

2015 SEED Grant Application to the Madison Food Policy Council

11 February 2015

The Farley Center for Peace, Justice and Sustainability

2299 Spring Rose Road

Verona, WI 53593



To whom it may concern,

The Farley Center for Peace, Justice and Sustainability is pleased to be considered for funding by the city of Madison Food Policy Council. The Farley Center has a strong history of serving limited resource and immigrant and minority farmers through our farm incubator and Land Link programs. At our site in Verona, we provide land, infrastructure, and shared equipment to nine farm businesses. With funding support from the City of Madison, we would like to expand our shared equipment to immigrant and minority farmers beyond our site. By purchasing an equipment trailer, we will be able to offer our full line of small vegetable farm equipment to many more immigrant and minority farmers in the Madison area.

One of the Farley Center's programs, Southern Wisconsin Land Link, connects non-farming land owners in Dane County with Madison area residents looking for a space to grow food for home consumption or limited markets. Through our linguistically appropriate outreach, we have seen a huge amount of interest from immigrant and minority farmers who would like to grow food for themselves and their communities. Financial benchmarks for vegetable farms put out through the University of Wisconsin show that growing vegetables on an acre or less can offset the grocery bill similarly to working a minimum wage job. Therefore, a farmer with an extended family can be self-employed without ever making a single sale. However, many of the growers that we work with do not have access to tractors and equipment for initial field preparation in the spring, and often when they hire custom tillage from area farmers, a language barrier gets in the way. With an equipment trailer, the Farley Center will be able to offer minority farmers field preparation when they need it and provide interpretation when necessary.

The equipment trailer will be a one-time, one year purchase. The Farley Center will provide in-kind match in several forms: staff time coordinating the use of the trailer and for equipment sharing between many users, maintenance of the trailer over time and providing and maintaining vehicles to pull the trailer. We estimate that 80 staff hours per year would be used to coordinate the use of the trailer, and that the trailer will be used twenty times per year with an average distance of thirty miles per use.

Equipment sharing makes sense. Many small growers cannot afford or justify owning and maintaining their own tractor for only a few uses per year. By keeping their investment and expenses low, small farmers can produce a lot of food for their families and local markets at a reasonable cost. This project will put the power of food production and self-sufficiency into more hands by giving more people the opportunity to farm at a small scale.

2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION	
Title of Proposal	Equipment Sharing for Minority Farmers Amount Requested: \$ \$3,000
Agency/Organization/Group Name	Farley Center For Peace, Justice, and Sustainability
Contact Person	Emmet Fisher Telephone #: 608-228-9097
Address	2299Spring Rose Rd, Verona 53593 Email: farm@farleycenter.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>We propose the use of these funds to purchase an equipment trailer for the Farley Center Incubator Farm. The farmers at the Farley Center provide culturally appropriate healthy foods to the Madison area, selling through Community Supported Agriculture (CSA), wholesaling through the Spring Rose Growers Coop, and selling at farmers markets and farm stands at St. Mary's Hospital, Meriter Hospital, the VA Hospital, and the East Washington WIC clinic. Two of our farmers offer subsidized low income Partner Shares through FairShare CSA coalition and one CSA drops boxes at a WIC clinic. An equipment trailer will permit our farmers to transport farm equipment to other sites beyond the Farley Center, allowing them to increase their production of culturally appropriate healthy foods by expanding their growing to acreage outside the Farley Center site. One of the strategies outlined in the Healthy Food for All Children Plan suggests an increase in culturally appropriate healthy foods in schools and other institutions. If small local farmers like the farmers at the Farley Center are going to meet those kinds of institutional food demands and pricing, they will need access to the appropriate farm equipment for the job.</p>	

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

The Farley Center incubator farm offers land, equipment, and support to immigrant and minority and beginning fresh vegetable farmers. Since we launched the farm incubator in 2010, there have been 16 farm businesses that have participated for one season or more. Of those 16 businesses, 13 were owned by socially disadvantaged beginning farmers (7 owned by women, and 10 by people of color). One farm business owner who was enrolled in the incubator from 2012 to 2013 is disabled. In 2015 we will host nine farm businesses owned by immigrants from Russia, Thailand, Laos, Mexico, and Columbia, including those of Hmong heritage. Many of our farmers are considered low income. By starting viable farm businesses they are demonstrating healthy growing and eating practices that can be achieved by anyone in their community and neighborhood. Nearly all of our new participants come to the Farley Center inspired by watching someone in their community or neighborhood take advantage of our program.

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 for this grant would go to the purchase of an equipment trailer with at least a 10,000 pound capacity for the transport of Farley Center farm equipment to other sites in Dane county where farmers need equipment to produce nutritious foods for local consumption. Tillable land at the Farley Center is limited, with only 8 acres available for production.

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

The goal of the proposal is to increase access to necessary equipment for beginning farmers in Dane county with a focus on limited resource, socially disadvantaged, and veteran farmers. Measurable outcomes will be increased numbers of farmers served, increased production from sites beyond the Farley Center, and an increase in the farmer's quality of life and wage as less of their time is spent on time-consuming manual labor such as hand weeding. Currently three of our participants at the incubator farm also farm land elsewhere in Dane County. By giving them access to the equipment they need we will be able to offer up more of our land at the center to new participants.

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

The Farley Center, the applicant for this funding, has a strong track record of work with limited resource, socially disadvantaged and people of color farmers. Through linguistically and culturally appropriate farmer led outreach we have a history of serving underserved farmers both in Dane County and around the state. Many Hmong and some Latino fresh market vegetable farmers in southern Wisconsin now sell exclusively at farmers markets. They often compete against other growers by lowering prices. Dane County has a wealth of farmers markets, but the profits at some are very low. It is estimated that many Hmong growers may be earning as little as \$1 an hour in their farm businesses.

This grant would increase equipment access for minority farmers in our region, improving their quality of life and ability to make a living wage while growing healthy and nutritious food for their families and communities.

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 Farley Center Incubator Farm has conducted much of our work with U.S. Department of Agriculture (USDA) funds intended to reach limited resource, socially disadvantaged and veteran farmers. In 2015 our funding has been reduced by 50%. We are currently operating under an Outreach and Assistance for Socially Disadvantaged and Veteran Farmers (OASDVF) grant through the USDA, along with funds generated by the Farley Center's natural burial grounds, Natural Path Sanctuary. Our OASDVF grant is supporting our goal to develop equipment sharing systems in 2015 to improve farmer access to the equipment at the Farley Center. The city funds for an equipment trailer would extend our reach beyond the center to other areas of Dane county where minority farmers are in need of farm equipment. The Farley Center will continue to provide staff coordination, linguistic translation for English language learners, and pay for all costs associated with maintaining the equipment trailer. The Farley Center and the incubator participants will provide vehicles to pull the trailer.

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

The Farley Center will maintain the equipment trailer into the future; there will not be a need to replace the funding in coming years.

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 Farley Center works closely with 7 -10 farm businesses on our site in Verona. In 2015 we will have 9 farm businesses, three of which have extensive off-site acreages with several more hoping to rent additional land if we secure this funding. In addition to our incubator farmers, we also work frequently with other farmer members of the Spring Rose Growers Cooperative who make use of our cooler and pack shed space; these farmers would also be granted access to our equipment, including two more farm businesses owned by socially disadvantaged farmers. We currently collaborate with Peacefully Organic Produce, a post-9-11 Veteran led farming project in Waunakee, on marketing opportunities and funding streams. This project would allow us to share farm equipment back and forth with the Veteran farmers at Peacefully Organic Produce. Finally, the Farley Center staff coordinates Southern Wisconsin Land Link, a program that connects non-farming land owners in Dane County with Madison area residents looking for a space to grow food for home consumption or limited markets. Through our linguistically appropriate outreach this program serves primarily Hmong and Latino growers. These growers often come out of the Madison community gardens and farm completely with hand tools. Getting the ground plowed and prepared in the spring often poses a serious challenge for them; by providing this service the Farley Center will greatly improve the effectiveness of this program.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Farm Manager	80 Hours/year	\$18.90
TOTAL		\$1512

*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 2015 is \$12.62 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 Trailer	\$2,900	\$2,900		
Chains and Tensioner	\$ 100	\$ 100		
Staff Coordination	\$1,512	\$ 00	\$1,512	
Trailer Maintenance	\$100/yr	\$ 00	\$100/yr	
Vehicle Costs	\$0.50/mile X 600miles	\$ 00	\$300/yr	
Interpretation expenses	\$630/yr	\$ 00	\$630/yr	

DISCLAIMER AND SIGNATURE

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

Signature

Date 02/09/15

2015 CITY OF MADISON **SEED** GRANTS
 Madison Food Policy Council

APPLICANT INFORMATION

Title of Proposal	Darbo Neighborhood Garden Improvement Project	Amount Requested: \$ 2380
-------------------	---	---------------------------

Agency/Organization/ Group Name	Darbo Neighborhood Garden
---------------------------------	---------------------------

Contact Person	Joe Mingle	Telephone #: (608) 332-1493
----------------	------------	-----------------------------

Address	1351 Rutledge Madison WI 53703	Email: minglejoseph@gmail.com
---------	--------------------------------	---

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

PROPOSAL SUMMARY

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

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

The Darbo Neighborhood Garden seeks support to expand production and distribution of fresh produce in the Worthington Park neighborhood. Located on land behind the Salvation Army Community Center on Darbo Drive, all produce from this garden is distributed directly to low income households in the neighborhood. DNG is not a traditional pantry garden or community garden but a new model for urban agriculture in our community.

This project clearly addresses two areas in the HFFAC plan. Distribution of produce from the garden is done directly to low income children and families in the neighborhood increasing their access to fresh, healthy food. Many of the children in the East Pointe and CDA apartment complexes routinely help in the garden and take produce home. Several of their parents have expressed a desire to expand the garden and help harvest the produce.

In addition to providing increased access to fresh, healthy produce, this project will concretely increase the capacity of the neighborhood to produce food and distribute it to families who need it. It will also help support neighborhood adults who are interested in developing their gardening skills. Finally, it will support educating neighborhood children on gardening and healthy eating.

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

Our target population is low income families living in the area immediately around Worthington Park proper. Our main focus for the produce distribution is the East Pointe and CDA housing units around the park and garden. Some other residents from nearby housing might also benefit but the majority will be from those buildings.

The majority of these residents are low income and primarily African American. There are also a significant number of Latino, Hmong and low income white neighbors who live in these buildings. The ages of these residents cover the entire range but our focus will be on families with children and young adults.

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 requested funds are for two specific purposes intended to ramp up production, harvesting and distribution. The money for compost and hay mulch is to improve the soil, reduce watering and suppress any weeds. It's been some years since any amendments have been added to the soil and productivity is beginning to decline. Improving and mulching the soil will increase production, reduce maintenance and ensure new gardeners have positive outcomes this season.

The second element is support for a very part time Maintenance and Harvesting Coordinator. While some children and neighbors are comfortable collecting produce from the garden, others are hesitant because they're not sure what's appropriate. Last season, significant volumes of tomatoes, peppers and a few other items weren't harvested in a timely fashion.

One of the East Pointe residents, a low income African American parent, has been enthusiastically helping with this effort on a volunteer basis. This season, we plan to provide her with a small weekly stipend to help neighborhood kids find chores to do including harvesting and distributing the produce. With a neighborhood resident leading this effort, we can ensure higher production and more timely harvesting of the produce. Both increasing the soil fertility and having more effective harvest management should allow us to substantially increase the total volume of produce distributed.

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

One goal for this season is to produce and distribute no less than 1500 pounds of fresh vegetables to neighborhood residents. Harvested produce will be weighed on site and totals recorded before every scheduled distribution. Neighbors will be instructed to estimate and report any other amounts they harvest themselves.

A second goal is to provide produce at least once to no fewer than 100 different households over the course of the season. We already know certain households that are connected with the garden who will receive produce likely multiple times over the season. We want to make sure more households benefit at least once from the project so they begin to see the garden as a shared resource they can access.

We will tally the number of households served by any scheduled harvests to count the regular participants. We will deliver directly to additional households not yet involved to reach our minimum goal.

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

This project may need to develop additional means for serving elderly and disabled neighbors. If residents are unable to come to the garden, they can't harvest for themselves or collect produce harvested for distribution. If we identify neighbors who can't access the garden directly themselves, we may be able to deliver to them if desired.

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 can supplement SEED funding with some donations directly solicited from individuals. The Dane County Pantry Brigade will also provide fundraising support to fill any budget gaps. The Darbo Neighborhood Garden receives in-kind support from a range of community for seed, plants, tilling, etc.

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

In future years, we hope development and management of the garden will be part of a larger neighborhood project. As the Salvation Army Community Center transitions into a more neighborhood based Center, we anticipate this effort will be rolled right into it's broader programming.

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.).

This project is a collaboration between the Salvation Army Community Center, Mentoring Positives, the Dane County Pantry Brigade and the Darbo Neighborhood Garden.

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Maintenance and Harvesting Coordinator	.25	\$13.00

TOTAL .25 FTE

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

Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2015 is \$12.62 per hour.

BUDGET SUMMARY

Expenditures	Total Cost	City Dollars Requested	Other Revenues/In-Kind Support
Coordinator stipend	2080	2080	
Compost	200	200	
Hay Mulch	100	100	

DISCLAIMER AND SIGNATURE

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

Madison 2015 SEED Grant Cover Letter
February 10, 2015

Farm Fresh for All seeks to promote EBT access at farmers' markets in the Madison-area. I seek Madison Food Policy Council assistance in funds for updating, printing, and distribution of brochures and posters. These materials will advertise where and how to utilize Supplemental Nutrition Assistance Program (SNAP) benefits at all area farmers' markets authorized to accept them.

Historically, Farm Fresh for All materials and website were maintained and distributed by the organization of the same name; a group of social work graduate students looking to increase food security and consumer choice. After two years of working together, the organization disbanded as core members graduated and moved on. Since 2013, the Farm Fresh for All mission has been carried forward by one volunteer. I contacted the previous organizers hoping to help distribute their materials. When I learned that they had dissolved, I offered to take on any of their work that I was able to carry forward. They transferred their website, email account, leftover printed materials, and media files over to me. I have maintained the website and started a Facebook page and Twitter account for Farm Fresh for All, but these venues simply do not reach the full audience of SNAP recipients in the Madison-area. Through my previous job at CAC, I was able to "update" the leftover brochures for distribution in 2013 by using large stickers to cover up outdated information with current farmers' market listings.

Updated Farm Fresh for All brochures would serve an important role in educating our community about the resources available to them at area farmers' markets. The update is especially necessary given the increased number of EBT authorized markets and the emergence of the MadMarket Double Dollars incentive program since the last official printing in 2012. I would also seek to address a recognized need for providing information for how to use EBT at participating farmers' markets by providing posters that farmers' markets can use to tell customers where and how to use their Quest card to exchange for market EBT currency. Another recognized need within the farmers' market community is for increased opportunities for market managers and other staff or board members to network, learn, and share knowledge gleaned from their experiences. I seek to offer an initial opportunity for Madison-area farmers' market managers and staff to come together for a conversation about the efficacy of creating some kind of network for ongoing connection by using the release and first distribution of Farm Fresh for All materials as an incentive to attend.

Thank you for considering this proposal to provide SNAP recipients with additional information about how their benefits can be used to purchase locally-produced foods.

Sincerely,



Lexa Dundore
Farm Fresh for All
farmfreshforall.com

2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION			
Title of Proposal	"Farm Fresh for All:" Promotion of EBT at Madison-Area Farmers' Markets	Amount Requested: \$ 3762.04	
Agency/Organization/Group Name	Farm Fresh for All		
Contact Person	Lexa Dundore	Telephone #: 608-333-4310	
Address	1442 Jenifer St. Madison, WI 53703	Email: lexadundore@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>FairShare CSA Coalition</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?			
<p>This project most specifically addresses the "Incentivize EBT/SNAP use at farmer's markets" short term aim by first supporting strong EBT programs at farmers' markets. Farm Fresh for All will update and distribute 14,000 brochures in three languages providing schedule and location information for all Madison-area farmers' markets that accept SNAP. We will also promote other services that help SNAP recipients purchase local food including the MadMarket Double Dollars Program, the FairShare CSA Coalition Partner Shares program that subsidizes CSA shares for low-income households, and the Second Harvest FoodShare Outreach hotline. Additionally, 60 posters (available in all three languages) describing how and where to obtain EBT at participating farmers' markets will be distributed for personalization and display at the markets themselves.</p> <p>The Farm Fresh for All brochures and posters also advance the "Adopt a collaborative communication strategy and public information campaign around healthy eating and active living" short term goal. The aim is to promote all farmers' markets that accept SNAP benefits, as well as providing other information about using EBT to purchase fresh, healthy foods.</p>			

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

The Farm Fresh for All promotional materials will directly provide educational information to SNAP recipients in the Madison area, who are by definition low-income individuals and households. The Race to Equity report also tells us that racial disparities in our communities make race and poverty strongly correlated in Dane County, with 54% of the Black population living in poverty, including 75% of Black children, as compared to 9% of Dane County's total white population. In 2011, seemingly the most recent year for which the Department of Health Services has made race-specific FoodShare receipt data known, 25% of Dane County FoodShare recipients are Black despite being 5.4% of the county population, and Hispanic/Latino individuals compose 9.9% of FoodShare recipients though are 6.2% of the county population (DHS 2011; 2010 U.S. Census). In this case, promoting food justice through education on affordable procurement of locally-grown food is promoting racial justice in food security and health outcomes. Farm Fresh for All will make every diligent, intentional, and accountable effort to connect with people of color who receive SNAP benefits with these materials through existing and initiated relationships with organizations and groups that serve these communities. Additional outreach partnerships have been confirmed with the Second Harvest FoodShare Helpline and Dane County UW-Extension Nutrition Educators. Other organizations that engage diverse or targeted audiences of SNAP-eligible people will be sought out to help disseminate this information.

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 sought will primarily be used for printing 14,000 updated 2015 brochures and promotional posters about using EBT to be displayed at farmers' markets. The design of the materials will be accomplished by a volunteer. Translation for Spanish materials has also been contributed in-kind, and in-kind contribution of Hmong translation is pending (conversations about the efficacy of Hmong printed materials are ongoing and not yet settled. If partners advise against printing in Hmong, the funding allocated for translation and that set of brochures will be reallocated to printing additional brochures in English and Spanish). Additionally, some funding is requested to support short-term staffing related to updating and distributing the new materials.

A small amount has also been requested to support a meeting of Madison-area farmers' market managers to function as the "release" of the materials. This would also serve to convene those responsible for area farmers' markets to discuss whether or not there is interest in developing an informal market managers network (or one open to market board members or other staff) for sake of networking, hosting trainings, and co-learning from one another on successful strategies and overcoming challenges. Farm Fresh for All has heard from a number of market managers and staff that the opportunity to learn and develop relationships across farmers' markets would be welcome. We are also highly interested in the opportunities such regular meetings could offer towards promoting SNAP acceptance at farmers' markets and training on SNAP regulations and best practices.

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

Our goal is to increase SNAP usage at Madison-area farmers' markets authorized to accept benefits. We will partner with existing data-collection and survey efforts, such as those conducted by the markets themselves, the MadMarket Double Dollars Program, and UW Cooperative Extension. Many of these surveys already ask questions about how the customer learned about the farmers' market, that the market accepts SNAP, or participates in the Double Dollars Program. We will make requests that each of these surveyors add a "Farm Fresh for All brochure and/or website" response option and that they share the responses with us at the end of their survey period. We will request information from markets about their rates of SNAP redemption compared to previous years, if they are willing to share this data with us. We will also be able to track FarmFreshforAll.com website visits using Wordpress "Stats" analytics.

Additionally, we hope to cultivate relationships with professionals who have ongoing contact with SNAP-eligible individuals to help us in this education work. We will check in with select partners, such as Dane County UW Extension's Nutrition Educators, CDA caseworkers, and others who we hope to engage in directly distributing the Farm Fresh for All brochures to their clients, students, or participants. We will request feedback on how quickly the brochures are distributed, their impressions on reception of information (i.e. Did people leave the brochures behind? Ask follow-up questions about using EBT at farmers' markets?), and maintain ongoing communication with these providers.

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

The purpose of our Farm Fresh for All materials is to provide information to economically underserved populations about the resources available to them, rather than further exclude them. However, we acknowledge that even the best of intentions can lead to negative impacts when implemented thoughtlessly. Our print materials will be available in English, Spanish, and Hmong, in hopes that our message will reach broader, linguistically diverse audiences. We will also make every effort to build trusting, accountable relationships with the community organizations and social service providers, both mainstream and grassroots, whom we hope will help us share the information we provide. We will maintain open lines of communication and openness to critical feedback from these community partners, as well as SNAP recipients, regarding the efficacy of our materials and message.

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.

Matching financial support was sought from the Community Action Coalition and Second Harvest Food Bank, but each declined to contribute financially (though each offered to help distribute information and materials if printed). In-kind support is being provided for the graphic design updates necessary for 2015 brochures and posters, and in-kind translation assistance has been secured for Spanish translation and is pending for Hmong translation of materials. Madison SOUP was also contacted for an update on when their fundraising dinners will begin, and while they will not commence in 2015 in time for this application, support through a Madison SOUP event will still be sought to provide support for future years of the project.

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

Future updating and printing of Farm Fresh for All materials will be entirely dependent upon sustaining partnerships with organizations doing intersecting work and ongoing fundraising efforts. Additional fundraising is already being explored through community-based funding avenues such as an Eat For Equity dinner, Madison SOUP event, and/or crowd-funding project. A Willy St. Co-op Reinvestment Fund grant will be sought in 2016, as well as other grant opportunities.

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 CSA Coalition: PartnerShares Program (outreach partner, fiscal sponsor)
Second Harvest FoodShare Outreach Program: FoodShare Hotline (declined project financial partnership, but will be outreach partner)
Community Action Coalition for South Central WI, Inc.: MadMarket Double Dollars Program administration and EBT coordination at Dane County Farmers' Market (declined project financial partnership, but will be outreach partner)
Dane County UW Extension Nutrition Educators: SNAP-Ed funded educators (outreach partner)
Centro Hispano: partner of City of Madison FINI grant application, would be educating around shopping/cooking with farmers' market products on a budget if awarded FINI funding (outreach partner and translation assistance)

EBT authorized farmers' markets (included and provided materials for use/distribution):

Brittingham Park Farmers' Market (if active)

Dane County Farmers' Market

Eastside Farmers' Market

Madwest Winter Farmers' Market

Monona Farmers' Market

Northside Farmers' Market

South Madison Farmers' Markets

Westside Community Market

Winter Farmers' Market and Meals for Hope

(will survey additional markets and add any to materials that are obtaining EBT authorization in 2015)

Additional distribution sites would include and expand beyond: Community centers, libraries, food pantries, social service agencies, senior centers, CDA Housing

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Project Coordinator	0.04 FTE (80 hours)	\$15.00
TOTAL	\$1200	

*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 2015 is \$12.62 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)
Printing	2162.04	2162.04	0	n/a
Design	600.00	0	600.00	n/a
Translation	Up to 200.00	Up to 100.00	100.00	n/a
Staffing	1200.00	1200.00	0	n/a
Release Event	300.00	300.00	0	n/a

DISCLAIMER AND SIGNATURE

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

Signature *Lisa Dunbar*

Date *2/13/15*



2802 Dairy Drive • Madison, WI 53718
608-223-9121 • Fax 608-223-9840
SecondHarvestMadison.org

Our mission is to end hunger in southwestern Wisconsin through community partnerships.

February 13, 2015

Madison Food Policy Council
Office of Mayor Paul R. Soglin
City-County Building Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703-3345

Dear Madison Food Policy Council,

Thank you for the opportunity to submit a grant request and to share the important work of our FoodShare Outreach Program. We are submitting this proposal as it directly addresses the United Way of Dane County's Healthy Food for All Children 10-Year plan strategy to "increase access to healthy foods for children and families" and corresponding objective of "increasing participation in benefit programs for qualifying children and families." As the plan further indicates, "(FoodShare is a) critical anti-hunger program but also (has) cumbersome and complex regulations.... In addition, data suggests that many families do not know how to apply or are unaware that they qualify for benefits." Second Harvest, since the 2009 launch of the FoodShare Outreach Program, has also found this to be true and seeks investment in our Madison-area FoodShare Outreach Specialists to get Madisonians the benefits they deserve.

Our proposal meets the grant criteria as follows:

- ✓ Second Harvest's FoodShare Outreach Program is not currently funded by the City of Madison;
- ✓ Second Harvest's FoodShare Outreach Program has not been previously funded through SEED or the City of Madison;
- ✓ Our request for funding is limited to one year;
- ✓ Any grant amount to this program will be matched by the USDA;
- ✓ Multiple groups and organizations, at the national, state, and mostly importantly local level (40+ in Madison) are collaborating on the project or program;
- ✓ The project or program can demonstrate positive impact on minority and/or low-income populations and account for disparate impact in a demonstrable way, especially in 2015 as FoodShare Wisconsin implements working requirements
- ✓ The requested amount is intended to cover a short-term funding gap, as a major funder gave at 50% of budgeted amount;
- ✓ And, the project or program makes improvements to the food system that can be tracked and measured.

Thank you for time and considering of this grant. We look forward to your decision on February 20th, 2015.

With gratitude,

Tami Lee, Development Project Manager/Grant Writer



Fighting hunger in these counties: Adams, Columbia, Crawford, Dane, Dodge, Grant, Green, Iowa, Jefferson, Juneau, Lafayette, Monroe, Richland, Rock, South, Waupaca, Waushara, Winnebago, and Wood County.

2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



APPLICANT INFORMATION			
Title of Proposal	FoodShare Outreach Program	Amount Requested: \$10,000	
Agency/Organization/Group Name	Second Harvest Foodbank of Southern Wisconsin		
Contact Person	Tami Lee	Telephone #: 608-512-3971	
Address	2802 Dairy Drive, Madison WI 53718	Email: tamil@shfbmadison.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>Second Harvest Foodbank's FoodShare Outreach Program directly addresses the strategy to "increase access to healthy foods for children and families" and corresponding objective of "increasing participation in benefit programs for qualifying children and families."</p> <p>According to Feeding America, our national office, only 41 percent of the network's client households nationwide report receiving Supplemental Nutrition Assistance Program (SNAP, known as FoodShare in Wisconsin) benefits. Yet more than 88 percent of client households are estimated to be income eligible. To counter this, Second Harvest Foodbank conducts a FoodShare Outreach Program to increase enrollment. With dollars in their pocket, FoodShare beneficiaries visit grocers and farmers markets to purchase foods suiting their personal tastes and cultural preferences.</p> <p>Specifically, Second Harvest provides:</p> <ul style="list-style-type: none"> -One-on-one Application Assistance that is bilingual at convenient, private access points. -Two Toll-Free FoodShare Helplines (877-FOOD-635 and 855-FOOD-635) serviced by staff and volunteers to assist individuals with the FoodShare application process. -Promotion and Awareness that is bilingual to inform, educate and bust stigmas and myths that create barriers to participation. -Partnership Development with traditional (food pantry) and non-traditional partners (libraries) to ensure accurate information is provided to clients in need of services. <p>The FoodShare Outreach Program meets larger community needs by alleviating strain on our partner food pantries, meal sites and shelters that have a hard time keeping up with the demand. In addition, FoodShare Outreach draws down federal dollars into the local economy because according to the USDA, every \$1 of FoodShare benefits spent generates \$1.79 in economic activity.</p>			

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

Second Harvest's FoodShare Outreach Program targets potentially eligible households who are not already receiving FoodShare benefits in order to educate, screen and assist them with the application process. Eligibility limits for the FoodShare program are 200% of the Federal Poverty Level for individuals who are elderly, blind, or disabled (EBD) and 130% Federal Poverty Level for non-EBD households.

According to the State of Wisconsin Department of Health Services for November 2014 in the State of Wisconsin (Madison-only statistics are not available):

-41% of FoodShare recipients are minors (39% of households have minors in them)

-50% of FoodShare recipients are 24 and younger

-22% of FoodShare recipients are either, elderly, blind, or disabled (39% of households have a member that is elderly, blind or disabled)

-39% of adult FoodShare recipients have income from a job

-55% of FoodShare recipients are female and 45% are male

Most recently, Second Harvest's FoodShare Outreach Program has made additional efforts to assist seniors, Latinos, and able-bodied adults without dependents (ABAWDs). In Wisconsin, over two-thirds of potentially eligible seniors are not receiving FoodShare benefits currently; nationally, Latino households are less likely to receive FoodShare benefits than white, non-Hispanic client households; and as of April, 1 2015, ABAWDS (Able Bodied Adults without Dependents; ex: people without children) between 18 and 49 who do not have any dependent children can get FoodShare benefits only for 3 months in a 36-month period if they do not work or participate in a workfare or employment and training program other than job search.

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

As written in the United Way of Dane County's Healthy Food for All Children 10-Year plan, "(FoodShare is a) critical anti-hunger program but also (has) cumbersome and complex regulations.... In addition, data suggests that many families do not know how to apply or are unaware that they qualify for benefits." Second Harvest, since the 2009 launch of the FoodShare Outreach Program has also found this to be true, and seeks City of Madison investment in our Madison-area FoodShare Outreach Specialists (staffing) to get Madisonians the benefits they deserve.

Second Harvest's Food Share Outreach Specialists knowledge of the application process, computer literacy, friendly customer service, and commitment to follow-up ensure that barriers to FoodShare Wisconsin are broken and people receive the benefits they deserve. Our steadfast commitment to our mission of "ending hunger through community partnerships" leads us to cast a wide net of accessible locations for clients facing hunger to receive FoodShare assistance, as detailed in the Collaboration/Coordination section of the grant.

In addition, FoodShare Outreach Specialists, via the online FoodShare Access tool, screen potentially eligible clients for not only FoodShare but BadgerCare, child care, Wisconsin Works (W-2), WIC, School Meals, Summer Food, TEFAP, Home Every Assistance, Tax Credits (federal earned income tax credit, WI Homestead Tax Credit, child tax credit, etc), State Life Insurance, Long Term Care, SeniorCare, and Medicare Part D. Going a step further, our Helpline volunteers/staff and FoodShare Outreach specialists refer clients to WIC and school food by providing clients with the contact information to get connected to these services.

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

From July 1, 2013-June 30, 2014 (Fiscal Year 2014), Second Harvest's FoodShare Outreach Program in Dane County took 1,418 Helpline calls and assisted with 1,426 applications. We can confidently estimate that 1,267 assisted applications (89%) were from Madison. For Fiscal Year 2015 (July 1, 2014-June 30, 2015), which this grant will be applied, we expect to assist with 1200 applications in Dane County (or approximately 1,068 in Madison). On average currently, we are assisting with the completion of 100 applications per month in Dane County, or roughly 89 per month in Madison. This is slightly less than the previous year due to staff transition.

By assisting with 1,068 FoodShare applications in Madison in Fiscal Year 2015, Second Harvest will assist in getting \$1,675,075 in FoodShare benefits for eligible recipients and generate \$2,998,383 in local economic impact, as according to the USDA, every \$1 of FoodShare benefits spent generates \$1.79 in economic activity. Too, this economic stimulus is seen immediately at businesses and farmers markets because within 30 days, it is estimated that 97% of benefits are spent in local communities.

Second Harvest's FoodShare Outreach Manager keeps details statistics about the program, including but not limited to: number of incoming Helpline calls and other incoming referrals (website "contact us" referrals, website chats, etc.); referral sources; number of eligibility screenings completed and number of assisted applications (county level data). In addition, demographic information, such as referral source, first time applicant, household size, household income and source, gender, disability, and race/ethnicity, is tracked for assisted application clients.

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

The FoodShare Wisconsin program has undergone some major changes within the last two years and will see more changes in the upcoming year. First, as of early 2014, less FoodShare benefits are being received as the Farm Bill reduced FoodShare benefits under the Heat & Eat Policy. This cut of \$8.55 Billion over 10 years is on top of the sunset of ARRA (American Recovery and Reinvestment Act) stimulus money that expired October 2013 resulting in a cut of 5% for all FoodShare recipients.

Second, as of April, 1 2015, ABAWDS (Able Bodied Adults without Dependents) between 18 and 49 who do not have any dependent children can get FoodShare benefits only for three months in a 36-month period if they do not work or participate in a workforce or employment and training program other than job search. We expect this to have a major impact on the Madison homeless population.

To mitigate the impact, Second Harvest FoodShare Outreach and Helpline staff and volunteers will be trained to:

- Educate potentially eligible clients as well as those who already have the benefit on the work requirement, with special emphasis on serving the homeless population
- Provide referrals to employment and training programs that will help clients we assist meet the work requirement and maintain their benefits
- Assist clients in providing proper verification if they seem to meet one of the exemptions.

In addition, we maintain a strong partnership with Dane County Human Services who is the FSET Vendor for Region 10 (includes Madison). Our FoodShare Outreach Manager will be part of the Employment and Training Coalition to stay up-to-date with employment and training resources.

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.

Second Harvest's FoodShare Outreach Program budget for our 16-county service territory is \$439,104. Funding has been secured through February 6, 2015 as follows: AlphaDog Marketing (\$2500); Electronic Theatre Controls (\$2194); Endres Manufacturing Company Foundation (\$2000); The Evjue Foundation (\$20,000); Feeding America (\$102,500); Madison Gas & Electric Foundation (\$2500); National Guardian Life Insurance (\$15,500); Tomah Memorial Hospital Foundation (\$5000); Walmart State Giving (\$25,000); Individuals (\$1075).

Because of our inclusion in the State of Wisconsin's FoodShare Outreach Plan, all funds raised are entitled to the USDA match. Therefore, a \$10,000 gift from the City of Madison can double to \$20,000.

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

We are grateful to have this City of Madison grant opportunity to "cover a short-term funding gap" this fiscal year, as we had a historical \$50,000-level funder commit at 50%.

For future funding, Second Harvest prides itself on its diverse revenue streams and will continue to seek restricted (20%) and unrestricted (80%) sources of funding for its entire operation. Approximately 60% of our funding is from individuals and revenue streams, including direct mail (25%); other special events, which include major gift sponsorships (15%); NBC15 Share Your Holidays (15%); online, unsolicited gifts (13%); major individual and family foundation gifts (11%); restricted grants and sponsorships (7%); restricted FoodShare Outreach funding with USDA match (5%); United Way (5%); and unrestricted corporate gifts (4%).

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.).

Second Harvest's mission is to "end hunger in southwestern Wisconsin through community partnerships." For FoodShare Outreach, our partners include but are not limited to:

1. Feeding America: our national office, their continued commitment has allowed our program to quickly grow to provide more meals to Madisonians facing hunger
2. The State of Wisconsin Department of Health Services: The Wisconsin FoodShare Director has recognized our program as the statewide leader in FoodShare Outreach.
3. Primary Access Points: Second Harvest Foodbank leverages the valuable resources of our partner access points as they actively refer clients to our specialists, post FoodShare information, and make introductions with other potential partners. Most importantly, these access points are convenient, private locations where our FoodShare Outreach Specialists complete applications one-on-one with clients. In Madison, they include: Dane County Aging and Disability Resource Center, Allied Drive Mobile Pantry, Bethel Homeless Support, Bethesda Mobile Pantry, Bread of Life Food Pantry, Central Public Library, Christian Recovery Network, Construct-U, Dane County Job Center, Day Report Center, First United Methodist Food Pantry, Globe University, Good Shepherd Food Pantry, Goodman Community Center, Goodman Food Pantry, Glenwood Senior Living, Grace Episcopal Men's Shelter, Grace Episcopal Food Pantry, Hawthorne Public Library, Homeless Breakfast, Jobtoberfest, Leopold Elementary School, Luke House, Lussier Community Education Center and Food Pantry, Madison College, MUM Services Fair, Mt. Zion Baptist Church Thanksgiving Meal Distribution, Personal Essentials Pantry, Pinney Public Library, Rosewood Villas Apartments, Salvation Army Community Center, Sequoya Public Library, Senior Farmers' Market Voucher Distribution, Madison Public Library, St Mark's Food Pantry, St Paul's Food Pantry, St. Vincent de Paul Service Center, The River Food Pantry, and Warner Park Senior Fair.

In addition, Second Harvest is developing a greater partnership with Centro Hispano to reach out to the Latino Community with FoodShare information and application assistance. Also we, along with Community Action Coalition, are partnering with the City of Madison on the FINI Grant to promote the MadMarket Double Dollars program to clients we serve as well as conducting outreach to spread the word about this opportunity.

PERSONNEL CHART

Title of Staff Position <i>Table includes staff for entire 16-county FoodShare Outreach Program</i>	F.T.E. *	Proposed Hourly Wage [^]
FoodShare Outreach Manager	1	\$21.58
FoodShare Outreach Specialist	.5	\$18.97
FoodShare Outreach Specialist – 2 days/week in Madison	1	\$18.88
FoodShare Outreach Specialist – 2.5 days/week in Madison	1	\$17.31
FoodShare Outreach Specialist	1	\$17.31
FoodShare Outreach Specialist	1	\$17.31
Helpline Specialist	.6	\$12.24**
TOTAL	6.1	

*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 2015 is \$12.62 per hour.

** Second Harvest operates on a July through June fiscal year. On July 1, 2015 the Helpline Specialist will receive an hourly increase taking her to the Madison Living Wage for 2015.

BUDGET SUMMARY

Budget Expenditures <i>Budget is for 16-county FoodShare Outreach Program</i>	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Salaries & benefits	\$345,444	\$10,000 for Madison-area Specialists	\$270,878	\$83,566**
Equipment	\$5,880		\$ 5,880	
Office Supplies	\$1,750		\$ 1,750	
Internet/telephone	\$12,018		\$ 12,018	
Postage	\$7,600		\$ 7,600	
Travel	\$28,362		\$ 28,362	
Design, Collateral, Social Marketing	\$38,050		\$ 38,050	
TOTAL	\$439,104	\$10,000	\$364,538*	\$83,566

*Funds raised from July 1, 2014-February 6, 2015 plus USDA Match

** Remaining funding gap does not include potential City of Madison grant, which will be matched by USDA to become \$20,000.

DISCLAIMER AND SIGNATURE

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

Signature

Jani Lee

Date 2.13.2015