST be completed for EACH PROGRAM for which you are asking for funds.

Responses to this RFP should be complete but succinct. Materials submitted in addition to Part 1 - Organization Narrative, Part 2 - Program Narrative(s) and Part 3 - Budget Narrative will not be considered in the evaluation of this proposal. *Do not attempt to unlock/alter this form.* Font should be no less than 11 pt.

If you need assistance related to the **content of the application** or are unclear about how to respond to any questions, please contact CDD staff: Yolanda Shelton-Morris, Community Resources Manager yshelton-morris@cityofmadison.com or Mary O'Donnell, Community Development Specialist modonnell@cityofmadison.com. We are committed to assisting interested organizations understand and work through this application and funding process.

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Jen Stoiber – jstoiber@cityofmadison.com

Legal Name of Organization:	Rooted WI, Inc.	Total Amount Requested for this Program:	\$31,771
Program Name:	Rooted in Culture for Middle School Age Youth (Program B)	Total Program Budget:	\$142,173
Program Contact:	Sarah Karlson	Email: sarah@rootedwi.org	Phone: (510) 851-0477

AGE Group and Program TYPE: Select ONE Program Type under ONE Age Group for this form.

Elementary

- | | |
|---|--|
| <input type="checkbox"/> Multi-focus School Year Only | <input type="checkbox"/> Multi-focus Summer Only |
| <input type="checkbox"/> Multi-focused Year Round | <input type="checkbox"/> Topical/ Skill/Population |

Middle School

- | | |
|---|--|
| <input type="checkbox"/> Multi-focus School Year Only | <input type="checkbox"/> Multi-focus Summer Only |
| <input type="checkbox"/> Multi-focused Year Round | XX Topical/ Skill/Population |

High School

- | | |
|---|--|
| <input type="checkbox"/> Multi-focus School Year Only | <input type="checkbox"/> Multi-focus Summer Only |
| <input type="checkbox"/> Multi-focused Year Round | <input type="checkbox"/> Topical/ Skill/Population |

PLEASE NOTE: Separate applications are required for each age group and distinct/stand-alone program. Programs are considered distinct/stand-alone if the participants, staff and program schedule are separate from other programs, rather than an activity or pull-out group.

1. PROGRAM OVERVIEW

- A. Need: Briefly describe the need in the City of Madison for the programs included in this application, including the source of the data used in your response.

The City of Madison’s Community Development Division Building Human Capital: School-Age Child and Youth Development 2023 Policy Paper highlights a need for more wellness/social emotional learning programming in Madison. This was listed as a priority across all age groups. The City of Madison Community Development Division’s approach to out-of-school time, supported by research, is that engagement in high-quality programs is directly linked to positive outcomes for children and youth. The Rooted in Culture Program described in this program narrative addresses those needs through the topical focus of gardening and culinary education with the added lens of cultural relevance for the diverse populations of school age children and middle school age youth that we serve. The evidence base for the benefits of time spent in nature and engaging such activities is well-established over many decades of research and program evaluation.

- B. Goal Statement: What is the goal of your program and how does it align with the scope of work described in the RFP guidelines?

Rooted in Culture’s goal is to center and uplift culture in all aspects and levels of our garden-based and culinary educational programming, to reflect the diversity of foodways of our program participants and wider community. Overall, the program seeks to connect school age children and middle school youth to their own cultural roots around food by exploring different cultural foodways through growing and cooking practices, art, and story. In Program B, middle school age youth will also have the opportunity to contribute to food justice and food sovereignty in their own communities, as they learn to grow and prepare culturally relevant crops and participate in increasing healthy food access in their community. As they do so, they will develop critical thinking and problem-solving skills, improve their curricular learning outcomes, form social connections with their peers and adults, and make gains in social-emotional learning. Middle school youth will also reduce their stress levels by spending time in the natural world in safe and supportive spaces.

- C. Program Summary (3-5 sentences):

Our existing Rooted in Culture program has offered a weekly after-school cooking class at both Northport and Packer Community Learning Centers and a summer program at the Badger Rock Neighborhood Center. The hands-on, experiential program highlights recipes and growing practices from a diversity of cultural foodways and provides middle school youth the opportunity to work with community members representing these cultures. Classes have been very well attended: middle school youth are excited to learn about different food cultures, work

with new ingredients, build cooking and gardening skills, and share their own food traditions with their peers. Program B: Rooted in Culture for Middle School Age Youth expands the existing program to our land-based garden education sites (Troy Kids’ Garden, Goodman Youth Farm) and increases program frequency at current program sites (Badger Rock Neighborhood Center, Northport/ Packers).

2. POPULATION SERVED

A. Proposed Participant Population: Describe the intended service population that will be impacted by this program (e.g., location, ages, race/ethnicities, income ranges, English language proficiency, if applicable etc.) AND how this population was involved in the development of this program proposal.

Rooted’s garden-based education sites and community center program partners are located in areas designated by the City as Healthy Food Access Improvement Areas. Rooted in Culture Program B centers sustainable and culturally relevant growing practices in our educational programs for middle school age youth. When youth distribute the produce they grow during community events, the program creates an awareness of how healthy food access might be improved in these areas.

Our garden-based education sites are also located in some of Madison’s most diverse and underserved communities, which have historically been and continue to be disproportionately affected by environmental injustices and where many people have legacies of oppression and trauma related to agriculture in this country. This program creates space for youth and community members to learn from one another about different cultural practices for stewarding land, sustainable ways of growing and foraging, and where they can be active participants in working towards environmental justice in their community.

B. 2022 Participant Demographics (if applicable):

While we have not collected such detailed demographic information from each of our program center participants heretofore, our youth program participation mirrors that of the neighborhoods in which we work. If funded, we will track participant demographics by race/ethnicity, household income (HUD categories), age range, and gender. Our data below are an estimate/projection based on previous program participation.

Race	# of Participants	% of Total Participants
White/Caucasian	24	27%
Black/African American	25	28%
Asian	3	3%
American Indian/Alaskan Native		
Native Hawaiian/Other Pacific Islander		
Multi-Racial	14	15%
Balance/Other	24	27%
Total:	90	100%
Ethnicity		
Hispanic or Latino	24	27%
Not Hispanic or Latino	66	73%
Total:		
Gender		
Boy/Man	38	47%
Girl/Woman	52	53%
Non-binary/GenderQueer		
Prefer Not to Say		
Total:	90	100%

- C. Language Access and Cultural Relevance: Please describe how the proposed program will serve non-English speaking youth and/or their families. Describe how the proposed program will be culturally relevant to the population served.

Language Access. Non-English speaking youth are found in the communities Rooted serves; however, most youth speak some English, even if they are in dual language immersion schools. Adults in families are more likely to need and/or appreciate the support of staff who can communicate with them in their native languages (Spanish and Hmoob, typically). Our two staff who speak Spanish fluently and can provide translation and interpretation. We also typically have a Hmoob speaker on our wider staff who can be asked to assist with translation and interpretation needs on an as-needed basis. We contract with an outside firm as needed for translation of resource materials.

Cultural Relevance. Rooted in Culture seeks to deepen and expand a hands-on exploration of food and culture, through both the threads that connect cultures to one another and the aspects that make different cultures unique from one another. Food is life and is a subject that connects us all. The program can provide a natural space for sharing stories and histories, building relationships, and facilitating multi-generational and cross-cultural connections and understanding around cultural foodways. This program provides a means to explore cultural anthropology, ethnic studies, folklore, history, and sociology through the lens of food, and a space to uplift this diversity in our community.

- D. Recruitment, Engagement, Intake and Assessment: Describe your plan to recruit, engage and address barriers to participation for the identified service population. Explain the intake and assessment procedure you will use for this program.

Recruitment. We will publicize Rooted in Culture through our existing channels of communication, which include newsletters, social media, email lists, Northside News articles, and connections in the schools. We will distribute flyers and post on community boards at local organizations and libraries. We will also ask our community center partners to publicize the program through their channels of communication, including email lists, flyers and posting on community boards at the centers. Word of mouth has historically been an effective means of reaching our intended audiences, including asking our youth to share about the program with their peers, talking to families, and having materials available at farm stands and other community events we host.

Engagement. Rooted's people-of-color-forward orientation, and our emphasis on collaboration in and co-creation of our work at all levels--from youth to adult program participants, from our youth and adult trainees, to our staff and our board--means that we commit ourselves to authentic, intentional engagement with the communities we serve. We understand engagement to be something that takes place in every staff position, with every interaction. Our Neighborhood Center Advisory Council advises on our work at Badger Rock, while our Community Connector staff members work on more formal connections with groups on the Northside and South Side.

Intake. Middle school aged youth will participate in programming through their existing engagement with local neighborhood centers. We will work directly with the centers to enroll students in the Rooted in Culture program.

Assessment. We will assess our programs collecting feedback from youth, program staff, cultural experts/community guests, and community partner group leaders during post-program debrief and reflection activities. This feedback will help us evaluate whether our intended impacts were achieved and help us to understand how to adapt the program in future seasons.

3. PROGRAM DESCRIPTION AND STRUCTURE

- A. Activities: Describe your proposed program activities. If applicable, describe any evidence, research, proven curriculum or documentation of promising practice that supports the programming or service proposed.

In this program, we highlight recipes and growing practices from a diversity of cultural foodways and provide the opportunity for youth to work with community members representing these cultures. Students will have opportunities to try new things, learn about different food cultures, work with new ingredients, build cooking and gardening skills, and share their own food traditions with their peers. We aim to build on the success of this hands-on, experiential program by bringing aspects of the program to our land-based garden education programming at the Troy Kids’ Garden, the Goodman Youth Farm, and the Badger Rock Neighborhood Center.

We strive to be youth-led and to create space for middle school youth voice and choice wherever possible, so feedback from our participants will be central in our program. The format will vary depending on each site’s specific parameters, but the Rooted in Culture classes will focus on the youth who regularly attend programming at each site so we can build on their learning over time. Classes held during the winter months will focus on cooking, nutrition, story, art, and other subjects that can be explored indoors. Classes held during the growing season will also include hands-on experiences with different growing practices in the garden.

- B. Program Schedule: If you are proposing to provide a program at more than one location and the program schedule is the same for all locations, please list all of the locations in the “Location(s)” cell in Table 1 below. If the program schedules vary amongst locations, please complete Table 2 and the question following the tables.

Table 1

Location(s): Troy Kids’ Garden, Kennedy Heights, Northport/Packer, and Vera Court Community Centers			
Day of the Week	Time of Year	Start Time	End Time
Monday	School Year	3:30pm	5:30pm
	Summer		
Tuesday	School Year	3:30pm	5:30pm
	Summer		
Wednesday	School Year	3:30pm	5:30pm
	Summer		
Thursday	School Year		
	Summer	3:30pm	5:30pm
Friday	School Year		
	Summer	9:30am	11:30am
Saturday	School Year		
	Summer		
Sunday	School Year		
	Summer		

Table 2

Location(s): Goodman Youth Farm			
Day of the Week	Time of Year	Start Time	End Time
Monday	School Year		
	Summer		
Tuesday	School Year		
	Summer	9:30am	11:30am
Wednesday	School Year		
	Summer		
Thursday	School Year		
	Summer	9:30am	11:30am
Friday	School Year		
	Summer		

Saturday	School Year		
	Summer		
Sunday	School Year		
	Summer		

Table 3

Location(s): Badger Rock Neighborhood Center			
Day of the Week	Time of Year	Start Time	End Time
Monday	School Year		
	Summer		
Tuesday	School Year		
	Summer	10:00am	12:00pm
Wednesday	School Year	3:00pm	5:00pm
	Summer		
Thursday	School Year		
	Summer	10:00am	12:00pm
Friday	School Year		
	Summer		
Saturday	School Year	10:00am	1:00pm
	Summer		
Sunday	School Year		
	Summer		

If applicable, please list the third location and any subsequent locations. Include the specific program schedule(s) differences as compared to the programs included in the tables above.

- C. Frequency, Duration and Anticipated Attendance: Please complete the table below. If you are proposing to provide a program at more than one location and the program structure is the same for all locations, please list all of the locations in the "Location(s)" cell in the table below. If the program structure varies amongst locations, please complete the rows for "Location #2" and the question following the table for any additional program locations.

	Frequency*	# of Program Hours Per Program Day	Annual Duration**	Adult to Youth Ratio	Anticipated Average Attendance per Program Day
Location #1: Troy Kids' Garden, Kennedy Heights, Northport/Packer, Vera Court					
School Year	6x per month	2 hrs per program per day	September - June	1:10	10
Summer	3x per week	2 hrs per program per day	June - August	1:10	10
Location #2 (if applicable): Goodman Youth Farm					
School Year					

Summer	2x per week	2 hrs per day per program	June - August	1:10	10
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Location #3 (if applicable): Badger Rock Neighborhood Center					
School Year	6x per month	2 hrs per program per day	September - June	1:10	10
Summer	2x per week	2 hrs per day per program	June - August	1:10	10

*Frequency=number of times per week, month, year (i.e. 5 days per week, 2x per month, 4x per year)
 **Annual Duration=number of weeks or months annually (i.e. 10 weeks, 6 months)

If applicable, please list any other locations and note any differences in the program structure as compared programs included in the table above.

4. ENGAGEMENT, COORDINATION AND COLLABORATION

A. Family Engagement: Describe how your program will engage parents/guardians and families in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

This program promotes educational justice in our community by providing high-quality, engaging, health-promoting, hands-on educational programming at no cost to families. The program offers sessions specifically for middle school students, an age group with fewer options for extracurricular activities and lower engagement overall in programs. We have received feedback from families that our program is one of the few that middle school-aged participants enthusiastically and consistently participate in. With the Badger Rock Middle School garden and culinary arts class and with our family-oriented cooking workshops, our experience has been that family members do like to share their cultures with youth. We will invite family members who might have an interest in sharing their cultural foodways and growing practices to do so with program participants. Family members are always welcome as volunteers in our programs.

We will continually work with youth and their families to co-create new activities and recipes to add to our repertoire. Families will be invited to attend and participate in Rooted in Culture Pop-Up Community events - see more details about these events below.

B. Neighborhood/Community Engagement: Describe how your program will engage neighborhood residents or other relevant community stakeholders in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

Rooted staff benefit from prior relationships with many youth, who have participated in our programming over multiple years. These relationships are built at our various program locations, such as Badger Rock Middle School, Badger Rock Neighborhood Center, the Grow Academy, Troy Kids' Garden, the Goodman Youth Farm, and community centers and schools that we partner with on the Northside/South Side. The relationships we build also extend beyond the youth themselves, to their families, and to school and neighborhood center staff who also work with them. As a result, we have open channels of communication and feedback that better equip us to receive input and we adjust our program in response.

We plan to host Rooted in Culture Pop-Up community events once a month, July through October, rotating through five neighborhood centers. The first is Rooted’s Badger Rock Neighborhood Center, a city-funded neighborhood center on Madison’s South Side. The other four centers are Rooted partners of long standing, at which we provide garden-based education for youth: Kennedy Heights Community Center, Northport/Packer Community Learning Centers, and Vera Court Community Center. The Pop-Up events at Northport/Packer, Kennedy Heights, and Vera Court will include a youth-operated farmstand supported by the Purpose Grown Project at Rooted’s Troy Farm, which will provide produce at no cost on a weekly basis to income-qualifying families throughout the growing season. Youth and/or community experts will offer cooking demonstrations, food samples, and distribute recipes from different cultures that can be prepared with the produce available at the farmstand. Youth will also create other activity stations that showcase different aspects of the featured culture.

The Pop-Ups held at each of Rooted's land-based, educational gardening sites, the Troy Kids’ Garden, Goodman Youth Farm, and Badger Rock Neighborhood Center, will include family programming with similar components, but produce will be offered at these youth-run farm stands on a pay-what-you-can basis, with proceeds used to support the program.

We will seek regular feedback from our community center colleagues as Rooted in Culture unfolds at their particular sites, looking for ways to improve the program in real time as well as year over year. We will also seek community stakeholder feedback through individual and small group debriefing conversations as the Pop-Up events are held.

C. Collaboration: Please complete the table below and respond to the narrative questions regarding program collaboration with community partners.

Partner Organization	Role & Responsibilities	Contact Person	Signed MOU (Yes/No)?
Badger Rock Middle School (BRMS)	<p>Offer BRMS youth the opportunity to participate in the Rooted in Culture program delivered by Rooted staff during the BRMS Saturday School program. Assist with recruitment. Program takes place 2x/month during the school year, and 2x/week during the summer months.</p> <p>Offer BRMS youth the opportunity to participate in 1 Rooted in Culture Pop-Up Community Event at Badger Rock Neighborhood Center on a Friday evening between July and October.</p>	Joseph Rosas, Interim Badger Rock Middle School Principal	Yes
Goodman Community Center	Offer Garden Fit youth program participants the opportunity to participate in the Rooted in Culture program delivered by Rooted staff at the Goodman Youth Farm. Assist with recruitment. Program takes place 2x/week during the summer months.	Howard Hayes, Assistant Director of Middle School Programs, Goodman Community Center	Yes

	Offer youth the opportunity to participate in 1 Rooted in Culture Pop-Up Community Event at the Goodman Youth Farm on a Friday evening between July and October.		
Northport Community Learning Center	Offer youth the opportunity to participate in an afterschool and summer Rooted in Culture cooking program delivered by Rooted staff at Northport Community Learning Center or at Troy Kids’ Garden. Host 1 Rooted in Culture Pop-Up Community Event in partnership with Northport/Packer Community Learning Centers on a Friday evening between July and October.	Pat Wongkit, Program Director	Yes
Vera Court Neighborhood Center	Offer youth the opportunity to participate in an afterschool and summer Rooted in Culture cooking program delivered by Rooted staff at Vera Court Neighborhood Center or at Troy Kids’ Garden. Host 1 Rooted in Culture Pop-Up Community Event on a Friday evening between July and October.	Thomas Qualls Program Director	Yes
MSCR	Offer Badger Rock Middle School youth the opportunity to participate in a weekly after-school Rooted in Culture Cooking Club led by Rooted staff. Rooted in Culture Program B will incorporate community cultural experts to inform curriculum and join as guest educators. Offer youth the opportunity to participate in 1 Rooted in Culture Pop-Up Community Event at the Badger Rock Neighborhood Center on a Friday evening between July and October. *Note that MSCR programming can be expanded in future years to the new Southside Elementary School student population. The school will open in September 2023. We will take the 2023-2024 school year to build a relationship with the school	Amanda Lukindo, Afterschool Site Director. Badger Rock MSCR	Yes

	and gauge their interest in Rooted in Culture.		
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List any additional partners, their role & responsibilities, contact person and MOU information (if applicable):

Each of the cultural experts listed below have worked with us in the past, cooking for pop-ups at Rooted community events and markets, joining as guest chefs to work with our youth and family classes, and being featured in our weekly virtual workshop series. Many of these cultural experts represent BIPOC-owned or BIPOC-centered businesses and organizations throughout Madison. We compensate them for their time. Confirmed guest chefs/educators who will advise on curriculum and join as guest educators include:

- Awa Sibi, owner of Les Delices de Awa (West African cuisine)
- Claudia Irene Calderon, Faculty Associate in the Department of Horticulture (tropical horticulture) University of Wisconsin-Madison (Guatemalan cuisine)
- Francesca Hong, Morris Ramen (Korean fusion), also a Rooted board member
- Josey Chu, owner of Madame Chu (Singaporean cuisine)
- Kingsley Gobourne, Artemis Provisions and Cheese (Jamaican cuisine)
- Kipp Thomas, owner of Kipp’s Kitchen (Soul food cuisine) and Rooted’s Badger Rock Neighborhood Center Kitchen Manager
- Sarah Altman, Red Cliff Band Ojibwe-UW Earth Partnership Indigenous Arts and Sciences program (Native American cuisine)
- Shadayra Kilfoy-Flores, Community Organizer (Mexican cuisine)

How do these partnerships enhance this proposal?

Rooted has long-established partnerships with community centers on the Northside and South Sides of Madison, and with MSCR at Badger Rock. These relationships connect us with neighborhood youth and families, grounding us in the communities we serve with our programs, as well as through our farm stands and Purpose Grown Produce vegetable boxes for income-qualifying families. Centers that are partners for this program include:

- **Badger Rock Neighborhood Center**, a program of Rooted, where we have provided family-centered activities since 2012 and garden-based education to middle school youth primarily from Badger Rock Middle School since 2016. We will provide Rooted in Culture programming to these students at the Neighborhood Center, in addition to one Rooted in Culture Pop-up Event.
- **Goodman Community Center’s** Garden Fit program has participated in weekly middle school-level, garden-based summer programming at our Goodman Youth Farm and Troy Kids’ Garden locations since 2012. We will provide Rooted in Culture programming to Garden Fit participants at the Goodman Youth Farm, in addition to inviting youth and families to one Rooted in Culture Pop-up Event at the Goodman Youth Farm.
- **Kennedy Heights Community Center** has been making regular field trips with their elementary and middle school aged youth to Troy Kids’ Garden since 2018. We will provide Rooted in Culture programming at the Troy Kids’ Garden or on site at Kennedy Heights, in addition to holding one Rooted in Culture Pop-up Event.
- **Northport Community Learning Center** and **Packer Community Learning Center** have jointly made regular field trips with their elementary and middle school aged youth to Troy Kids’ Garden since 2003. Beginning in 2021, we began to provide year-round Rooted in Culture programming at the Centers. We will continue to offer Rooted in Culture programming on site at these centers, in addition to one Rooted in Culture Pop-up Event held jointly.
- **Vera Court Community Center** has been making regular field trips with their elementary and middle school aged youth to Troy Kids’ Garden since 2003. We will provide them Rooted in Culture programming at the Troy Kids’ Garden or on site at Vera Court, in addition to one Rooted in Culture Pop-up Event.

What are the decision-making agreements with each partner?

Each of the partners that have signed a letter of agreement with Rooted agreeing to offer the youth they serve an opportunity to participate in Rooted in Culture programming. Partner community centers will aid in recruitment, decide which guest experts they would like to host at their centers, and, where programming is year-round, provide space in which programming will take place after school and/or on the weekend.

- D. Resource Linkage and Coordination: What resources are provided to participants and their families by your proposed program? How does the program coordinate and link families and participants to these resources?

The Rooted in Culture program will create spaces for dialogue and learning surrounding culture and food and expand this learning and connection to the wider community through Pop-Up Events. The expansion of this program will also allow us to respond to youth and community requests and continue to make deeper connections with neighborhood community centers.

5. PROGRAM QUALITY, OUTPUTS, OUTCOMES AND MEASUREMENT

- A. Madison Out-of-School Time (MOST) Effective Practices: Please describe how each of the seven basic elements are addressed by your proposed program design. How will you monitor the program during implementation to assess continued alignment with the [MOST Effective Practices](#)? Are there any other program quality standards, tools or measurements that you use with this program? If yes, please list and describe.

Intentional Program Design. Our program design finds its inception in community-articulated needs and desires, whether brought forward by youth we work with regularly, by their families, or by other adults in the community. Wherever possible, we involve youth in the co-creation of programs that affect them, to meet their interests in learning different skills through various experiences. As we implement our programs, we seek feedback from youth program participants and from their families on a periodic basis, as well as through post-program surveys. We modify our program delivery in real time whenever possible, based on what works best for youth, and make any necessary significant changes in program content annually.

Supportive Relationships with Youth. We intentionally take the time to build relationships with the youth and, when possible, with their families, caregivers, and other support networks so that we can create an environment of trust and support that leans into the integration of family, school, and community. When we know our youth, if they are struggling with something at home we can help them find the support and resources they need, rather than penalizing them for the ways their struggles might show up. When youth feel safe and trust is built, they feel more supported in taking risks and trying/learning new things, have the confidence to build their competence, can find joy, connection, and social/emotional growth in working with staff, peers, and community. Ultimately, they are better positioned to be active contributors in their communities.

Youth Voice & Leadership. Rooted in Culture is designed to help youth develop life skills, as well as the agency to grow their own food, address racial food disparities, understand food policies and processes, and increase healthy food access in their communities and those surrounding. Youth also have voice and choice in what produce we grow and recipes we make, including opportunities to share recipes they make at home representing their own food cultures. We want youth to understand their power in addressing food system-related issues in their own communities and to support them in deepening their experience and skills.

Racial & Cultural Inclusion. Rooted works in racially, culturally, and socially diverse communities. Our staff have years of experience working with diverse youth in community settings, including the Goodman Youth Farm, Troy Kids' Garden, Badger Rock Neighborhood Center and other community centers, the Madison Metropolitan School

District, and the WI Division of Juvenile Corrections Grow Academy. Our organization-wide committee to racial equity and inclusion is expressed through our program design and implementation.

Family & Community Engagement. We continually work with youth and their families to co-create new activities and recipes to add to our repertoire. Families will be invited to attend and participate in Rooted in Culture Pop-Up Community events - see more details about these events below.

Organizational Management & Staff Support. The organization’s structure of senior staff, program directors, and program teams is grounded in a collaborative culture. Staff is supported with ongoing professional development opportunities and weekly team meetings to discuss challenges and successes, as described elsewhere in this proposal. Our collaborative culture leads to more effective programming and services that continue to meet community needs.

B. Program Outputs - Unduplicated School-Age Children or Youth and Program Hours

Total Annual Unduplicated Children or Youth participating in proposed program: 90

Total program hours annually: 428

C. Program Outcomes

Please describe the data and the data source used to choose your outcome objectives?

We will use tools from the National Institute on Out-of-School Time’s A Program Assessment System (APAS) to assess our program quality and resulting youth outcomes. The tool’s flexibility and emphasis on 21st century skills mesh well with our program design and structure. The Youth Survey (SAYO-Y) and the Assessment of Program Practices Tool (APT) will be most useful to setting and measuring our outcomes objectives. They are similar tools that we have used to assess our Badger Rock Middle School gardening and culinary arts class.

Please identify at least one Program Outcome for your proposed program(s), from the RFP Guidelines 1.4, that you will track and measure. Complete the table(s) below.

Outcome Objective #1: Social-emotional competency and enhanced life skill				
Performance Standard	Targeted Percent	80%	Targeted Number	72
Measurement Tool(s) and Comments: Assessing teamwork, how well youth work together in finishing a recipe or completing a garden task.				

Outcome Objective #2: Sense of belonging, connection and/or attachment to community and/or school				
Performance Standard	Targeted Percent	80%	Targeted Number	72
Measurement Tool(s) and Comments: To what extent (not at all, partially, fully) have program participants gained a sense of belonging (1) with adult program leaders, (2) among their peer group, and (3) to place. Measured by program attendance rates and participation at Pop-Up events.				

Outcome Objective #3: Enhanced life skills				
Performance Standard	Targeted Percent	80%	Targeted Number	72
Measurement Tool(s) and Comments: To what extent (not at all, partially, fully) have program participants acquired particular gardening and/or cooking skills over their time in the program?				

If necessary, add additional outcome objectives, performance standards, targeted percent, targeted number, and measurement tools:

D. Data Tracking: What data tracking systems are in place or will be in place to capture the information needed to document demographics, program activities, outcome measures and expenses?

We evaluate the impacts of our program on our audience, participants, and partners through post-program surveys of community partner group leaders; student reflection activities; staff post-program debrief notes; collecting quotes, stories, and photo documentation; and attendance records for programs and events.

We will collect feedback using voluntary post-surveys to measure changes in understanding around the connection between food and culture. We will also collect feedback from youth, program staff, cultural experts/community guests, and community partner group leaders during post-program debrief and reflection activities. This feedback will help us evaluate whether our intended impacts were achieved and help us to understand how to adapt the program in future seasons.

6. PROGRAM LOCATION

A. Address(es) of the site where programs will occur:

Rooted’s Garden-Based Education Sites:
 Badger Rock Neighborhood Center, 501 E. Badger Rd., Madison, 53713
 Goodman Youth Farm, 5017 Sudbury Way, Madison, 53714
 Troy Kids’ Garden, 502 Troy Dr., Madison, 53704

Community Center Partner Sites
 Rooted’s Badger Rock Neighborhood Center, 501 E. Badger Rd., Madison, 53713
 Goodman Community Center, 214 Waubesa St., Madison, 53704
 Northport Community Learning Center, 1740 Northport Dr., Madison 53704
 Vera Court Neighborhood Center, 614 Vera Court, Madison, 53704

7. PROGRAM STAFFING AND RESOURCES:

A. Program Staffing: Full-Time Equivalent (FTE) – Include employees, AmeriCorps members and Adult Interns with direct program implementation responsibilities. FTE = % of 40 hours per week.

Position Title	Qualifications or Required Training	Location(s)	Indicate School Year (SY), Summer (SU) or Year-Round (YR)	SY or YR FTE	Summer Only FTE
Education Director	WI-certified middle school and high school level science teacher, 20 yrs of experience	All	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR XX	3%	
Troy Kids’ Garden Manager	4 yrs experience leading youth in outdoor	Troy Kids’ Garden,	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR XX	10%	

	education, mandated reporter, first aid certified	Northport, Vera Court			
Goodman Youth Farm Manager	7 yrs experience, mandated reporter, first aid certified	Goodman Youth Farm	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR XX	3%	
Badger Rock Farm & Education Manager	20 yrs of experience, mandated reporter, first aid certified	Badger Rock Neighborhood Center	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR XX	13%	
Goodman Youth Farm Assistant Manager	3 years of experience, mandated reporter, first aid certified, ServSafe Certification	Badger Rock Neighborhood Center	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR XX	3%	
Badger Rock Farm and Education Assistant Manager	3 years of experience, mandated reporter, first aid certified	Badger Rock Neighborhood Center	<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR XX	12%	
			<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR <input type="checkbox"/>		
			<input type="checkbox"/> SY, <input type="checkbox"/> SU or YR <input type="checkbox"/>		
Please complete the total FTE for the applicable time period	School Year:				
	Year-Round		44%		
	Summer				

*Use one line per individual employee

Volunteers: If volunteers will have direct contact with program participants, how are they vetted, trained and supervised?

Program managers interview volunteers and train them on programmatic expectations and responsibilities. All volunteers are required to have standard background checks and sign our Child Protection Policy to ensure they are familiar with our safety protocols.

B. Other program Resources/Inputs (such as program space, transportation or other resources necessary for the success of your program):

Land on which to grow and learn, program materials and supplies, supporting spaces for gathering, talented staff, and deep relationships with community members and partner organizations.

8. BUDGET

A. The budget should be submitted with the proposal using the template provided in an Excel document or a PDF. There are five tabs within the Excel spreadsheet: Cover Page, Organization Overview and one sheet for the Program Budget for each age group. The Cover Page, Organizations Overview and relevant Program Budgets must be submitted with this document for a proposal to be complete.

The budget template can be found on the [CDD Funding Opportunities website](#).

9. IF APPLICABLE, PLEASE COMPLETE THE FOLLOWING:

A. Disclosure of Conflict of Interest

Disclose any potential conflict of interest due to any other clients, contracts, or property interests, e.g. direct connections to other funders, City funders, or potentially funded organizations, or with the City of Madison.

Beginning in 2023, Rooted WI, Inc. is receiving CDD funding for youth employment, but there is no supplanting of that funding with this request.

Since 2014, Rooted has received City Center support for Badger Rock Neighborhood Center; however, this funding has been solely for administration and excludes any programmatic support.

B. Disclosure of Contract Failures, Litigations

Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation.

Nothing to disclose.

APPLICATION FOR 2023 SCHOOL-AGE CHILD AND YOUTH PROGRAMS

1. ORGANIZATION CONTACT INFORMATION

Legal Name of Organization	Rooted WI, Inc.		
Mailing Address	2702 International Lane, Suite 200		
Telephone	(608) 240-0409		
FAX			
Director	Marcia Caton Campbell		
Email Address	marcia@rootedwi.org		
Additional Contact	Sarah Karlson		
Email Address	sarah@rootedwi.org		
Legal Status	Private: Non-Profit		
Federal EIN:	39-1854762		

2. PROPOSED PROGRAMS

Program Name:	2024		If currently City funded
	Letter	Amount Requested	2023 Allocation
Rooted in Culture for Elementary School Contact: Sarah Karlson	A	\$20,785	
Rooted in Culture for Middle School Contact: Sarah Karlson	B	\$31,177	
Contact:	C		
Contact:	D		
Contact:	E		
Contact:			
TOTAL REQUEST		\$51,962	

DEFINITION OF ACCOUNT CATEGORIES:

Personnel: Amount reported should include salary, taxes and benefits. Salary includes all permanent, hourly and seasonal staff costs. Taxes/benefits include all payroll taxes, unemployment compensation, health insurance, life insurance, retirement benefits, etc.

Operating: Amount reported for operating costs should include all of the following items: insurance, professional fees and audit, postage, office and program supplies, utilities, maintenance, equipment and furnishings depreciation, telephone, training and conferences, food and household supplies, travel, vehicle costs and depreciation, and other operating related costs.

Space: Amount reported for space costs should include all of the following items: Rent/Utilities/Maintenance: Rental costs for office space; costs of utilities and maintenance for owned or rented space. Mortgage Principal/Interest/Depreciation/Taxes: Costs with owning a building (excluding utilities and maintenance).

Special Costs: Assistance to Individuals - subsidies, allowances, vouchers, and other payments provided to clients. Payment to Affiliate Organizations - required payments to a parent organization. Subcontracts - the organization subcontracts for service being purchased by a funder to another agency or individual. Examples: agency subcontracts a specialized counseling service to an individual practitioner; the agency is a fiscal agent for a collaborative project and provides payment to other agencies.

3. SIGNATURE PAGE

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at cityofmadison.com/civil-rights/contract-compliance.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

INSURANCE

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management: Commercial General Liability, Automobile Liability, Worker's Compensation, and Professional Liability. The cost of this coverage can be considered in the request for funding.

4. SIGNATURE

Enter name:

By entering your initials in the box you are electronically signing your name and agreeing to the terms listed above.

DATE

INITIALS:

6. BOARD-STAFF DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current board and staff. Refer to application instructions for definitions. You will receive an "ERROR" until you finish completing the demographic information.

DESCRIPTOR	BOARD		STAFF		MADISON*		
	Number	Percent	Number	Percent	GENERAL Percent	POVERTY Percent	R/POV** Percent
	TOTAL	8	100%	33	100%		
GENDER							
MAN	4	50%	13	39%			
WOMAN	4	50%	18	55%			
NON-BINARY/GENDERQUEER		0%	2	6%			
PREFER NOT TO SAY		0%		0%			
TOTAL GENDER	8	100%	33	100%			
AGE							
LESS THAN 18 YRS		0%	10	30%			
18-59 YRS	3	38%	20	61%			
60 AND OLDER	5	63%	3	9%			
TOTAL AGE	8	100%	33	100%			
RACE							
WHITE/CAUCASIAN	7	88%	20	61%	80%	67%	16%
BLACK/AFRICAN AMERICAN	0	0%	5	15%	7%	15%	39%
ASIAN	1	13%	2	6%	8%	11%	28%
AMERICAN INDIAN/ALASKAN NATIVE		0%	1	3%	<1%	<1%	32%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER		0%	0	0%	0%	0%	0%
MULTI-RACIAL		0%	3	9%	3%	4%	26%
BALANCE/OTHER		0%	2	6%	1%	2%	28%
TOTAL RACE	8	100%	33	100%			
ETHNICITY							
HISPANIC OR LATINO	0	0%	3	9%	7%	9%	26%
NOT HISPANIC OR LATINO	8	100%	30	91%	93%	81%	74%
TOTAL ETHNICITY	8	100%	33	100%			
PERSONS WITH DISABILITIES	0	0%	1	3%			

*REPORTED MADISON RACE AND ETHNICITY PERCENTAGES ARE BASED ON 2009-2013 AMERICAN COMMUNITY SURVEY FIGURES.

AS SUCH, PERCENTAGES REPORTED ARE ESTIMATES. See Instructions for explanations of these categories.

**R/POV=Percent of racial group living below the poverty line.

7. Does the board composition and staff of your agency represent the racial and cultural diversity of the residents

you serve? If not, what is your plan to address this? (to start a new paragraph, hit ALT+ENTER)

Rooted's board does not yet fully represent the racial and cultural diversity of the residents we serve. In 2022-2023, the board has been engaged in a board recruitment process guided by our Racial Equity Assessment and Strategic Roadmap, focused on ensuring that the communities we serve are represented among its members. In February 2023, an Asian American woman joined the board. We are scheduled to add two more board members (one Black/African American woman, one multiracial Black/African American/Pacific Islander/Native American man) at the June 2023 board meeting, and a Black/African/American man in the fall of 2023. We will reach our 11-board member maximum by the end of 2023.

8. AGENCY GOVERNING BODY

How many Board meetings were held in 2022	5
How many Board meetings has your governing body or Board of Directors scheduled for 2023?	9
How many Board seats are indicated in your agency by-laws?	11

List your current Board of Directors or your agency's governing body.

Name	Joe Sensenbrenner, President				
Home Address	818 Prospect Place, Madison, WI 53703				
Occupation	Former Mayor of Madison (retired)				
Representing	N/A				
Term of Office		From:	01/2023	To:	12/2025
Name	Jim Bradley, Vice President				
Home Address	2210 Van Hise Ave., Madison, WI 53726				
Occupation	Former CEO, Home Savings Bank (retired)				
Representing	N/A				
Term of Office		From:	01/2023	To:	12/2025
Name	Brigid Elliott-Boger, Treasurer				
Home Address	1106 Southridge Ct., Madison, WI 53704				
Occupation	CPA & Partner, Baker Tilly				
Representing	N/A				
Term of Office		From:	01/2023	To:	12/2025
Name	Nicholas Hayes, Secretary				
Home Address	2106 E. Newton Ave., Shorewood, WI 53211				
Occupation	Executive Director, Milwaukee Community Sailing Center				
Representing	N/A				
Term of Office		From:	01/2023	To:	12/2025
Name	Deirdre W. Garton				
Home Address	250 S. Hamilton St., #406, Madison, WI 53703				
Occupation	Attorney (retired)				
Representing	N/A				
Term of Office		From:	01/2021	To:	12/2023
Name	Francesca Hong				
Home Address	101 N. Blount St., #801, Madison, WI 53703				
Occupation	Representative, 76th Assembly District, State of Wisconsin and Chef, Morris Ramen				
Representing	N/A				
Term of Office		From:	02/2023	To:	01/2026
Name	Harold "Hal" Mayer				
Home Address	19 Fuller Dr., Madison, WI 53704				
Occupation	Former Vice President of Operations, Oscar Mayer (retired)				
Representing	N/A				
Term of Office		From:	01/2023	To:	12/2025
Name	Mary Ellyn Sensebrenner				
Home Address	818 Prospect Place, Madison, WI 53703				
Occupation	Attorney (retired)				
Representing	N/A				
Term of Office		From:	01/2021	To:	12/2023

****Instructions: Complete this workbook in tab order, so the numbers will autofill correctly. Only fill in the yellow cells. Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.**

Please fill out all expected revenues for the programs you are requesting funding for in this application. All programs not requesting funding in this application, should be combined and entered under NON APP PGMS (last column)

REVENUE SOURCE	AGENCY 2024	PROGRAM A	PROGRAM B	PROGRAM C	PROGRAM D	PROGRAM E	NON APP PGMS
DANE CO HUMAN SVCS	0						
UNITED WAY DANE CO	0						
CITY CDD (This Application)	51,962	20,785	31,177				
City CDD (Not this Application)	0						
OTHER GOVT*	0						
FUNDRAISING DONATIONS**	182,212	74,176	108,036				
USER FEES	2,960		2,960				
TOTAL REVENUE	237,134	94,961	142,173	0	0	0	0

*OTHER GOVERNMENT: Includes all Federal and State funds, as well as funds from other counties, other Dane County Departments, and all other Dane County cities, villages, and townships.

**FUNDRAISING: Includes funds received from foundations, corporations, churches, and individuals, as well as those raised from fundraising events.

****List all staff positions related to programs requesting funding in this application, and the amount of time they will spend in each program.**

	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024
Title of Staff Position*	Program A FTE**	Program B FTE**	Program C FTE**	Program D FTE**	Program E FTE**	Total FTE	Annualized Salary	Payroll Taxes and Fringe Benefits	Total Amount	Hourly Wage***	Amount Requested from the City of Madison
Education Director (50%FTE)	0.03	0.03				0.05	25,002	5,000	30,002	24.04	3,000
Troy Kids' Garden Manager (75%)	0.17	0.10				0.27	29,840	5,669	35,509	19.13	12,855
Goodman Youth Farm Manager	0.04	0.03				0.07	31,859	6,053	37,912	20.42	3,749
Badger Rock Farm and Education Manager (50%)		0.13				0.13	25,002	5,000	30,002	24.04	7,529
Goodman Youth Farm Assistant	0.04	0.03				0.07	19,309	3,669	22,978	18.57	3,209
Badger Rock Assistant Farm and Education Manager		0.12				0.12	19,309	3,669	22,978	18.57	5,616
						0.00			0	0.00	0
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						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
SUBTOTAL/TOTAL:	0.28	0.44	0.00	0.00	0.00	0.71	150321.00	29060.00	179381.00	124.77	35958.00

CONTINUE BELOW IF YOU NEED MORE ROOM FOR STAFF POSITIONS

*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

**Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

****List all staff positions related to programs requesting funding in this application, and the amount of time they will spend in each program.**

	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024
Title of Staff Position*	Program A FTE**	Program B FTE**	Program C FTE**	Program D FTE**	Program E FTE**	Total FTE	Annualized Salary	Payroll Taxes and Fringe Benefits	Total Amount	Hourly Wage***	Amount Requested from the City of Madison
						0.00			0	0.00	0
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						0.00			0	0.00	0
TOTAL:	0.28	0.44	0.00	0.00	0.00	0.71	150321.00	29060.00	179381.00	124.77	35958.00

*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

**Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

Program Summary

This tab should be completely filled in by your previous answers.

Pgm Letter	Program Name	Program Expenses	2024 City Request
A	Rooted in Culture for Elementary School Age Childre	PERSONNEL	14,383
		OTHER OPERATING	4,512
		SPACE	1,890
		SPECIAL COSTS	0
		TOTAL	20,785
B	Rooted in Culture for Middle School School Age Youth	PERSONNEL	21,575
		OTHER OPERATING	6,768
		SPACE	2,834
		SPECIAL COSTS	0
		TOTAL	31,177
C	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
D	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
E	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
TOTAL FOR ALL PROGRAMS			51,962

5/9/23

To whom it may concern:

I am writing to express Badger Rock Middle School's excitement to continue to participate in the Rooted in Culture Program offered through Rooted WI, Inc. (dba Rooted). Badger Rock Middle School is a public charter school with a focus on urban agriculture, sustainability, and social justice and has had a close partnership with Rooted on-site Badger Rock Neighborhood Center, Urban Farm, and Community Garden since the school opened. For many years, our youth have participated in garden-based learning programs with Rooted, and we are excited for the opportunity to continue to dive into exploring and connecting youth with the diversity of food cultures in our community. Our youth benefit from seeing their cultures reflected in programs and staff and our whole community benefits from learning and sharing across cultures.

Through a daily Garden Class, twice-a-month Saturday School programming, a weekly MSCR afterschool cooking club, and a summer Rooted in Culture program offered to all students by Rooted staff, youth have been actively involved in the entire process of running a small-scale organic farm, from planting and harvesting to cooking dishes from many different food cultures with the produce they grow. Students make connections to ecology, nutrition, art, culture, and social justice and are involved in service learning. Youth farmers provide hundreds of pounds of produce to the community each year through our youth-run farm stand. Rooted's Badger Rock Urban Farm provides a unique outdoor classroom with vegetable gardens, fruit trees, beehives, chickens, and community gardens.

At Badger Rock, we are committed to the following activities for this grant through the Rooted in Culture Program:

- Offer Badger Rock Middle School youth the opportunity to participate in Rooted in Culture programming led by Rooted staff during the Saturday School program offered by Badger Rock Middle School twice a month during the school year.
- Offer Badger Rock Middle School youth the opportunity to participate in a summer Rooted in Culture program led by Rooted staff twice a week. The Rooted in Culture program will incorporate community cultural experts to inform the curriculum and join as guest educators.
- Offer youth the opportunity to participate in a Rooted in Culture Pop up Community Event at the Badger Rock Neighborhood Center on a Friday evening between July and October that will include:
 - Youth-run Pop up Farm Stand offering produce at a pay-what-you-can basis grown at the Badger Rock Urban Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program.
 - Garden-based education station designed and run by youth.

At Badger Rock, the opportunities for multi-generational, cross cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will significantly benefit our community.

Joseph Rosas, Interim Principal
Badger Rock Middle School





Goodman Community Center

To whom it may concern:

The Goodman Center has been here for our community for nearly 70 years. We serve people ages 3 to 103 with our children and youth programs, older adult activities and meals, food pantry, fitness center, event spaces and more. The Garden Fit Program is a program for middle school-aged youth who have participated in weekly programming at Rooted's Goodman Youth Farm and Troy Kids' Garden locations for many years. These urban farming education sites engage a diverse population of students in hands-on, farm-based education. Youth are actively involved in the entire process of running a small-scale organic farm, from planting and harvesting to cooking with the produce they grow. Students make connections to ecology, nutrition, and art, and are immersed in service-learning - each year youth farmers weigh, wash, and donate hundreds of pounds of produce to local food pantries. These unique outdoor classrooms include vegetable gardens, fruit trees, beehives, chickens, outdoor kitchens, and more.

I am writing to express the Goodman Community Center Garden Fit Program's excitement to participate in the Rooted in Culture Program offered through Rooted WI, Inc. (dba Rooted). For many years, our youth have regularly participated in garden-based learning programs at Rooted's Troy Kids' Garden and Goodman Youth Farm sites and we are excited for the opportunity to dive more deeply into exploring connecting youth with the diversity of food cultures in our community. Our youth benefit from seeing their own cultures reflected in programs and staff, and our whole community benefits from learning and sharing across cultures.

We are committed to the following activities for this grant through the Rooted in Culture Program:

- Offer youth the opportunity for Garden Fit program participants to participate in the Rooted in Culture program offered by Rooted staff at the Goodman Youth Farm.
- The Rooted in Culture program will consist of 2 two-hour sessions offered every week during the summer at the Goodman Youth Farm, and will incorporate community cultural experts to inform curriculum and join as guest educators.
- Offer youth the opportunity to participate in a Rooted in Culture Pop up Community Event at the Goodman Youth Farm on a Friday evening between July and October that will include:
 - Pop up youth run Farm Stand offering produce on a pay-what-you-can basis to community grown by youth at the Goodman Youth Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program
 - Garden-based education station designed and run by youth

We believe the opportunities for multi-generational, cross cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will be a great benefit to our community.

To whom it may concern:

Kennedy Elementary School is located next to Rooted's Goodman Youth Farm, and our elementary school students have benefitted from the opportunity to participate in hands-on, farm-based education at this educational garden for many years where they have been actively involved in the entire process of running a small-scale organic farm, from planting and harvesting to cooking with the produce they grow. Students make connections to ecology, nutrition, and art, and are immersed in service-learning. Each year youth farmers weigh, wash, and donate hundreds of pounds of produce to local food pantries. This unique outdoor classroom includes vegetable gardens, fruit trees, beehives, an outdoor kitchens, and more.

I am writing to express the Kennedy Elementary School's excitement to participate in the Rooted in Culture Program offered through Rooted WI, Inc. (dba Rooted). For many years, our youth have participated in garden-based learning programs at the Goodman Youth Farm site and we are excited for the opportunity to dive more deeply into exploring connecting youth with the diversity of food cultures in our community and include after school options for our students. Our youth benefit from seeing their own cultures reflected in programs and staff, and our whole community benefits from learning and sharing across cultures.

We are committed to the following activities for this grant through the Rooted in Culture Program:

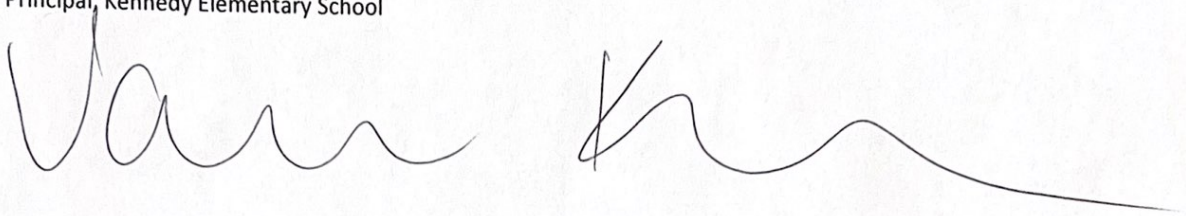
- Offer youth the opportunity to participate in an afterschool Rooted in Culture cooking and gardening program offered by Rooted staff at the Goodman Youth Farm or Kennedy Elementary School.
- The Rooted in Culture program will consist of 2 two-hour sessions offered every week during the school year, and will incorporate community cultural experts to inform curriculum and join as guest educators.
- Offer youth the opportunity to participate in a Rooted in Culture Pop up Community Event at the Goodman Youth Farm on a Friday evening between July and October that will include:
 - Pop up Farm Stand offering produce on a pay-as-you-can basis to community grown at the Goodman Youth Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce

available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program

- Garden-based education station designed and run by youth

We believe the opportunities for multi-generational, cross-cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will be a great benefit to our community.

Vanessa Kent
Principal, Kennedy Elementary School

A handwritten signature in black ink, appearing to read "Vanessa Kent". The signature is written in a cursive style with a long, sweeping tail on the final letter.



Address: 199 Kennedy Heights
Madison, WI 53704
Phone: 608-244-0767

May 9, 2023

To whom it may concern:

Kennedy Heights Community Center thrives on offering enriching and safe opportunities for youth and adults in the community through a variety of adult programs and activities and afterschool and summer programs for youth five days per week. Our programs provide a variety of activities such as food and nutrition exploration, daily freshly made meals, outdoor exploration and environmental stewardship, mind and body wellness activities such as dance, group art therapy and more to extend their learning in their village. Our participants engage in a number of field trip opportunities throughout the year and summer, including regular visits to the Rooted's Troy Kids' Garden where they participate in hands-on garden-based learning activities.

I am writing to express Kennedy Heights Community Center's excitement to participate in the Rooted in Culture Program offered through Rooted WI, Inc. (dba Rooted). For many years, our youth have regularly attended garden-based learning programs at Rooted's Troy Kids' Garden site and we are excited for the opportunity to dive more deeply into exploring connecting youth with the diversity of food cultures in our community. Our youth benefit from seeing their own cultures reflected in programs and staff, and our whole community benefits from learning and sharing across cultures.

We are committed to the following activities for this grant through the Rooted in Culture Program:

- Offer youth the opportunity to participate in the Rooted in Culture cooking program offered by Rooted staff onsite at Kennedy Heights or at Troy Kids' Garden after school.
- The Rooted in Culture program will consist of one two-hour session offered every other week during the school year, and will incorporate community cultural experts to inform curriculum and join as guest educators.
- Host one Rooted in Culture Pop-up Community Event on a Friday evening between July and October that will include:
 - Pop-up Farm Stand offering produce at no cost to community from Troy Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program
 - Garden-based education station designed and run by youth

We believe the opportunities for multi-generational, cross-cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will be a great benefit to our community.

Sincerely yours,

Elsa Caetano
Executive Director



www.msqr.org
328 E Lakeside St
Madison, WI 53715
Phone: 608/204-3000
Fax: 608/204-0557

5/9/2023

To whom it may concern:

Madison School & Community Recreation is committed to providing quality afterschool programming at many schools in the Madison Metropolitan School district including an after school program at Badger Rock Middle School, a public charter school with a focus on urban agriculture, sustainability and social justice. Badger Rock Middle School has had a close partnership with Rooted's on-site Badger Rock Neighborhood Center, Urban Farm and Community Garden since the school opened. For the past two years, Rooted has partnered with MSCR to offer a weekly afterschool Rooted in Culture Cooking Club where youth have the opportunity to explore food through the lens of culture using fresh produce students are involved in growing on site at Rooted's Badger Rock Urban Farm to make delicious, health-promoting recipes that uplift a variety of cultural foodways.

I am writing to express MSCR's excitement to continue to partner with Rooted WI, Inc (dba Rooted) to offer the weekly afterschool Rooted in Culture Program. We are excited for the opportunity to continue to dive into exploring connecting youth with the diversity of food cultures in our community. Our youth benefit from seeing their own cultures reflected in programs and staff, and our whole community benefits from learning and sharing across cultures.

We are committed to the following activities for this grant through the Rooted in Culture Program:

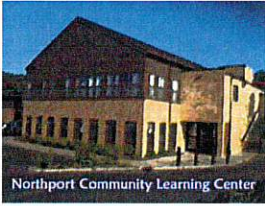
- Offer Badger Rock Middle School youth the opportunity to participate in a weekly afterschool Rooted in Culture Cooking Club led by Rooted staff. The Rooted in Culture program will incorporate community cultural experts to inform curriculum and join as guest educators.
- Offer youth the opportunity to participate in a Rooted in Culture Pop-up Community Event at the Badger Rock Neighborhood Center on a Friday evening between July and October that will include:
 - Youth run Pop-up Farm Stand offering produce on a pay-what-you-can basis to community grown by youth at the Badger Rock Urban Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program
 - Garden-based education station designed and run by youth

We believe the opportunities for multi-generational, cross-cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will be a great benefit to our community.

MSCR (Madison School and Community Recreation)

Amanda Lukindo
Amanda Lukindo
Afterschool Site Director
Badger Rock MSCR





Northport Apartment Community Learning Center Neighborhood Networks

Rev. Carmen Porco
CEO of Housing and Learning Centers

Pat Wongkit
Program Director

May 9, 2023

To Whom It May Concern:

Northport Community Learning Center is a privately owned and operated facility located in the Northport Apartments at 1740 Northport Drive in Madison, which provides programming for housing residents and members of the wider community seeking education and employment opportunities. Services are provided for all ages and include: Head Start and family literacy activities for preschoolers; after-school and summer activities for K-12 youth; homework help assistance, computer lab with internet access; art program; video and audio recording; Madison College ESL courses; and secondary education scholarship program.

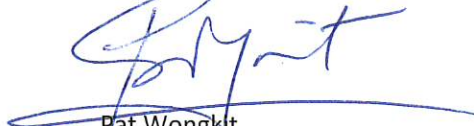
I am writing to express Northport Community Learning Center's commitment to participate in the Rooted in Culture Program offered through Rooted WI, Inc. (dba Rooted). We are in our second year of offering this Rooted after school program to elementary and middle school aged youth at our center, have received excellent feedback and seen consistently high engagement, and have requested more sessions to meet the demand of our youth. We are excited for the opportunity to deepen and expand the program, and we are also looking forward to more aspects of this program being offered to our youth who regularly visit Rooted's Troy Kids' Garden site during the growing season to explore the connections between culture and food from seed to table.

We are committed to the following activities for this grant through the Rooted in Culture Program:

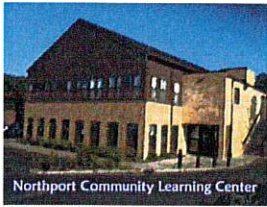
- Offer youth the opportunity to participate in an afterschool and summer Rooted in Culture cooking program offered by Rooted staff at Northport Community Learning Center or at Troy Kids' Garden.
- The Rooted in Culture program will consist of one two-hour session offered every week year-round, and will incorporate community cultural experts to inform curriculum and join as guest educators.
- Host one Rooted in Culture Pop-up Community Event in partnership with Packer Community Learning Center on a Friday evening between July and October that will include:
 - Pop-up Farm Stand offering produce at no cost to community from Troy Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program
 - Garden-based education station designed and run by youth

We believe the opportunities for multi-generational, cross-cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will be a great benefit to our community.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Pat Wongkit', with a long horizontal flourish underneath.

Pat Wongkit
Program Director
Northport and Packer Community Learning Centers



Northport Apartment Community Learning Center Neighborhood Networks

Rev. Carmen Porco
CEO of Housing and Learning Centers

Pat Wongkit
Program Director

May 9, 2023

To whom it may concern:

Packer Community Learning Center is a privately owned and operated facility located in the Packer Townhouses at 1927 Northport Drive in Madison, which provides programming for housing residents and members of the wider community seeking education and employment opportunities. Services are provided for all ages and include: Head Start and family literacy activities for preschoolers; after-school and summer activities for K-12 youth; homework help assistance, computer lab with internet access; art program; video and audio recording; Madison College ESL courses; and secondary education scholarship program.

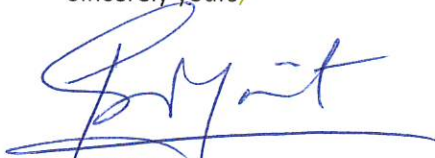
I am writing to express Packer Community Learning Center's commitment to participate in the Rooted in Culture Program offered through Rooted WI, Inc. (dba Rooted). We are in our second year of offering this Rooted after school program to elementary and middle school aged youth at our center, have received excellent feedback and seen consistently high engagement, and have requested more sessions to meet the demand of our youth. We are excited for the opportunity to deepen and expand the program, and we are also looking forward to more aspects of this program being offered to our youth who regularly visit Rooted's Troy Kids' Garden site during the growing season to explore the connections between culture and food from seed to table.

We are committed to the following activities for this grant through the Rooted in Culture Program:

- Offer youth the opportunity to participate in a weekly afterschool and summer Rooted in Culture cooking program offered by Rooted staff at Packer Community Learning Center or Troy Kids' Garden.
- The Rooted in Culture program will consist of one two-hour session offered every week year-round, and will incorporate community cultural experts to inform curriculum and join as guest educators.
- Host one Rooted in Culture Pop-up Community Event in partnership with Northport Community Learning Center on a Friday evening between July and October that will include:
 - Pop-up Farm Stand offering produce at no cost to community from Troy Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program
 - Garden-based education station designed and run by youth

We believe the opportunities for multi-generational, cross-cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will be a great benefit to our community.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Pat Wongkit', with a long horizontal flourish underneath.

Pat Wongkit
Program Director
Northport and Packer Community Learning Centers



May 9, 2023

To whom it may concern:

Since 1994, Vera Court Neighborhood Center's mission has been to support its community in addressing the needs identified by its residents. Through the support and guidance of community members, local businesses and nonprofits, and the school district and Madison colleges, the center has grown to touch the lives of more than 5000 Northside residents a year.

I am writing to express Vera Court Neighborhood Center's excitement to participate in the Rooted in Culture Program offered through Rooted WI, Inc. (dba Rooted). For many years, our youth have regularly attended garden-based learning programs at Rooted's Troy Kids' Garden site and we are excited for the opportunity to dive more deeply into exploring connecting youth with the diversity of food cultures in our community. Our youth benefit from seeing their own cultures reflected in programs and staff, and our whole community benefits from learning and sharing across cultures.

We are committed to the following activities for this grant through the Rooted in Culture Program:

- Offer youth the opportunity to participate in the Rooted in Culture cooking program offered by Rooted staff onsite at Vera Court or at Troy Kids' Garden after school.
- The Rooted in Culture program will consist of one two-hour session offered every other week during the school year, and will incorporate community cultural experts to inform curriculum and join as guest educators.
- Host one Rooted in Culture Pop-up Community Event on a Friday evening between July and October that will include:
 - Pop-up Farm Stand offering produce at no cost to community from Troy Farm
 - Cooking demo and free samples by cultural expert/guest chef and youth using produce available at the farm stand lifting up a recipe made by youth during the Rooted in Culture Program
 - Garden-based education station designed and run by youth

We believe the opportunities for multi-generational, cross-cultural community building and learning, healthy food access, and skill building around growing and preparing culturally relevant food provided through this project will be a great benefit to our community.

Best,

Thomas Qualls

Thomas Qualls
Program Director

