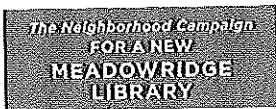




**MADISON
PUBLIC
LIBRARY**
Foundation

201 W. Mifflin Street
Madison, WI 53703

608.266.6318 ph



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Jennifer J. Collins
Executive Director

February 7, 2014

Mark Woulf
Food and Alcohol Policy Coordinator
City-County Building
210 Martin Luther King Jr. Boulevard, Room 403
Madison, WI 53703

Dear Mark,

Madison Public Library Foundation is pleased to submit an application for the SEED grant requesting \$8,000 to create a new pilot program for afterschool youth in the Meadowood neighborhood. The Good Snack Club will be launched as a collaborative program between the Meadowridge Library and the Meadowood Neighborhood Center in their shared community kitchen set to open in September 2014. The program is designed to address the Healthy Food for All Children 10-Year Plan by introducing nutritious snack options to the young people who regularly visit the library and center afterschool. Not only will the program provide healthy food but it will include skill building activities around researching and using recipes and partaking directly in food preparation and clean up in the kitchen.

The program is designed to take advantage of the new spaces at the library and neighborhood center. Due to a vacancy left by the Ace Hardware in the shopping center on Raymond Road at the intersection of Whitney Way, the city decided to pursue to greatly enhance the library and create a vastly improved center for reading, learning, meeting, and sharing. The library is joining forces with the Meadowood Neighborhood Center to create a unique trio of new spaces including:

- library space with additional 2,000 square feet including areas for teens, children, computers and quiet reading
- shared space of 3,000 square feet including a community kitchen and a 110-seat meeting room to host all sorts of events, meetings, and programs
- adjacent neighborhood center with 5,700 square feet for job training, exercise, and food pantry

The goal is to use SEED funding to launch and publicize the snack program, and then build the capacity to sustain the program by identifying food donors, volunteer snack leaders, and additional private funding resources to continue the program as a year-round initiative.

The program staff feel that by engaging young people and their parents in the food selection and preparation process in an exciting new kitchen we can actually influence behavior around choosing healthy options. Demonstrating that healthy doesn't mean expensive and that food preparation can be fun and easy we hope to discourage youth from eating the convenient salty and high fat/ sugar snacks and sodas available at the only food stores within walking distance which are a Walgreens and a convenience store.

As a private non-profit, MPLF is committed not just to helping raise funds for the capital needs of the new library but to also securing private resources to launch programs that will fulfill the vision of the new spaces. We hope that the SEED grant can be used to initiate new programming that can have a profound impact on the wellness of the young people we serve.

Thank you for considering this request. Please contact me if you need any additional information.

Sincerely,

Jennifer J. Collins
Executive Director

MADISON FOOD POLICY COUNCIL

Food Access Improvement "SEED" Grants



APPLICANT INFORMATION			
Title of Proposal	Good Snack Club	Amount Requested: \$8000	
Agency/Organization/ Group Name	Madison Public Library Foundation		
Contact Person	Jennifer J. Collins, Executive Director	Telephone #: 608-266-6318	
Address	201 W. Mifflin Street, Madison WI 53711	Email: jcollins@mplfoundation.org	
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>	
PROPOSAL SUMMARY			
Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.			
Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the United Way of Dane County's Healthy Food for All Children 10-year plan?			
<p>Through collaboration between Madison Public Library's Meadowridge Branch and the Meadowood Neighborhood Center we propose to provide and educate kindergarten through high school-age students about healthy food choices. Grant funds would seed a new afterschool program, Good Snack Club, in the innovative community kitchen operated by the collaborating organizations. This program will address Healthy Food for All Children 10-Year Plan goal to "increase organizations dedicated to a healthy food environment" particularly by tackling the second short term action to "reduce vending machines and/or provide healthy food choices."</p> <p>The area neighborhoods are home to many low-income families, including a high percentage of households participating in Foodshare. Children from these families use the library and neighborhood center independently afterschool, often until their parents are home. These children are observed eating unhealthy snacks and beverages in place of an evening meal. Both organizations have been providing a stop-gap snack program, but with the addition of a kitchen in 2014, we can implement a new program that can introduce nutritious snack preparation to participants with few healthy options.</p> <p>We will introduce Good Snack Club so that children will plan, create, and enjoy healthy snacks afterschool daily. The program will run weekdays from September - December 2014, with 50 children participating in the pilot. Every third week we'll host a family snack night whereby the children invite their parents to the center to join in a light meal comprised of three snacks the children have made.</p>			

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

The project's target population comprises kindergarten through high school-aged students living in the Meadowood, Prairie Hills and Orchard Ridge neighborhoods of southwest Madison.

Children 17 and under comprise 31.3% of area residents, and 50.5% of area students are identified as "economically disadvantaged." Several of the neighborhoods have some of the highest poverty levels in Madison at 25%. The targeted children primarily attend three schools with free or reduced fee lunch rates that are significantly higher than the Dane County average of 28%. Orchard Ridge Elementary School is 62.1%; Toki Middle School is 44.8%; and Memorial High School is 37%.

Since the closing of Cub Foods on Verona Road in 2009, this neighborhood has been identified as a "food desert," where many low-income residents buy food at Walgreens and convenience stores. The Freshmobile visited Meadowood weekly to provide food options before it ceased operations last year.

One of the reasons this collaboration was initiated is because the community kitchen was identified as a needed resource during the public meetings related to the design of the new library and neighborhood center. Residents are keenly aware of the lack of nearby grocery stores and affordable restaurants. When children are given money to buy food for their afterschool snack or evening meal they often buy unhealthy salty snacks and soda, as there are no other alternatives in the neighborhood. In partnership with city government, neighborhood associations and organizations are trying to address this problem by attracting a grocer to the neighborhood.

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

Food \$6000

We plan on running our program from September through December, 2014 and offering it every weekday. We expect fifty children to attend daily; therefore we will be providing four-thousand snacks. We anticipate each snack to cost approximately \$1.50, therefore food will cost \$6,000.

Staffing \$1000

Good Snack Club will be led by primarily Meadowood Neighborhood Center staff with assistance from Meadowridge Library staff. The \$1000 for staffing would allow us to pay for per diem program presenters and food educators as needed. During the pilot phase we intend to build partnerships and volunteer opportunities to sustain the program for the long-term. We will be partnering with the UW Extension's Fun with Foods program to help us establish menus, shopping lists and recipes along with counsel from two Dane County Public Health nurses. Another source of volunteers we are pursuing is the UW Hospital and Clinics Dietitian program.

Supplies \$500

We will be buying a limited amount of disposable products but rather depend on dishes that require washing and drying, as clean up is part of a student's responsibility for participating in our program. Cooking equipment will already be available in the center and library's shared space kitchen.

Publicity \$500

We will create flyers and posters advertising our program plus invitations to the children's families for Family Snack Night.

In-kind \$11,940

Library and Center staff will provide direct and indirect support (graphic design) for the program and those costs will be funded in the organizations' operating budget.

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

Good Snack Club Goals:

- Provide a healthy, appealing, and inexpensive afterschool snack for children in who do not have the resources to buy food or choose healthy foods.
- Increase children's comfort level with healthy food preparation by utilizing the new community kitchen and introducing cookbooks, magazines, and websites.
- Positively affect healthy food choice behavior at home.
- Develop partnerships and staff expertise to sustain program after pilot period.
- Secondary goal is to engage children in literacy and math activities through recipe research and execution.

Measuring Outcomes:

- Measure attendance at Good Snack Club with a goal of 50 regular participants.
- Measure number of partnerships with a goal having 3-5 partners that can donate food. Farmers market, CSA's, and community gardeners are some of the potential partners as well as the closest grocers Hy-Vee and Woodman's.
- Identify 20 regular volunteers to help lead cooking/ snack preparation afterschool programs. We have secured the counsel of two Dane County Health nurses and our library Friends volunteers, and we are building relationships with UW Extension and Madison College's culinary program. We also have the benefit of some MSCR instructors through the neighborhood center.

FUNDING DETAILS

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

The Madison Public Library Foundation has a pending proposal with the Goodman Foundation to fund the community kitchen infrastructure. The equipment, appliances and kitchen furnishings will be funded by individual private supporters. Support for Good Snack Club is match through in-kind support of staff time from the library and neighborhood center.

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

The funds for 2014 programs will seed the pilot program and allow us to build a corps of volunteers and partners. Food partners will be essential to program continuation. Also, MPLF is raising funds in 2014 to create an endowment for Meadowridge Library. In the future endowment proceeds could help fund the Good Snack Club. The Neighborhood Center also has resources for a food pantry on site. They will seek to expand those resources in 2015 and can plan to tie into other MSCR resources to help keep the costs low for this program.

COORDINATION/COLLABORATION

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

The proposed project is the direct result of stakeholder input and will rely on community partners for long-term and short-term success. Both organizations have a history of strong relationships in the community. Library leadership, in particular Alice Oakey, branch supervisor, has been very involved in the Mayor's Neighborhood Resource Team. The library initiated Quarterly Community Suppers to build bridges between homeowners, tenants, landlords and area businesses and organizations. The Meadowood Neighborhood Center provides a safe, supervised place for youth during after school and evening hours, a place for neighbors to meet and socialize, a place for senior adult programs, a much needed space for neighborhood and other group meetings and space for MSCR programs such as art, fitness, yoga, dance, etc. It currently serves over 1300 unique clients annually.

The planning process for the trio of new community spaces involved a series of 4 facilitated meetings that gathered community input so that the design would reflect the neighborhoods needs and interests. The community kitchen garnered significant neighborhood-wide support as residents saw it as a way to build bridges among diverse neighbors, and as a means to address the deficit of healthy foods options through subsidized snack programs and nutrition education programs.

The library and neighborhood center have been gathering information and developing partnerships that will help us build and sustain the Good Snack Club as well as other food/ cooking/ nutrition programs for the shared kitchen. Interested partners are many including the city and county health department, UW Children's Obesity Prevention Collaborative, Southwest Farmer's Market, CSAs, MSCR, Hy-Vee, Madison College Culinary Program, UW Extension, Good Shepherd Lutheran Church, Slow Food Madison, Local Thyme meal planning, Wine and Hop Shop, cookbook authors, and chefs from restaurants in the area, among others. The Foundation will draw on its relationships with Willy St. Co-op, Whole Foods, and Woodman's to build access to healthy food sources.

The target market for the program is already present at the collaborating agencies and HUNGRY! We are eager to create a program that meets a clear nutritional need in the community.



Nourishing the Links Between Land and Table
306 E. Wilson St. #2E • Madison, WI 53703 • 608-310-7836

February 6, 2014

Office of Mayor Paul R. Soglin
c/o Mark Woulf, Food and Alcohol Policy Coordinator
City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703

Dear Mr. Woulf,

I am pleased to submit the enclosed application for a collaborative project between REAP Food Group and the Madison Metropolitan School District (MMSD). The project, "Improving School Access to Fresh Produce via Salad Bars" will put the infrastructure in place to implement salad bars at two Madison elementary schools, thereby exposing nearly 800 children to a daily array of fresh fruits and vegetables.

The project directly addresses the short-term action to "improve and expand cold storage at schools and community centers that serve youth snacks and meals" in the Healthy Food for All Children 10-Year Plan. The funds will be used to purchase and install refrigeration in Lincoln and Orchard Ridge Elementary Schools. Over 60% of students in both schools qualify for free and reduced lunch, reflective of low income families. If we are to instill healthy lifelong eating habits in these children, it is imperative to expose them to a wide array of fresh produce as part of their school meals, especially as they may not have such exposure at home.

REAP has partnered closely with MMSD for over a decade, working to improve access to fresh, locally-grown food in schools. Our recent collaborative efforts have resulted in the implementation of salad bars in over 20 MMSD schools. However, due to a lack of funds and the need for remodeling at many school sites, there are still thousands of students without access to salad bars. Access leads to consumption, and this project would provide at least 175 days of access.

We look forward to bringing all of our expertise and resources to MMSD to complete this project. We request \$8,000, all of which will go towards refrigeration equipment and installation. On behalf of the hundreds of Madison school children who will benefit, we hope that you will consider this proposal.

Sincerely,

Miriam Grunes, Executive Director

MADISON FOOD POLICY COUNCIL
 Food Access Improvement "SEED" Grants



APPLICANT INFORMATION

Title of Proposal	Improving School Access to Fresh Produce via Salad Bars	Amount Requested: \$8,000
Agency/Organization/Group Name	REAP Food Group	
Contact Person	Natasha Smith	Telephone #: 608-310-7833
Address	306 E Wilson St. #2E, Madison, WI 53703	Email: natashas@reapfoodgroup.org
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

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

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

This proposal directly addresses the short-term goal to "Improve and expand cold storage at schools and community centers that serve youth snacks and meals," under Organizational and Institutional Environment, Strategy 3. The requested funds will be used to purchase and install refrigeration equipment at two elementary schools in the Madison Metropolitan School District: Lincoln Elementary and Orchard Ridge Elementary. With refrigeration in place, these schools will be able to implement salad bars as part of their lunch program which will expose the students to a wider variety of fresh fruits and vegetables daily.

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

The target populations of this proposal are the students of Lincoln and Orchard Ridge Elementary Schools (ages 4 – 12). These schools were specifically chosen based on need, as both enroll many students from low income and at-risk families.

Lincoln Elementary School is located in the Burr Oaks neighborhood of Madison. 424 students are enrolled, with the following ethnic breakdown: 38.3% Hispanic, 27.5% white, 15.2% African American, 11.1% Asian, 6.7% multiracial, and 1.3% Native American. 67.6% of students qualify for free or reduced lunch, meaning that well over half of the students come from low income families.

Orchard Ridge Elementary School, located south of the Beltline off of Whitney Way, has 371 students currently enrolled. 36.4% of students are white, 30.4% African American, 18.8% Hispanic, 10.2% multiracial, 3.5% Asian, and 0.6% Native American. Students qualifying for free and reduced lunch make up 62.3% of the student body.

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

Daily access to fresh fruits and vegetables for students in Lincoln and Orchard Ridge Elementary Schools will increase as a direct result of this funding. The funds will be used to purchase refrigeration for these two sites; once the refrigeration is in place, MMSD will be able to implement salad bars at both schools. Research shows that introduction of school salad bars increases both the amount and the variety of fruits and vegetables consumed by children in schools¹. Therefore, not only will students in Lincoln and Orchard Ridge Schools have access to a greater array of healthy produce, their consumption of nutritious fruits and vegetables can be expected to increase. With 175 annual days of impact (with up to 30 additional days if the site is chosen as a summer school site), this will be a powerful positive force in both the fight against childhood obesity and the development of lifelong healthy eating habits for the students of both schools.

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

¹ White House Task Force on Childhood Obesity. *Solving the Problem of Childhood Obesity within a Generation*, White House Task Force of Childhood Obesity Report to the President. Washington DC, May 2010.

Our goal is to have salad bars in both schools implemented and operating by the start of the 2014-2015 school year. We will measure this success by documenting the dates of purchase, installation, and initial use of the refrigeration equipment for salad bars at both schools. We also aim to more fully understand the impact of salad bars on students. MMSD will track lunchroom participation to gain this knowledge.

FUNDING DETAILS

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

REAP Food Group has been awarded a USDA grant that will purchase the salad bars for both schools. However, refrigeration is needed at both sites before salad bars can be implemented. The "SEED" funding will allow us to leverage our USDA funds to purchase salad bars for both schools.

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

This proposal involves a one-time purchase and installation of equipment. Once the equipment is in place, there is no need for continuous funding to ensure operation of the salad bars. As such, there is no risk that the "SEED" funding will not have future impact.

COORDINATION/COLLABORATION

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

REAP Food Group has worked with the Madison Metropolitan School District on Farm to School Initiatives for over a decade. We provide multi-faceted farm to school programming to the district including an AmeriCorps education program, a Chef in the Classroom program, and a Farm to School Snack Program, in addition to ongoing support for and guidance on local purchasing. We work closely with the district on any project that increases student access to healthful and locally-grown fruits and vegetables. We have worked with MMSD to purchase and implement salad bars in 22 schools this year. We relish the opportunity to help more students gain access to the healthy fruit and vegetables provided by the salad bars.

As mentioned above, REAP has secured funding from a USDA Farm to School grant to put systems in place that increase the amount of locally-grown fruits and vegetables procured to school food services for use in salad bars. Purchasing additional salad bars for the district is included in this grant. Utilizing "SEED" funding to purchase refrigeration equipment will allow REAP to use USDA funds to buy the salad bars.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Farm to School Program Manager	15 hours	\$18.60
TOTAL		\$279.00

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (If any)
Equipment	\$7,200.00	\$7,200.00		
Electrical Installation	\$800.00	\$800.00		
Staff time	\$279.00		\$279.00 (In-Kind)	
TOTAL	8,279.00			

DISCLAIMER AND SIGNATURE

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

Signature

Mina J...

Date

2/6/14



February 3, 2014

Dear Mr. Woulf,

We are applying for the Madison Food Policy Council Food Access Improvement "SEED" Grant to start a farmer's market event at Brittingham Park. This project would offer our community residents an affordable, family-oriented event to access healthy fruits and vegetables in what has historically been a challenged park in our neighborhood.

Our proposed farmer's market would be held once per week (Wednesdays, 4:30-8:30pm), from June to October. Our market event would offer SNAP/EBT benefits, children's activities, and feature a local chef cooking demonstration with seasonal market ingredients, free food samples, and take-home recipe cards.

We have key community partnerships in place to support this new initiative, including the City Parks Department, Environmental Health Department, Madison Police Department, Community Development Authority, and several local businesses. We also hope to partner with the MadMarket Double Dollar Program to give market patrons additional incentive to buy healthy food.

Our proposal addresses the Child and Family Access strategies to increase equitable access to healthy foods for children and families, as well as Neighborhood and Community strategies to increase the capacity of neighborhoods and communities to support affordable and healthy food choices.

Our hope is to engage our neighborhood children and families in accessing fresh, healthy, affordable food, as well as offer an educational, entertaining event within the neighborhood. The SEED grant funding is essential to starting this engaging new farmer's market for our community.

Thank you for your consideration of our proposal!

Sincerely,

Julie Shadpa
Program Director
Bayview Foundation
601 Bay Vw
Madison, WI 53715
(608)256-7808x207
Email: bayview_arts@yahoo.com



MADISON FOOD POLICY COUNCIL

Food Access Improvement "SEED" Grants

APPLICANT INFORMATION

Title of Proposal	Brittingham Park Farmer's Market	Amount Requested: \$9741
Agency/Organization/ Group Name	Bayview Foundation	
Contact Person	Julie Shadpa	Telephone #: 608-256-7808x207
Address	601 Bay View, Madison, WI 53715	Email: bayview_arts@yahoo.com

Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

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

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

The Brittingham Park Farmer's Market would address the child and family access strategy of increasing equitable access to healthy foods, as well as increasing neighborhood capacity for supporting affordable healthy food choices. This market will provide an important healthy food access point for all residents of the Triangle, Brittingham, Monona Bay, and Vilas Neighborhoods.

The funds requested in this application would be used for: 1)The promotion of this weekly event to make families aware of this new resource; 2) The creation of a SNAP/EBT booth to allow families to use monies to purchase at the market; 3) Acquire basic supplies for featured local chefs to demonstrate healthy cooking with seasonal market ingredients, as well as to distribute free sample recipe cards ;4) Staffing for food demonstration and SNAP/EBT booth.;5) Children's activities (face painting, balloon animals, etc).

This engaging new farmer's market will establish a weekly event from summer to fall that offers community education, entertainment, and access to affordable fresh healthy food that would not otherwise be available to our low income neighborhood residents. This market is within walking distance of a large population of residents that do not have or use vehicles for transportation.

Our hope is to create an accessible community event where children and families associate positively with fresh foods and farmer's markets.

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

The targeted population would be young families of the Triangle Neighborhood, many of which are minorities in extremely low income ranges. The following was taken from a proposal by the mayor referencing the makeup of the Triangle Neighborhood's residents:

Data for Census Tract 12, Block Group 1 (which also includes four small blocks outside of the project area) was used for the project area. As these statistics indicate, the triangle neighborhood is home to a disproportionate population of disadvantaged residents:

- Of the 1,045 residents in the project area, approximately 50% identified themselves as a racial minority. This compares with 24% for the city as a whole. (2010 US Census, SF1)
- The median age of residents in the project area is 29 years, compared to 31 years for the city as a whole. There is a mix of seniors, disabled, and young families. (2010 US Census, SF1)
- The median household income for residents in the project area is \$12,276 (with a margin of error of \$3,193), compared to \$52,550 for the city as a whole. (ACS, 2007-11)
- Residents in the project area are highly transit dependent, with 37% of rental households not having access to a vehicle. Citywide, the percentage is 22%. (ACS, 2007-11)
- According to the Community Development Authority, which provides federally funded public housing for eligible city residents, approximately 87% of householders living in Public Housing in the Triangle reported some form of disability.

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

Funds from this grant would be used to:

- staff the information booth, staff the chefs area, children's activity
- basic supplies for meal preparation areas such as table covers, garbage bags, etc. (no food), banners for the pavilion and for the restaurant donating a chef that week.
- to purchase fuel for the charbroiler used by the chef each week
- to purchase the necessary permits in order to hold this event in a city of Madison Park
- children's activity supplies
- marketing supplies (stickers, posters and magnets to promote the market).
- print up recipe cards featuring the dish created by the chef for that week
- to purchase paper plates/small disposable cups for featured chef's food samples.

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

- Encourage Triangle residents to use and shop for fresh food at Brittingham Park Farmer's Market
- Help low income families stretch their benefit dollars on season appropriate fresh food
- Provide area neighborhoods with access to fresh, local food
- Give young families healthy food preparation ideas
- Give parents a candy-free shopping space in which to model healthy food purchasing
- Get neighborhood buy-in of the market to help promote the events using word of mouth

To measure success, we would compare end of year EBT/SNAP benefit use when scaled against the Dane County Farmer's Market. We would estimate attendance at each of the meal preparation demonstrations with a goal of 50 people at each event. We would also survey Bayview and other Triangle residents to measure market attendance.

FUNDING DETAILS

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

We have sought initial donation of time and equipment. In a limited time we have received donation of charbroiler/grills from Metcalfe's, donations of time and storage from the Bayview Foundation and donations of the use of a PA system for the event. We expect to get donations of ingredients for each week's meal, the chef's time and also a refrigerated truck to preserve ingredients on site. We also have a girl scout troop willing to assist with face painting. We have volunteers from the neighborhood ready to support set up and take down of the market. We have a contact willing to organize the recruitment of each chef. We have the support of Community Development Authority management, Madison Police Department- Neighborhood Officer, City Alder, Bayview Foundation Board members executive director, and Triangle Residents to support sustaining this market into the future.

At this point we expect between in-kind donations of equipment, ingredients, waived fees and people's time a total value of \$23,979.

Momentum for this event is growing and we anticipate that number getting much higher!

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

After proving the success of this market's model, we will approach area hospitals who are already sponsoring local healthy food efforts and the Bayview Foundation Board about continuing funding for this market. Interest has already been expressed by the Bayview Foundation's executive director in continuing this effort should the events be supported by the neighborhood and surrounding community.

COORDINATION/COLLABORATION

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

The Bayview Foundation is one of the most positive forces in the Triangle Neighborhood. Our Alder, Sue Ellingson and Dane County Commissioner Chuck Erickson are each enthusiastic supporters.

We have also approached several community organizations and businesses for support:

1) Metcalfe's Market supported this effort by offering two charbroiler grills for use.

2) UW Provisions regarding use of a refrigerator truck to keep foods at safe temperatures during our market demonstrations. UW Provisions has agreed to provide a refrigerator trailer that will keep 5,000 lbs of food cool. We have included this amount in our budget as what it would cost to rent this trailer as quoted by Event Essentials.

3) Madison Police Neighborhood Officer Kimberly Alan has taken a leadership role in planning and will continue to be a strong resource for navigating the implementation and sustainability of this project. Sgt. Jen Kane, a former chef in the Madison area, also has provided numerous contacts and continues to be a great resource for this effort.

4) We have established a positive partnership with the Parks Department to create the opportunity for this to be first farmer's market held in a Madison Park. Along with Public Health's Environmental team, we have found a way to host this event while still complying with the parameters set forth by these departments in order to have a safe and successful event each week.

We envision future fundraising and partnering with community businesses to support future. The effort so far has been met with great enthusiasm and we expect a very successful season if we can get this market kicked off.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Market Organizer/SNAP, EBT Booth Staffer	.06	\$12.45
Chef Handler/Activity announcer	.06	\$12.45
Children's Activity staff	.03	\$12.45
Featured Chef	.06	\$22.40
Outreach Coordinator	.06	\$19.20
TOTAL	.21	

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

^Note: **All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.**

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Permit costs: (Temporary Food Establishment Permit and Scheduling Fee)	2763	751	2012	0
Children's activities (supplies, balloons artists, etc)	2200	2200	0	0
Paper plates/sample cups	214	214	0	0
Marketing items: magnets, stickers, recipe cards and posters	781	781	0	0
Featured area chefs	2957	0	2957	0
Sound system rental/delivery	200	0	200	0
children's activity staff	1368	822	546	0
2 Banners for Market and 2 Banners thanking chef	497	497	0	0
Ingredients for samples	2000	0	2000	0
Refrigerator truck rental	9,900	0	9,900	0
4 tanks plus Fuel/Propane for charbroiler	1202	1202	0	0
Staff Hours from Bayview for coordination	2534	0	2534	0
Information Booth	200	0	200	0

Table, chairs, sign, tent				
Use of grill/charbroiler for each event	3630	0	3630	0
Market organizer/chef handler	3274	3274	0	0

DISCLAIMER AND SIGNATURE

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

Signature Julie Shadpa

Date 2/6/14



MADISON FOOD POLICY COUNCIL

Food Access Improvement "SEED" Grants

APPLICANT INFORMATION

Title of Proposal	Vera Court Community Garden Initiative	Amount Requested: \$6,375
Agency/Organization/Group Name	Vera Court Community Garden	
Contact Person	Tom Solyst	Telephone #: (608) 246-8372
Address	614 Vera Ct Madison, WI 53704	Email: tsolyst@gmail.com

Is your group a 501 (c)(3)?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
If no to above, do you have a fiscal agent?	YES <u>Vera Court Neighborhood Center</u>	NO <input type="checkbox"/>

PROPOSAL SUMMARY

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

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

The Vera Court Community Garden Initiative (VCCGI) addresses multiple areas outlined in the United Way of Dane County's Healthy Food for All Children 10-year Plan including access to healthy food, mentorship opportunities and community participation. The Healthy Food for All Children Plan clearly highlights the correlation between poverty and the lack of access to healthy foods. This in turn leads to poor health outcomes and chronic health issues such as obesity and diabetes. The VCCGI would increase access to healthy, plant based foods for the predominantly low-income residents of Vera Court whom would be the co-owners and gardeners at VCCG. The VCCG is located directly on Vera Court behind the local elementary school providing walking distance access for residents. The Healthy Food for All Children Plan also identifies a current innovative Mentorship Garden Program. The VCCGI is mirroring this initiative as our residents and community partners will be able to access the members of Community Groundworks and the experts at Troy Gardens to seek guidance in the acquisition of necessary materials and successful sustainable gardening strategies. The VCCG would "increase the capacity of neighborhoods and communities to support affordable and healthy food choices" (Strategy 2). The VCCG is being lead by residents of the Vera Court neighborhood. Evidence-based practice shows that the most successful services are those in which consumers are the leaders of the services provided. This empowerment model will ensure community participation in the gardens. Finally, financially this would decrease the burden of residents with low-income attempting to purchase healthy foods as they would be able to grow their own fruit and vegetables with no transportation costs and minimal start up costs.

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

The gardens are specifically intended to serve the Vera Court neighborhood. This is a low-income neighborhood with an ethnically and culturally diverse population of individuals. Family poverty in the area can be elucidated by looking at the reports from the Madison Metropolitan School District. At this time, 74.5% of the students attending Mendota Elementary School are recipients of the free or reduced lunch program. In addition, 14.3% of workforce age residents in the area the census tract 23.01 (the tract in which Vera Court is located) are unemployed. Area residents are more frequently living in poverty (31.1%) than city averages. The area is more culturally diverse (25.7% African American, 15.5% Latino) than city averages and there is a significant portion of first-generation families from West Africa residing on Vera Court as well. The residents of Vera Court lack nearby food outlets, with the nearest full-service grocery store over 1.3 miles away, and more affordable and diverse food options significantly further away. A significant proportion of Vera Court residents lack consistent transportation (both in terms of personal vehicles and funds for public transit).

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

The funds from this grant would be used to increase food access in the following ways. The VCCGI intends to build raised bed gardening boxes upon the recommendation of our mentors at Community Groundworks. Raised beds will allow the garden to be productive in its very first year and the structure of the beds will establish the back bone of the entire garden for years to come. Raised beds are typically more productive than flat bed gardening and they are proven to be much more accessible to gardeners with disability or mobility concerns. Concurrent with the initial cultivation of the raised beds, the balance of the garden will be plowed and planted with a cover crop to improve soil so that traditional flat bed garden plots will be ready for gardening in the spring of 2014. The raised beds will cost approximately \$100.00 in material to build per box and at this time we anticipate utilizing 20 boxes. There are no labor expenses for this project since construction and installation will be performed by volunteer work teams comprised of our resident gardeners.

The Community Action Coalition of Dane County (CAC) has published a *New Garden Guide: Starting and Growing a Community Garden*. The 2013 edition outlines a sample budget for new community gardens. The guide and its sample budget are directly relevant to the VCCGI. First year expenses in the guide include water hookup and hoses, plowing and tilling, water usage, tools and storage, seeds and compost. The VCCGI proposal is to establish raised beds in the first year of gardening.

The funds requested reflect a focused effort to increase healthy food access for Vera Court residents. The VCCGI request takes into account the need for immediate results (via raised beds) and sustainable development (via the training and empowerment of Vera Court residents). The VCCGI expects to have a significant impact in both the short and long term on Vera Court residents' access to healthy foods.

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

- 1) Goal: In the first year of the garden's creation have twenty households or fifty individuals utilize the community garden. This will be measured by the amount of households creating a raised bed box and planting by the summer of 2014. The coordinating committee of the VCCG will be responsible for tracking membership.
- 2) Goal: By summer 2015 have forty households or one-hundred individuals utilize the community garden plots and raised beds. This will be measured by the VCCGI coordinating committee's tracking of plots utilized and by whom from the neighborhood.
- 3) Goal: Complete a community harvest dinner incorporating produce from gardens prepared by community members by fall of 2015.
- 4) Goal: Build social capacity and empowerment of the residents of a historically vulnerable neighborhood. This will be measured through a majority resident presence and leadership at VCCG coordinating committee by Spring 2015 which will be tracked through meeting minutes and role assignments.

FUNDING DETAILS

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

The residents of Vera Court are currently soliciting donations from businesses such as Menards and Fiskars to help offset the cost of lumber, gardening tools and other supplies. At this time twenty-six businesses have been contacted with the request for in-kind donations or financial assistance. In addition, the property itself is being loaned by Mendota Elementary School and the cost of using the land is a significant benefit to the VCCGI at no costs to the group. Community Groundworks is partnering with the VCCG and will occasionally be able to assist with donations of tools and other supplies as well as their continued guidance and expertise.

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

The SEED Grant will be used by VCCGI to make improvements to the existing infrastructure and obtain the initial supplies for the garden. Once the structure of the garden is established and these initial, one-time purchases are made VCCG would not need to duplicate them in the future. The funds requested are a substantial amount as VCCGI intends to go from previously unused turf ground to a garden suitable for planting within a year. The continued needs of the garden, such as seeds and gardening equipment, will continue to be solicited from businesses in the community as well as from Community Groundworks as they have items they replace over time and have confirmed being willing to donate items to VCCGI as possible. In addition, the coordinating committee of the VCCG may implement an annual fee from members of the garden once the project is established in the neighborhood and demand increases. In order not to exclude anyone interested in participating, a fee waiver based on income could be arranged and community social worker can help with resources for membership fees as needed.

COORDINATION/COLLABORATION

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

The Vera Court Community Garden Initiative (VCCGI) is in its essence a truly collaborative effort. There is currently a partnership between the residents of Vera Court, the Madison Police Department, Vera Court Neighborhood Center, Mendota Elementary School, The Road Home of Dane County, Alderwoman Anita Weier and Community Groundworks/Troy Community Gardens. Each of the aforementioned groups have and will continue to contribute to the project in the following ways. The residents of Vera Court are instrumental in the planning and implementation of the gardens. They are the predominant stakeholders, coordinating committee members, and are working to secure donations from various businesses in order to ensure the continued success of this project. Neighborhood officers from the Madison Police Department have been instrumental in facilitation of planning meetings as well as communicating with relevant parties across the neighborhood. Vera Court Neighborhood Center has taken on an instrumental leadership role in this project and will be acting as the group's fiscal agent. The Road Home of Dane County will continue to support the endeavor and is incorporating participation from the residents of Housing & Hope apartments. All of these families with children have formerly experienced homelessness. Mendota Elementary School is donating the use of the plot of land intended to be the community garden for an indefinite period of time. Alderwoman Anita Weier is the district representative and has assisted with suggestions for funding sources and a promise to help with garden start-up work. Finally, Community Groundworks is mentoring this group as it begins creation of the gardens in how to sustainably and productively manage this piece of land. The Troy Gardens have also offered temporary plots in their garden until the VCCG is able to be fully usable. The Vera Court community has demonstrated success in collaborating in the past. In 2013 residents of Vera Court partnered with the Madison Police Department and government representatives to advocate for speed bumps to be added to the neighborhood. The residents successfully circulated a document to get signatures and majority support and the speed humps have since been implemented. The history of success of the social action in the past is indicative of the community's ability to partner and accomplish the creation of this garden in the future.

PERSONNEL CHART

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

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Hydrant hook up and hoses	\$300	\$300	0	
Plowing and tilling	\$175	\$175	0	
Tools	\$1,200	\$1,200	0	
Screened Compost	\$100	\$100	0	
Wood Chip Mulch	\$500	\$500	0	
Plants and Seeds	\$500	\$0	From Troy Gardens	
Shredded topsoil for 30 4' X 8' X 14 1/2" boxes	\$700	\$700	0	
Lumber and hardware for 20 4' X 8' X 14 1/2" boxes	\$2,000	\$2,000	0	
Garden Shed & Tool Storage	\$1,400	\$1,400	0	
Shelter	\$500	\$0	Officer Dexheimer & Officer Nieves-Reyes	
Land	Unappraised value	\$0	Donated by Mendota Elementary	

DISCLAIMER AND SIGNATURE

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

Signature Georgiana Nazos

Date 02/06/2014

MADISON FOOD POLICY COUNCIL
 Food Access Improvement "SEED" Grants



APPLICANT INFORMATION

Title of Proposal	Improve Food Handling Flexcon Totes	Amount Requested: \$1,225
Agency/Organization/Group Name	Madison Area Food Pantry Gardens, Inc.	
Contact Person	Thomas Parslow	Telephone #: 608-577-6685
Address	5214 Coney Weston Pl., Madison, WI 53711	Email: pantrygarden@svdpmadison.org

Is your group a 501 (c)(3)?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

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

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

We would like to partner with Healthy Food for All Children to do a better job of handling and transporting vegetable from our gardens to Community Action Coalition and food pantries in the City of Madison. We are targeted the "Short Term" action of improving the transportation systems to move food through the food pantry system. This action step follows under strategy 2 and strategy 3.

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

Our target population is the low income families in the city by providing fresh, safe vegetables.

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

Our proposal is to purchase 224 Flexcon 20.5"x13.66"x10.88" OD vented vegetable totes to handle vegetables grown in our gardens. These all plastic totes are easily handled by our volunteers. Can be washed and sanitized easily. Making the totes for a much better vessel than the currently used cardboard boxes. Cardboard boxes cannot be washed and do not store well.

These proposed plastic totes can be nested for storage and return to the gardens. They do not have any hinges nor other hardware that can rust. They would provide many years of use.

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

We will follow-up with pantries on their acceptance of the Flexcon totes as means to handle vegetables. We would establish a system of returning these totes to insure that they are used for intended purposes.

FUNDING DETAILS

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

The Madison Area Food Pantry Gardens, Inc. and their affiliated gardens will cover the matching funding that the grant requires. No other sources are contingent on the request.

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

These totes have a 10 year life. No additional funds is needed. This is one time request for assistance.

COORDINATION/COLLABORATION

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

The applicant for this grant is Madison Area Food Pantry Gardens, Inc. This is an organization that grows, tends and harvests food for the needy of the Dane County Area. Over the past 13 years, this group of volunteers have grown over 1 million pounds of fresh vegetables. The locally grown vegetables are then distributed to about 33 food pantries across the county primarily through Community Action Coalition of South Central Wisconsin. Our organization has a close working relationship with Community Action Coalition and many of the food pantries. They express a need for a better means of handling this fresh produce.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
None		
TOTAL		\$0

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
224 Flexcon Totes @ 10.05 each	2251	1125	1126	
Shipping	200	100	100	
Total	\$2,451	\$1,225	\$1,226	

DISCLAIMER AND SIGNATURE

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

A handwritten signature in black ink, appearing to read "Thomas D. Lane", written in a cursive style.

February 7, 2014

Signature

Date



FAIRSHARE

CSA COALITION

Madison Food Policy Council
Office of Mayor Paul R. Soglin

February 7, 2014

Dear Madison Food Policy Council,

Please accept our application for funding through the City of Madison SEED Grant. Through this grant FairShare CSA Coalition is proposing to increase low income households' involvement in community supported agriculture (CSA) through strategic outreach and training. Community supported agriculture allows families to access fresh, local foods through weekly deliveries; allows consumers to have a direct relationship with the farmer who grows their food; builds the economic capacity of our community by keeping purchases local; and builds community through farm member/farmer relationship building both through purposeful events and as the by-product of meeting through weekly pick-ups.

FairShare CSA Coalition is in our 22nd year of operation and throughout our existence we have had a strong social justice/food access component to our work through the Partner Shares program. Partner Shares provides scholarships to qualifying families that pay for up to half of a CSA membership for one year. We also work hard with our participants to find other sources of funding to help cover the cost of the share that is their responsibility. These sources are traditionally healthcare rebates and FoodShare (SNAP) benefits. FairShare also processes FoodShare payments to farms for our participants.

With the SEED Grant, FairShare will create strategic partnerships in the community to help recruit and support low income participants in CSA. The training we are proposing in this grant will better equip participants to be good CSA members, get the most out of their CSA offerings, and create lifelong healthy eaters.

Thank you for the opportunity to submit this application.

Sincerely,

Chris Brockel
Executive Director

CONNECTING
Community Supported Agriculture
GROWERS & EATERS



303 S. PATERSON ST #1B · MADISON, WI 53703
INFO@CSACOALITION.ORG · 608.226.0300

MADISON FOOD POLICY COUNCIL
 Food Access Improvement "SEED" Grants



APPLICANT INFORMATION			
Title of Proposal	Partnership pilot program to increase low-income household CSA membership	Amount Requested: \$3695	
Agency/Organization/Group Name	FairShare CSA Coalition		
Contact Person	Chris Brockel	Telephone #: (608)226-0300	
Address	303 S. Paterson St. #1B Madison, WI 53703	Email: chris@csacoalition.org	
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
<u>If no to above, do you have a fiscal agent?</u>	YES _____	NO <input type="checkbox"/>	
PROPOSAL SUMMARY			
Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.			
Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the United Way of Dane County's Healthy Food for All Children 10-year plan?			
<p>FairShare CSA Coalition's Partner Shares Program assists over 170 low-income households in purchasing fresh, healthy, local food directly from farms. FairShare has a strategic goal to increase Community Supported Agriculture (CSA) shares sold to low-income households. In 2013 about 1.7% of shares were sold to low income households through the Partner Shares Program and our goal is <i>at least</i> 2% participation. The up-front cost for joining a CSA can be prohibitive for low-income families, and SNAP does not allow pre-payment for a CSA membership. Through the Partner Shares Program, FairShare accepts and processes SNAP benefits, assists participants with accessing their health insurance rebates, and sets up affordable payment plans for participants toward their CSA share.</p> <p>To enhance the program and help us meet our strategic goal, FairShare will partner with local agencies to conduct outreach and assist community members in becoming CSA farm members and understanding the benefits of CSA. We will develop a curriculum providing basic information for those new to CSA, including a series of presentations or informational sessions with partner entities and their clients.</p> <p>This proposal directly addresses the short term goal to increase the use of health care rebates for healthy food options, as well as advancing toward the long term goal of expanding healthcare rebate and scholarship programs for CSAs. It also addresses the nutrition education goal in pantry and community center programs. Finally it addresses the Healthy Food For All plan's overarching goal of building community collaborations, including enhancing direct farm to consumer relationships.</p>			

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

The Partner Shares Program identifies eligible households as those whose household income is at or below 185% of Federal Poverty Guidelines, or who are eligible for SNAP benefits, or whose children are eligible for free or reduced lunch. Households of all ages and ethnicities who are interested in joining a farm are encouraged to participate. Our enrollment efforts are primarily promoted through partner organizations such as the Dane County Food Pantry Network and other community agencies.

We continue to seek opportunities to have our outreach and program materials translated into Spanish in order to better serve the Latino community. In 2013, our materials were translated into Spanish in partnership with the local WIC office. We want to continue to expand our targeted message that farm members can use their SNAP benefits to purchase CSA shares, and that BadgerCare participants insured under Unity and GHC may also qualify for health insurance rebates.

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

The Madison SEED grant will enable FairShare to focus our efforts on piloting two new strategic partnerships with community organizations in order to develop a workshop series and educational program materials. The funds will facilitate developing a new curriculum for community education about CSA, seasonal eating, and using and preserving fresh produce.

The curriculum will help those who already participate, or have an immediate interest in purchasing a CSA share, gain information on the benefits of a direct farm relationship and how to use fresh produce throughout the season. Additionally, it will help prepare households who may be new to the concept of CSA in becoming successful farm members in the future.

FairShare will work with our strategic partners to develop audience-appropriate workshops, visually appealing and informative outreach materials, and translated materials. SEED grant funds will offset printing and design costs, translation costs, FairShare staffing, and workshop presenter fees, for example local farmers and chefs.

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

By the end of the SEED grant period, FairShare will have piloted two strategic partnerships in order to develop curriculum and outreach materials geared toward informing low-income households about CSA and local, seasonal food. We will evaluate each workshop session by surveying participants following each session. We will also evaluate the value of our outreach efforts and educational workshops by comparing CSA member satisfaction among Partner Shares participants who attended workshops to those participants who did not attend workshops.

We will work with our strategic partners on an ongoing basis to design appropriate materials for their community of participants. FairShare will use the materials and curriculum that are developed with future community partners. We expect that our success during the pilot period with our two strategic partners will lead to continued partnership and future workshop series.

Ultimately our goal is to increase participation in Partner Shares to 2% of all CSA shares available through our network of endorsed farms. In order to maintain and increase the level of program participation, well-informed, strategic partners and ongoing educational workshops will enhance the CSA and program experience and create return customers.

FUNDING DETAILS

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

FairShare works with our Food Access Committee, a group of committed volunteers, who help identify and reach out to potential community partners and advise FairShare on expanding CSA availability for low-income households. FairShare volunteer Interns provide a great deal of program administration for the program as well.

FairShare's annual Bike the Barns events help raise funds for the Partner Shares program, as well as donations from CSA members through FairShare farms. This revenue has been used to offset the \$96,120 (2013) in farm payments FairShare expends in the spring to cover the entire cost of the Partner Shares participants' CSA membership. About 2/3 of this expenditure is recovered throughout the season through participants' SNAP benefits or direct payments to FairShare. The net loss of this program to FairShare has made it difficult for us to enrich it through educational offerings, but we are able to use some funds to match the SEED Grant.

We have not sought specific funding to support the creation of educational curriculum and training, or to support our partnership pilot program for expanding CSA membership. This pilot is specifically highlighted in FairShare's strategic plan for 2013-2016, with 2014 having a pilot year goal of two strategic partnerships.

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

Because CSA farms reap the benefits of expanded CSA membership through Partner Shares, FairShare is working with our endorsed farms to increase donations for the Partner Shares program through their CSA members. Since introducing the fundraising plan at our annual meeting in December 2013, farms have been very receptive to supporting and initiating fundraising efforts. We anticipate an increase of \$4000 in 2014, and \$10,000 in 2015.

In addition, the partnerships created will function as a train-the-trainer enabling our partners in the community to become CSA ambassadors, effectively representing FairShare and our network of farms throughout the community, thereby reducing FairShare staff time answering questions and giving presentations.

Finally, FairShare is hopeful we will be able to participate in the program to allow up-front CSA payments through the SNAP program, a provision included in the newly passed Farm Bill. The ability to collect full payments from participants up-front will relieve pressure from our budget, reduce administrative time throughout the season, and allow us to put our resources toward this program, outreach and partnerships.

COORDINATION/COLLABORATION

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

FairShare works closely with our 51 endorsed farms, who value the ability through the Partner Shares Program to serve the low-income members of their communities. Farms contribute to the work of FairShare through volunteering on various boards and committees, promoting FairShare's programs and events, partnering with FairShare on various events and workshops, and supporting our fundraising efforts.

FairShare relies on volunteers and community partners who serve on our Food Access Committee, supporting and advising our outreach efforts around serving the low-income populations in our region. Members of this committee hail from a number of community organizations, including the East Madison Community Center, local food pantries, and some of our farms. The committee identified potential strategic partners, including the Goodman Community Center, Catholic Multicultural Center, as well as others. We will begin meeting with potential strategic partners this spring.

We partner with other organizations such as the Dane County Food Pantry Network and Community Action Coalition for South Central WI, Inc. whenever possible in order to maintain strong relationships and help to inform their staff and volunteers about opportunities for their clients. The Madison Dane County Public Health (WIC) office is also a resource to inform the community about FairShare's opportunities and has assisted us in translating materials for non-English speaking program participants. FairShare works closely with local healthcare providers including Unity, GHC, Physician's Plus, Dean, and WEA Trust to support their CSA rebate programs, and we are active on the Second Harvest/GHC Kids Café program committee. FairShare often partners with local chefs and menu planning services to promote healthy, seasonal eating. In addition we work closely with Dane County Extension on farmer education and support, and communicate about nutrition education needs of our Partner Shares participants. Finally, FairShare is an active member of the Dane County Food Coalition.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Program Director	.10	\$17.26
Executive Director	.01	20.67
TOTAL	.11	\$4,020

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.

BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Personnel	\$4,020	\$1,795	\$2,225	
Printing	\$1,000	\$1,000		
Translation	\$800	\$400	\$400	
Workshop Presenters	\$1,000	\$500	\$500	
Mileage	\$200	0	\$200	
Total	\$7,020	\$3,695	\$3,325	

DISCLAIMER AND SIGNATURE

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

Signature

Chen Beuchel

Date February 7, 2014



Center for Nonprofits
UNIVERSITY OF WISCONSIN-MADISON

February 7, 2014

City of Madison Food Policy Council
c/o Mark Woulf
Food and Alcohol Policy Coordinator
210 Martin Luther King, Jr. Room 403
Madison, WI 53703-3345

Thank you for the opportunity to apply for the Madison Food Policy Council's "SEED Grants." We appreciate the chance to share how our collaboration would support access to healthy food in our community for low-income communities of color. Our collaboration, *Slow Food Odyssey for Growing Community Power in South Madison*, believes that power over and access to food and education should not depend on money! Limited access and control over the food system affects capacity to learn and be civically engaged.

I work with community, student, faculty, and staff to facilitate partner engagement and collaborative process. Coordinating partner programming helps us find synergy between organizational leaders engaged in community food issues: those serving needs and those affecting solutions. This innovative collaboration between UW's Odyssey Project, SlowFoodUW, and Growing Power would be facilitated through the UW-Madison Center for Nonprofits. Our effort would begin to address the lack of coordination in the community food system movement. Our multi-stakeholder collaboration aims to bridge the gap between predominantly white traditional-aged college students focused on a sustainable food system and low income returning adult students of color and their families who are food insecure.

The Center for Nonprofits in the School of Human Ecology will facilitate the collaboration of culturally appropriate programming regarding food access. Our multi-stakeholder collaboration emphasizes democratic engagement for low-income returning adult students, their families, and communities. Children's access to good healthy food is affected by their families' access to good healthy food. Many Odyssey students are parents, and many Odyssey families are food insecure. Families may suffer the effects of hunger and food insecurity, and those who have experienced hunger are more likely to have poor overall health. Low income families and people of color are more likely to have poor health.

Our Odyssey and SlowFoodUW student partners have learned that food joins people in community. We applaud the goals of the SEED grant in helping to encourage low-income families to shop and prepare food in healthier ways. Most Odyssey students attempt to manage on food stamps and struggle to put healthy food on their families' table. One Odyssey mother said, "I switched from milk to Kool-Aid to save money."

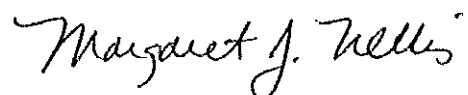
The effect of the Odyssey Project on returning adult students is so profound that alumni miss the Odyssey community once they have graduated. Food is used in a similar manner as it is used in the Odyssey classes. This grant will fund opportunities for reengagement with their Odyssey community around eating, cooking, and buying healthy food. Stories in the *Wisconsin State Journal*, *Wisconsin Week*, *Wisconsin People and Ideas*, *UMOJA* highlight the transformative effect of this project. Recently a half-hour documentary about the Odyssey Project aired on national TV on the Big Ten Network and was shown at Sundance Theatre; see the link to the film at our website www.odyssey.wisc.edu.

This project is not currently or previously funded by the City of Madison, and the funding request is limited to one year. This funding will launch our collaborative initiative and leverage additional funds. Partners have committed in-kind staff time and student volunteer hours, and other small funds.

This proposed project is based on a long-standing relationship between UW-Madison and South Madison as part of the University's Wisconsin Idea, or as our colleague Katherine Loving says, the idea that "equitable, reciprocal engagement in which knowledge is co-created by the University and communities working together on issues that matter to all of us." UW-Madison's role with partners is not as typical volunteers but as collaborating partners with a long-term commitment.

The SEED grant is a 'window of opportunity' for our group which would allow us to deepen our ties and better align the organizational aims that can shape our collaborative goals. Our partners are well-positioned to increase access and coordinate programs by providing culturally appropriate activities that introduce low income families of color to eating, purchasing, cooking and learning about healthy food. The intergenerational, culturally appropriate activities proposed are designed to grow demand for healthy food among low-income families of color.

Sincerely,



Margaret J. Nellis, Ph.D.

Campus Community Partnerships, University Health Services

Faculty Associate, Interdisciplinary Studies, School of Human Ecology



MADISON FOOD POLICY COUNCIL

Food Access Improvement "SEED" Grants

APPLICANT INFORMATION

Title of Proposal	Slow Food Odyssey for Growing Community Power in South Madison	Amount Requested: \$9,737.50
Agency/Organization/ Group Name	Center for Nonprofits, School of Human Ecology, University of Wisconsin-Madison in collaboration with campus and community partners	
Contact Person	Dr. Margaret Nellis, Campus Community Partnerships, University Health Services and Faculty Associate, Interdisciplinary Studies, School of Human Ecology.	Telephone #: 608-265-4902
Address	333 East Campus Mall, University Health Services, UW-Madison Madison, WI 53715-1381	Email: mjnellis@uhs.wisc.edu

Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>

PROPOSAL SUMMARY

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

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

This collaboration addresses healthy food access issues in the United Way's Healthy Food for All Children Community Plan using the following strategies as numbered in the Plan:

Strategy 3: We will increase access to healthy food for low income communities of color by collaboratively organizing **intergenerational, culturally appropriate programs** in the South Madison food desert corridor. We have **created a network of representatives of organizations to plan healthy and culturally appropriate menus and community meals.**

Strategy 1: We will increase equitable access to healthy foods for children and families by organizing **innovative cooking activities that use demonstrations/recipe development** with healthy produce. We will pilot an Oldways African Heritage cooking series to provide a culturally specific context in an existing commercial kitchen in South Madison. Also, this grant will increase access to healthy food through monthly community dinners, an expansion of evening community meals.

Strategy 2: We will increase access to healthy food by **recruiting and supporting neighborhood resources to run healthy food programs** at an existing farmers' market located in the heart of Madison's food desert. We will increase attendance at the market by supporting and increasing community capacity. Culturally appropriate programming at the market will create an inviting environment. We will **support Growing Power's existing Market Basket Program by reaching out to low-income communities of color** in a culturally specific context. Increasing Market Basket sales is a short-term action that offers direct support to small/medium size farmers in the Rainbow Farmers' Cooperative.

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

The Odyssey Project offers a year-long rigorous UW-Madison humanities course for returning adult students living near the poverty level. These funds will enable current Odyssey students and graduates to extend the life-changing educational journey beyond their time enrolled in the course. Over 300 students have graduated from this continuing studies project, ranging in age from 18-71.

Almost all participants in the Odyssey Project are from ethnic minorities (approximately 90% African American; 5% Hispanic; 5% Native American, Asian American, or Caucasian). Three fourths of Odyssey members are parents, and most have faced or are continuing to face tremendous obstacles such as homelessness, drug addiction, incarceration, teen pregnancy, mental illness, domestic abuse, learning disabilities, etc. Most live in low-income housing or in shelters. A few come to class with Huber release privileges while serving jail sentences.

Most members of the Odyssey community struggle to put food on the table. A fairly high proportion of the Odyssey student body suffers from health problems such as obesity, diabetes, and high blood pressure. It is quite typical for several students to be hospitalized during the course of the two semesters. Some say doctors tell them they need to make lifestyle changes, but they seem to lack the mentoring and practical help they need to bring about the drastic change needed to improve their nutrition.

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

Healthy, culturally appropriate community dinners: SEED will source food for four Odyssey Dinners and four Growing Power Dinners at the Resilience Research Center using the commercial kitchen. We will recruit 30 current Odyssey students and 300 Odyssey graduates. Collaborating partners will co-lead design and implementation of multi-generational activities (e.g., youth activities, food-related performances).

African Heritage Cooking Series: SEED will fund the Growing Power Coordinator to recruit Odyssey members to co-lead a series of six classes for ten participants in the Resilience Research Center commercial kitchen. The series brings healthy foods and cooking techniques of African heritage to life.

Expand South Madison Farmers' Market programming: SEED will fund a Community Organizer to engage Odyssey members in leading the creation of a vibrant, cultural community "third place" and collaborate with Nelson Institute students.

Support Growing Power's existing outreach to low income communities of color: SEED will fund a Growing Power Coordinator to promote Market Baskets at 8 dinners and engage Odyssey members in promoting baskets to their networks. The Market Basket Program, a cross between a mobile grocery store and a community supported agriculture program, also provides revenue to local farmers and small-scale wholesalers. This weekly program offers affordable produce that can feed 2-4 people a week.

Facilitate Collaboration and Evaluation: SEED will fund a Facilitator in the Center for Nonprofits who will support multi-stakeholder collaboration, member engagement, and evaluation. Collaborative inquiries will engage the Odyssey community, other students and practitioners in food learning about personal and family barriers and creative solutions.

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

Goals -- Community Dinners: Increase access to and consumption of healthy food to Odyssey Community at eight dinners. We will document our process and assess participation, e.g., track attendance and record participant reactions to culturally responsive programming. **800 meals**

Goal -- Promoting Growing Power Market Basket and South Madison Farmers' Market to the Odyssey Community: Increase access to and consumption of healthy, affordable food by attracting low income families of color to participate in two culturally appropriate settings. We will document our process, track sales of produce to Odyssey community via Market Basket sales, and measure before and after changes in attendance at the South Madison Farmers' Market in relation to cultural programming. **150 Market Basket sales, 25 % increased attendance**

Goals -- African Heritage Cooking Series: Increase access and consumption of culturally appropriate food in a hands-on cooking class, teaching culturally appropriate foodways to Odyssey members. We will assess how the series reconnects participants with vibrant ways of eating that once promoted African American ancestors everywhere, including the use of participant reflections about their experiences in the program and the impact of what they have learned in the class on their families. **10 Odyssey participants**

Goals -- Collaboration: Foster new innovations using a collaborative approach which builds organizational capacity of partners and minimizes duplication. The activities are designed to not only increase access of healthy food to low-income families of color but also to create opportunities for community dialogue about the food system and its impact on their lives.

FUNDING DETAILS

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

Funds received to support this proposal include:

- Slow Food UW Wisconsin Idea Fellowship for food sourcing and student volunteer hours
- Nelson Institute Capstone Seminar for support of student community-based research and service and student volunteer hours
- Community and Regional Food Systems Project through the United States Department of Agriculture for book purchases
- Will seek Oldways *A Taste of African Heritage Community Cooking Program* for food funding for cooking series

The budget summary includes description of in-kind staff support.

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

In this collaborative partnership, we are piloting an integration of well-established long-term organizations and will seek additional funds in the future based on our documentation and evaluation of our collaborative process and its outcomes. We believe this small investment will serve as a catalyst to encourage partner organization's commitment and leverage additional resources.

COORDINATION/COLLABORATION

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

Odyssey Project serves as a catalyst to returning adults students living in poverty. Through offering a challenging humanities class many transform their lives, feeling they are improving as parents and becoming more civically engaged (e.g. more likely to vote, becoming active citizens, and continuing educational/employment dreams).

SlowFoodUW (SFUW), campus chapter of the international Slow Food movement promoting "good, clean and fair food for all." SFUW, founded to bring food from local farmers to campus, runs five projects with 42 student interns. Weekly meals serve hundreds of diners. In 2009, SFUW joined with the **South Madison Farmers Market**, encouraging students to trek down South Park Street to meet local farmers. This campus-community partnership promotes a "two-way street" sharing resources and cultivating a sense of community. SFUW believes food sovereignty is not a privilege, but a realizable, affordable right. 13 interns are based in South Madison with student activism and volunteerism supporting six community organizations.

Growing Power is a multicultural nonprofit organization supporting culturally appropriate programs nationally and internationally. The new satellite office, Growing Power-Madison, near the heart of Madison's food desert, engages all ages in the Good Food Revolution. Based at the Resilience Research Center, Growing Power-Madison is supported by the national organization in Milwaukee and offers an array of experience and knowledge of sustainable food systems.

South Madison Farmers' Market functions as a community gathering place joining groups around good food and community in the heart of South Madison. Manager Robert Pierce's life work is to grow, distribute, and teach about healthy food ways in South Madison.

Campus Community Partnerships, University Health Services promotes civic and community engagement, inclusive community-building and community wellness and addresses high-risk behaviors. Margaret links and enables students and instructors to learn with the people, places and cultural assets of South Madison. As Faculty Associate she advises SFUW South Madison Interns.

Center for Nonprofits, School of Human Ecology provides students, scholars and community practitioners a platform to collaborate on critical issues to civil society and the nonprofit sector. This research center provides expertise on civic and youth engagement and community efforts to eliminate health disparities.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Growing Power Coordinator (for Market Basket Program & African Heritage Cooking Class Series)	0.13 (5 hours/week, April-Dec, 36 weeks)	\$12.45
South Madison Resident Community Organizer (for Farmers' Market Site)	0.15 (6 hours/week, May-Oct, 24 weeks)	\$12.45
Collaboration Facilitator & Staff Researcher, Center for Nonprofits Staff, School of Human Ecology, UW-Madison	0.10	\$20
TOTAL	0.38	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.

Budget Summary				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Food Sourced for 8 dinners, 100 people/dinner, total of 800 meals served, \$3.50 meal/person - Odyssey Dinners in April, Sept, Oct, & Nov - Growing Power Summer Dinners May-Aug	\$2,800	\$2,450 - \$1,050 (3 Odyssey Fall dinners) - \$1,400 (4 Growing Power Summer dinners)	\$350 Wisconsin Idea Fellowship, Slow Food UW (April Odyssey Dinner)	\$0
Community Site Facilities	\$400	\$0	\$400 Growing Power rental of RRC	\$0
Collaboration personnel (In kind) - UW faculty, staff, student paid time - UW student volunteer time - Growing Power staff time	\$12,630	\$2,880 Collaboration Facilitator, Center for Nonprofits, School of Human Ecology	\$1,000 Nelson Institute \$5,250 Collaboration Convener, University Health Services \$3,500 In-kind student volunteer hours, estimate 500 hours from SFUW, Nelson, etc.	Seeking additional UW-Madison funds
Additional materials & supplies (books)	\$1,008	\$0	\$504 Good Food Revolution book (35 Odyssey students & tutor/ instructor, Spring 2014)	\$504 Good Food Revolution book (35 students & tutor/ instructor, Fall 2014)
Growing Power Market Basket Outreach - Coordinator - Produce: 24 - \$18/basket giveaway at Odyssey dinners	\$4,401 \$432	\$2,241 (outreach at Odyssey dinners, 5 hours/week for 36 weeks at \$12.45/hr)	\$2,160 Growing Power-Milwaukee (5 hours/week for 36 weeks at \$12.00) \$432 Memorial Funds	
Growing Power African Heritage Cooking Program (6 class series --10 people) - Kitchenware - Food - Curriculum - Coordinator	\$1,223.50	\$373.50 Coordinator (5 hrs/wk for 6 weeks)	\$300 Kitchenware \$250 Food \$300 Curriculum	
South Madison Resident Community Organizer (for Farmers' Market Site - 24 weeks in May - Oct, 4 hours/week, wage of \$12.45)	\$1,793	\$1,793		
TOTAL	\$24,687.50	\$9737.50	\$14,446	\$504

DISCLAIMER AND SIGNATURE

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

Signature

Margaret J. Nellis

Date 2-7-14

AKIRA TOKI MIDDLE SCHOOL

5606 Russett Road

Madison, Wisconsin 53711-3568

608.204.4740

www.mmsd.org

Nicole Schaefer, *Principal*
Diane Sturdevant, *Assistant Principal*

Daniel A. Nerad, *Superintendent of Schools*

February 7, 2014

Mayor's Office
c/o Mark Woulf
Food and Alcohol Policy Coordinator
210 Martin Luther King, Jr. Blvd., Room 403
Madison, WI 53703

Dear Mr. Woulf:

Akira Toki Middle School is excited to be applying for the Madison Food Policy Council SEED grant to help us expand our school garden into the Meadowood community. We are asking for \$8,344 to help support curriculum development, summer day camps, Food Fairs, and presentations regarding growing healthy nutritious food.

Toki Middle School (Toki) is located on the Southwest edge of the City of Madison in the Meadowood neighborhood, which has seen dramatic increases in low-income and minority populations and is located in a "food desert". Expansion of the Toki garden will strengthen the links to students and families in the neighborhood, through education and hands-on learning that can help to improve both the nutrition and health of area residents.

Growing a Healthy Meadowood Community will inform and engage young people and adults in the surrounding Meadowood Neighborhood, using Toki Middle School as a "learning hub" for the community, focusing on gardening, nutrition, food preparation and health. The garden will also supplement school lunches and families' meals with affordable, nutritious, locally grown food.

Toki Middle School, which serves approximately 550 students, is located in a neighborhood beset by poverty, violence and racial tension. Together with community members, the University of Wisconsin, Public Health – Madison and Dane County, Youth Services, Community Groundworks, Community Action Coalition, several other community agencies and Expeditionary Learning Schools, we plan to extend the reach of our garden to serve the school and community and provide opportunities for learning, reflection, and growth.

Thank you for your consideration of our request.

Sincerely,



Carlene Bechen
Expeditionary Learning Coach
Akira Toki Middle School

MADISON FOOD POLICY COUNCIL
 Food Access Improvement "SEED" Grants



APPLICANT INFORMATION

Title of Proposal	<i>Growing a Healthy Meadowood Community (Learning to Grow & Growing to Learn)</i>	Amount Requested: \$8,344.00
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Agency/Organization/ Group Name	Akira Toki Middle School	
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Contact Person	Carlene Bechen	Telephone #: 608-204-4774
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Address	5606 Russett Rd., Madison, WI 53711	Email: cbechen@madison.k12.wi.us
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Is your group a 501 (c)(3)?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
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Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
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If no to above, do you have a fiscal agent?	YES <u>Madison Metropolitan School District</u>	NO <input type="checkbox"/>
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PROPOSAL SUMMARY

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

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

Garden Expansion
 Toki Middle School (Toki) is located on the Southwest edge of the City of Madison in the Meadowood neighborhood, which has seen dramatic increases in low-income and minority populations and is located in a "food desert". Expansion of the Toki garden will strengthen the links to students and families in the neighborhood, through education and hands-on learning that can help to improve both the nutrition and health of area residents.

Outreach
 Students participating in planning gardens, planting and harvesting produce will gain a greater understanding of the connections between land and soil, food they eat and how that impacts their health. Throughout the growing season, students will be involved in planning educational Food Fairs that will include students, families, and neighborhood residents in learning about nutrition, food preparation, healthy diets and life choices.

Education
 Students and Growing a Healthy Meadowood Community partners will produce a video- documentary about their project and educational materials, posters and fun food facts that promote healthy eating, lifestyles and nutrition. Informational signs in the garden will include fun facts about the nutritional and health benefits of the produce being grown. Students will also make presentations about their project and show their video to at least three church, community or civic groups in the Meadowood neighborhood. Students will be actively involved in sharing what they have learned with the community and other students in Madison School District Middle Schools via a website and Facebook page.

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

At least 200 students will be directly involved in the Toki Garden and educational activities during the school year . Forty youth will be involved in two summer camps.

Toki is located in the Meadowood Neighborhood of Southwest Madison. Meadowood grapples with poverty, violence, class-based tension, racial tension, and noise pollution, all of which are compounded by a lack of beautiful natural spaces. The past 10 years have seen a dramatic increase in Meadowood’s poverty levels. The Wisconsin Dept. of Public Instruction website figures below for Orchard Ridge Elementary and Toki show the increase in poverty and multiracial diversity:

	Enrollment 2011-12	Economically Disadvantaged		% Enrollment by Race/Ethnicity 2000-01 and 2011-12 ¹									
		2000 - 2001	2011 - 2012	Af/Am		Hispanic		Asian		White		2 races+	
				00- 01	11- 12	00- 01	11- 12	00- 01	11- 12	00- 01	11-12	00-01	11-12
Orchard Ridge El.	318	13.8%	59.1%	10.4	32.4	2.4	18.9	7.0	2.5	79.9	40.9	NA	5.0
Toki MS	470	38.2%	48.9%	17.5	28.1	5.0	13.8	10.9	7.4	66	44.3	NA	6.2

Food Share, Medical Assistance, and W-2 figures reveal that at least 200 Meadowood families, including over 500 children under the age of 5, live in poverty. These numbers exclude single adults and qualifying families whose children are older than 5 or who have not applied for assistance; hence, the reality is even worse.

Many of Meadowood’s low-income residents live in the neighborhood’s 65 multifamily structures, which comprise 364 apartments. Of renters in the area surrounding Toki, 65% are African American, 25% are White, and 15% are Latino or Asian.

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

Funds will be used to:

- Purchase materials to expand the current garden at Toki Middle School
- Pay for staff time to develop educational materials on the relationship between good nutrition and good health,
- Plan and implement two week-long summer camps for 40 youth.
- Produce a website and Facebook page about the project along with a short, video-documentary
- Plan and organize Food Fairs
- Provide part-time summer employment opportunities for Meadowood neighborhood students.

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

The overarching goal is to transform Toki’s underdeveloped space into a hub for the community to learn about gardening, nutrition and health.

1. Expand the current garden at Toki Middle School,
2. Develop educational materials on good nutrition and good health, including flyers, posters, garden signage, and fun food facts to educate about the importance of good nutrition,
3. Offer two week-long summer camps for 40 youth, including peer-to-peer gardening, food preparation, health education and field trips to area school/community gardens,
4. Produce website, Facebook page and short, video-documentary for presentations, and airing on local public access television,
5. Organize neighborhood Food Fairs to promote healthy eating and good nutrition,
6. Increase access to affordable, fresh, locally grown produce for students and families in the Meadowood neighborhood.
7. Introduce students and community members to basic horticultural practices,
8. Bring students and staff at Toki together with the surrounding community and partner agencies to create a sustainable model for on-going collaboration in growing healthy, fresh, affordable produce and promoting healthy diet and lifestyle choices.
9. Provide part-time summer employment for Meadowood neighborhood students, and
10. Evaluate the project with pre- and post- evaluations, surveys, feedback at events, and interviews of students, parents, staff and community partners.

¹ Wisconsin's Information Network for Successful Schools, WINSS; <http://data.dpi.state.wi.us/data/>

FUNDING DETAILS

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

Secured Revenues

GROW Garden Pilot \$5,900

Pending (request submitted)

UW AHEC Public Health Interns \$1,200

In-Kind (committed)

Madison School Community Recreation (MSCR) \$2,340

Clean & Freshies Garden Maintenance \$1,782

UW – Madison Extension \$650

UW Student Assistants \$1,200

YSOSW Program Director \$225

UW Public Health Nurses \$980

Madison Metropolitan School District \$500

\$7,677

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

Sustainability

Efforts will be made to identify and recruit sponsors to help support continued operation of the project, including church, community groups and local businesses. Toki Gardens is one of two middle schools in the Madison Community Foundation's (MCF) GROW Gardens pilot project and is the recipient of a \$5,900 MCF award which will be used to help offset material and start-up costs for this project.

Replication and Dissemination

Additional potential grant sources will also be identified and approached for supplemental funding to support continuation and replication of the project in other area schools. Information on the project will be disseminated via a website, Facebook page and short video-documentary that will be available for airing on local public access television stations. Printed materials, brochures, posters and flyers will also be utilized to provide the community with information on the project. Orchard Ridge Elementary school, which adjoins Toki Middle School, is also of the GROW Gardens pilot. Toki and Orchard Ridge staff will explore opportunities for peer-mentoring, collaboration, and expansion of this project moving forward.

COORDINATION/COLLABORATION

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

Partnerships

Toki Middle School has worked in close collaboration with the following organizations and agencies: the Gardens for Empowerment Coalition – Public Health (PHMDC), Youth Services of Southern Wisconsin (YSOSW), UW-Extension., Dane County Extension., Edgewood College, Community Action Coalition, Community Groundworks, and the Nelson Institute for Environmental Studies, the University of Wisconsin-Community University Exchange and Work Experience volunteers at the Morgridge Center for Public Service, , Meadowood Neighborhood Center, Meadowridge Library, Meadowood Neighborhood Association and Meadowood Community Gardens. This project plans to continue collaboration with these agencies.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Project Manager		5/wks x 25 weeks @ 20/hr = \$2,500
Curriculum Developers		3 teachers x 20 hrs = 60 hours @ \$20/hr = \$1,200
Public Health Intern from Wisconsin Area Health Education Center (AHEC) located at UW School of Medicine and Public Health		1 student x 40 hrs/wk for 8 weeks June to Aug. = \$2,400
UW Student Asst.(Environmental Studies)		4 students x 25 hours @\$10 / Hr. = \$1,200
C&F Garden Maintenance – 5 C&F Youth employees & 1 supervisor		5 C&Fs x 24 weeks x 1.5 hrs/wk x \$7.25/hr. = \$1,305 1 Supv. x 24 weeks x 1.5 hrs/wk x \$13.25/hr. = \$477
MSCR Summer Camp Staff		3 staff x 6 hrs/wek x 2 wks @ \$15/hr = \$2,340
Youth Services Clean & Freshies		5 C&F Youth Employees x 6 hrs/wk 2 2 wks @ \$7.25 = \$435
Supervisor Clean & Freshies		1 Supv. X 6hrs/wk x 2 wks @ \$13.25 = \$159
Consultants o Public Health o UW Extension o Youth Services		Consultants o 2 PH nurses @ 10 Hrs. each @ \$45 / Hr. = \$980 o UW Extension staff for 10 Hrs. @ \$65 / Hr. = \$650 o Program Dir. @YSOSW for 5 hrs @\$45/Hr. = \$225
TOTAL		\$13,871

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.

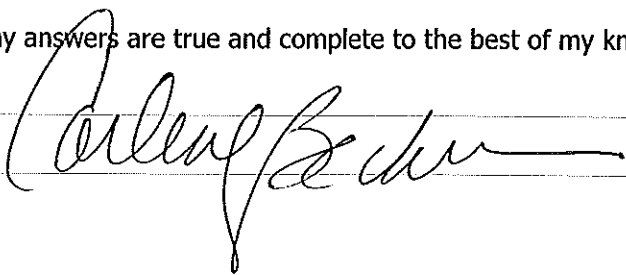
BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/ In-Kind Support	Remaining Funding Gap (if any)
Personnel (see above)	\$13,871	\$5,494	\$7,177	\$1,200
Supplies – Summer Garden Camp supplies include gardening gloves, labeling materials, tomato cages, bedding plants, and cooking supplies and ingredients not grown in the garden. This also includes office supplies, printing, food for community events, and curriculum development, etc.	\$1,750	\$1,250	\$500	0
Publicity - Printing flyers for educational Food Fairs and gardening events, website development, and video documentation of project.	\$1,000	\$1,000	0	0
Garden Expansion Materials - The cost of materials, plants and seeds for the project will be covered by a grant from the Madison Community Foundation GROW project	\$5,900	0	\$5,900	0
Transportation – Field trips to area school/community gardens.	\$600	\$600	0	0
	\$23,121.00	\$8,344.00	\$13,577.00	\$1,200.00

R AND SIGNATURE

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

Signature

A handwritten signature in cursive script, appearing to read "C. B. ...", written over a horizontal line.

Date

2-7-2014

MADISON FOOD POLICY COUNCIL

Food Access Improvement "SEED" Grants



APPLICANT INFORMATION			
Title of Proposal	Healthful Access Program	Amount Requested: \$10,000	
Agency/Organization/Group Name	Goodman Community Center		
Contact Person	Jon Lica	Telephone #: 608-241-1574 x249	
Address	149 Waubesa St Madison WI 53704	Email: jon@goodmancenter.org	
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>	
PROPOSAL SUMMARY			
Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.			
Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the United Way of Dane County's Healthy Food for All Children 10-year plan?			
<p>The Goodman Community Center (GCC) has developed the Healthful Access Program (HAP) that addresses many areas in the United Way of Dane County's Healthy Food for All Children 10-year plan. The HAP will expand food pantry hours to accommodate working families and serve an addition 400 Dane County residents including 100 children each month.</p> <p>Procuring healthier food options such as organic, gluten free and low sodium items will be a primary focus in food procurement. By increasing specialty items from 2% to 10% of our inventory we can better accommodate dietary restrictions and promote general health benefits.</p> <p>We are working collaboratively with UW Extension to offer an Eating Smart, Being Active course through the Expanded Food and Nutrition Education Program. The eight week course focuses on physical activity, smart grocery shopping, time management and family planning, substitutes and alternatives and nutritional information. Healthy recipe books, cookware and coupons are utilized to incentivize participants. Free childcare will be provided on site during class time.</p> <p>Monthly cooking demonstrations using fresh produce and foods normally found in the food pantry will be offered for families to develop healthy cooking and freezer cooking skills, learn healthy alternatives and recipes and time savers. Local chefs will volunteer as instructors for the hands on experience and free groceries and childcare will be provided.</p> <p>The Food Preservation Manager, local dieticians, UW Food Policy students and EastsideNews will collaborate to produce a public information campaign around health and wellness via a newsletter reaching over 17,000 people.</p>			

Question 2: Please describe your targeted population (e.g. location, ages, ethnicities, income ranges, etc.).

Our targeted population is low income children and families in Dane County. Accessing healthy food is a significant issue for most low income families but all food insecure populations will be targeted as well. Low income families face the challenges of regularly providing a balanced diet to their children which is vital for children's healthy development and academic success. Children need a supportive environment filled with healthy options in order to make healthy choices. The HAP combined with current nutrition programs for children at GCC reinforces healthy eating habits in the home.

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

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

Allowance for the Food Pantry Coordinator to work an additional ten hours per week to plan, organize and implement the HAP. Five hours will be dedicated to sourcing healthier food options. Two to three hours will be used for scheduling and coordinating on-site nutrition courses, cooking demonstrations and childcare. Two to three hours will be put towards volunteer coordination and mobilization.

Covering the costs of volunteer orientation and training.

Purchasing supplies and groceries for hands on cooking demonstrations.

Providing childcare staffing during nutrition education courses and cooking demonstrations as well as room reservation.

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

The goal of the HAP is to increase access to and consumption of healthy foods for children and families in Dane County. The HAP will utilize the policies recommended in the United Way's Healthy Food for All Children Community Plan to break down the barriers between Dane County families and healthy food options. The GCC proposes to accomplish this by offering nutrition education and cooking courses, providing food access programs, expanding food pantry hours and sourcing healthier foods for distribution.

The 20-30 additional households served each week from expanded pantry hours and this will be measured by using current food pantry record keeping methods. This also collects demographic information such as age, household size, employment status and use of social programs.

A rise from 2% to 10% is anticipated in healthier food options distributed in the food pantry and will be determined by keeping inventory records. Organic, gluten free, low sodium and low sugar items will be tracked to measure the growth percentage of healthier food options.

More than 17000 Dane County citizens will receive our health and wellness newsletter. Distribution numbers will be used as a measurement tool. We expect to distribute 300 per month via food pantry and excerpts from the newsletter will be printed in the EastsideNews which reaches 17000 Madison residents bi-monthly.

Pre and post questionnaires will be completed by participants from nutrition courses to determine an expected 75% increase in healthy food consumption.

FUNDING DETAILS

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

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

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

GCC is in an excellent position to provide both the programmatic and fiscal oversight to this project. GCC has a solid reputation in the community for developing high quality programs and for being accountable to stakeholders and participants. GCC has had the pleasure of participating in several large scale local and national evaluations in addition to the ongoing measurements that occur within every program.

Through participation in regular evaluation, staff and Board know that the programs make a difference in the lives of those served.

GCC has been awarded a number of federal and local grants and has been successful in administering them. These include: 1994 Federal Safe Haven Grant, 1996 HHSD Girl Power Grant, 1992 and 1996 Drug Free Communities, 2001 Dept. of Education Mentoring Grant. Several grants were citywide so the center managed multiple sites. GCC also manages federal grant funds administered through the State of Wisconsin including four Community Learning Center grants. Overall the center manages 54 separate revenue streams, most of which require tracking, reporting and evaluation.

COORDINATION/COLLABORATION

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

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

Our relationship with stakeholders is efficient, effective and mutually beneficial. Our neighborhood collection program, Foodworks, enables people in the community to donate food without having to individually transport it to GCC.

The interest for volunteering in the food pantry is so high that we have a waitlist for each shift.

In harvest seasons we procure over one thousand pounds per week of fresh produce from local farmers, school and community garden groups and neighbors.

Our annual Thanksgiving basket program has over 60 organizations that coordinate food drives and it generates monetary donations from over 2000 different members of the community. These civic minded groups are pleased to help because of our reputable food pantry operation and its commitment to service.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Food Pantry Coordinator	L.T.E.	\$13.50
Childcare Teachers	L.T.E.	\$12.50
TOTAL	\$7700	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2014 is \$12.45 per hour.

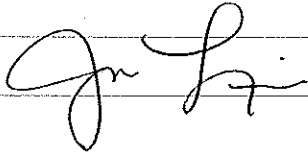
BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Food Pantry Staff	\$6750	\$6750		
Childcare Staff	\$950	\$950		
Cooking Demos	\$3925	\$1300	\$2625 in Volunteer Hours	
Newsletter	\$2750	\$500	\$2250 in Volunteer Hours	
Food Donations	\$12000	\$0	\$12000 In-Kind	
Nutrition Courses	\$4000	\$0	\$4000 in Volunteer Hours	
Other Income	\$1600	\$0	\$1600 Thrivent Financial for Lutherans Grant	
Room Reservation	\$500	\$500		

DISCLAIMER AND SIGNATURE

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

Signature

A handwritten signature in black ink, appearing to be 'John Li'.

Date

2/6/14