



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Bayview's Creative Culinary Explorations program aims to provide access to healthy food and educational culinary opportunities for up to 25 low income youth ages 12-18 living at Bayview Townhouses. The program will be accomplished through community partnerships to establish off-site workshops facilitated by culinary professionals and by piloting a teen food pantry at Bayview for middle and high school program participants.

The Creative Culinary Explorations program will provide Bayview teens with knowledge and resources needed to support healthy eating and cooking, as well as strengthen Bayview's programming philosophies around food, treating it as an important component of social, emotional and physical wellness. A total of 24 workshops will be provided over the course of the year. In addition, Bayview will pilot a teen-only basic needs and healthy food pantry that will be accessible to teens who attend Bayview's after school and summer programming.

Bayview Foundation is requesting \$4,400 to implement the Creative Culinary Explorations program. The funds will be used to compensate workshop facilitators, purchase program supplies and healthy ingredients, and establish a healthy food pantry designed specifically for teens.

Due to financial, cultural, language, educational and transportation barriers, Bayview residents have limited access to healthy food and education related to food literacy. SEED grant funding will allow Bayview to implement an important new program that offers teens information, access and resources, all of which are focused on alleviating food insecurity and advancing skills and knowledge.

PART I: APPLICANT INFORMATION

Title of Proposal: Creative Culinary Explorations

Amount Requested (max. \$10,000): \$4,400

Agency/Organization/Group Name (Please provide the full, legal business name):

Bayview Foundation, Inc.

Address: Bayview Foundation, Inc.

601 Bayview Triangle, Madison, WI 53715

Contact Person (Name): Alexis London

Telephone number: 608-256-7808

Email: alexislondon@bayviewfoundation.org

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

The Creative Culinary Explorations program will increase access to healthy food for middle and high school youth, enabling them to explore culinary career options as an alternative to traditional college pathways while developing job skills and increasing cooking abilities. The program will also establish a food pantry for teens to access healthy food outside of Bayview programming to continue eating healthfully and practice skills at home.

The Creative Culinary Explorations program will take students on excursions to working kitchens around Madison for themed workshops focused on teaching cooking skills, touring local facilities, and further exploring interests in the culinary field through first-hand experiences. The program will take place twice a month for a year, offering a total of 24 workshops. Excursions will be hosted by a culinary professional. Workshops will focus on building skills such as knife skills, cooking methods (sautéing, braising, roasting, steaming, baking) and food handling and safety.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Bayview will partner with Badger Rock Center, Troy Farm, MATC Culinary Department, Slow Food UW (pending partnership), UW Extension *Food Wise* (pending partnership). Bayview is also exploring additional partnerships with working commercial kitchens to ensure a variety of program options. Bayview has applied for funding from the Willy Street Community Reinvestment Fund to support partial funding of the project.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:

Bayview Neighborhood located in the Madison Triangle Neighborhood (often referred to as the historic Greenbush Neighborhood)

General areas of Madison:

- South Madison
 East Madison
 North Madison
 West Madison
 All of Madison

- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Bayview Foundation, Inc. is located at the corner of West Washington Avenue and Regent Street, near downtown Madison. Bayview’s mission is to support culturally diverse, low-income residents by providing affordable housing, fostering cultural pride, and building community through the arts, education, and recreation. The community center accomplishes Bayview’s mission by designing programs to meet the social, educational, recreational, and cultural needs and interests of Bayview’s 310 residents, as well as members of the surrounding community.

The Creative Culinary Explorations program was created in response to a survey completed by Bayview middle and high school youth. Almost all survey respondents expressed the desire to learn basic and advanced cooking skills, as well as learn about the various aspects of cooking/working in a professional kitchen as a career option. In addition, teens shared they have limited access to, and the need for, healthy food options to bring home to their families.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Bayview is home to 310 low to moderate income residents, many of whom come from immigrant and refugee backgrounds, including 48% Hmong; 10% Vietnamese, Cambodian, or Laotian; 25% Latino; 15% African/African American; and 2% White/Native American. The average household income is \$17,000.

Due to a variety of barriers and challenges, including financial, cultural, language, education and transportation, Bayview residents have limited access to healthy food and education about food literacy. In addition, Bayview residents, and those living on the Triangle, have limited access to affordable, walkable grocery stores. Most teens walk to Asian Midway and Kelly’s Market and Gas Station for food and snacks. Providing healthier options and alternatives to packaged food is critical for the long term health and wellbeing of Bayview youth. The culinary program, in conjunction with a new teen basic needs pantry, will provide a much needed resource in the community center.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Bayview staff design intentional and culturally relevant programs to meet the growing and changing needs of the resident community. Resident feedback is collected through informal antidotal conversations and formal community needs assessments conducted to evaluate and continuously improve Bayview’s program areas. In a recent survey conducted in the After School Program, Bayview youth expressed interest in pursuing the development of vocational and technical skills, as well as the need for more healthy food options to bring home to their families. Creative Culinary Explorations will therefore focus on culinary skills development and increasing access to healthy food. Up to 20 teens will help in the program design, development and evaluation. Teens will assess program field trips, skill building lessons, culinary excursions and food pantry access and use.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Bayview Foundation, Inc. owns and operates Bayview Townhouses, 102 units of Section 8 Project-Based housing, and a centrally located community center, The International Center for Education and the Arts. Bayview is called home by 310 residents, many of whom come from immigrant and refugee backgrounds including 48% Hmong; 10% Vietnamese, Cambodian, or Laotian; 25% Latino; 15% African/African American; and 2% White/Native American. The average annual income per household is \$17,000.

Health studies conducted by UW Extension *Food Wise* found that every day in Wisconsin 30-40% of adults and adolescents eat fast food, and annually 21% of medical spending was spent on obesity related illnesses. Programs like the proposed Creative Culinary Explorations aid in decreasing the disparities that exist for communities of color and low income families to access healthy food, food education resources and culinary skill building.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Up to 25 middle and high school age youth will be involved in the Creative Culinary Explorations program. Goals include:

- Increase access to healthy food for meals and snacks
- Teach practical and relevant cooking skills for middle and high school youth
- Expose youth program participants to the culinary arts and alternative career options to college
- Empower youth community members to advance personal and professional culinary skills
- Support the growth of interdisciplinary culinary skills for youth
- Provide basic needs, including healthy food access, to youth

The above-stated goals were modeled after UW-Extension’s *Food Wise* evidence-based research program which strives to advance healthy eating habits and lifestyles for low income families through nutrition education.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

The following strategies will be used to evaluation progress:

- Pre-test and post-test surveys from students measuring specific skills and areas content learned
- Pre-test and post- test surveys measuring program satisfaction program participants
- Tracking of student jobs into culinary related fields
- Youth attendance records during the program

Bayview staff will evaluate the following outcomes:

- Youth report 50% increase in access to healthy food for everyday meals and snacks
- Youth will report 50% increase in comfort in a kitchen and use of practical snack/meal preparation techniques
- Youth will report 50% increase in understanding of culinary career options
- Youth will report 75% increase in access to healthy food, snacks and resources to take home for everyday uses

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project’s feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Bayview is requesting \$4,400 in funding for Creative Culinary Explorations. Funding will be used to compensate workshop facilitators; purchase program supplies required for workshops such as ingredients and cooking equipment. Workshops on teaching knife skills and cooking methods require specific supplies. Funding will also be used to pilot Bayview's healthy food pantry specifically for teens. Supplies such as a refrigerator, lockable cabinets, storage bins, and shelving units will be purchased to consistently and efficiently run the food pantry. Healthy non-perishable food to stock the pantry is also being requested from SEED.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Funding from SEED is critical in order to launch this new initiative. Funding will allow Bayview to establish new partnerships with local, food-focused organizations, agencies and businesses. Funding will support the full integration of a food justice and equity focused program, with a focus on culinary excursions and skill-building, into teen programming. In addition, funding will support the initiation of a new basic needs/healthy food pantry specifically designed by and for teens at Bayview.

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

Bayview recently submitted a grant application to the Willy Street Community Reinvestment Fund to support partial project costs of the Creative Culinary Explorations program and is researching other grant opportunities. Bayview is exploring the possibility of having volunteers facilitate workshops as an in-kind contribution.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

Upon completion of the Creative Culinary Explorations program, Bayview intends to use the data collected during the grant period to pursue other funding sources that would replace City SEED funds. The data collected specifically from the teen food pantry will be evaluated to assess a program expansion to include other basic needs such as soap, deodorant, personal hygiene products, and clothing items.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Program Facilitator	\$2,400	600	In-Kind Volunteers \$1000 (anticipated); Willy Street community Reinvestment Fund \$800 (Anticipated)
Program Supplies for Workshops (Non-Food)	\$1,200	400	Bayview \$300 (Confirmed); Willy Street Community Reinvestment Fund \$500 (Anticipated)
Workshop Ingredients (Food)	\$2,400	900	Troy Farms \$300 (Confirmed); Bayview \$300 (confirmed); Willy Street Community Reinvestment Fund \$900 (anticipated)
Transportation	\$720	0	Bayview \$420 (confirmed); Willy Street Community Reinvestment Fund \$300 (anticipated)
Teen Pantry Refrigerator	\$1,000	\$1,000	
Teen Pantry Supplies (Food)	\$500	\$500	
Teen Pantry Supplies (Non Food) – Lockable Cabinet, Storage Bins, Shelving	\$1,000	\$1,000	
TOTAL AMOUNTS	\$9,220	\$4,400	\$4,820

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Middle and High School Program Coordinator	1	\$18.50/hr
AmeriCorps PASS	.75	\$10/hr plus educational stipend
Program Facilitators/Educators (Contracted)	.5	\$25/hr
TOTAL		

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
<i>Alexis London</i>	<i>02/02/2020</i>
Signature:	Date:



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

The Darbo Pantry Project was created in Spring 2019 at the request of the Worthington Park Neighborhood Resource Team after the Salvation Army closed their food pantry in the community center. DPP delivers bags of mixed local produce directly to the doors of low-income families in the Darbo-Worthington neighborhood. The vegetables distributed are first quality, mostly organic produce donated by local farmers, collected at farmers' markets or purpose grown. We strive to make accessing fresh produce as easy and convenient as possible by delivering it directly to subscribers homes

This year, will recruit no fewer than 50 additional subscribers in the targeted buildings and provide more regular prepared food deliveries when local produce is not available. We also plan to intensify our neighborhood mobilization efforts to engage subscribers in implementation of the City's approved neighborhood development plan. This year, we'll also spin off a City wide service called Madison Food Club to serve other neighborhoods beginning with Truax and Packers/Northport.

We are requesting \$4500 mainly to underwrite our very low staffing levels for expanding DPP and launching MFC. The two principles who will be carrying this project forward are young, low-income, African American men with deep roots in the neighborhood. They do not have the capacity to do this work on a volunteer basis and their involvement is critical to the success of the broader effort.

Without some City support, we may be able to sustain the existing level of service to the neighborhood but wouldn't likely be able to expand to Truax or other areas. We'd also we hard pressed to create the Madison Food Club social enterprise to serve other areas. A small measure of additional staff support will give these low income grassroots leaders the time they need to get the job done.

PART I: APPLICANT INFORMATION

Title of Proposal:

Darbo Pantry Project Expansion Plan

Amount Requested (max. \$10,000): \$4500

Agency/Organization/Group Name (Please provide the full, legal business name):

Darbo Pantry Project

Address:

709 S. Dickinson Madison WI 53703

Contact Person (Name): Joe Mingle

Telephone number: 608.332.1493

Email: minglejoseph@gmail.com

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES. Center For Community Stewardship
NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

The Darbo Pantry Project was created in Spring 2019 at the request of the Worthington Park Neighborhood Resource Team after the Salvation Army closed their food pantry in the community center. Instead of maintaining a static pantry, we have attempted to apply more contemporary methods to increasing food access in this longtime food desert. In that spirit, we deliver bags of mixed local produce and other food directly to low-income households.

This year, will recruit no fewer than 50 additional subscribers in the targeted buildings and provide more regular prepared food deliveries when local produce is not available. We also plan to intensify our neighborhood mobilization efforts to engage subscribers in implementation of the City’s approved neighborhood development plan. This year, we’ll also spin off a City wide service called Madison Food Club to serve other neighborhoods beginning with Truax and Packers/Northport.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

We have deep roots in Darbo and working relationships with Mentoring Positives, WPNA, Eastpointe, City NRT, Salvation Army and, most important, many long time activist neighbors.

The original concept was incubated by Healthy Food For All, a project of the Northside Planning Council, which provided DPP free access to storage and packing space at FEED Kitchens in addition to transportation services.

Many local growers including Crossroads Community Farm, Rooted’s Troy Farm, St. Isadore’s Garden, Blackhawk Church, the UW Ag Research Stations and many others donate produce. We also received produce from DCFM farmers via CAC’s gleaning and produce donations from shoppers at the Eastside Farmers Market courtesy of Buy One For A Neighbor.

Today Not Tomorrow and Kids Forward will manage subscriber recruitment and distribution in Truax. City Church activists have solicited our help in some variation on the DPP model in the Packers/Northport areas.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list: Darbo-Worthington, Truax, Packers/Northport.
- General areas of Madison:
 - East Madison
 - North Madison
- All of Madison - when Madison Food Club begins operations.

This project will primarily serve the Darbo-Worthington neighborhood. As we expand this season, we will also begin providing regular service to Truax. If plans solidify with City Church activists, we will begin some initial services to Packers/Northport. Once Madison Food Club spins off later this year, we'll be poised to provide services to any neighborhood in Madison with an adequate density of targeted subscribers.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Many households we serve are young families juggling multiple responsibilities like jobs, kids, housework and everything else. In nearby, more affluent neighborhoods, households experiencing this same sort of stress can reduce it somewhat by ordering groceries for delivery through services like Instacart. Instead of expecting low-income households to come to pantries with limited hours, DPP makes accessing surplus produce and prepared food as easy and convenient as those more privileged families.

Each week, we aggregate bulk produce at FEED Kitchens which we pack into separate bags on delivery day. Then, we crate up more bags than we need, put them in a big cargo van and haul the whole load over to Darbo. Once we're there, we go directly to each subscribers' household, knock on the door and hand them their bag. If they aren't home, we hang it on the door knob or leave it on the doorstep.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Most of the low-income residents that we serve are able to access canned goods, day old bakery and a range of other highly processed, high carb foods at area pantries or by using their SNAP benefits. Accessing fresh local produce or high-quality prepared foods is more challenging due to limited cold storage space in most pantries and relatively high cost of these items in stores.

The Darbo Pantry Project routinely delivers bags of mixed local produce directly to the doors of low-income families in the Darbo-Worthington neighborhood. The vegetables distributed are first quality, mostly organic produce donated by local farmers, collected at farmers' markets or purpose grown. We strive to make accessing fresh produce as easy and convenient as possible by delivering it directly to subscribers homes.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We are a very grassroots oriented project with a dual purpose. We want to make a direct material impact on the needs of residents but are also consciously organizing them to address other neighborhood concerns. We canvass the targeted buildings going door-to-door to sign up subscribers and use the produce deliveries to discuss other neighborhood issues. For example, when we initiated the project last Spring, we talked with subscribers about the closing of the Salvation Army pantry and the future of the center.

This season management of the project in Worthington Park will be lead by two long-time neighborhood activists and core neighborhood volunteers including youth helping with deliveries. In Truax, efforts will be led by existing networks of neighborhood activists including residents associated with Kids Forward and Today Not Tomorrow.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Everyone we serve in Darbo-Worthington is low-income. Currently, we only deliver to households living in the CDA housing or Eastpointe Apartments. The overwhelming majority of the families that we serve are also People of Color. We don't track hard data on the demographics of who we serve but even casual observation gives us a general sense of the class and race breakdown.

At least two thirds or more of the families we serve are African American. The next largest group we serve is Asian Americans including many Hmong families which is approximately 15% of our total. Latinx and Anglo families are the smallest percentage of the households we serve which we estimate at about 10% each.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

This year, we expect to recruit no fewer than 50 additional subscribers in the targeted buildings and provide more regular prepared food deliveries when local produce is not available. We also plan to intensify our neighborhood mobilization efforts to engage subscribers in implementation of the City's approved neighborhood development plan. We'll also spin off a City-wide service called Madison Food Club to provide deliveries in other neighborhoods beginning with Truax and Packers/Northport.

Madison Food Club will become a social enterprise similar to Grub Hub or Door Dash employing drivers from the neighborhoods to deliver weekly bags of free produce and other food to subscriber households. We anticipate arranging for subscribers to pay a small weekly fee of \$5-10 using their SNAP benefits for the food. This revenue will allow us to actually pay neighborhood drivers and expand the service beyond the Darbo-Worthington Neighborhood.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

We have concrete, measurable objectives that will help us evaluate the success of the project:

We will recruit no fewer than 50 new subscriber households in the Darbo-Worthington neighborhood.

We will distribute no less than 5000 additional pounds of local produce to low-income households across the City.

We will begin produce distribution in both the Truax and Packers/Northport neighborhoods.

We will recruit no fewer than five adult volunteers and 10 youth/young adults to assist with distribution and deliveries.

We will spin off the Madison Food Club to begin deliveries to other neighborhoods with high concentrations of low-income households.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The requested funds will mainly be used to underwrite our very low staffing levels for expanding DPP and launching MFC. The two principles who will be carrying this project forward are young, low-income, African American men with deep roots in the neighborhood. They do not have the capacity to do this work on a volunteer basis and their involvement is critical to the success of the broader effort.

Without some City support, we may be able to sustain the existing level of service to the neighborhood but wouldn't likely be able to expand to Truax or other areas. We'd also we hard pressed to create the Madison Food Club social enterprise to serve other areas. A small measure of additional staff support will give these low income grassroots leaders the time they need to get the job done.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

DPP was initially created at the request of the City's Neighborhood Resources Team to fill a critical service gap in one of Madison's driest food deserts. We were able to hobble together some initial start-up funding to launch the project last Spring. After than less than a year in operation, we are ready to expand the service in Darbo and expand to other neighborhoods but we have basically no resources to do it.

Come Spring, we'll be better able to fundraise from the broad community as peoples' thinking turns to the new growing season and fresh, local produce. We need an early injection of resources so we are ready to begin deliveries as soon as large volumes of produce begin to become available.

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

In 2019, DPP received a \$3500 grant from the Dane County Partners in Equity Fund, \$1000 from Buckets for Hunger and raised \$976 through a Go Fund Me campaign. In 2020, we have received a \$3500 donation from the Attic Angels Foundation, anticipate a similar donation from BFH as last year, have applied for support from the Evjue Foundation and plan to approach the Madison Cooperative Development Corp for Madison Food Club start up help.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

Our strategy for sustaining and expanding our work over time includes two main components. First, we are ramping up our social media presence to include Instagram, Snapchat and even a YouTube channel. In order to generate on-going and expanding support from a broad segment of Madison residents and beyond, we need a robust social media presence that allows potential donors to understand the project and hear directly from neighborhood residents we serve.

Our other plan for generating revenue is the Madison Food Club. We are adopting models used by existing, successful businesses to apply to this effort. Our intent is to arrange for subscribers to pay a small fee, hopefully from their SNAP benefits, for the food we deliver. That way, MFC drivers can be paid some small wage to deliver food to households concentrated in other parts of the City and eventually Countywide.

BUDGET SUMMARY (5 POINTS)

Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Project Manager	\$5000	\$1500	\$500 Willy CRF, \$1500 Evjue, \$1500 MCDC
Distribution Coordinator	\$5000	\$1000	\$500 Willy CRF, \$1500 Evjue, \$1500 MCDC, \$500 MFC revenue
Social Media Coordinator	\$5000	\$1000	\$1500 Evjue, \$1000 MCDC, \$500 Buckets for Hunger, \$500 MFC revenue, \$500 Individual Donors
Administrative Organizer	\$5000	\$1000	\$500 Evjue, \$1000 MCDC, \$500 Buckets for Hunger, \$1000 Benefit events, \$1000 Individual Donors.
Business cards	\$30		\$30 Benefit events
Computers and accessories	\$2000		\$2000 Willy CRF
Printing	\$600		\$600 Benefit events
Fiscal agent fees	\$1890		\$1500 Individual Donors, \$390 Benefit events
TOTAL AMOUNTS	\$24520	\$4500	\$20020

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Project Manager	0.12	\$20 x 5 hrs/wk for 50 weeks

Distribution Coordinator	0.12	\$20 x 5 hrs/wk for 50 weeks
Social Media Coordinator	0.12	\$20 x 5 hrs/wk for 50 weeks
Administrative Organizer	0.12	\$20 x 5 hrs/wk for 50 weeks
TOTAL	0.48	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>Joseph W. Mingle</i>	Date: 03.01.20

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JUN 13 2007**

CENTER FOR COMMUNITY STEWARDSHIP
INC
C/O MELISSA SCHOLZ
PO BOX 2719
MADISON, WI 53703-2719

Employer Identification Number:
68-0501459
DLN:
17053097857097
Contact Person:
FRANCIS E BERNHARDT ID# 31258
Contact Telephone Number:
(877) 829-5500

Public Charity Status:
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated December 2, 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)



Making It Easier to Make a Difference

2/28/20

Willy Street Coop Community Reinvestment Fund

To Whom it May Concern:

This letter certifies that the Center for Community Stewardship has agreed to accept funds on behalf of the Darbo Pantry Project. The Darbo Pantry Project is under fiscal sponsorship of the Center for Community Stewardship, a 501(c)(3) organization, and has a completed fiscal sponsorship agreement on file.

Please let me know if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa Dugdale", is written over a thin horizontal line.

Lisa Dugdale
Executive Director, Center for Community Stewardship
116 North Few St. Suite 3
Madison, WI 53703
608-620-4266
ldugdale@community-stewardship.org



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Goodman Community Center is requesting funding for our Garden Program which provides increased access to healthy and nutritional fresh produce among low-income and largely minority populations on Madison north and east sides, as well as significantly reducing garden food waste through preservation.

The Garden program will produce 9,000lbs of organic, fresh produce for low-income residents of Madison's north and east sides through Goodman's Fritz Food Pantry, 1,500lbs. for baskets for low-income older adults in Goodman's Older Adults program, and 3,000lbs for Goodman's Preservation CSA that teaches low-income, minority youth how to run an entrepreneurial food preservation business.

The grant will also help teach 80 low-income, minority youth in Goodman's **Seed to Table Transition Academy**, **TEENWorks** and **9onTime** programs how to plant, grow, tend, and harvest over 30 different fruits and vegetables at Goodman's Atwood Community Gardens plots. It will help them form a true connection with the earth, and teach them all of the skills they will need to grow their own gardens in the future. In addition, it will introduce them to dozens of highly nutritional foods they would not have the opportunity to encounter otherwise.

Funds provided by the SEED grant will help underwrite all the expenses related to the Garden Program: Student stipends, garden tools, supplies for raised beds, soil, mulch, seeds, labels, canning jars, and partial staff salaries.

Goodman's Garden Program relies almost entirely upon contributions and grants to fund all its activities. The small amount of revenue earned through the Preservation CSA is invested directly back into the program. SEED Grant funding is vital to the success of the program.

PART I: APPLICANT INFORMATION

Title of Proposal: Goodman Community Center's Garden Program

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name):

Irwin A. & Robert D. Goodman Community Center

Address:

214 Waubesa Street

Madison, WI 53704

Contact Person (Name): Dr. Thomas Powell

Telephone number: 608-204-8016

Email: tom@goodmancenter.org
Is your group a 501 (c)(3)? X YES <input type="checkbox"/> NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? X YES <input type="checkbox"/> NO
If no to above, do you have a fiscal agent? <input type="checkbox"/> YES _____ <input type="checkbox"/> NO
PART II: PROJECT DETAILS (20 POINTS)
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
<p>1. What is the proposed project/program and what does it seek to accomplish?</p> <p>The Goodman Garden Program provides increased access to healthy and nutritional fresh produce among low-income and largely minority populations on Madison north and east sides, as well as significantly reducing garden food waste through preservation.</p> <p>Most of the Goodman students who work in our Garden Program are in our Goodman’s Seed to Table Transition Academy, with a smaller number in our TEENWorks and 9onTime programs.</p> <p>The Garden Program at the Goodman Community Center strives to incorporate students into the recognition of the importance of local food production and food security for community health. Each year twenty high school students participate in the Seed to Table Transitional Academy education program which enables students to earn high school credit while learning in a hands-on manner about urban agriculture, entrepreneurial skills, and culinary arts. Curriculum is designed to involve students in food consciousness from production through utilization of harvest in daily meals and kitchen preservation for the future. Urban Agriculture and plant production is integrated into the daily lesson plans throughout the year with emphasis during the growing season in Wisconsin which extends from March through November including spring seed starting. Efforts are made to create a myriad of tasks to promote direct participation with the garden. Recognizing that some students are less comfortable with working in the soil, other forms of contribution are also recognized as valuable. Students can maximize production and participate in the outdoor garden laboratory through greenhouse operations, spatial planning, signage, labeling, production timing coordination, and computation related to soil amendments and fertilization. Opportunities for participation are offered in a non-confrontational supportive manner to encourage positive association with the garden.</p> <p>The high school students spend the most time learning in and taking care of the garden. In addition, the high school students mentor younger youth and teach lessons in seed planting, plant care, harvesting and healthy nutrition. Each year classes from the elementary school at Goodman walk over for a field trip to see the gardens growing and get a taste of where food comes from. The Seed to Table Transition Academy at Goodman is dedicated to improving diversity/inclusivity, and reducing social injustice around socio-economic topics including employment, housing, career training, food security, and health care.</p> <p>The Garden Space</p> <p>Goodman’s main garden site is part of the Atwood Community Gardens, located along the Capitol City bike trail directly next to the Community Center on Waubesa Street on Madison's eastside. This area has been part of a community garden since the early 1970's. The high school youth program started gardening a plot in 2011. Nearly every year since the youth have expanded the garden so we are now gardening a plot that is 3200 square feet. The garden area consists of two roughly approximate rectangular areas 60x20 feet with one other 20x20 plot in between. Various styles of gardening are used to demonstrate a range of gardening techniques including</p>

permanent wood bounded raised beds, established earthen mound raised beds, and areas that are uniformly tilled.

The garden is adjacent to Goodman’s Brassworks Building where the main classrooms and indoor laboratories are and across the street from the Goodman’s main building, the Ironworks Building. On site, we have a storage garage for tools and the municipal codes allow for gardening at this site. Over the last few years the program has built six 4x8 foot raised garden beds around the community center and maintains a chicken coop, bee hive, fruit trees, prairie garden and native plant rain garden on the Center grounds. Students also have the opportunity to garden at Goodman Youth Grow Local Farm, a larger non-profit farm.

What is Grown

Tomatoes, Peppers (sweet and hot), Onions, Leeks, Cabbage, Brussel Sprouts, Broccoli, Cauliflower, Cucumbers, Squashes (Acorn, Butternut, etc.), Zucchini, Pumpkins (Cooking and Jack-o-Lantern), Eggplants, Herbs, (Basil, Thyme, Rosemary, Parsley, Cilantro, Lavender, etc.), Strawberries, Raspberries, Peaches, Nectarines, Apricots, Apples, Cherries, Gooseberries, Currants, Grapes, and more.

10,000 to 15,000 lbs. of produce is harvested annually.

Areas of Food Distribution for the Garden Program

- 1) Culinary Lessons for Students (10%)
- 2) Home Use by Participating Students (2%)
- 3) Fresh produce baskets for low-income older adults (10%)
- 4) Use by Preservation CSA (20%)
- 5) Donation to Goodman’s Fritz Food Pantry (58%)

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Goodman works with numerous partners for the Garden Programs: Atwood Community Gardens, Community Groundworks (now Rooted) (a local farming non-profit provides support and educational opportunities for our programs), Troy Gardens (garden space), Goodman Youth Grow Local Farm (garden space), Johnny’s Selected Seeds (donated seeds), Peaceful Valley Seeds (donated seeds), UW-Madison School of Education (volunteers, interns), Americorps (paid volunteers), Oakhill Correctional Facility (plant starts), Olbrich Botanical Gardens (educational opportunities for class field trips to their location and on-site assistance through a lettuce growing partnership),

Work days bring groups of more experienced adult gardeners from community organizations such as Exact Sciences, American Life Family Insurance, UW Madison Mandella Washington Fellows, and Future Farmers of America, to share their knowledge with the youth.

Goodman’s Seed to Table program is recognized by the Madison Metropolitan School District (MMSD) as a workable educational setting for students who would otherwise have likely already dropped out.

These and other direct engagements create an incredibly diverse community of learners sharing and gardening together. While food is produced and shared, it is the fostering of continuing relationships that is most important asset.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:
- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison
 - West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc.)

Who the Project Will Serve

- 1) Twenty High School students who are part of Goodman's **Seed to Table Transition Academy**, who work in Goodman's Atwood Community Garden plot for six weeks in the summer (10 hours/week).
- 2) Ten to fifteen 8th graders in **9onTime**, Goodman's 8th-9th grade transition program, will work in the garden plot for one week in the summer (10 hours).
- 3) Thirty youth (ages 14-21) in Goodman's **TEENWorks** program (Teen Employment and Education Network) spend about 10 hours each during the summer in the garden plot.
- 4) Approximately 10 students in the **TEENWorks** program will use produce harvested from the garden program for use in Goodman's Preservation CSA that sells 45 shares.
- 5) Approximately 45 families who purchase shares of the Preservation CSA.
- 6) Approximately 100 low-income older adults who attend Goodman's older adult programming will receive weekly fresh produce baskets assembled by **Seed to Table Transition Academy** and **9onTime** students.
- 7) Approximately 150 families per week who use Goodman's Fritz Food Pantry. Approximately 58% of all food harvested by Goodman's Garden Program is given to the food pantry for free distribution.

Total unduplicated reached: 80 youth and 2,500 individuals who use the food pantry, meals and CSA program

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The single largest group of neighborhood beneficiaries of Goodman's Garden Program, who will have their access to healthy food improved, are the approximately 2,500 unduplicated individuals who make use Goodman's Fritz Food Pantry. Fresh produce is always the most in-demand item at the food pantry, and with the recent addition of several new refrigeration units at the pantry, the availability of fresh produce will be significantly extended.

Secondary beneficiaries include 100 extremely low-income older adults who attend Goodman's older adult programming who will receive weekly fresh produce baskets assembled by **Seed to Table Transition Academy**, **TEENWorks** and **9onTime** students.

Tertiary beneficiaries include the 150 families who purchase shares in Goodman's Preservation CSA which preserves over 3,000 pounds of produce in over 25 different types of preserved goods.

Lastly, 80 local youth will increase their access to health foods by bringing approximately 300lbs of fresh produce home for their families – produce that they proudly helped grow – as well as by preparing an estimated 1,500lbs of fresh produce in Goodman's commercial kitchens as part of their culinary lessons.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Youth who work in the Garden Program as part of **Seed to Table Transition Academy**, **TEENWorks**, and **9onTime** come to Goodman from various vectors. Many of them are referrals from case workers, social workers, MMSD teachers, and the criminal justice system. Most of them have been referred because they are credit-deficient, truant, at-risk of not graduating, have behavioral, emotional or learning disabilities, and are court-involved.

Most of the 2,500 adults who make use of Goodman's Fritz Food Pantry are established customers who have frequented the pantry for months and years. Many new referrals come to Goodman from various local governmental and non-governmental agencies and neighborhood/community centers. With recent reports that the federal government may be significantly reducing funding to the Supplemental Nutrition Assistance Program, Goodman is cautiously anticipating an increase in clientele.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Ninety-five percent of all the youth participating in Goodman Community Center's Garden Program are minority (Black and Hispanic). Ninety-seven percent are low-income.

One hundred percent of Fritz Food Pantry customers, who are the direct recipients of the majority of the garden produce, are low income. Goodman does not track demographic data for Food Pantry clients, but they constitute a mixture of Caucasian, African American, Hispanic, and Hmong community members.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Goals and Outcomes

- 1) At total of approximately 15,000lbs of fresh produce will be generated by the Garden Program. Of this, approximately 8,700lbs. will be directly donated to Goodman's Fritz Food Pantry. Fresh produce is always the most in-demand item in the food pantry. With Goodman's recent acquisition of new refrigeration units, the produce will be able to be kept fresh and available for a much longer time.
- 2) TEENWorks Preservation CSA saves approximately 4,500lbs of excess produce from Goodman's Atwood Community garden plot from being landfilled.
- 3) Intergenerational Component: Students will prepared and distribute produce baskets to low-income older adults who attend programming at the center.
- 4) The Garden Program allows Goodman's **Seed to Table Transition Academy** students, **TEENWorks** students, and **9onTime** students the invaluable opportunity to learn, first-hand, about food ecosystems, healthy and nutritional eating, and equity issues around food.
- 5) Employability Skills: The Garden Program teaches employability skills. **Seed to Table Transition Academy** students and **TEENWorks** students who work in the garden are paid a starting wage of \$7.25/hr. by Goodman, with regular increases tied to benchmarks.
- 6) Graduating High School: Teens who work in the garden can earn 1.5 high school credits per summer. Since the majority of teens in the program are credit-deficient, the Garden Program provides an invaluable tool to keep them on-track.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

Measurement of Progress:

- 1) At least 9,000lbs of organic, fresh produce will be grown and donated to the Fritz Food Pantry
- 2) At least 5,000lbs of food waste will be prevented through the Preservation CSA
- 3) Approximately 80 low-income, minority youth from Goodman's **Seed to Table Transition Academy, TEENWorks, and 9onTime** programs will learn how to run a small-scale organic farm, from planting, weeding, digging furrows, constructing raised beds, mulching, and harvesting to cooking with the produce they grow.

Physical Benefits:

- a. **Exercise:** Sustained outdoor physical activity during the summer by youth participants, eg., weeding, digging furrows, planting seedlings, watering, spreading hay and wood chips, and harvesting ripe produce.
- b. **Health Eating:** The incorporation of more, and a diversity of, fruits and vegetables in to their diet, (and their families, as youth bring produce home), and exposing them to healthy food options that they would not be exposed to otherwise.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Funds provided by the SEED grant will help underwrite all the expenses related to the Garden Program: Student stipends, garden tools, supplies for raised beds, soil, mulch, seeds, labels, canning jars, and partial staff salaries.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Goodman Community Center is a benevolent 501(c)(3) non-profit organization that works primarily with low-income residents of Madison north and east sides. We do not charge any fees to be accepted into any of the programming for high school students and we freely donate the majority of the fresh produce that is grown to food insecure children, families and older adults. On top of this, we pay a stipend to students who participate, as part of the work experience and social Entrepreneurial program.

The gardening and food pantry programming operates 100% on donations and small grants. Goodman is very efficient in maximizing resources and being accountable stewards of grants and donations. A SEED grant would have significant impact on the summer gardening program and the ability to get fresh produce into the hands of the people in our community who depend on it.

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

Goodman has Partners in Equity Food Project grant with Dane County pending (\$4,000), and an Evjue Foundation grant pending (\$10,000) which would cover a portion of the Garden Program costs. There are no matching funds contingent on securing city funds.


13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

Goodman Center has been offering our popular Garden Program for youth for over ten years. So far, we have been able to secure adequate funding for the program each year. But, as the demand for such a program has continued to steeply grow, so has our program, in order to meet a clear need in the community. We have significantly increased our grant writing efforts to help underwrite future growth and funding demands. It is, without doubt, one of our core programs, and one which has shown impressive results over the years. Goodman Community Center will make every effort to ensure the program will remain sufficiently funded throughout the foreseeable future.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Garden Assistant	\$2,100	\$1,000	\$1,100
TEENworks Coordinator	\$2,750	\$1,000	\$1,750
Asst. Director of Youth Education	\$9,166	\$3,000	\$6,166
Student Stipends	\$7,600	\$3,000	\$4,600
Gardening & Preservation Supplies	\$ 1,600	\$1,000	\$600
Transportation	\$1,000	\$500	\$500
End of summer family banquet	\$500	\$500	0
Final Field Trip	\$1,300	0	\$1300
TOTAL AMOUNTS	\$26,016	\$10,000	\$16,016

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Garden Assistant	L.T.E (10 hrs/week	\$16
TEENworks Coordinator	F.T.E	\$19.25
Asst. Director of Youth Education	F.T.E.	\$26.45
TOTAL		

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: 3/2/2020



INDEPENDENT LIVING, INC.

Your local connection to an independent life since 1973

March 2, 2020

George Reistad
Food Policy Director
Office of the Mayor
210 Martin Luther King Jr. Blvd, Room 403
Madison, WI 53703

Dear George,

Thank you for the opportunity to apply for a SEED Grant. Attached is our application requesting \$10,000 to increase access to nutritious meals for seniors and adults with disabilities. This service will be accomplished through our well-regarded Evening Meals on Wheels program.

Independent Living, Inc. is a local nonprofit serving seniors since 1973. Our mission is to help seniors and adults with disabilities manage their independence through the services we can provide and housing options we offer. We look forward to partnering with you through the SEED Grant!

Sincerely,

Addie Endreson
Manager, Evening Meals on Wheels

Brian Miller
CEO



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

PART I: APPLICANT INFORMATION

Title of Proposal:

Ending Food Insecurity Among Elders

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name):

Independent Living, Inc. (Evening Meals on Wheels program)

Address:

Corporate Office, 606 N. Segoe Rd., Madison, WI 53705

Contact Person (Name): Addie Endreson, manager, Evening Meals on Wheels

Telephone number: 608-204-0923

Email: aendreson@independentlivinginc.org

Is your group a 501 (c)(3)? ~~XXXXXXX~~ YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? ~~XXXXXXX~~ YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

The Evening Meals on Wheels program wants to serve elders and vulnerable homebound adults with meals at a lower cost. For some adults, frailty, disability or disease make meal preparation – or even shopping for groceries – prohibitive. For others, economic hardship forces choices between meals and medication or housing. We will use SEED funding to address economic hardship for elders and vulnerable adults who need nutritious meals.

Qualified applicants will receive a subsidy based on income to offset the cost of meals. To be eligible for the subsidy, participants must be a resident in the 10 Focus Areas, be age 60 or older or adult with disability, and have an income at or below 50% of Dane County median income (defined in 2019 as \$35,150).

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Our Evening Meals on Wheels (EMOW) program delivers about 32,000 meals per year with help/support from 180 volunteers and 13 businesses that have adopted routes. In addition, EMOW has the support of:

- FEMA, which awarded \$4700 to subsidize meals from September 2019 to January 2020.
- Community Access Coalition, through their Senior Food Boxes program
- UW Health, which provides a dietitian to review our menus as a community service to us
- Madison Community Foundation, which awarded \$15,000 to support both the program and meal subsidies
- Alliant Energy Foundation, which awarded \$3000 for program support (meal trays)

Numerous referral agencies including NewBridge senior services agency, Aging and Disability Resource Center, senior centers, and food pantries

Special note: Late November 2019, United Way of Dane County informed us that they would not provide financial support for this program in 2020. This was a drastic change after 15+ years of support from them.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:
- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison
 - West Madison
- XXXXXXX All of Madison**
- Dane County (outside Madison)
- Outside Dane County

Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Our Evening Meals on Wheels program serves all of Madison, including the 10 Focus Areas. Most of our clients are elders and vulnerable homebound adults who are at risk of food insecurity. We rely on a group of 150-200 volunteers to deliver meals directly to clients. Volunteers not only help us keep costs down, they also provide a few minutes of shut-in companionship and an important safety check. When something seems “not right,” volunteers initiate a phone call protocol.

For this project, we anticipate the need to recruit additional volunteers. At least one additional route will be needed if demand exists at the anticipated level. This requires a minimum of 15 additional volunteers to ensure coverage 5 days a week.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Evening Meals on Wheels delivers food right to the door of elderly and other homebound vulnerable adults in Madison. The meals are fresh and nutritious. The menus are reviewed by a dietitian to ensure a healthy balance.

Good nutrition supports the body’s ability to build muscle strength and maintain balance. This helps to reduce the risk of falling. Among seniors, the leading cause of head injury and broken hips is falling. Research that involved the impact of Meals on Wheels programs on health was reported in a 2015 article (<https://news.brown.edu/articles/2015/03/meals>). The study found that meal deliveries to elderly clients could help them reduce falls and stay out of nursing homes.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

To engage clients, agencies who refer clients to us and/or work with this population will be alerted that SEED funding is available as a subsidy, and that clients will be responsible for the remaining cost. Examples of agencies we will engage are NewBridge senior service agency, Aging & Disability Resource Center, food pantries and free meal sites.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Our Evening Meals on Wheels program reaches all 10 Focus Areas identified on the Food Access Improvement Map.

Approximately 19% of current clients are low or very-low income.

Our program and our agency do not discriminate.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Goal: Serve approximately 900 meals in 9 months

Goal: Reach eligible elders directly or through referral sources

Special note: the number of meals may fluctuate. The cost of special diet meals is more than regular diet meals.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

Measure 1: Count number of meals served

Measure 2: Track number of meals served at each subsidy level

Measure 3: Document eligibility and demographic information.

Measure 4: Alert at least 25 referral sources relevant to City of Madison about the SEED subsidy (examples: NewBridge senior service agency, ADRC, food pantries and free meal sites)

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

A grant of \$10,000 will be primarily subsidize fresh home-delivered meals: \$7000 for subsidies and \$3000 for program costs including meal trays, bags, volunteer recruitment, and client assessments.

Eligibility for a subsidy will be based on:

- Low or very-low income, defined by HUD guidelines as at or below 80% of 2019 Dane County Median Income
- Age 60 plus or vulnerable homebound adult; vulnerable is a person challenged with physical/mental/ social frailties
- City of Madison resident with priority on the Focus Areas
- For tracking purposes, participants will be asked to self-identify race / ethnicity, age and gender

We anticipate all clients will have chronic health issues necessitating special diet meals, usually diabetic and low-sodium (re: congestive heart issues). The special meal cost is \$9.10 (a regular meal is \$8.40). Based on experience with very-low income elders, we recommend a three-tiered subsidy.

For people at or below 150% of Federal Poverty Level, no co-payment is required. Income level is at or below \$18,735.

For people between 150-250% of FPL, the co-payment would be \$2 per meal. Income level is between \$18,736 and \$31,225.

For people over 250% of FPL, the co-payment is 50% or \$4.55.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

SEED funding will feed economically disadvantage elders experiencing food insecurity. The intent is to use food intervention to support health and wellbeing. This grant is an interim solution, intended to help elders stretch their resources while they explore other options to meet nutritional needs.

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

We conduct all our own fundraising. We actively seek program sponsors every year among local businesses and foundations.

No sources of our funding are based on matching funds contingent on city funds.

United Way: Through 2019, United Way sponsored a 50% subsidy that was never enough to meet demand. Late in 2019, United Way advised Independent Living that no funding would be offered in 2020 for the Meals on Wheels program (or any other senior program they previously supported with us).

We also have received FEMA grants, most recently in 2016, 2018 and 2019.

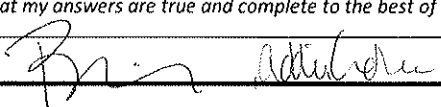
13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously funded proposal. How do you anticipate replacing city funds in the future?

We have a waiting list of clients looking for financial help. We receive numerous calls a week from individuals who are unable to pay for meals. This grant will temporarily fill a gap while elders look for options for meals (including food pantries with transportation programs, and congregate meal sites with transportation).

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Subsidies for up to 900 SEED meals	\$8190.00 (900 meals @ \$9.10)	\$7000	\$1190 (client participation fee)
Personnel (manager, chefs, part-time drivers)	\$3235 prorated	\$2,500	\$735
Insurance, space, vehicle maintenance/mileage, informational material, volunteer recruitment	\$2,000 program prorated	\$500	\$1500
TOTAL AMOUNTS	\$13,425	\$10,000	\$3,425

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Manager	1.0	\$22
Drivers (3)	.75	\$13
Chef	.66	\$20
Sous chef, baker (2)	1.33	\$15
TOTAL	4.08	

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

PART V: DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
Signature: 	Date: 3/2/2020, 3/2/20



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Dear Food Policy Director,

Last year Kids Forward worked with five early childhood and education (ECE) programs in Madison. We have learned that working with cooks and teachers in these ECE programs helped them source more fresh fruits and vegetables and better plan weekly-menu and learning activities. Building on the past year work, we want to target ECE programs located in food deserts and in census tracts that have 30 or more families with income below 185% PFL based on two considerations: (1) attempts to promote an equitable balanced-diet through the elimination of food deserts have shown weak evidence; and (2) targeting children 0-5 years of age during the critical brain development stage will nurture healthier food preferences and other healthy living habits.

We request a total of \$9,750.00 which we plan to use on personnel, event organizing, and developing learning materials.

The SEED grant will offer two key opportunities. First, organizations that work in racial equity, including food justice, tend to be isolated from each other. It prevents organizations from not only effectively addressing food justice but also building the necessary capacity to address systemic injustice that causes health disparities. Kids Forward will work with Community Coordinated Child Care (4-C) and Healthy Food For All (HFAA) to break down the silos that exist between early childhood and healthy eating. Second, the Kids Forward's two-generation racial equity framework has provided guidance in engaging parents and families through children. The SEED grant will allow us to engage adults directly on local food and nutritional learning while providing care to their children.

Thank you for the consideration.

Best,

Daithi Wolfe

PART I: APPLICANT INFORMATION

Title of Proposal: **Promoting Edible Education in Early Childhood and Education Systems**

Amount Requested (max. \$10,000): **\$9,750.00**

Agency/Organization/Group Name (Please provide the full, legal business name): **Kids Forward**

Address: **555 W. Washington Ave. Suite 200, Madison, WI 53703**

Contact Person (Name): **Daithi Wolfe**

Telephone number: **(608) 284-0580;328**

Email: dwolfe@kidsforward.org

Is your group a 501 (c)(3)? **X YES** NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? **X YES** NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

We will work with up to 10 ECE providers in the lowest-income neighborhoods, mostly in South Madison. Specifically, we will develop a monthly initiative on “Edible Education” as follows:

- a) **Organize a learning community event** where early childhood educators learn about a variety of child-appropriate food-based activities inside and outside of the classroom, however, with an extra focus on the former.
- b) **Provide hands-on learning** by co-teaching in a classroom. This is so that early childhood educators can develop comfort in integrating food in their learning activities. The activity will also help prepare meals and snacks for the day.
- c) **Support a family engagement event** where parents will be encouraged to bring home fresh fruits and vegetables and share stories about how they were used.

These monthly events will be organized in a way that they will be offered in different weeks so as not to add an extra work load on early childhood educators whose work is already overwhelming.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Kids Forward has started working with ECE providers in the past few years. Last year Kids Forward has focused the work on five ECE providers in Madison for a pilot project. Lessons from the past year will be used for an expanded project this year with the support of the SEED grant.

Community Coordinated Child Care (4-C) is one of the state’s Child Care Resource and Referral regional offices in Wisconsin. Its working relationship with ECE providers in Madison will help build Madison’s Farm to ECE initiative.

Healthy Food For All has participated in a successful partnership last year with Kids Forward. Their role is crucial in this proposed project to ensure reliable healthy food access from their food aggregation initiative.

We have also had an initial conversation with Community Action Coalition for South Central Wisconsin to leverage their aggregated food.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:

- General areas of Madison:
 - South Madison**
 - East Madison**
 - North Madison**
 - West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- X Other (please describe)**: we will likely focus on South Madison, but we will discuss further with partners to identify other ECE providers in East and North Madison.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

In a different project, we were able to produce a GIS map that overlaps food deserts, poverty, and ECE providers throughout the state of Wisconsin. We will start with the City of Madison to see if strategies proposed in this project can work by collaborating with ECE providers located in food desert areas that are also identified with 30 or more families with income below 185% PFL.

In addition, we have also conducted a study that shows minority children, mostly African Americans, tend to be served by ECE providers that are 2- and 3-rated in YoungStar (a quality rating system). These are the lower quality of ECE providers and the least resourced programs that tend to be challenged in providing fresh and healthy foods. The combination of two data sets informs our targeted population: children from the lowest-income families and the least exposed to fresh fruits and vegetables.

Ultimately, this project will help signify food as a critical element of quality learning in early childhood; quality learning and affordability are two primary issues in ECE.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Ongoing conversations with partners lead us to believe that there is enough food being grown and aggregated, but unsystematic food distribution causes this food to go to waste. Establishing ECE providers as a new food hub among the lowest-income families will critically improve healthy food access to the right population. Through ECE providers, associated community members will be exposed to healthy foods and encouraged to bring home at no-cost. Leveraging the enhanced access to fresh fruits and vegetables, this project establishes key activities as illustrated in Question #1 in how to utilize these foods.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Kids Forward has worked with five ECE providers in the past year. The quality of engagement and the experience from the program has led us to this expanded project. In addition to coordinating with 4-C and HFFA, we will also engage the previous participants in the planning process to ensure that this year's approach is informed by the lessons learned from last year.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Our research shows that the majority of children served by 2- and 3-rated YoungStar programs are low-income and minority, mostly African American children. Using the aforementioned GIS data to consider the location of ECE providers will maximize the project impacts on communities of color. Specifically, the Edible Education program designed in leveraging more reliable healthy food access will:

- help **low-income children** to be exposed to increased amounts of fresh fruits and vegetables, making them more familiar with working with healthier foods in the classroom and consuming them.
- help **early childhood educators**, many of them also people of color, spend more time utilizing and consuming fresh fruits and vegetables as part of their daily activities with the children in their care.
- help **parents** become more familiar with fresh fruits and vegetables when they bring home the aggregated food, and share some stories with their children.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

During the months of May to October (the 6-month growing season), we are committed to produce the following outputs:

1. Identify up to 10 ECE providers
2. Organize a weekly drop off for a box or two of fresh fruits and vegetable to ECE providers
3. Organize a monthly learning community event
4. Organize a monthly hands-on learning
5. Support a monthly family engagement event
6. Develop learning materials for distribution

We are also committed in delivering the following outcomes:

1. Improved awareness on the use of aggregated food
2. Improved comfort in the utilization of fresh fruits and vegetables in the classroom and understanding of the nutritional impacts in consuming them
3. Collective commitment among partners to effective outreach and event organization

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

Through an evaluation protocol, we will measure the outputs and assess whether or not we meet the identified numbers. We will also use casual surveys and interviews to monitor key progress. In these proposed events, we will do a lot of observations and journaling to record how people progressing on the anticipated outcomes. Kids Forward will coordinate this evaluation process.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Most of the funding will be allocated for 4-C as Farm to ECE will be a new initiative for the organization. The SEED grant will help 4-C launch its new role in Madison local food movement. Specifically, the funds will be used for personnel, organizing the series of events, and developing any necessary learning materials. Kids Forward and HFAA will work with 4-C to ensure meaningful and impactful experiences.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Kids Forward started this initiative last year. The 2020 SEED grant is critical to expand the initiative and to apply the lessons learned from last year. This expanded project is informed by the newly integrated data sets (food desert, poverty, and racial equity in ECE) which will launch a more strategic way of addressing health disparity through ECE settings.

Most importantly, this expanded project will include two key partners. The SEED grant will enable the partnership to work together in breaking down the silos of local food movement that has not been oriented toward low-income communities. Specifically, the ECE settings, by way of 4-C, will not only allow us to connect with the youngest population but also the most impacted population.

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

Kids Forward will share some resources from its policy and advocacy work in support of the coordination and evaluation of this project; they are from the Alliance for Early Success and the Partnership for America's Children. In addition, Kids Forward has also applied for funding from the Evjue Foundation and the PIE grant.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

Ultimately, the goal of this project is to provide an opportunity for 4-C to experience an initiative that focuses on promoting early childhood healthy eating. Kids Forward has been one of the key leaders in Wisconsin Farm to ECE. Kids Forward's inclusionary goal is to engage new organizations like 4-C so they can play a role in Madison's local food activism. With careful project facilitation and management, the hope is that 4-C will have a good experience and be convinced on the benefits and impacts on children and families in a way that they will consider Farm to ECE as their regular program. At that time, 4-C is expected to build Farm to ECE into its operational budget.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Personnel	\$9,000.00	\$6,000.00	\$3,000 In-kind Kids Forward
Learning community (6 times @ \$200)	\$1,200.00	\$1,200.00	
Hands-on learning (6 times @ \$100)	\$600.00	\$600.00	
Family engagement (6 times @ \$200)	\$1,200.00	\$1,200.00	
Printed materials and office supplies	\$750.00	\$750.00	
TOTAL AMOUNTS	\$12,750.00	\$9,750.00	

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Project Coordinators	300 hours	\$20.00
Program Evaluator (Kids Forward)	60 hours	\$50.00
TOTAL	9,000	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>Daithi Wolfe</i>	Date: March 2, 2020



2020 City of Madison SEED Grant Application
Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Lake View Community School is a public elementary school on Madison's north side that aims to meet the basic needs of 261 students/their families through strong community partnerships and innovative programs/services. Food insecurity is a persistent issue for our school community - 76% are low-income and we are in a city-identified food access improvement area. Our need is obvious and we have a demonstrated history of commitment to addressing food insecurity in our neighborhood.

We have had a food pantry for the past two years, which we run in collaboration with a local non-profit that provides funding to supply the food. While we are grateful for the increased access to pantry staples we have discovered that our selection lacks the culturally relevant foods that our diverse families prefer to eat. This means they take less food than needed or leave dissatisfied with the selection or unsure of how to cook with the items currently available to them. We are seeking SEED grant funding to purchase foods that represent all cultures at Lake View, provide cooking classes for families at school and take-home kitchen implements so they can continue preparing healthy meals together, and create a cookbook for all food pantry users based on cultural foods and commonly available items in the pantry.

The City of Madison SEED Grant funding is crucial for the success of the project because this type of program is beyond what our current funding structures can support. We are requesting \$10,000 to jumpstart this project: \$5,525 to purchase culturally relevant foods that appeal to our growing population of Hmong, Middle Eastern, and West African families, and \$4,475 for two six-week series of cooking classes that will include cultural recipes cooked by Lake View families, kitchen implements and gift cards for families who attending classes, Instant Pot cookbooks, and the creation of a Lake View cookbook available to 30+ families who shop weekly at the pantry.

PART I: APPLICANT INFORMATION

Title of Proposal: Culturally Relevant Food Security at Lake View Community School: Pantry Food Selection and Family Cooking Series

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name): Lake View Community School

Address: 1802 Tennyson Lane, Madison, WI 53704

Contact Person (Name): Rachel Deterding, Community School Resource Coordinator

Telephone number: 608-204-4040

Email: rdeterding@madison.k12.wi.us

<p>Is your group a 501 (c)(3)? No, but we are a public school</p>
<p>Is your group Incorporated under Chapter 181 Wisc. Stats.? Yes.</p>
<p>If no to above, do you have a fiscal agent? Northside Planning Council is happen to serve as a fiscal agent if needed.</p>
<p>PART II: PROJECT DETAILS (20 POINTS)</p>
<p>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</p>
<p>1. What is the proposed project/program and what does it seek to accomplish?</p> <p>Our food pantry has quickly become an important way of addressing persistent food insecurity among our students and families. Since it started, we have doubled the number of weekly pantry users, which shows our families rely on this service to access healthy, nourishing foods without the traditional barriers they face with public food assistance.</p> <p>Even with this early success, we realize can still do more to meet the unique needs of our community. With 73% of our students coming from ethnic minority groups and 42% of our students considered English Language Learners, we have a wealth of home languages (14, to be exact!) and cultures represented in our school community. Every cultural group has specific preferences when it comes to food and we want to honor that in our selection of offerings and give families the knowledge they need to cook with available foods from the pantry!</p> <p>We are requesting the City’s support to purchase Hmong, Middle Eastern, and West African cultural foods and run a two six-week series of cooking classes for families that will culminate in a Lake View created family cookbook.</p>
<p>2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)</p> <p>Our current identified partners for this project are:</p> <ul style="list-style-type: none"> • Selfless Ambition and Second Harvest, for pantry coordination and food procurement. • 10 Lake View families who are reflective of our school demographics: 76% low-income, 42% English Language Learners, 73% ethnic minorities, including rising numbers of recently arrived refugees • Our Resource Coordinator and Family Liaison for planning, coordination, and facilitation of family cooking classes. • American Family Insurance, for printing services for our Lake View family-created cookbook.
<p>PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)</p>
<p>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words</p>
<p>3. What areas of Madison will the project/program serve?</p> <ul style="list-style-type: none"> • Specific neighborhood(s): Northport Apartments, East Bluff Condominiums, Oak Park Terrace Trailer Homes, Kipling Dr., Berkeley Oaks, Whitetail Ridge, and Lake View Hill neighborhoods. • General areas of Madison: North Madison

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc.)

As a Community School, Lake View is becoming the hub of resources for the neighborhood and we are intentionally transforming our school into another center for community building and educational innovation. We do this by providing a wealth of strategic programs and services for students, staff, and families to meet their needs in the areas of 1) Basic Needs, 2) Healthy Relationships, and 3) Well-Rounded Learning. We intend to open up more Lake View Community School programs and services to the greater north side community as we receive more human, material, and financial capital to make this happen in the future.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

This project will improve healthy food access for children and families who live in neighborhoods within [Lake View's attendance area](#) by addressing traditional barriers to food access:

1. Funding for culturally relevant foods will enrich the selection at our school food pantry and allow pantry users to leave with the types of foods they prefer to prepare and eat at home.
2. Two six week cooking classes for families will be a fun way to practice cooking with a variety of healthy and culturally-relevant foods, and they will take home kitchen implements that will support them in preparing healthy meals for their families.
3. Families will create a cookbook for favorite recipes using food pantry items that will be available to all pantry users. Pantry users will be able to finish their weekly shopping with ideas of how to cook with what they have taken from the pantry.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

This project proposal idea originated from a lively discussion from our Community School Basic Needs Action Team, which is comprised of mixed stakeholders, like parents, staff members, and community partners. We discussed our recent successes in addressing food security at our school and the unique challenges we continued to face in these endeavors.

The Basic Needs team discussed the City of Madison SEED grant opportunity and families were particularly excited about the possibility of a family cooking series, because they thought it would be a way to both meet a persistent need in our school and also engage families with the school in a unique way that we have never done before.

If we are awarded these funds, we plan to create a set of selection criteria with our Multi-Tiered Systems of Support (MTSS) team, comprised of student services staff, and then do targeted outreach to families identified who match these criteria. Some potential selection criteria are families who:

- could use a positive or stronger connection to school
- have a demonstrated interest in cooking
- come from a traditionally underrepresented cultural or language background in our school, and/or
- are food insecure

Class scheduling and recipe selection will be based on the availability of the Resource Coordinator, Family Liaison, and families interested in participating. Kitchen implements shared with families will be based on the feedback from selected participants. Some possible examples include Instant Pots, measure spoons and cups, can openers, cutting boards, and/or mixing bowls.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Nearly $\frac{3}{4}$ of Lake View families are people of color and low-income individuals:

- 21% are Black/African American
- 18% are Asian/Pacific Islander
- 20% Hispanic/Latino

- 13% are Multiracial
- 76% are considered low-income, and 30% are considered homeless or highly mobile.

Expanding the selection of food in our school pantry and offering opportunities for families to practice cooking, be compensated for their learning time, and take-home basic kitchen tools to support their healthy cooking at home will have an enormous positive impact on their food security and long-term skill set for preparing and consuming healthy foods.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Our goals for the project include:

- Enrolling 10 families (5 per each six-week session)
- Hosting 12 total cooking class sessions (6 each in series)
- All families attend at least 5 out of the 6 classes in each session
- At least 10/12 families (or 83%) will report an overall positive experience in the class based on a post-program survey.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

- We will track attendance and expect to have 10 families (5 per each six-week session) participate
- All families participating will attend at least 5 out of the 6 classes in each session (or 83% of sessions)
- At least 10/12 families (or 83%) will report an overall positive experience in the class based on a post-program survey.
 - Some examples of survey questions will be whether they enjoyed cooking and eating with other families, they learned at least one new recipe, and/or they used at least one of the cooking implements they took home with them.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

- \$5,525 (\$552.50/mo): to purchase culturally relevant foods for our school food pantry
- \$4475: for two six-week cooking class series for Lake View families
 - \$1,200: 12 \$100 Instant Pots (2 for school use and 10 for participating families)
 - \$1,800: 12 sets of other kitchen implements (can openers, knife sets, mixing bowls, cutting boards (2 for school use and 10 for participating families at \$150/set)
 - \$360: 12 Instant Pot Cook Books (2 for school use and 10 for participating families)
 - \$300: Compensation for families (\$25/family to lead the cooking class with their recipe, \$15/family to participate in the class)
 - \$315: Childcare for 12 classes for one staff at 1.5 hrs/class @ \$17.50/hr
 - \$500: printing costs for 100 bound cookbooks through American Family Insurance discounted printing services.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Lake View Community School's annual budget is \$17,500. Selfless Ambition contributes an additional \$12,000/year worth of food to our food pantry. Given this limited budget, we do not have the means to fund the project we have outlined in this application without the financial support of the City of Madison SEED grant.

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

We were recently gifted a [Flex Farm](#) hydroponic growing system from The River Food pantry, valued at \$3,995, which will allow us to grow up to 25 pounds of greens a month. This produce will be donated to the food pantry and available for use during these classes.

Aside from this, we do not currently have any other funding sought or pending for this project.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

We will use the 2020-2021 school year to solicit funding to continue this project in future years. We have two supportive Adopt-a-School partners, UW Health Northeast Clinic and American Family Insurance, who may be interested in providing funding to keep this project going. We will also continue to look for and apply for other project-based grants that become available during this time frame so we can sustain the program for the following year.

BUDGET SUMMARY (5 POINTS)

Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Culturally relevant foods for pantry	\$552.50/mo for 10 mos	\$5,525	\$0
<u>Instant Pots</u>	12 @ \$100 each (2 for school use and 10 for families)	\$1,200	\$0
Compensation for family participation in cooking classes	\$15/family leading the class and \$10/family participating in class for 12 session with 5 families/session	\$300	\$0
Kitchen implements to support home food preparation	12 sets at \$150/set of can openers, cutting boards, knives, and other desired items (2 sets for school use and 10 for families)	\$1,800	\$0
<u>Instant Pot Cookbooks</u> (spiral bound)	12 at \$30 each (2 for school use and 10 for families)	\$360	\$0
Childcare during classes	1.5 hrs/session for 12 sessions @ \$17.50/hr	\$315	\$0
Printing costs for Lake View-created cookbook	\$500 for American Family printing services for 100 copies	\$500	\$0
<u>Flex Farm</u>	\$3,995 for Flex Farm and \$199.50 for value of greens grown from the Flex Farm (25 lbs/mo at \$3.99/lb)	\$0	\$4,194.50
TOTAL AMOUNTS	\$14,194.50	\$10,000	\$4,194.50

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Childcare Assistant	.008 (18 hours total)	\$17.50
TOTAL	\$315	

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

PART V: DISCLAIMER AND SIGNATURE

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

Signature: Rachel K Deterding, Lake View Community School Resource Coordinator

Date: March 2nd, 2020



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

Although Madison Area Food Pantry Gardens, Inc (MAFPG) has never had paid staff in its 20 year history, \$10,000 is requested from SEED grant funds to support a farm manager for MAFPG's expansion with "Forward Garden" at the Pope Farm Homestead. Annually, 700 volunteers are involved with MAFPG gleaning crops in fields and from markets along with growing produce in the Madison metro area - 75,000-100,000 pounds per year. MAFPG directly contributes to a more healthy food environment in the Madison area by helping to reduce food insecurity, impact health outcomes, and minimize differences in health outcomes between groups. More specifically, MAFPG provides locally grown fresh and culturally relevant produce not routinely available to local pantries through other food programs such as tomatillo, cilantro, Cuban oregano, habanero, bitter melon, clean spinach, red onion, scallion, small/early cabbage, Asian eggplant, okra, and sugar snap peas. With this expansion, the fresh and culturally relevant produce grown for the local emergency food system will more than double to 150,000-200,000 pounds per season. The Forward Garden expansion will also provide an enhanced volunteer experience while cultivating opportunities for individuals of myriad backgrounds to develop a connection to good local food and the agricultural community while simultaneously supporting the local emergency food system. The farm manager will be critical in managing farm operations and developing educational activities for both volunteers and students including education related to local food and its impact on emergency food systems. More specifically, in the first two years, the farm manager will be a local ambassador of MAFPG through effective communication of the organization's mission and aligning with other local partners who can amplify our efforts. With SEED funding support, MAFPG will be better positioned to have a solid funding base to obtain future grants that require matching funds.

PART I: APPLICANT INFORMATION

Title of Proposal: Farm Manager Support for Madison Area Food Pantry Gardens' Forward Garden Expansion

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name): Madison Area Food Pantry Gardens, Inc.

Address: 5214 Coney Weston Pl, Madison, WI 53711

Contact Person (Name): Brian Arndt, MAFPG Development Coordinator

Telephone number: 608-469-9380

Email: bgarndt10@gmail.com

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
<p>1. What is the proposed project/program and what does it seek to accomplish?</p> <p>Obtain funding support for a paid farm manager for Forward Garden, Madison Area Food Pantry Gardens' (MAFPG) expansion at the Pope Farm Homestead. 2020 will be the first growing season under the direction of the farm manager. This will formalize the farming operations of MAFPG at a single, much larger operation than any of the smaller individual MAFPG sites. This will help create a physical place the community will come to identify as something like "Madison's food pantry vegetable farm."</p>
<p>2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)</p> <p>Numerous partners from UW CALS, UW and Dane Co Extension, and other local non-profits (REAP and Rooted) have advised on this expansion plan and will have specific roles at Forward Garden in the future. Plans are evolving to partner in developing produce transportation logistics with Healthy Food for All, Kitchen to Table: Wisconsin Food Recovery Network (Badger Prairie Needs Network), CAC, and others who move food throughout the Madison area to serve those in the emergency food system. Relationships are being developed with sustained funders including a 10 year, \$10,000/yr pledge from the Arndt Family beginning in 2020 to support MAFPG's expansion. Additionally, corporations such as Electronic Theatre Controls, UW Health, UnityPoint – Meriter & Quartz, and Zendesk have become regular contributors in the past 2-3 years (2018-2020).</p>
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words</i>
<p>3. What areas of Madison will the project/program serve? (Check all that apply):</p> <p><input checked="" type="checkbox"/> Specific neighborhood(s), please list: Numerous</p> <p><input type="checkbox"/> General areas of Madison:</p> <ul style="list-style-type: none"> <input type="checkbox"/> South Madison <input type="checkbox"/> East Madison <input type="checkbox"/> North Madison <input type="checkbox"/> West Madison <p><input checked="" type="checkbox"/> All of Madison</p> <p><input type="checkbox"/> Dane County (outside Madison)</p> <p><input type="checkbox"/> Outside Dane County</p> <p><input type="checkbox"/> Other (please describe):</p>
<p>4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)</p>

The Madison area is broadly served by MAFPG based on the many food pantries distributing MAFPG produce including St Vincent de Paul, Community Action Coalition, Catholic Multicultural Center, River, Middleton Outreach Ministry, Badger Prairie Needs Network, and others served by Second Harvest.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Not only is food insecurity associated with increases in the prevalence and severity of chronic diseases, but children are at risk of physical and mental health problems and reduced school performance. In Madison schools, over 50% of students receive free or reduced price meals. Unfortunately, there are differences by Racial/Ethnic Groups. MAFPG directly contributes to a more healthy food environment by helping to reduce food insecurity, impact health outcomes, and minimize differences in health outcomes between groups. As the population in the Madison area has evolved, so too have the needs of the local emergency food system to serve the changing population's needs for culturally relevant fresh produce. More specifically, MAFPG aims to supplement the produce not sufficiently available to local pantries from other food support programs. Examples include tomatillo, cilantro, Cuban oregano, habanero, bitter melon, clean spinach, red onion, scallion, small/early cabbage, Asian eggplant, okra, and sugar snap peas.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

MAFPG has surveyed produce managers (or similar role) about what is in most demand and routinely not in sufficient supply. Those individuals were also asked to inquire directly with local pantry clients what would be most desirable if they had the opportunity to provide input. That collective input has informed the MAFPG expansion, and as part of our evaluation plan, will continue to inform MAFPG's future service to the community.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The ethnic backgrounds of those with food insecurity in Dane Co is approximately 35% Black or African American, 35% Hispanic Latino, 10% Asian, 9% Caucasian, and the remaining Other. There is not available data to know which populations are served directly by MAFPG produce. However, it is assumed that the food pantries and other food programs that distribute MAFPG produce serve these communities.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

- 1) Hire a farm manager to oversee general operations of Forward Garden
- 2) With the addition of Forward Garden's tillable acreage, increase total volume of fresh, local, culturally appropriate produce available in local food pantries
- 3) Increase the volunteer base and volunteer experience (based on the additional infrastructure provided at the Pope Farm Homestead such as shaded break areas and toilets)
- 4) Increase collaboration with local community partners and organizations involved in the local food system who address food insecurity as part of their mission

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

1) The change in total produce grown with the Forward Garden expansion will be measured with farm production record keeping, including harvest records, field work logs, equipment maintenance logs, etc. Additionally, produce volume distributed to each food pantry/ program will be recorded; 2) Survey feedback will be obtained from produce managers at local pantries regarding MAFPG's produce selection (eg, culturally relevant?), volume (eg, enough of high demand produce?), and quality (eg, imperfections, cleanliness, shelf life); 3) The number of volunteers, total hours, and the organizations they represent will be tracked. Over 1000 volunteers are expected to be engaged with MAFPG in 2020, up from the current 700 or so annually. A survey will be used to evaluate volunteer experience as that is expected to improve with access to new infrastructure at Forward Garden; 4) The number of partner organizations collaborating with MAFPG will be measured – collaboration with REAP, Rooted, and other local non-profits and academic partners such as UW's Agreocology students is anticipated. Results will be shared locally in a number of forums where partners interact, and early results will be shared at Feeding Wisconsin's Hunger and Health Summit (2020 theme: Impact through Courageous Collaboration).

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

SEED Fund support will go directly toward farm manager salary. Total annual MAFPG, Inc 2020 expenses will be \$81,650 (Rent - Land and greenhouse space; Salary and Fringe - Farm manager; Legal, Licenses, Insurance; Marketing, Advertising, Recognition; Gardening supplies; Programming; Equipment & Repairs; Utilities; Contingency). This is about 4x the highest total budget in previous years (most recently it was \$22,463 in 2019 – this included a nearly \$10,000 major equipment purchase).

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Historically the MAFPG has had a much smaller budget as outlined above. In order to make the expansion successful, MAFPG is trying to secure a full year of funding in the first half of 2020 so larger collaboration grants and USDA NIFA and similar grant applications can be submitted. By securing about 12% of the 2020 funding need from SEED, other funders would see the City of Madison's acknowledgement of, and investment in, MAFPG's expansion plan which would help with exposure, PR, and overall fundraising momentum.

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

Nearly \$40,000 was received in 2019 in a silent phase of fundraising for Forward Garden from new funding sources to grow MAFPG's impact. Sponsors include multiple local churches, Marjorie Aiello, Arndt Family, William Backes, Electronic Theatre Controls, Fidelity Investments, Give Back Foundation (TASC), Group Health Cooperative of South Central Wisconsin, Linda Hershberger, Eric Hestetune, Kara Hoerr, MGE Foundation, Monona Bank, Carol Morris, Steve Stricker American Family Foundation, Sub-Zero Group, Doug and Patricia Towne, UW Health, UnityPoint Health – Meriter & Quartz, and Zendesk Neighborhood Foundation. So far in 2020, \$10,000 has been received from the Arndt Family (1st of 10 years – total \$100,000), over \$6,000 from Asbury Methodist Church, \$5,000 from UW Health, UnityPoint – Meriter & Quartz, and \$1,000 from Dale and Melinda Egeberg. Additional grants have been submitted to American Family, Alliant Energy, Blooming Prairie, CUNA, Evjue, and Willy Street Coop. With a solid base of financial support in 2020, MAFPG, Inc will be eligible to apply for federal grants such as USDA's NIFA grants since a minimum of 25% matching funds are typically required. Initial grant funding from matching sources wouldn't be available until 2021 based on 2020 grant cycle applications.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

As outlined above, there have been many new funders in 2019, and early in 2020, MAFPG has received solid support from some of those funders. Numerous other spring cycle grant applications are pending. A number of funding partners have indicated interest in ongoing future funding support. With early success with the Forward Garden expansion, some of these funders have indicated a desire to increase their future funding support.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Farm manager wages + 15% fringe	45,850.00	10,000.00	35,850.00
Maintenance, repairs, tillage equipment	5,000.00	0	5,000.00
Seeds, plants, chemicals, fertilizer, tools, fuel	7,000.00	0	7,000.00
Printing, signs, banners, website development	1,650.00	0	1,650.00
Organic vegetable farming conference	500.00	0	500.00
Land rent (12 ac Pope Farm Homestead, T of Middleton)	4,000.00	0	4,000.00
Development of lease, review of liability waivers	1,400.00	0	1,400.00
Buildings, equipment	6,000.00	0	6,000.00
Farm to school programming for Pope Farm Elementary	1,500.00	0	1,500.00
Contingency (~10% of expenses due to 1st year at Pope Farm lease)	8,000.00	0	8,000.00
TOTAL AMOUNTS	81,650.00	10,000.00	71,650.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Farm manager wages + 15% fringe	(year 1 salary)	Annual: 45,850
(no other paid staff of MAFPG, Inc.)		
TOTAL	45,850.00	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: Brian Arndt (electronically signed)	Date: February 14, 2020



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Madison Reading Project is proposing to partner in collaboration with REAP Food Group to bring culturally and linguistically diverse literacy programming and free books -- related to the benefits of nutritional and sustainable food selection -- to identified underserved children of Dane County, especially those of non-white households and where English is spoken as a second language.

Using our Big Red Reading Bus, we will travel with REAP staff to community sites beginning this summer to jointly conduct literacy programs which highlight selected themes of food relevance to children living in that area.

We will use SEED Grant funding to: purchase books, which we will give at no charge to all children attending our programs; buy programming materials; staff wages, Reading Bus expenses; incidentals.

The books we give away, which will include Spanish and other bilingual titles, will highlight sustainable agriculture, careers in growing food, farm to table benefits, making healthy nutrition choices, family gardens, cooking, and more.

SEED Grant funding is strategically important to us because with these specific book subjects and titles, we expect their cost to be higher than the usual selection we offer children during our regular community programming sessions. Also, we project that our programming costs will run higher than usual because we intend to offer several hands-on activities that require more materials and additional staff involvement.

A possible programming activity, as an example, would involve the opportunity for children to select culturally diverse cookbooks, then a staff-led discussion of one subject area, such as *Food from Italy*. That country would be located on a map, followed by discussing native agriculture products and edible plants and foods, plus examples of popular foods. *Pizza* would be one example. Crust, cheese, and paste ingredients, plus topping options and nutrition would be reviewed. Children would build pizzas, bake them on site using REAP's food truck, and share their creations at a community table with families invited to attend.

Sincerely,

Rowan Childs and Team

Madison Reading Project

PART I: APPLICANT INFORMATION

Title of Proposal: Eat a Good Book!

Amount Requested (max. \$10,000): \$9,700

Agency/Organization/Group Name (Please provide the full, legal business name):
Madison Reading Project

Address: 8030 Excelsior Dr., Suite 306, Madison, WI 53717

Contact Person (Name): Rowan Childs, Exec Director

Telephone number: 608-347-7970

Email: rowan@madisonreadingproject.com

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

Eat a Good Book! is our proposed culturally and linguistically diverse literacy program that we plan to bring to targeted Food Access Improvement neighborhoods across Madison in an effort to reach children who need inspiration to become better readers (and eaters!).

Besides programming, we give free books to all children attending. Titles and subjects will focus on choosing healthy foods, sustainable agriculture, creating nutritional eating habits and more. By presenting healthy food and eating choices we seek to create habitual good eaters who will mentor family and friends.

Research supports, and our experience confirms, that when children are guided to select books that appeal to their interests, comforts, and personal environments they are most likely to read, discuss, and share what they've learned from the books. A child who receives a new, free book that aligns with their interests, will read that book, resulting in a kindled

interest in reading and learning.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

We will partner with REAP Food Group and have already discussed joint community visits and presentations with our aligned content focusing on access to health food and making nutritious consumption choices.

We currently work with several Madison elementary schools, community centers, and social services agencies to bring literacy delight to thousands of children. They include neighborhood centers: Wil-Mar, Kennedy Heights, Bayview, Northport/Packers, Vera Court; agencies: Head Start, Odyssey, MSCR, Reach Dane; schools: Lowell, Olson, Lindbergh, Mendota, Hawthorne.

We receive funding from Evjue Foundation, Madison Community Foundation, Capital Times Kids Fund, American Girl Fund for Children, and more.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

XX Specific neighborhood(s), please list: Our REAP partner will determine sites based upon their identification of Food Access Improvement focus areas.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Currently, we work with community centers, neighborhood associations, social workers, and elementary schools throughout Madison targeting children who need the most help improving their literacy skills.

Our Literacy Leads and volunteers have built solid relationships as we provide consistent offerings and honor multiple requests for visits. Our *Big Red Reading Bus* is highly visible and recognized as a trusting source for free books and literacy support assistance.

We bring culturally and linguistically diverse brand new books and related programming to children, from birth to age 12, in an effort to inspire a love for reading and nurture reading in homes. Our literacy support encourages children to become better readers and offers guidance in the nuances of reading to comprehend and learn.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

By partnering with REAP Food Group we are comingling our experience and resources to improve health food access for Madison residents by taking our healthful message to the people, where they are.

We will build awareness of how to secure locally grown food and the nutritional benefits of selecting and eating fresh foods.

Our proposed plans include: 1) offering children (at no charge) new, interesting and appealing books (bilingual and age/grade-leveled) that weave into stories lessons on the benefits of healthy eating, especially including locally sourced food; 2) including books with stories and contents describing how and where food is grown and how it ends up on dinner tables, veggie alphabet books, etc.; 3) giving away cook books for children and their parents/caregivers that emphasize easy to prepare (working together) healthy snacks and meals; 4) hands-on demonstrations on preparing and cooking food; 5) tips and suggestions for creating backyard or window box gardens; 6) utilizing REAP's food truck, we will assist REAP staff and volunteers in providing food prep and cooking/baking experiences resulting in healthy snacks for all.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We already have networks of volunteers and contacts at schools and neighborhood centers throughout Madison from our Bus visits and literacy programs.

We can seamlessly incorporate messages, experiences, and descriptions of healthy food access to our existing literacy programming. We are confident that our volunteers and neighborhood contacts will readily adopt our goals and vision to improve healthy food access via literacy interaction and applicable books.

7. Please explain the impacts to Communities of Color and/or low-income communities:

A way to impact communities of color and of low income residents will be by bringing a message of inclusivity within cultural diversity. Our books will introduce people to a variety of ethnic foods and menus and encourage people to experiment with eating new foods. This will increase cohesiveness of neighborhoods, cultural understandings, and provide options for securing new sources of local foods. Our programming will include suggestions on saving money on food purchases and tips for being frugal.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Our goal is to encourage and coach children to become better readers by connecting them with books they want to read and share. With our partnership with REAP Food Group, the books and related literacy programming we bring will focus on guiding smart food choices, healthy eating, local food sourcing, inexpensive but healthy foods, and more. Every child who attends one of our programs will receive one or two free books of their choosing. Families discussing food choices and together planning meals would be a positive outcome.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

Working with REAP, we would survey participants anecdotally, measuring: 1) satisfaction with the book(s) received by the child – was it read in the home, shared with others, become a favorite title, etc.; 2) observing successful skill learning during the programming portion of our visit; 3) following up to determine if participants' eating habits changed.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Madison Reading Project would use SEED Grant funds to: 1) purchase new books and programming materials/supplies themed and related to our joint REAP/MRP mission focus; 2) staff costs for supporting us in our joint visits; 3) expenses related to bringing our Reading Bus to programs; 4) minimal administrative expenses.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

A SEED Grant is a critical funding source for us to purchase new books with the specific food-related topics to align with the goals and objectives of the SEED program. These titles and topics will cost more than the usual standard books we give away because they will need to be researched for availability and special ordered, with our usual large quantity discounts not applicable.

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

We will use our general operating funds to pay for ongoing and recurring expenses encountered during operation of this project. They include Reading Bus gas/oil/insurance, staff time and expense reimbursement, and general operating expenses. We have received operating funds from Madison Community Foundation, Evjue Foundation and others. To support this particular joint project we have already received funds from COSTCO Warehouse and We Energies.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

We will replace city funds in the future with money we earn from contributions, fundraising events, sponsorships and grants. The success we anticipate and its resulting credibility will allow us to approach food-related sponsors and affinity groups in search of continuing funding for future years.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Book purchases	12.50/each	7100	200
Program materials		1100	150
Printing		150	150
Supplies	125	100	75
Reading Bus expenses	350	350	500
Staff compensation	900	900	0
TOTAL AMOUNTS		\$9700	\$1075

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Literacy Lead	30 hours	\$16.00
Literacy Assistant	30 hours	\$14.00
TOTAL	60 hours	

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

PART V: DISCLAIMER AND SIGNATURE
<i>I certify that my answers are true and complete to the best of my knowledge.</i>
Signature: Rowan Childs
Date: February 25, 2020



March 1, 2020

Dear SEED Grant Committee:

The connection between good nutrition and good health is well documented as is the relationship between good nutrition, healthy eating and healing. On a weekly basis individuals who are experiencing homelessness in Dane County are discharged from the hospital post-surgery, post-partum, after illness or after treatment for chronic illness. The patient is thrust back onto the street where time to heal and access to healthy food is a challenge. Healing House, a program of Madison-area Urban Ministry provides 24/7 recuperative shelter for families experiencing homelessness and who have a member being discharged from the hospital. There is a critical need to help families access healthy and nutritious foods while recuperating from a surgery, an illness, or while trying to remain strong and healthy while nursing and caring for a newborn. Guests at Healing House can rest, and have their meals provided. The proposed Healthy Nutrition project will develop and implement a nutrition and healing workshop series for our guests to help reinforce the benefits of nutrition and healthy eating while recognizing the challenges that homelessness and poverty present in accessing healthy foods. Additionally, guests and staff will engage in the development of a cookbook that contains culturally relevant and favorite recipes that are healthy and can be made with ingredients accessible through the food pantry network. The cookbook will be printed and each guest will receive a copy of the cookbook.

We are requesting \$9,260 in SEED funds for additional staff time to develop the curriculum and training materials, healthy snacks for workshop participants and for printing of the cookbook. We do not currently have funds available in our Healing House budget for this project at this scale. SEED money will allow us to develop the training materials and cookbook which are the largest related expenses for this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda Ketcham", is written over a horizontal line.

Linda Ketcham
Executive Director



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

The connection between good nutrition and good health is well documented as is the relationship between good nutrition, healthy eating and healing. On a weekly basis individuals who are experiencing homelessness in Dane County are discharged from the hospital post-surgery, post-partum, after illness or after treatment for chronic illness. The patient is thrust back onto the street where time to heal and access to healthy food is a challenge. Healing House, a program of Madison-area Urban Ministry provides 24/7 recuperative shelter for families experiencing homelessness and who have a member being discharged from the hospital. There is a critical need to help families access healthy and nutritious foods while recuperating from a surgery; an illness, or while trying to remain strong and healthy while nursing and caring for a newborn. Guests at Healing House can rest, and have their meals provided. The proposed Healthy Nutrition project will develop and implement a nutrition and healing workshop series for our guests to help reinforce the benefits of nutrition and healthy eating while recognizing the challenges that homelessness and poverty present in accessing healthy foods. Additionally, guests and staff will engage in the development of a cookbook that contains culturally relevant and favorite recipes that are healthy and can be made with ingredients accessible through the food pantry network. The cookbook will be printed and each guest will receive a copy of the cookbook.

We are requesting \$9,260 in SEED funds for additional staff time to develop the curriculum and training materials, healthy snacks for workshop participants and for printing of the cookbook. We do not currently have funds available in our Healing House budget for this project at this scale. SEED money will allow us to develop the training materials and cookbook which are the largest related expenses for this project.

PART I: APPLICANT INFORMATION

Title of Proposal: Healing Nutrition

Amount Requested (max. \$10,000): \$9,260

Agency/Organization/Group Name (Please provide the full, legal business name): Madison-area Urban Ministry

Address: 2115 S. Park St., Madison, WI 53713

Contact Person (Name): Linda Ketcham

Telephone number: 608-256-0906

Email: linda@emum.org

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

MUM's Nutrition for Healing will develop a nutrition and cooking curriculum for use in our Healing House program. Healing House is a 24/7 recuperative shelter for families experiencing homelessness and have a member being discharged from the hospital. The project will focus on the role of good nutrition in expediting the healing process, improving immune system functioning and reducing symptoms of chronic illness. The project will offer nutrition and healthy eating workshops, and will develop a cooking curriculum and recipes that families can use once they leave Healing House and move into their own homes. The curriculum will focus on recipes that are culturally relevant, nutritional, promote continued healing and can be made using not only fresh foods but also foods commonly available through the food pantry system as 100% of our guests are living at or below the poverty level.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Healing House partners with The Road Home and we have been working with a group of nursing students from Edgewood College who have an interest in nutrition, healing and meditation. Healing House is funded entirely through local, private foundations, donors and fundraising events. We do not receive any hospital, City, County or United Way funding for Healing House. Through our Peer Support program we partner with Neighborhood Food Solutions to teach urban agriculture to individuals being released from jail and prison. Part of that training is assisting the individuals in growing their own vegetables and having the ability to sell those products. We would utilize this partnership for the purchase of fresh vegetables for use in the cooking portion of the classes at Healing House.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:

- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison
 - West Madison

xAll of Madison

xDane County (outside Madison)

- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc) Healing House receives referrals from all over Dane County, with 90% of the referrals coming from organizations and programs serving Madison. The formal referral must come through the patient's primary care provider to ensure eligibility for the care level available. That said, we work with social workers and discharge planners from all three hospitals, the Salvation Army, Access Health, The Road Home and The Beacon. We have also received requests from Joining Forces for Families and the MMSD Transitional Education Program social workers. The eligibility criteria is that the family is experiencing homelessness and has a member being discharged from the hospital post surgery, illness, treatment or is experiencing a high risk pregnancy or has just given birth. Ninety percent of our program participants do come from Madison as the largest metropolitan area in the county.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Healing House is providing support for families impacted by both homelessness and medical need. The role of good nutrition in promoting health and healing from illness, injury and to maintain good health is well documented throughout the medical field. Healing House is providing healthy food for our guests while they are staying in Healing House (to date 5,000 meals have been provided to our guests since we opened our doors 7/9/19). Guests receive three meals a day with a focus on foods that promote healing and good health. All of our guests are living at or below the poverty level and when they leave Healing House many will rely on the food pantry system to help supplement their daily food needs. The Healing Nutrition program will work with guests to create a cookbook with health recipes for meals that can be made from foods commonly available through the pantry network.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Healing House has a community advisory committee that includes people with lived experience with homelessness, we partner with The Road Home in coordinating evening meals for Healing House guests and we will engage the guests at Healing House in developing the cookbook that includes culturally relevant meals and dishes that are healthy and affordable to make. Additionally, over half of the Healing House staff have had lived experience with homelessness and they will be assisting in development of the nutrition and healing workshops that will be offered to guests of Healing House.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Healing House works with families experiencing homelessness and a health crisis. Racial disparities in our community cut across the areas of housing, health and healthcare access and healthy birth outcomes. Fully 100% of Healing House guests are living at or below the poverty level, are homeless and 90% of the 65 guests who have stayed at Healing House are people of color. Living in poverty limits access to healthy, affordable foods and the challenges of working, taking care of a sick child or partner, time available to cook can make it difficult to eat healthy. Workshops focused on foods that promote healing, reduce symptoms of chronic illness and on the role of nutrition in maintaining health, along with development and production of recipes that are fast, affordable and healthy, the program seeks to assist families in improving their overall health, continue their healing from the medical crisis.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

1. Healing House staff, in collaboration with nursing students will develop the Healing Nutrition class/workshop curriculum. The curriculum will be 6 hours in length, three two hour sessions which will allow families to complete the classes during their stay.

2. 24 classes/workshops on the role of nutrition and healing, foods that promote healing will be provided for guests at Healing House. 90 guests will participate in those classes/workshops.

3. 80 families will be connected with the pantry system in Dane County through referral and linkage by Healing House staff.

4. 80 families will receive a copy of the Healing Nutrition Cookbook developed by guests and staff of Healing

House.

5. 8,000 healthy meals will be provided to guests at Healing House.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

1. 90% of Healing House guests will complete the three session Healing Nutrition curriculum.

2. 100% of Healing House guests who attend Healing Nutrition workshops will improve their knowledge of the role of nutrition in the healing process and increase their understanding of the role of nutrition in improving and maintaining good health (pre and post-test).

3. 100% of Healing House guests will be invited to work with Healing House staff in identifying or creating recipes for the Healing Nutrition Cookbook.

4. 100% of Healing House guests will receive a copy of the Healing Nutrition Cookbook.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used: Funds will be used to support additional staff time for the development of the curriculum and recipes for the cookbook. Printing costs for the Cookbook, workshop supplies including educational handouts and ingredients for cooking demonstrations and healthy snacks during the workshops.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Healing House is funded entirely through local foundations and private donations. We have an annual operating budget of \$335,000 per year. We know that our guests would benefit from the development of these classes and the materials, including the cookbook but do not currently have in our budget the funds necessary for the development of the curriculum or cookbook. Once developed the materials are there and the only ongoing expense is replenishing the cookbook, an expense we believe we can cover in subsequent years.

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

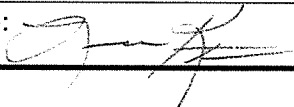
For this particular project this is the first application. We do have nursing students who wish to participate in this project which serve as in-kind contributions. Operating funds for Healing House are through local donors and foundations.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future? The bulk of the cost for this project is start-up, staff time to develop the curriculum, materials and cookbook. SEED funds will cover those costs so that in subsequent years we can do minimal fundraising to support ongoing printing of the cookbook and program handouts and materials.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Staff Time	\$25 per hour, 260 hours	\$5,000	\$1,500
Program Supplies/handouts	\$10 per participant	\$900	
Printing Cookbook	15.00 per book	\$3,000	
Healthy snacks for training	\$3.00 per person	\$360	\$360
TOTAL AMOUNTS		\$9,260	\$1,860

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Program Coordinator	.036	\$27.00
Healing House Resident Care Specialist	.072	\$20.00
Nursing Students	.036	\$20.00
TOTAL	.144	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: 2/27/2020



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

The Mellowhood Foundation youth employment programming will be an emphasis on community engagement, civic leadership, and project ownership. The initiative will work with low-income youth of color in the Meadowood neighborhood to maintain their community garden, engage in various neighborhood outreach projects, further develop academic and life skills, and build on the foundation of their youth-led initiatives.

The SEED Grant's broad requests for proposals offers our organizations an opportunity to collaborate creatively and develop synergy across our initiatives. We request \$10,000.00 to expand access for youth involved with Mellowhood initiatives to become engaged in the community through outdoor learning with the HOODS (Harvesting Ownership & Outcomes to Develop Stability) initiative.

PART I: APPLICANT INFORMATION

Title of Proposal: Harvesting Ownership & Outcomes to Develop Stability initiative (HOODS)

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name):

The Mellowhood Foundation

Address:

702 South Midvale Boulevard

Madison, WI 53711

Contact Person (Name): Tutankhamun Assad

Telephone number: 608-209-1863

Email: coachassa.ta@gmail.com

Is your group a 501 (c)(3)? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
If no to above, do you have a fiscal agent? <input type="checkbox"/> YES _____ <input type="checkbox"/> NO
PART II: PROJECT DETAILS (20 POINTS)
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
<p>1. What is the proposed project/program and what does it seek to accomplish?</p> <p>The Mellowhood Foundation works with youth on a personal level and infuses principles of Positive Youth Development and research-based curriculum based to provide horticulture, nutrition, financial literacy, and work skills education. The SEED Grant funding provided by the City of Madison has critically supported the development of the PAID (Preparing Assets for Integration without Dependency) initiative which was focused on youth employment with a focus on agriculture education and work skills development. PAID participants have been youth ages 7-12 from the Meadowood and Hammersley neighborhoods who work 10 hours a week. The targeted age group was important, as it became a deterrent to gang recruitment, community apathy, and early contact with the criminal justice system. Its mission was to empower undervalued youth and families by using mentoring and modeling to develop emerging leaders as well as provide an intensive introduction to the workforce with strong academic components.</p> <p>Through building community partnerships, the PAID initiative has evolved into the HOODS initiative. In addition to the work youth will do to support local community gardens and develop work and life skills, they will broaden their education through travel opportunities outside their neighborhood to learn from faculty on the UW-Madison campus as well as farmers at local food pantry gardens to develop their understanding of horticulture knowledge and agricultural skills.</p> <p>UW-Madison Division of Extension and the Wisconsin 4-H Program will work to provide structure for daily curriculum in both indoor and outdoor settings by providing hands-on projects that give youth opportunities to learn and master science-based topics. The curriculum Extension provides allows youth to work together and develop teamwork skills and practice pro-social behavior in order to solve problems as a group. More importantly, practicing positive interpersonal skills help youth to support each other to understand and overcome challenges they face.</p> <p>Youth will also learn from prepared lessons from the GULFS Curriculum and Mellowhood's HOODS gardening and entrepreneurial initiative. These lessons were designed to deeply engage students in becoming leaders both in their academic and community contexts. These lessons intend to encourage young leaders of color in Southern Wisconsin to pursue work in food systems change-making by engaging them in real-world opportunities to address food system inequities and consider job creation opportunities.</p>
<p>2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)</p> <p>In 2020, Mellowhood will build on its past partnership with Michael Fields Agricultural Institute and Dane County Extension. They will continue to work with established partnership community organizations such as Good Shepard Lutheran Church, farmers with Madison Area Food Pantry Gardens, volunteers with Dane County Master Gardener Program, and staff at Badger Rock Middle School. Mellowhood is also excited to build new partnerships and</p>

educational opportunities with UW-Madison campus agricultural departments as well as the Wisconsin 4-H Program.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/underrepresented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:

- General areas of Madison:
 - South Madison**
 - East Madison
 - North Madison
 - West Madison
- All of Madison
- Dane County (outside Madison)**
- Outside Dane County
- Other (please describe): Fitchburg and Verona**

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The Mellowood Foundation employs and works directly with residents of the Meadowood neighborhood has built the social network to build trusting relationships directly with community members that continue to strengthen as we approach another summer of youth initiatives and parental involvement through the POP (Parents on Premises) initiative. We will showcase the youth-led, community-developed work at the end of the summer initiative to members of the neighborhood and and stakeholders across the Madison area, engaging Meadowood families in the community through their youth.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The Mellowood Foundation works in the Meadowood neighborhood is located in one of the four designated food deserts of Madison. Lack of easy access to healthy food choices is exacerbated by the lack of affordable transportation options for many low-income residents. HOODS is an initiative that not only increases access to healthy food that is grown in their own neighborhood but will also develop in residents' nutrient-dense food options from the neighborhood who often have limited options for entry jobs and give them a meaningful way to spend their summer. Youth will also travel to large food-pantry gardens to maintain, cultivate, and harvest produce that will be provided to residents at local food pantries.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Since the Mellowood Foundation employs and works directly with residents of the Meadowood neighborhood, to foster relationships directly with community members that continue to strengthen as we approach another summer of collaboration. These relationships are integral to the successful co-development of a curriculum that will encourage constructive conversations among all involved members of the community and facilitate lessons that engage Mellowood youth in discourse with food system change agents across Madison. We will showcase the youth-led, community-developed work at the end of the program to members of the neighborhood and

various other community and food system stakeholders across the Madison area, engaging Meadowood families in the food system change through their youth.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The Meadowood neighborhood is known to be one of Madison's more diverse communities and is home to drastic economic disparities across racial identities. The Mellowood Foundation predominantly serves low-income families of color, employing both youth and adults and helping connect families with the resources and community they need. This proposal will benefit the community in many ways, first by funding three youth positions this summer. The curriculum will teach the youth community organizing principles, socially responsible business planning, and basic interpersonal skills, allowing them the space to listen, learn, and discuss interwoven systemic issues involving race, economics, and the environment through food, using first-hand examples in their neighborhood.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

Our deliverable goals are to:

- Maintain and develop partnerships and educational opportunities with educational partnerships with UW-Madison campus departments, Wisconsin 4-H Program, Madison Area Food Pantry Gardens, Dane County Master Gardener Program, and Badger Rock Middle School.
- Teach Extension, Wisconsin 4-H, and GULFS curriculum in the Mellowood neighborhood this summer with youth groups through a cohort model. These lessons will help youth leaders to: 1) understand and recognize the importance of where their food comes from; 2) determine why it matters by engaging with experts in the community; and 3) identify and plan projects and initiatives that are important to them and their community. These lessons will directly correspond to the content of our existing in-classroom GULFS lessons, "What is Food Just-us?," "Where Does My Food Come From?," and "Know Your Farmer, Know Your Food" as well as lessons from the Wisconsin Ag in the Classroom curriculum.
- Host a culminating event to celebrate and share the products of the youth's summer initiatives with the greater Madison community.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

We will measure our progress through the following measures and evaluation methods:

- Measures
 - Develop three non-classroom lessons
 - Engage 12-25 youth
 - Youth will understand concepts around health, nutrition, and the food system and their intersection with race, economics, and the environment
 - Evaluate the lessons through the following methods
- Evaluation methods

- *Engagement Surveys:* We will survey students prior, during and after the program, using evaluative metrics to track and determine how young people are engaging with the curriculum and meeting project goals.
- *Community Feedback:* At the culmination of the project, students will present their learnings and projects for community members and other stakeholders to evaluate and provide critical-friends feedback.

Self-Analysis: Students will reflect on their experience through written, spoken or video means, assessing their own levels of growth and learning throughout the program.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project’s feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Our proposal requests to divide the funds between our two organization’s programs. Our major expenses include youth employment funds and transportation costs for youth to travel to educational opportunities in the area.

- \$6,500.00 for employment of 6 out of twelve youth positions for Mellowhood’s HOODS initiative
- \$3,500.00 for transportation costs

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Many of the grants the Mellowhood Foundation is awarded do not allow for youth scholarship and transportation expenditures so this funding would be essential to expand the opportunities for youth involved in the HOODS initiatives.

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

- Madison Community Foundation
- MG&E Community Grants
- UW Community Impact Grant

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

We hope to use these funds in order to establish a network of educational partnerships to bolster and expand the educational engagement and community connections that youth receive. In order to reach community partners, transportation is vital and, the Mellowhood Foundation can secure funding to continue educational initiatives so that youth will have a reliable source of transportation into the future.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Youth Employment Funds	\$12,000	\$6,500	0
Transportation Costs	3,500.00	3,500.00	0

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
N/A (Funded through UW grant)	N/A	
TOTAL		

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature:	Date:



2020 City of Madison SEED Grant Application
Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Our project is to put a garden shed near our garden at Mendota Community School. Our school is a public elementary school located on the north side of Madison. This purchase is part of a larger plan led by the Mendota Green team, a teacher-led effort to increase student participation in the school garden and with outdoor learning opportunities. Our plan is to install the shed next to our recently updated garden where we now have eight raised beds. Our hope in purchasing a shed for the garden is to make taking students out to the garden easier and more efficient while also giving us a proper place to store tools and supplies for the garden.

We are requesting \$1800 from the SEED Grant to purchase a shed from Madison College. The sheds built by Madison College comply with the Madison Metropolitan School District's requirements for a shed on school property.

Our effort to get more students involved in outdoor learning has just started taking shape in the last few years. While we have been able to get some funding for our efforts, a shed is a very large purchase. Funding from the SEED grant would allow us to buy the shed and use other funds to further develop our plan.

PART I: APPLICANT INFORMATION

Title of Proposal: A Garden Shed for Mendota Elementary

Amount Requested (max. \$10,000): \$1800

Agency/Organization/Group Name (Please provide the full, legal business name):

Mendota Elementary Community School Green Team

Address:

4002 School Rd

Madison, WI 53704

Contact Person (Name): Jessica Schmitt

Telephone number: 608-204-7884

Email: jmschmitt2@madison.k12.wi.us

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

Our project is to install a garden shed at Mendota Elementary. The shed is part of our school plan to get more students outside to learn about healthy food, how to be stewards of the land, and to build an appreciation for nature while practicing skills such as working collaboratively and problem solving. A new garden shed would help meet this goal by increasing the ease of access and space for garden tools.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

We are currently working with Groundswell Conservancy, a local community based nonprofit, to expand opportunities for outdoor learning for the students at Mendota Elementary. Groundswell is providing advice and support as we seek funding to continue our outdoor learning efforts. The Mendota Parent Teacher Organization is providing us with financial support. We plan to collaborate with Vera Court Community Center, located one block from Mendota Elementary, on garden maintenance.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:
Mendota Community School is in North Madison
- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison
 - West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Our project is meant to serve the entire school and provide access to the garden for every student.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

We believe that healthy habits with food start early and we want to teach students as early as possible about how food is grown, nurtured, and harvested. As a public elementary school, we have a unique position to reach all students in the area. Unlike neighborhood centers or afterschool programs who can only reach students who attend their programs, we can work to ensure all of our students are exposed to learning about healthy foods.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

This Spring, we plan to roll out a plan in which all classrooms will have an opportunity to work in the school garden. This means that potentially every student in Mendota Elementary will have exposure to growing healthy foods and tasting what they grow.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Our school serves a diverse population of students. Seventy-eight percent of our student population is considered low income and 18 percent are students for whom English is a second language. Forty-seven percent of our students are African American, 21 percent are White, 13 percent are Hispanic/Latino, 10 percent are multiracial, and 8 percent are Asian. Knowing many students live in areas of our city that are considered food deserts, which disproportionately affect Communities of Color, adding student learning about healthy foods to our curriculum will help expose these students to things they may struggle to find in their community. Statistics show that communities of color and lower socioeconomic status demonstrate significantly lower health outcomes and educational mobility, especially in STEM. Incorporating gardening into our school's curriculum will promote healthy food choices/life habits as well as learning opportunities in the life sciences for all students especially those most marginalized due to race and class.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

A garden shed is part of our school plan to get more students outside to learn about healthy food, how to be stewards of the land, and to build an appreciation for nature while practicing skills such as working collaboratively and problem solving. A new garden shed would help meet this goal by:

1.) Increasing the ease of access for garden tools: Currently, the garden supplies are kept in the recess equipment shed. This shed is overfilled with materials and is located on the other side of the school. In order to use any tools,

buckets, trowels, etc. in the garden, teachers have to get the materials ahead of time and store them in their classroom until they go outside or have multiple adults with them when they go out to the garden so students can be supervised while materials are gathered.

2.) Increasing the amount of space for garden tools: The garden tools we do have are buried in the back of the shed and are often covered by recess equipment making it incredibly difficult for teachers and students to use the tools. Furthermore, we cannot purchase anymore tools until we have more space to put them. A shed for only garden tools and materials would allow for better organization and space to put new materials.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. *(NOTE: these measures will be used in the SEED grant follow up evaluation form)*

Last year, 4/18 classrooms used the school garden in any capacity. To measure our progress toward our goal to get more students outside to learn about healthy food, how to be stewards of the land, and to build an appreciation for nature while practicing skills such as working collaboratively and problem solving, we will document the number of classrooms that go out to use the garden in different phases.

Phase 1: Number of classrooms using the school garden with data collected through a survey-end of 2019-2020 school year

Phase 2: Number of classrooms using the school garden with data collected through a survey-end of 2020-2021 school year

Phase 3: Number of classrooms using the school garden with data collected through a survey-end of 2021-2022 school year

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The funds would be used to purchase a shed from Madison College for \$1800.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Without these funds, we may not be able to purchase a shed. Not being able to purchase a shed would prevent students and teachers from easily accessing garden tools, which will continue to limit the number of classrooms learning in the school garden.

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

We have sought and received funding for our greater school plan to get more students outside to learn about healthy food, how to be stewards of the land, and to build an appreciation for nature while practicing skills such as working collaboratively and problem solving. Funds received include:

MG&E Foundation: \$5,000 grant allocated to working with consultant on our greater goals including connecting outdoor learning to the curriculum

Urban Tree Alliance: 20 trees planted in the school yard

City of Madison Engineering: grant to install rain garden to address rainwater run off

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

We won't need to replace these funds until the shed needs to be replaced. We have other sources to secure plants, seeds, soil, and compost for growing the garden each year.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
8' x 10' vinyl shed to be purchased from Madison College. Cost includes delivery.	\$1800	\$1800	
TOTAL AMOUNTS	\$1800	\$1800	

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
TOTAL		

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>Jessica Schmitt</i>	Date: <i>3-2-20</i>



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

In 2019, The River expanded its services to support Dane County's growing older adult population. On Wednesday, we now provide a market session and community meal designated for older adults, as well as veterans. We added a weekly market session just for veterans and older adults to honor them with more flexible and convenient services. We also saw a need to reach more veterans and older adults.

PART I: APPLICANT INFORMATION

Title of Proposal: Senior Nutrition & Food Bridge

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name):

The River Food Pantry

Address:

2201 Darwin Road, Madison, WI 53704

Contact Person (Name): John McCracken

Telephone number: 608-442-8815

Email: john@riverfoodpantry.org

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

Our Senior Nutrition program seeks to serve older adults, ages 60 or older, in need of nutritional assistance. As Dane County's senior age group increases, so does food insecurity. Providing a specific market session for seniors and veterans allows them a regular space to engage socially, enjoy a meal together, and ensure they will have enough groceries for the week. Food Bridge works to serve the same purpose for seniors who are unable to come to The River themselves.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

To expand our network of older adults, The River partnered with NewBridge Madison, the area's leading older adult service provider, and a volunteer organization, RSVP of Dane County, to launch Food Bridge. Food Bridge is a free monthly food delivery program for low-income older adults who meet the following criteria:

- Older adults age 60+ who live in Madison or Monona
- Fall below 150% of the Federal Poverty Level
- Homebound, at nutritional risk, lack means (money, physical limitations, transportation) to access food
- Must also be NewBridge case management client

NewBridge works with older adults in their homes or at the NewBridge offices to coordinate food delivery once a month. RSVP volunteers pick up free food from The River and deliver to older adults at their mutual convenience. By receiving free food from The River, older adults can save an average of \$268 per month.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:
- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison
 - West Madison
- All of Madison**

- Dane County** (outside Madison)
- Outside Dane County
- Other (please describe): **Monona**

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

All residents of Dane County can receive services at The River. Our Wednesday market session caters specifically to seniors and veterans from Madison and surrounding Dane County areas. Food Bridge is available to qualifying seniors who live in either Madison or Monona. As both programs serve whole communities, it reaches residents who live in areas with little nutritious and affordable food available.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

According to Feeding America’s most recent *State of Senior Hunger in America*, older adults who struggle with hunger are 78% more likely to experience depression, 40% more likely to report chest pain, and 55% more likely to develop asthma. Older adults with limited incomes are regularly forced to choose between purchasing food or medicine or paying for housing, utilities, transportation or medical care. Therefore, older adults struggling with finances may rely on eating cheap or unhealthy food (including expired food). In addition, many older adults with food shortages are often homebound because of physical limitations and lack of transportation and are thus unable to get to a food pantry by themselves. Social isolation is an additional factor that adds to senior food insecurity. The River’s Wednesday market sessions provide social engagement as well as nutritious food, and Food Bridge allows seniors to enjoy food in their homes and have regular conversation with their volunteer.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Clients engaged with Food Bridge inform their volunteer shopper of their dietary needs, foods they enjoy, and foods they do not enjoy, thus creating a shopping list each month. This is an ongoing conversation between the client and volunteer. The schedule of when clients receive food depends on their availability and their volunteer’s schedule. This flexibility allows continuous feedback and engagement in the process of the program.

7. Please explain the impacts to Communities of Color and/or low-income communities:

From our available client data, 38% of older adults that use our services are people of color. 92% of our older adult clients are considered low-income. All participants in Food Bridge are below 150% of the Federal Poverty Level. By increasing food access to these vulnerable communities, The River and Food Bridge are providing vital nutrition to a community that is affected by transportation and accessibility barriers.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The goal of our Senior Nutrition Program is to serve and connect older adults with the nutrition they need. The River aims to serve 10% more older adult clients year over year. We also aim to increase our outreach and community awareness regarding our programs.

As the central sourcing, purchasing, and distribution point for the Food Bridge partnership, The River also aims to increase the quantity of healthy groceries we provide to homebound clients through this partnership. Currently, the number of clients served by Food Bridge is 21, with 15 people on the wait list.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

We measure the success of our Senior Nutrition program by the number of new households we have registered and served each year. Outreach is a crucial part of our program's success. The more older adult communities that know about our services, the more we can connect vulnerable populations to the nutrition they need. Food Bridge is working to recruit more volunteers in order to fill the need of interested participants, with a goal of 50 clients by the end of the year.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The River's budget for Food Bridge, as well as our older adult and veteran market session, is \$128,080 annually (\$111,280 for veteran and senior community meals and groceries, \$16,800 for Food Bridge). We serve on average 107 clients a week at our Wednesday senior session. Our meals and groceries come at a \$20 per head cost for The River. This entails a \$111,280 food budget yearly budget for our senior nutrition program, with the remaining going to the average client usage for Food Bridge.

Funding provided will help underwrite The River's role in serving as the central sourcing, purchasing, and distribution point for the Food Bridge partnership and support keeping our shelves stocked for Wednesday market sessions.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

SEED funds are essential to support the purchasing and distributing of healthy options for the Wednesday market sessions and supporting Food Bridge. Funds provided will continue to allow The River to stretch its operational and

staff abilities to make sure these programs are fueled with the nutrition they need. By funding these programs, you make combating senior food-insecurity a reality in action by helping to fill the cupboards of seniors across Dane County.

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

The River has received funds from the Madison Community Foundation and the American Family Dreams Foundation in support of our Senior Nutrition efforts. The River continues to search and apply for funding from likeminded funders in support of our child nutrition programs. We currently do not have matching funds that are contingent on securing city funds.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

The River Food Pantry will continue to apply for and research new funding areas that support our programs. We will also continue to communicate the importance of our combined efforts to our donors in order to fund these programs after SEED funding has passed.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Average Groceries & Meals Cost (107 avg. clients)	\$20.00	7500	15,000(Madison Community Foundation)
Food Bridge Client Groceries (16 average clients)	\$17.00	2500	
TOTAL AMOUNTS	\$128,080	10,000	15,000

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
TOTAL		

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

PART V: DISCLAIMER AND SIGNATURE	
I certify that my answers are true and complete to the best of my knowledge.	
Signature: JJM	Date:3/2/20



Community Meals: Growing and Eating Together

For the past 4 years, Thursday nights at Troy have been a vibrant community event featuring the Troy Farm vegetable stand, music, kids activities, and the sale of Wood-fired Pizza. Our goal is to open this event to a broader population by hosting a free weekly community meal featuring local products from farmers, chefs and producers.

Community meals will invite neighbors to enjoy the green space that is Troy Farm, the Kids Garden and Troy Community Gardens. The meal will help build relationships between community members and local growers, producers and chefs, and information will be provided about affordability programs that help low income families to purchase fresh local food. Vegetables from Troy Farm and other items provided by one other northside vendor (invited on a rotating basis) will be available to purchase at each event. Shoppers can use cash, check, EBT, Double Dollars or Troy Farm Membership.

Rooted will work closely with the Northside Planning Council and neighborhood organizations including Packers Learning Center, River Food Pantry, Sherman Ave United Methodist Church, Vera Court Community Center, Bayview Foundation, and Kennedy Heights Community Center to serve the residents in areas that have been identified in the Madison Food Access Improvement Map (2018). It is our hope that each meal will celebrate one of our partners through sponsorship (each meal can be sponsored for \$1100) and/or through organized participation including transportation, child-led tours of The Kids Garden, and anything else that particular community organization would like to feature.

Meal Sponsorship:

Chef.....	\$400
Ingredients.....	\$200
Kitchen space.....	\$200
Supplies.....	\$200
Organizational staff time.....	\$100
Per Meal Total.....	\$1100

Rooted requests \$9,400 to launch this project

- \$4500: Staff hours for initial planning, partner development and project evaluation
- \$500: Printed promotional materials and staff hours for distribution
- \$4400: Sponsorship of 4 of 15 meals for the 2020 season



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Cover letter attached.

PART I: APPLICANT INFORMATION

Title of Proposal: Rooted Community Meals

Amount Requested (max. \$10,000): \$9,400

Agency/Organization/Group Name (Please provide the full, legal business name): Rooted WI, Inc.

Address:

2702 International Lane, Suite 200
Madison, WI 53704

Contact Person (Name): Sheena Tesch

Telephone number: 608-733-1079

Email: sheena@rootedwi.org

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

Through a free weekly meal, we celebrate local food producers, chefs, and the communities they nourish. This meal will be an invitation to eat together, enjoy the beautiful Troy Gardens setting, shop for fresh food and join us again at the Northside Farmers Market. Through stronger relationships, residents can purchase healthy local food from neighbors they know and trust.

The Northside Market is relatively small, but EBT and Double Dollars use is high compared to similar sized markets in Madison. Northside producers need more customers, and many residents are unaware of market Sundays or do not feel it is for them. Community events are needed to build relationships that ensure all neighbors feel comfortable in the spaces that offer the freshest food in Madison: farm stands, farmers markets, and small-scale local grocers. We also aim to increase awareness of the affordability programs that make those foods accessible to low-income families.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Each Rooted Community Meal can be funded through sponsorship. Community Action Coalition, UW Collaborative Center for Health Equity and the Willy Street Co-Op have expressed interest in sponsoring at least one meal. We believe that other organizations will offer sponsorship as the event grows.

Many Northside neighborhood organizers have participated in the development of this project. Organizations have discussed coordinating transportation, such as rides and group walks, to the event. Youth from some community centers visit The Kids' Garden during the week; those young residents could show off their great work in the garden. We will invite Northsiders and other Madison residents to showcase their music and art. The following organizations have expressed interest in collaborating: Packers Learning Center, Sherman Ave. United Methodist Church, Vera Court Community Center, River Food Pantry, Bayview Foundation, and Kennedy Heights Community Center.

Rooted is working with FEED Kitchen for meal prep and chef recruitment.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list: Northside: Sherman, Kennedy Heights, Packers, Truax, Lerdahl Park, North Lake Mendota, Lakeview
- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison
 - West Madison
- All of Madison

- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

Many Northside residents experience daily food insecurity. River Food Pantry hosts 3 evening meals each week; events are extremely well attended and range from 125-200 individuals served. Families also shop for groceries and clothes after the meal. We recognize the impact of these meals, and want to add the element of connecting eaters to the source of their food, the neighbors who grow it, and the chefs who turn it into delicious shared meals. Rooted staff will attend several River Food Pantry meals to spread the word about this event series.

Rooted Community Meals will also be an outdoor event, inviting families to Troy Gardens, one of the largest green spaces on the Northside, a site filled with gardens, kids' activities, and music. With the support and guidance of many Northside community organizations and residents, we will create and promote this event together.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Madison offers many healthy food affordability programs to residents, including Double Dollars through Community Action Coalition and the Willy Street Co-op, Partner Shares from the FairShare CSA Coalition, and discounted membership through Rooted's Troy Farm. Yet some residents still don't know about these programs or feel they don't have access to them because they are irrelevant to their daily lives. Additionally, area chefs struggle to identify local sources for their menus due to expense or lack of time.

Rooted Community Meals will bring chefs, local producers, and community members together around fresh food. In this environment, we can share knowledge with each other about growing, preparing, and purchasing healthy food for our community. In that space, and with full bellies, residents will be able to immediately purchase fresh vegetables and eggs, meat, cheese and other local products depending on the featured guest vendor.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Through the work of the Northside Planning Council, Northside partners meet bi-weekly to discuss the issues and solutions facing our community. These partners include community center directors, juvenile justice social workers, recreation center managers, police, therapists, nonprofit organizers, and others. As a member of this partner group, we support each other to bring resources to residents and honest feedback to our efforts. This group has offered strong support for Rooted Community Meals and will be the driving force of our outreach.

Specifically, Packers Community is considering coordinating rides to Troy, River Food Pantry has invited us to discuss the event with residents during their free meals, and staff at Sherman Ave United Methodist have approached their community about going to the event together. We are confident there will be enthusiasm from chefs and vendors based on those we approached in this planning process.

7. Please explain the impacts to Communities of Color and/or low-income communities:

According to the 2010 census, Madison's Northside is consistently more racially diverse than the city as a whole with higher populations of African American, Asian, and Hispanic residents. In the Warner Park neighborhood alone there is 21.3% African American population compared to the city's 7.1%. Warner and Sherman Park

neighborhoods also have a disproportionately large number of households living in poverty, and these neighborhoods have been identified by the city as Food Access Improvement Areas.

By partnering with centers and organizations that already work in these communities, we will promote the event with targeted and intentional outreach. Rooted Community Meals will also be an equalizing event offering a free meal to everyone, accepting EBT/Double Dollars discreetly through our card reader, and providing vegetables through our farm membership in a dignified way that does not distinguish between full-paying and subsidized members.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

1. **Relationship building:** Rooted Community meals will build and strengthen the relationship between low-income and diverse eaters on Madison's Northside and their local food producers. Additionally, we aim to grow residents' relationship to the land and green space at Troy Gardens; youth groups may experience this space through afterschool and summer programming, but families rarely enjoy it together.
2. **Increase market for small scale growers, producers, and chefs:** Through knowledge sharing and relationship building, Rooted Community Meals will expand the market for local food system workers, such as growers, producers, and chefs.
3. **Increase awareness and use of affordability programs:** Ensure neighborhood families know about and, if desired, feel welcome to utilize their EBT at farmers' markets, Double Dollars, Partner Shares, and Troy Farm discounted membership.
4. **Feed folks:** Simply put, as farmers and garden educators, it is always a great joy to provide and share a delicious meal with friends and neighbors.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

- Outcome #1: Serve an average of 150 per week.** In previous years, Thursday Nights at Troy were almost exclusively enjoyed by current farm members. Troy Farm sold 60-80 pizzas each night. We will count how many meals are served, and hope to see a change in the number and diversity of neighbors served.
- Outcome #2:** Increase purchasing of local products by area caterers and chefs, especially from Northside vendors. Community Meal chefs and Thursday night vendors will fill out a brief survey to report changes in purchasing habits, especially from Northside residents.
- Outcome #3:** Increased use of discounted Troy Farm Membership, Partner shares, EBT and Double Dollars at the Troy Farm Stand, the Northside Farmers' Market, and Willy Street Co-op.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Rooted is asking for \$9,400 to launch Community Meals: \$4,500 for Rooted staff to develop the project, \$500 to print and distribute yard signs and flyers. We also ask for funds to pay for 4 of this season's 15 meals, for a total of \$4,400. We will approach local organizations and businesses for sponsorship to fund the rest of the meals and meals in future seasons. Sponsors will be required to demonstrate an interest in the health and well-being of Northside residents.

Meal budget is based on input from experienced caterers and free meal organizers. Some costs are covered through donations from Rooted in the form of volunteer organizing and fresh vegetables, and Willy Street Co-op will provide a \$100 gift card for each meal.

Chef: \$400

Ingredients: \$200

Certified Kitchen Space Rental: \$200

Supplies: \$200

Staff time: \$100

Per Meal Total: \$1,100

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Without SEED grant funds, it is unlikely Rooted will be able to host this event series in the 2020 season. It requires a substantial amount of time to organize and develop, and the first-year costs of staff time and promotional materials will create a significant and likely insurmountable barrier.

It is also unlikely, given the time frame, that Rooted will secure sponsorship for all 15 events. By providing funds for the first 4 meals, this SEED Grant will give Rooted the time needed to approach other sponsors. We are very confident those sponsors will recognize the meals as a great opportunity to connect with and support Northside residents.

If needed, Rooted is prepared to reduce the cost of some events by utilizing rescued food, asking for volunteer chefs, and/or reducing the frequency of the events. However, the vision and long-term goal of the event series will remain.

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

Willy Street Co-op has shown support by offering \$1,500 in gift certificates. The Co-op will also be sponsoring the final meal of the season. Though we have met with only a few other organizations and businesses for sponsorship at this point, we already have interest from Community Action Coalition and UW Collaborative Center for Health Equity. The cost of certified kitchen space may also be reduced through partnership with FEED Kitchen members and the use of Rooted's kitchen space at Badger Rock Neighborhood Center. Participants in the event will have the opportunity to donate cash for the meal if they are able. Many Troy Farm members have shown their generosity when it comes to increasing food access for their neighbors. No funds for the proposed project are contingent upon city funds.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

It is our hope that Rooted Community Meals will bring many Northside residents together in a celebratory and healthy space. Rooted staff will approach area organizations and businesses focused on food systems and healthy food access to sponsor each event, covering all costs going forward. By sponsoring a meal, organizations and businesses can demonstrate their support for the community and share whatever products or services they would like to offer residents. We will be sure that sponsors are relevant to local food systems or have an interest in the health and well-being of the Northside community.

\$5,000 of the funds requested are for first-year development and collateral materials creation, which should be greatly reduced in following seasons.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Staff Time for project Development (listed below)		4,500	
Printed yard signs	4.50	450	
Printed flyers	.10	50	
Meal Sponsorship (itemized in question 10)	1,100	(4 community meals) 4,400	(11 community meals) 12,100
Donated ingredients/meal	200		3,000
TOTAL AMOUNTS		9,400	15,100

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Director of Urban Agriculture (initial project development, 225 hours total)	.11 F.T.E.	20
Director of Urban Agriculture (per meal staff coordination, included in meal sponsorship line above, 5 hours/week x 15 events)	.04 F.T.E.	20
TOTAL	.15 F.T.E.	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature:	Date:

PACKER APARTMENT CORPORATION
1927 Northport Drive Madison, Wisconsin 53704
(608) 249-0160 Fax: (608) 249-0177 TDD: (608) 249-0314



February 2020

Re: Support for Rooted Grant Application for Community Meals

Attn: Decision making committee

To whom it may concern,

I am Program Coordinator at Packer Community Learning Center. We are located and provide programs and services to all ages at Packer Townhouses – a low-income housing development on Madison's north side.

I want to write a letter of support and endorsement for Rooted, and it's grant application related to establishing accessible community meals in conjunction with their existing Farm Stand located on Madison's north side at Troy Gardens. This new project would be wonderful

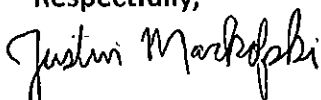
Rooted has been doing great work growing local, fresh, organic vegetables and selling them to families and individuals on the north side and beyond for almost 20 years now. In the past couple years Troy Farm has actively sought to increase access to this produce for all residents of the neighborhood by creating a Food Access Fund and partnering with other groups to create significant financial discounts based on income and allowing Food Share benefits to be used for produce (and farm membership) as well.

We (Packer Community Learning Center) have benefited from the work of Rooted and Troy Farm over the past years in multiple ways. We have youth in our summer program attending the kids garden program. We have ordered a CSA share of produce for the Center and used this food in our summer program in various ways. We would love to also have the opportunity to participate in a regular community meal taking place on this land as both an introduction to the community gardens and farm as well as a community building social opportunity across socio-economic and race and ethnic groups.

Our organization is exciting to continue partner with (and benefit from) the good work that Rooted is doing. I am hopeful to add to existing things these community meals as well.

Feel free to contact me with any questions or for more information.

Respectfully,


Justin Markofski

Program Coordinator

Packer CLC 608.513.3866

justin@packerclc.org

Northside Planning Council



February 28, 2020

City-County Building
210 Martin Luther King Jr. Blvd
ATTN: George Reistad – Room 403
Madison, WI 53703

To the Selection Committee:

On behalf of the Northside Planning Council (NPC) and the partners represented through the Northside Peace and Resilience Plan, I am very excited to submit this letter in support of Rooted's summer community meal series.

NPC organized residents in the late 1990s and partnered with the Madison Community Land Trust to establish the Friends of Troy Gardens, an innovative experiment in urban gardening, agriculture and co-housing. With the recent merger of Community GroundWorks and the Center for Resilient Cities, we are glad for this opportunity to reintroduce Troy to the Northside community. It is a jewel on the Northside, and provides us with many (as of late) untapped opportunities.

Throughout the years of Community GroundWorks' evolution, Northsiders have been more and less connected to the land itself, depending on the programming happening at Troy. While the community gardeners are a diverse group, most of our neighbors are not aware that they have a farm in their back yard. The summer community meal series would be a perfect way to bring people back to the land and revitalize a sense of local ownership in this incredible resource.

These meals also fit perfectly into our multi-sector Northside Peace and Resilience Plan, a continuation of the federally funded Safe and Thriving Community Initiative, specifically in the areas of food justice, land justice, place-making and enhancing service accessibility and coordination. We have over two-dozen partners at the table in an effort to reduce violence, enhance resilience, and set the stage for peace in our community. Our group is working to organize a series of community-wide events at different locations on the Northside to help us all increase our sense of connection to each other and to our neighborhoods. We will be holding block parties throughout the summer, particularly in low-income neighborhoods that are not served by neighborhood centers, and these meals will be an excellent complement to those. We will have at least a dozen partners involved in these events, providing transportation, activities, information about services and opportunities for engagement. And we will all be able to cross-promote these various events and ensure we reach residents all over the Northside. These meals will also serve as an excellent opportunity to enroll people in our text broadcasting service, designed to help families without internet access stay connected to services and opportunities. As a plus, since these meals will take place on community-owned land, it also gives us an opportunity to raise awareness about the land trust model as we look to purchase and manage more community-owned land in the future.



Northside Planning Council



One of the more sobering realities we were reminded of during our block parties last summer is how many residents rely on these community dinners for food security. Along with all of the relational, community-building and place-making possibilities, these meals, quite simply, will provide a place for people to come and eat.

In short, this community meal series at Troy is a prime opportunity to:

- Build community, have fun and foster a sense of place.
- Reintroduce the community and partner organizations to Troy and bring more diverse residents to the land and, therefore, into the local food ecosystem.
- Help raise awareness among low-income residents about the opportunities that Troy Farm has set up to help them better afford nutritious, hyper-locally grown produce.
- Provide education about local food, gardening, nutrition and community-owned land.
- With the help of partner organizations, share important information about services and engagement opportunities with residents.
- Support local chefs and entrepreneurs who will be hired to prepare the meals and help them build a following among diverse residents.
- Provide healthy, nutritious, locally grown meals every week to food-insecure families.

As an area that has long struggled with food security, the Northside is a focus area of the City's Food Access Improvement Map, making this project an excellent fit geographically with the goals of the SEED Grant. As you can tell, we believe these meals are an exciting, multi-faceted opportunity to accomplish many goals simultaneously – reconnecting people with the land while creating long-term connections, awareness and investment in local food. With our deep partnerships, we believe we can collectively leverage these meals into true capacity and enhanced long-term food security for Northsiders.

I sincerely hope you'll consider granting this request from Rooted. Please let me know if I can provide additional information.

Sincerely,

Abha Thakkar
NPC Executive Director
(608) 230-1221
director@northsideplanningcouncil.org



FEED Kitchens

A food business incubator owned
by the Northside Planning Council

Sheena Tesch
Director of Urban Agriculture
Rooted
2702 International Lane, Suite 200
Madison, WI 53704

February 28, 2020

Sheena,

I am writing today to offer the support of FEED Kitchens and Healthy Food for All to your initiative to provide free community meals on the grounds of Troy Community Farm this coming season and into the future. Access to, and the celebration of, local food is often limited to those who are blessed to live near points of entry and can afford to partake in the system. The free community meal initiative at Troy will help alleviate these pinch points in access and provide an atmosphere of celebration while bringing community members to the farm who haven't traditionally visited. By creating inclusion, these visits will help open eyes to the possibility of procuring and providing healthy local food options for their families.

FEED Kitchens is a shared use commercial kitchen/business incubator on Madison's north side and has long partnered with Rooted and the Troy Community Farm on both north side specific and regional food system initiatives. FEED has proudly provided space and technical assistance in the operation of the Troy Farm Pizza Night, which has been the traditional outreach initiative of the Farm. Healthy Food for All is a food recovery program operating under the FEED Kitchens umbrella. Its local farm produce procurement and distribution initiative has been well supported by Troy Community Farm as you have provided many pounds of excess harvest as well as sprouts from your sprout business to redistribute to families in need.

Besides offering moral support, FEED Kitchens commits to helping provide chefs on a rotating basis to the community meal program along with access to commercial kitchen space for the safe production of the meals. Healthy Food for All will also provide support in outreach and, should a meal need ingredients or be focused on recovered food, Healthy Food for All will partner with providing ingredients and operational support.

In conclusion, FEED Kitchens and Healthy Food for All are honored to offer our support and have full confidence in Rooted's intentions and ability to operate a weekly community meal program.

Sincerely,



Chris Brockel
FEED Kitchens Manager



Nourishing the links between land and table
306 E. Wilson St. #2W Madison, WI 53703 608-310-7836

February 25, 2020

Dear Review Committee:

My name is Noah Bloedorn, I manage the Fam Fresh Atlas of Southern WI through my job at REAP Food Group. This membership based program works with farmers who are committed to practicing sustainable agriculture, as well as restaurants, retailers, public and private institutions, and community organizations who are committed to supporting the products of sustainable local farmers in Wisconsin. Together we are creating a more economically, socially, and environmentally sustainable food system, as a good food community.

Troy Farms has long been a member of the Fam Fresh Atlas of Southern Wisconsin. Their agricultural practices are exemplary of the methods outlined in our membership pledge and their mission uniquely provides the Madison community access to tenable land. Troy Farm's latest project to provide free community meals to the Madison community is a great way to provide Madisonians with access to good food with equity in mind.

REAP Food Group and the Fam Fresh Atlas strongly support Troy Farm's efforts in the community. If Troy Farm is able to execute this plan REAP Food Group and the Fam Fresh Atlas would be happy to partner with them to provide promotional and logistical support to help make this project a success.

Noah Bloedorn

Fam Fresh Atlas Manager

REAP Food Group



1717 N. Stoughton Road, Madison, WI 53704-2605 . 608-246-4730 . 608-246-4760 Fax
114 E. Main Street, Watertown, WI 53094-3747 . 920-262-9667 . 920-262-9559 Fax
2312 N. Grandview Boulevard, Waukesha, WI 53188-1600 . 920-988-2196 . 608-246-4760 Fax
www.cacscw.org

February 25, 2020
Community Action Coalition for South Central Wisconsin
1717 N. Stoughton Rd.
Madison, WI 53704

Re: Thursday Night Community Meal at Troy Gardens – Letter of support

To Whom it May Concern,

This letter is to express support from the Community Action Coalition for South Central Wisconsin, and the Double Dollars program, for Rooted (formerly Community Groundworks and the Center for Resilient Cities), and their plans for a monthly Troy Farms hosted Community Meal event.

The Community Action Coalition’s mission is to develop economic and social capacities of individuals, families, and communities in Dane, Jefferson, and Waukesha counties. Just one of the many ways the CAC puts that mission into action is through the Double Dollars program. Double Dollars is a program that operates in Dane County, providing low-income households with additional food security aid with the mission to better enable those receiving SNAP benefits to purchase fresh, local, and nutritious foods at area farmers’ markets with limited food budgets - as well as to open a door to those in the community who have previously felt they could not be a welcome and active part of this type of community space.

Providing access to community spaces like local farmers’ markets and community gardens, and thus access to fresh foods, is at the core of the Double Dollars mission – and at the core of Rooted’s plans for an inclusive Community Meal. This recurring Community Meal would be an accessible and engaging entry point for many Northside residents to enter into a space that has previously been, or has felt, inaccessible - showing through action that these community spaces are inclusive, accessible spaces for everyone. This Community Meal would encourage and renew excitement within the community about fresh, nutritious foods. An engaging event such as this would also serve to introduce many Northside residents to affordability programs for local CSAs and farm shares, such as Troy Farms’ discounted membership; and affordability programs across various local farmers’ markets, such as Double Dollars. With such strong mission alignment, and a mutually rewarding history of our programs partnering together to build up our communities, Double Dollars also has interest in potentially sponsoring a few of these community meals, and certainly in working to support the success of such an event in any way we are able.

Community strengthening - through food accessibility and affordability, with efforts to increase social and economic inclusivity and engagement - is at the core of the Double Dollars mission, and at the core of our support for Rooted’s mission. Stronger communities benefit everyone. Everyone deserves to know that they are an important contributor to their community’s strength, and to feel welcome and included in community spaces – and *everyone* deserves access to fresh, healthy foods.

Sincerely,

Alma Horlock
Food Security Specialist (Farmers’ Markets)
almah@cacscw.org
608.246.4730 x208





2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

I never thought that I would witness ninety seventh-graders consume over eighty pounds of apples in three days. Twelve- and thirteen-year-olds consuming healthy food *of their own volition*? Insanity.

Then it hit me. These apples provide desperately needed, healthy food for Spring Harbor Middle School students who may not have access to healthier food options outside of school. Starting their days at 8:10am and ending them at 4:00pm, these students rely heavily on the school for the bulk of their meals. Moreover, the transportability of these apples affords students the option to take these nutrient-rich foods home to family and friends who may not have the means of attaining healthy food options. Clearly, these apples are more than a mid-day snack, they are a promise of security.

Maslow's Hierarchy of Needs illustrates the importance of meeting physiological needs such as access to food and water. Existing on the first tier of the pyramid, it becomes increasingly critical for people to meet these needs before they can meet needs of safety, belonging, esteem, and self-actualization. Therefore, I believe it is critical to meet these physiological needs for my students in order for them to thrive.

Despite addressing our Parent Teacher Organization and administration about giving students apples, I have received minimal funding from either. Consequently, I would be grateful to receive a SEED Grant in order to provide apples for *all* students, not just seventh graders. I believe that \$1,250 to last us the rest of the school year (through June) would be extremely beneficial, considering students consumed \$100 of apples in three days. That being said, *any* funding will be helpful toward our mission of meeting physiological needs, and I would be incredibly grateful for anything the City of Madison can offer.

PART I: APPLICANT INFORMATION

Title of Proposal: The Spring Harbor Middle School Apple Fund

Amount Requested (max. \$10,000): \$1,250

Agency/Organization/Group Name (Please provide the full, legal business name): The Spring Harbor Middle School Apple Fund

Address: 1110 Spring Harbor Drive, Madison, WI 53705 (location where apples will be provided)

Personal Address: 642 State Street, Apt H, Madison, WI 53703

Contact Person (Name): Morgan Armbruster

Telephone number: 612-710-9815

Email: maarmbruster@madison.k12.wi.us

Is your group a 501 (c)(3)? <input type="checkbox"/> YES X NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? <input type="checkbox"/> YES X NO (this is an independent fund)
If no to above, do you have a fiscal agent? <input type="checkbox"/> YES _____ X NO
PART II: PROJECT DETAILS (20 POINTS)
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
<p>1. What is the proposed project/program and what does it seek to accomplish?</p> <p>The proposed project/program is an Apple Fund for Spring Harbor Middle School in order to provide healthy food for students who may not have access to food outside of school. Moreover, it offers students an opportunity to eat more nutrient-rich foods instead of relying on processed snack foods that are so frequently advertised towards them. Overall, the goal of the Spring Harbor Middle School Apple Fund is giving students the ability to access food during the day that helps quell their worries of food insecurity. Therefore, by providing these apples, students are more able to meet the first tier of Maslow’s Hierarchy of Needs, consequently allowing them to more easily thrive both in and outside of school.</p>
<p>2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)</p> <p>This project is housed within Spring Harbor Middle School, but I believe that it is a necessary movement for all schools to adopt. I truly believe that providing food for students is something that schools can always do to offer more security for them when they go home. Therefore, I am hopeful that this Apple Fund will spark change across MMSD’s schools and beyond by showing other schools the importance of meetings students’ physiological needs within the educational system. By doing this, students are more likely to focus more on their studies, rather than when they are going to eat next.</p>
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words</i>
<p>3. What areas of Madison will the project/program serve? (Check all that apply):</p> <ul style="list-style-type: none"> <input type="checkbox"/> Specific neighborhood(s), please list: Shorewood, Crestwood, Muir, Stephens, Falk, Chavez, Huegel, Olson and Orchard Ridge neighborhoods. <input type="checkbox"/> General areas of Madison: <ul style="list-style-type: none"> X South Madison <input type="checkbox"/> East Madison <input type="checkbox"/> North Madison X West Madison <input type="checkbox"/> All of Madison <input type="checkbox"/> Dane County (outside Madison) <input type="checkbox"/> Outside Dane County

Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The Spring Harbor Middle School Apple Fund project would be serving these areas, because it would provide food access to students who may not have food security outside of the school. Therefore, this project would extend outside of the school itself. Students are encouraged to bring apples with them when they leave school in order to provide for their family and friends who may also not experience food security, consequently spreading the benefits of having a strong Apple Fund within the school. Thus, the Apple Fund would not only positively affect my students, but also the lives of family and friends who are in elementary or high school, or who are not in school any longer.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

An Apple Fund would enable access to healthy, nutrient-rich foods by always having apples available for students. Additionally, the apples offer a replacement for less nutrient-rich food consumption that is increasingly common for middle school students given the advertising that is aimed directly at them by processed food companies. Overall, an Apple Fund would provide healthy food access to students within the building, as well as those who exist outside of it, as students take apples outside of my classroom to family and friends who may not have access to healthy foods. Moreover, I will be able to encourage students to take apples with them more often if there are more apples to offer them, because then I will not have to worry as much about equity of access to apples for all students.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Thus far, students have been extremely excited and grateful about the addition of apples in our seventh-grade classroom. Moreover, I have had students from *other* grades ask if they can have apples, which leads me to believe that access to apples in all grades would be beneficial for helping students acquire greater food security. Witnessing eighty pounds of apples disappear within three days was evidence enough that an Apple Fund would greatly help students eat nutrient-rich foods, as well as quell their worries of when they are going to eat next. Therefore, Spring Harbor's students and their families and friends have given me hope that an Apple Fund would meet some of the community's physiological needs in regards to food security.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Although all of my students benefit from receiving apples, there is a distinct effect that these apples have had on students of color and low-income students. Generally, those groups of students are the ones that ask for three or four apples in addition to receiving free breakfast and free-or-reduced lunch. They often are the ones that throw them in their backpacks, mentioning that they are going to bring some home for their younger siblings. These qualitative and quantifiable pieces of evidence have confirmed that having apples available to these students is critical for meeting their physiological needs, which is why I am so passionate about receiving this grant in order to provide more food security for these students, their families, and their friends.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The initial goal of having apples in my classroom was to provide a snack for students during their long school day. However, my mission and vision has quickly grown as I have noticed the impact that these apples have had on students who experience food insecurity. Therefore, my goal is to provide access to apples to *all* students within the school – about 270 students – and the families and friends of those students who would also benefit from having access to nutrient-rich foods. The more people this fund can positively impact, and whose physiological needs it can meet, the better. Moreover, if we can spread the word to other MMSD schools about the necessity of meeting physiological needs in the process, then the more students and community members can benefit from having food security in their lives.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

In order to accurately measure progress, I will document the weight of apples consumed within each week by each grade that has access to them and the cost of those apples (or other fruits purchased). I believe that this is the most accurate way to measure progress, because it will illustrate the desire and demand that each grade has for healthy food. Moreover, it will show how each grade fluctuates, consequently proving if there is a consistency in apple consumption, or if it changes over time as supply and demand equalize. I also believe that including anecdotal evidence from students about having the apples would be beneficial, because it will qualitatively demonstrate how having the apples has positively impacted the students and their families and friends.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project’s feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The funds from the SEED Grant would go directly into the Spring Harbor Middle School Apple Fund, which will be used to purchase as many apples as possible for students. I do not foresee these funds being utilized in any other way, except for potentially buying other types of fruit due to allergies or if students do not eat apples. Therefore, all allocated funds will be used towards purchasing nutrient-rich fruit for students to consume and take with them in order to reduce food insecurity.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Since I have not been able to acquire funding from our school’s Parent Teacher Organization or our administration’s budget, and teachers already struggle to pay for their day-to-day needs due to how much they are paid, having funding from a SEED Grant would be critical for launching a Spring Harbor Middle School Apple Fund. Although some teachers, like myself, have been able to put some of their own money towards providing apples to the students, we have had large gaps of time when we are unable to do so, resulting in students wondering day after day when they are going to have apples again. Therefore, having a sustainable, long-term solution to providing apples for students and their families and friends would be another way of providing food stability and consistency to students who so desperately need it.

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

Thus far, I have asked our Parent Teacher Organization and our administration for funding. However, I have not received any consistent or substantial funding from either. Therefore, our funding has primarily come out-of-

pocket from a couple of teachers, or from generous donations from family and friends who have heard about the desire to provide apples to students. Although these donations have been beneficial and so appreciated for providing apples to students, it certainly has not allowed for a sustainable fund. Consequently, having an official Spring Harbor Middle School Apple Fund would be so helpful for students, because they will no longer have to wonder about their ability to access healthy food. Rather, they will know that they can walk into our classroom and always have access to nutrient-rich foods for themselves and for the family and friends.


13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

My hope is that the SEED Grant will truly allow me to exemplify just how important it is for my students to receive nutrient-rich foods for both themselves and for their family and friends. One of the primary reasons I cannot access funding from our administration is due to a lack of sustained evidence that the apples are benefitting students, especially students of color and low-income students. Therefore, if I receive a year of funding from the City of Madison, I will finally be able to show quantitative and qualitative evidence that these apples are crucial for meeting the physiological needs of students by providing food security when they otherwise would not have it. Upon gathering this evidence, my hope is that the administration or Parent Teacher Organization will clearly see the benefits of students having access to healthy food options and provide us with future funding.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Apples	~ \$1.75 per pound	\$1,000	N/A
Bananas (less frequently purchased; for allergies/students who do not eat apples)	~ \$0.49 cents per pound	\$250	N/A
TOTAL AMOUNTS	~ 2.25 per pound	\$1,250	N/A

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Student Teacher	1.00	I am unpaid
TOTAL	1.00	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: February 28, 2020



2020 City of Madison SEED Grant Application

Deadline: Monday 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Dear Food Policy Director,

This funding proposal is an expansion of our Enhancing Food Access and Establishing Healthy Eating Habit through Early Childhood Education project. Through Farm to Early Childhood Education, we have been committed to improving food access in East Madison. This expansion builds upon the framework that started at The Today Not Tomorrow Family Resource Center (TNT FRC), strategically located in the heart of the Truax Park Apartments Neighborhood. Specifically, the project will continue distribution of donated produce at our No-Cost Neighborhood Market and will reinforce healthy eating habits through early childhood experiences centered around "Creating Container Gardens" and through hands-on experience in food preservation and preparation. The children who attend TNT FRC will continue to enjoy healthy snacks that they help prepare. This expanded project includes the sharing of those recipes and ingredients at the No-Cost Neighborhood Markets.

We request a total of \$4576.00 for the costs of Container Garden workshop supplies, food preparation and preservation classes, kitchen rental fees, and stipends for parent advocates and youth assistants as key organizers to these proposed activities.

The SEED grant will offer two key opportunities. Research shows that introduction to healthy foods from an early age can change a child's perception and lead to the development of healthy eating habits. Secondly, following the Kids Forward's two-generation racial equity framework, as well as the principles of the Children's Trust Fund for Family Resource Centers, has provided guidance in engaging parents and families through children. This project expansion will reinforce healthy eating habits by providing interactive educational opportunities for adults. The SEED grant will allow us to engage adults directly on increased healthy food access and consumption and nutritional learning while providing care to their children.

Thank you for the opportunity to submit this funding proposal.

Best,

Jeanne F. Erickson

PART I: APPLICANT INFORMATION

Title of Proposal: **Reinforcing Healthy Eating Habits through Food Preservation and Early Childhood Experiences**

Amount Requested (max. \$10,000): **\$4576.00**

Agency/Organization/Group Name (Please provide the full, legal business name): **Today Not Tomorrow, Inc.**

Address: **8 Straubel Court, Madison, WI 53704**

Contact Person (Name): Jeanne Erickson
Telephone number: 608-770-2049
Email: Jeanne.projectbabies@gmail.com
Is your group a 501 (c)(3)? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
If no to above, do you have a fiscal agent? <input type="checkbox"/> YES _____ <input type="checkbox"/> NO
PART II: PROJECT DETAILS (20 POINTS)
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
<p>1. What is the proposed project/program and what does it seek to accomplish?</p> <p>In 2019, the No-Cost Neighborhood Market was successfully launched in the Truax Park Neighborhood. Building on that Market, we will expand the TNT Healthy Eating Project. We propose to:</p> <p>Enhance food access by continuing our weekly No-Cost Neighborhood Market. We will also increase access by promoting container gardening and increase information provided about produce and how to utilize and prepare the varieties. An emphasis on visuals and samples appealing to youth will be present to increase food consumption.</p> <p>Offer educational activities to parents and others on food preservation; canning and freezing fruits and vegetables and how to enjoy cooking and food preparation with children.</p> <p>Provide healthy lunch and snacks to children and parents while at the TNT Family Resource Center as an educational and nutritional resource that they will help prepare. Snack ingredients will be available at the markets, with directions for youth to share with members of their households.</p>
<p>2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)</p> <p>Kids Forward provided a Farm to ECE micro-grant that allowed TNT to start a garden. Kids Forward continues to provide financial support for 2020 and assistance with social media and outreach .</p> <p>Healthy Food for All will continue to donate produce to the Market and product that will be utilized for food preservation classes and for healthy snacks and lunches.</p> <p>UW Grow Program will supply produce that will be distributed through the Market, and also in the food preservation classes and for healthy snacks and lunches.</p> <p>We will also coordinate with the East Madison Community Center (EMCC) around their existing food-related activities at the EMCC and involvement of their early elementary age students in our container gardening program.</p> <p>We continue to be a member of Community Action Coalition.</p>

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as [Food Access Improvement](#) focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:

- General areas of Madison:
 - South Madison
 - East Madison**
 - North Madison
 - West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

The TNT-FRC is co-located in the East Madison Community Center at 8 Straubel Court. This location has strategically allowed us to serve marginalized communities living in the Truax Park Apartments and across East Madison. We improve and expand our outreach to families experiencing homelessness who live in hotels that are located around the EMCC neighborhood. This expanded outreach will include the Hawthorne Elementary School area which has a high number of families that are doubled up with families and friends.

Our experience with the No-Cost Neighborhood Market in 2019, demonstrated that there is a high number of tenants that are not accessing the Food Pantry or that knew about it. Our expansion of the 2019 project will allow us to continue to improve food access by increasing awareness of opportunities at the East Madison Community Center.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The weekly No-Cost Neighborhood Market provides fresh produce that is not a part of the food pantry at EMCC. The Container Gardening expansion is a hands-on way to get youth and families interested in how food is grown, and in their curiosity about how an unfamiliar vegetable may taste. A "Creating a Container Garden" workshop will be held for youth and their families, resulting in a take home Container Garden that they planted based on the family choices.

Through conversations with participants it was learned that there was a fear of produce spoilage. While procuring product at Community Action Coalition, that concern was always taken into consideration. The proposed project will optimize the impacts of the donated food by providing food preservation classes which will include freezing, making of preserves and canning vegetables, for example Bread and Butter Pickles. Participants take items home, increasing access and consumption.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We are frequently being asked by members of the community when the Neighborhood Market will start up again after winter. There have been conversations about how wonderful it would be if some of the produce that was enjoyed weekly would be available now as the prices in the grocery stores make some items cost prohibitive. Our parent advocates are community members and we have discussed this expansion of food preservation with community members and our parent advocates, who also live in the neighborhood. The idea of Container Gardens has been widely accepted also. The community is genuinely excited about making preserves, applesauce and freezing fresh produce for future use.

After discussion with our parent advocates and volunteers it was decided to purchase a chest freezer and a vacuum sealer to assist in the food preservation capacity of the TNT FRC.

7. Please explain the impacts to Communities of Color and/or low-income communities:

The EMCC is strategically located in the heart of the Truax Park Apartments. Truax is a public housing that was established to provide decent and safe rental housing for eligible low-income families, the elderly, and persons with disabilities. These groups are traditionally excluded from local food movement initiatives due to social and economic barriers. Many of the families in the Truax Neighborhood are families of color, including households where English is a second language.

The Today Not Tomorrow Family Resource Center, co-located within the East Madison Community Center will directly engage these groups through the proposed project which will provide opportunities for them to learn more about healthy nutrition and consume healthy fresh produce, while also planting and nurturing their own Container Gardens. Introduction to healthy foods from an early age will ensure healthy living habits and potential reduce the possibility of future disease and illness.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

We are committed to produce the following outputs:

1. Continue the weekly No-cost Neighborhood Market from May-September.
2. Engage at least 20 families in Container Garden Workshops with successful gardens to harvest produce chosen by their families. 80% will express a desire to continue for another growing season
3. Engage at least 20 individuals in at least one food preservation class. 80% of participants will express a feeling of confidence in doing food preservation on their own.
4. Serve healthy snacks and lunches to infants, toddlers and parents at TNT FRC and have older youth share in the preparation of those snacks.

We are also committed to the following outcomes:

1. Improved awareness of where food comes from, how it is grown and distributed, and how to make healthy choices when it comes to meals and snacks.
2. Improved understanding on the nutritional impact of consuming fresh produce.
3. Reliable commitment to effective outreach and event organization.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

The project will be evaluated through attendance logs. We will measure the outputs by whether or not we meet the identified numbers. In addition to attendance logs, we will use a combination of surveys, interviews, and observations as how we meet the outcomes. The benchmarks and information that Today Not Tomorrow will use will be the actual numbers of the participants in the workshops and of those who take a container garden home. A pre and post test for the knowledge of food preservation will be used for these workshops. Satisfaction surveys will be conducted at the end of the workshops, and at the end of the growing season. The satisfaction survey at this time will help determine the needs for the next growing season.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Most of the funding will be allocated for parent and youth advocates and Programmatic expenses for Container Gardening workshops and Food Preservation classes. The Food Preservation Coordinator will facilitate the initial sessions while mentoring two TNT FRC Parent Advocates in facilitation and instruction in food preservation. They will also be the lead organizers for all of the activities in the proposed project. This is an investment to the community and is crucial to the sustainability of the proposed project.

We will buy supplies for the Container Gardening Workshop, supplies for food preservation classes, and supplies for outreach and instruction materials. We will also use the funding to cover kitchen rental fees at the EMCC, and to buy a chest freezer for the TNT FRC. We currently use a communal freezer at the EMCC and we will need extra space for all of the preserved foods.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The 2020 SEED funds will enable us to build upon past success and expand to Reinforcing Healthy Eating Habits through Food Preservation and Early Childhood Experiences. The proposed project will allow us to promote next steps in families and children having reliable access to healthy food through container gardening and food preservation. The project activities will facilitate us to utilize excess produce donated by local organizations and use the food for preservation purposes in canning and/or freezing. Kids Forward will continue to support the TNT FRC in the planting of the family garden plots and the designated container gardens that will be used for product related to food preservation, such as dill. The SEED grant will be important in the expansion efforts of the No-Cost Neighborhood Market program with funding assistance for the supplies for the Container Gardening and Food Preservations Workshops.

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

Kids Forward has committed to provide \$5,000 for the support of the WI Farm to ECE Initiative. A portion of these funds will enable the publication of a recipe booklet of snacks to prepare with children and youth. This will allow

us to engage families and children in nurturing the motivation in eating healthy. The funding will be allocated for maintaining the existing community garden and expanding it, providing snacks for children and families, and organizing monthly dinners and lunches.

In addition, there will be in-kind contributions:

1. Healthy Food for All will provide coordination with other local organizations for reliable access to excess produce.
2. TNT Personnel will provide all outreach, flyers, etc for workshops and classes, as well as the weekly No-Cost Neighborhood Market.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

After focusing on healthy food access from last year, the requested SEED grant is specifically designed to expand “Enhancing Food Access and Establishing Healthy Eating Habits through Early Childhood Education” to **Reinforcing Healthy Eating Habits Through Food Preservation and Early Childhood Experiences**. The expansion includes three areas of activities: enhancing food access, offering educational activities to parents and families on food preservation and container gardening, and providing healthy foods for infants, toddlers at FRC, that they will help prepare. Once these new workshops and classes are established, and the Parent Advocates have the expertise and leadership capacity to lead, the majority of the costs to maintain the initiatives can be covered by TNTFRC and future program partners. SEED’s funding is critical in terms of personnel capacity building and getting the supplies and equipment for this expansion year. TNT will actively search for grants and donations to secure the project’s sustainability.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Personnel	\$3,550.00	\$1,800.00	\$1,750.000 (In-kind TNT)
ServSafe Manager Certification (2)	\$306.00	\$306.00	
Container Garden Workshop Supplies	\$565.00	\$565.00	
Food preservation supplies (i.e., jars, equipment)	\$664.00	\$664.00	
Kitchen rental	\$500.00	\$500.00	
Chest Freezer and Vacuum Sealer and bags	\$301.00	\$301.00	
Printed materials and office supplies and overhead	\$325.00 \$115.00 \$3,500.00	\$440.00	\$3,500 (DHS)
TOTAL AMOUNTS	\$9826.00	\$4576.00	\$5250.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wa
Grant / Project Coordinator (\$1750)	10 hours / month x 7	\$25.00
Parent Advocates (\$1575)	105 hours/month x 7	\$15.00
Youth Assistants (\$225)	15 hours	\$15.00
TOTAL	\$3,550.00	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>Jeanne F. Erickson</i>	Date: March 2, 2020



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Community volunteer and organizer, Diane Small would like to turn her backyard into a garden to provide fresh vegetables, build community by honoring family traditions and cultural legacies. Her backyard garden is named after her mother Mamie. Diane's family has roots in South Carolina and comes from a family of farmers. Diane's home is Food Access Improvement Focus Area 3. She is a 30-year community member and home-owner. Diane was the recipient of the Urban League 2019 President's Grassroots Hero Award. Diane has been the organizer of the Simpson Street Reunion Picnic for 10 years. In her words: "The main focus is to let everybody know that when they do come out, that we talk about whatever they want to talk about, we give hugs, we share food, we share stories." Mamie's backyard garden would do much the same. Diane is also a volunteer with the Get Movin' Exercise class offered by the Wisconsin Alzheimer's Disease Research Center. Twice a week, she gets the space at the UW South Madison Partnership Office ready for the class. She also helps prepare and organize the healthy snacks. She is deeply connected to her Bridge Lake Point Waunona Neighborhood Center. She is also an active member of the SS Morris Community AME Church on Milwaukee Street. Diane along with the help of Jill Lundberg, Master Gardner Volunteer and other community members, family and friends, she will keep her garden open for free home-grown vegetables.

In past years, Diane did grow a garden in the Community Gardens on the west end of Lake Point Drive. There was vandalism, pest damage and simply not enough space to grow the amount of food she would like. She has a fenced in yard with full sun. It is a perfect yard for a backyard garden.

PART I: APPLICANT INFORMATION

Title of Proposal: Mamie's Backyard Garden

Amount Requested (max. \$10,000): \$3000

Agency/Organization/Group Name (Please provide the full, legal business name):

Diane C. Small

Address: 2201 Lake Point Drive Madison, WI 53713

Contact Person (Name): Diane Small

Telephone number: 608-957-1652

Email: diamitche1@aol.com

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES The Urban League of Greater Madison, WI NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

1. Providing easy access to fresh homegrown vegetables.
2. Be a leader in gardening and showing it can be done.
3. Food as a way to support local culture and heritage

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Master Gardner Program, Lake Point Waunona Neighborhood Center, Get Movin! Exercise Program and the S.S Morris A.M.E. Community Church.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:
- General areas of Madison:
 South Madison

- East Madison
- North Madison
- West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe): We will deliver food to the Park Street UW Partnership Office, the SS Morris AME Church and to the Bridge Lake Point Waunona Neighborhood Center. ALL AREAS listed in the Food Access Improvement map.

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc.)

Tuesdays and Thursdays, food will be delivered to the Get Movin' class. Sundays to her church and to the Food Bank twice a month at the Bridge Lake Point Waunona Neighborhood Center. The garden will also be open to neighbors and friends to drop by and pick vegetables. The Simpson Street Reunion will also have a free vegetable stand and food made from the garden.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Not only is Diane providing free vegetables to her different spheres of influence, she is also sharing stories of her family and farming wisdom passed down to her.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Diane is well known and has been a vocal advocate of the garden and has been in communication with all of the different groups listed.

7. Please explain the impacts to Communities of Color and/or low-income communities:

This garden will become a place for people to gather, work together and tell stories and swap recipes. She will share the joy of watching a seed turn into nourishing food. Diane will be leading by example and sharing the bounty of the garden.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The garden is a 30' x 40' plot. There will be succession planting to keep the garden busy all season. There are 35 members of the church who will benefit from the free vegetables. 25 women attend the Get Movin' class. We believe there could be as many as 100 neighbors and food pantry recipients of the vegetables. The garden could touch 150 people on food pantry weeks.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

1. Twice a week deliveries to the Get Movin!'. A spread sheet will be filed listing all food packed and delivered.
2. Weekly deliveries to the S.S. Morris A.M.E. Church. A spread sheet will be filed listing all food packed and delivered.
3. Twice monthly deliveries to the Bridge Lake Point Waunona Neighborhood Center. A spread sheet will be filled listing all food packed and delivered.
4. Friends, family and neighbors who stop by for a pickup will fill out a form of produce taken. All free.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

Currently, there is bark and carpeting that must be removed from the area. A bobcat will be needed to clear the area. We will also need to do a soil sample to determine what soil amendments are needed. Rototilling may also be required. Hiring a landscaper to perform this work will be the bulk of the costs. We have gotten estimates of \$1-2K to do this. We also would like to purchase tools, a compost bin and boxes and bags for deliveries.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Diane does not have the resources to pay for the landscaping necessary for this project. She is not aware of any other grants that are available to help with this project.

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

No other funding sources have been sought.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

The bulk of the grant will pay for the cost of the landscaping time and equipment. The cost of the garden will not be anywhere near the cost of the first year.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Landscaping carpet and bark removal	\$1500	\$1500	
Soil Amendments	\$1000	\$1000	
Soil Sample Testing	\$40	\$40	
Compost Bins	\$120	\$120	
Garden Tools used	\$50	\$50	
Reusable Bags for distribution	\$100	\$100	
TOTAL AMOUNTS	\$2810	\$2810	

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
N/A All volunteer driven		
TOTAL		

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>Diane C. Small</i>	Date: March 2, 2020



1. Introduction
2. Mission
3. Vision
4. Values
5. History
6. Programs
7. Contact Us



To: City of Madison Seed Grant Program
RE: Community Garden Seed Grant Request from Ms. Diane Small
December 17, 2019

It is my great pleasure to provide a letter of support for Ms. Diane Small's application for seed grant funding from the City of Madison. Ms. Small is committed to creating Mamie's Garden at 2201 Lakepoint in Madison to better meet the nutritional and physical activity needs of all families. Ms. Small has been an active volunteer in the "Get Movin" physical activity program sponsored by the University Of Wisconsin Department Of Kinesiology and the Wisconsin Alzheimer's Disease Research Center since its inception. This program which was created in response to a request from our community advisory board has been providing a weekly exercise and health education program for older African American women since 2016. The exercise and physical activity program is lead by Ms. Venus Washington, a well know fitness education and personal trainer with support from undergraduate UW kinesiology students. Nutritional education has been very popular with our program participants. Many of our participants report that they have lost weight, have become more physically active, and have less musculoskeletal pain since joining the Get Movin! program. It was clear from the beginning that access to healthy food is a challenge for many elders in Madison, particularly those who live in food deserts and neighborhoods without access to reasonably priced nutritious food. Mamie's Garden will provide a wonderful opportunity for community elders to join together to create and

Department of Kinesiology

University of Wisconsin-Madison 2000 Observatory Drive Madison WI 53706-1189
608/262-1654 Fax: 608/262-1656

tend this garden. In addition to the vegetables produced in the garden, the elders will reap the benefits of meaningful physical activity and social engagement. UW students majoring in our new Health Promotion and Health Equity degree program will help with the development of the garden as well as provide ongoing culturally tailored education programs in nutrition, physical fitness and health promotion. I hope that the City of Madison will support this important application. Ms. Diane Small is tireless a community advocate with a long history of successful community engagement. For example, she organizes the annual Simpson Street Family Reunion and has progressively increased the number of health providers attending the reunion. I know that Mamie's Garden, if funded, will be a great success. I hope that you will grant her Seed Funding request.

Sincerely,



Dorothy Farrar-Edwards, PhD
Professor, Kinesiology- Occupational Therapy and Medicine- Division of Geriatrics
Director, Collaborative Center for Health Equity
Vilas Distinguished Achievement Professor
University of Wisconsin-Madison

Department of Kinesiology

University of Wisconsin-Madison 2000 Observatory Drive Madison WI 53706-1189

608/262-1654 Fax: 608/262-1656

Jill Lundberg, Master Gardner Volunteer Class of 2019
5927 Schumann Drive
Fitchburg, WI 53711

To: City of Madison Seed Grant Program
RE: Community Garden Seed Grant Request from Ms. Diane Small

In April of 2019, I attended the 2019 4W SUMMIT ON WOMEN, GENDER, AND WELLBEING conference. I heard Fabu Carter speak about her involvement in the Wisconsin Alzheimer's Disease Research Center and the Get Movin' program. We also learned about the sobering statistic that African American women are twice as likely to suffer from diseases like Alzheimers than whites. The Get Movin' program addresses the lifestyle choices that support brain health. Ms. Carter shared that funding for healthy snacks at the Get Movin' classes had run out. I decided to fill the gap while Fabu looked for more funding. In April of 2019, I started delivering fruits, vegetables and other low-salt snacks once a week. It is there I got to know Diane Small, the volunteer that greeted me once a week. Later in the summer, Diane visited my garden and Fitchburg and decided she wanted to start growing vegetables in her yard. I have had the pleasure of witnessing how committed Diane is to making a difference in her community.

In 2019, I also completed my Master Gardner Volunteer Certification. I am particularly interested in urban gardening. I was delighted to tell Diane that I would very much like to spend my volunteer hours helping her make Mamie's Garden a reality.

This garden is more than growing nutritional food. It is a place to "live the legacy" as Diane says. It is a place to connect and share. Diane is a very connected community member. She continues to find ways to lead by example and to talk about health and wellbeing.

I believe, with the help of the MGV program, Diane's friends, community members and family, this garden will be a wonderful example of the power of backyard gardening.

I hope that the City of Madison recognizes the investment potential of this garden. Particularly in making a difference in the identified Food Access Improvement areas.

Sincerely,
Jill Lundberg



**2020 City of Madison SEED Grant Application
Deadline: Monday, March 2, 2020 (4:30PM)**

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

Feeding America’s Map, the Meal Gap, determined that 11.8% of all people and 17.5% of children in Dane County are food insecure. Their research shows that Black families are disproportionately at risk. To address issues of food insecurity in the City of Madison, Urban Triage, Inc has partnered with Raleigh’s Hillside Farm (RHF) to establish a low-income food access initiative through our Supporting Healthy Black Families (SHBF) 12-week personal development and leadership training program.

The short-term and long-term goals of SHBF are to empower and mobilize community resources and residents while engaging systems in implementing systematic, sustainable, and clinically sound approaches to health behavior, prevention, and treatment. Our partnership with RHF specifically aims to increase access to healthy local food options while providing healthy food education and increasing the income earned by small, local farmers through market expansion to low-income communities.

Urban Triage’s partnership with RHF provides us with a unique opportunity to add fresh produce to weekly meals and provide weekly fresh produce to participants for their use at home during the farm’s growing season while incorporating education around agriculture and healthy cooking.

\$10,000 is being requested; \$3750 will go to RHF; \$3075.00 will go directly to participants via stipends & gas reimbursement; \$3175 will go to Urban Triage for administrative cost and supplies. SEED funding is important to our program because it will stimulate interest in fresh produce and healthy living for our participants, it also serves as incentive for our unique partnership as well as a platform for future partnerships with farmers and local Black organizations creating the possibility of increasing access to fresh produce to more Black community members.

PART I: APPLICANT INFORMATION

Title of Proposal: Supporting Healthy Black Families Access to Fresh Produce Initiative

Amount Requested (max. \$10,000): \$10,000

Agency/Organization/Group Name (Please provide the full, legal business name): Urban Triage, Inc.

Address: 2222 S Park St, Madison, WI 53713 (Training Facility); 2210 N Rusk Ave Madison WI 53713 (Home Office)

Contact Person (Name): Brandi Grayson

Telephone number: 608-520-3062

Email: UrbanTriage@gmail.com

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

To address issues of food insecurity in the City of Madison, Urban Triage, Inc has partnered with Raleigh’s Hillside Farm to establish a low-income food access initiative through our Supporting Healthy Black Families (SHBF) 12-week personal development and leadership training program. This project will provide fresh produce to program participants as well as health food education, incentives for taking time to learn how to cook with fresh produce, and on-farm education.

Food insecure households are challenged to access affordable, locally grown fresh fruits and vegetables that are a necessary component of a healthy diet. Our partnership aims to increase access for low-income individuals to affordable, healthy local food options while also providing healthy food education and to increase the income earned by small, local farmers through market expansion to low-income communities.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

We’ve developed strategic partnerships that include priority services and specialized referral processes with agencies such as Anesis Therapy for wellness services and training, FOSTER for AODA services and ULGM for office space, training space, printing and technology. We work closely with the YWCA for housing and with Urban League for job placement and employment training. United Way provides funding for SHBF training covering a portion of the cost for stipends, food and administration. Raleigh’s Hillside Farm will provide produce and education around healthy eating and agriculture. Our program is specifically for Black families. Our training program has been up and running for a year now fully funded by the community via crowdfunding platforms. This year is our first year of receiving grant funding. We would like to expand the resources we offer participants by providing fresh produce and incentivizing meal prep and cooking. With the SEED grant we would be able to do just that.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:

- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison

- West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc.)

Our training is housed within the Urban League of Greater Madison. We target Black families from all over the city who have children within MMSD with IEPs. All Black people are welcomed to participate; however, our target group is as stated. SHBF training is designed to decrease health disparities while enhancing the strengths and assets that already exist in local communities; to increase human, physical, and social capital; and to navigate complex processes and systems. We achieve this by centering psychosocial behaviors which is a person's ability to deal effectively with the demands and challenges of life. Specifically, as a Black person. Our psychoeducation curriculum includes critical thinking, personal development and leadership, creative thinking, decision making, problem-solving, effective communication, interpersonal relationships, coping with stress & emotion as well as inner to the outer circle. Addressing health disparities also includes addressing food insecurities and access to fresh produce which is part of why we're so excited to trial this partnership with Raleigh's Hillside Farm.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

Raleigh's Hillside Farm (RHF) will deliver fresh produce through their Community Supported Agriculture (CSA) program along with weekly newsletters of recipes, storage tips and suggestions on how to use the produce. Participants will be provided \$25 gift certificates for preparing dishes with the produce for the following weeks' dinner. Alongside the fresh produce and food education being provided, SHBF participants will also spend a day at RHF learning about the importance of farming and the economic power of farming. Participants will also learn tips and skills for growing food at home despite not having a yard. This project is unique because RHF will not only provide fresh produce but also resources for cooking and 8 hours of on-farm education. Our partnership with RHF is food justice in action: connecting the well-being of our minds and bodies to the framework of transformative education while improving healthy food access to Black families.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

The work can't be done effectively without those most impacted. The need for this work was identified as a result of community engagement sessions and research as well as the past and current work of Brandi Grayson within Black communities. This work has led to trusting relationships with community members, specifically parents who still inform and guide the programming of SHBF. Furthermore, our relationships with community and grassroot organizations support us in connecting, working with, and engaging those who are most impacted and marginalized which subsequently informs our work and outreach design. Leaders of Urban Triage have spent years building social capital and trust within our communities and within systems. Urban Triage will continue to be engaged and present for the Black community as well as continue to hold community events as our strategy for engagement.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Our framework is promoting and increasing the capacity of Black families and communities to develop, implement and sustain their own solutions to problems in a way that helps them shape and exercise control over their physical, social, economic and cultural environments. For any community capacity building initiative to be successful, must emphasize social justice and a bottom-up approach. SHBF does just that. We are for the

community by the community. Through personal and professional leadership development, community members embody the skills and tools to create and sustain their own solutions. They feel empowered and inspired to be present and engaged in the work within their lives, families, and communities. With the SEED grant we'll be able to impact participants' access to healthy food and offer them a discount for CSA's produce after graduating from SHBF improving their health and their relationship to food.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The SHBF program runs three times a year. Each cohort has 12-15 participants and 3 participants from the prior cohort who supports the class. With the SEED grant, Urban Triage will be able to offer 45 to 54 Black families' access to fresh produce, and education around healthy living and eating during these programs. Our goal is to increase understanding and awareness of healthy eating and living within Black communities, increase the number of Black families who have access to affordable healthy food, and increase the number of Black families who can access nutritious food through local CSA programs. All participants will receive fresh produce during the growing season. 100% of participants will receive education on growing food and healthy living as well as being offered a discount from RHF on future CSA deliveries.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

1. We will conduct process evaluations of SHBF and RHF partnership.
2. We will evaluate whether the partnership increases household accessibility and availability of fruits and vegetables and improves various psychosocial mediators of fruits and vegetables intake.
3. We will evaluate whether the partnership leads to participants taking advantage of the discount that will be offered by RHF in future CSA programs.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are regarding the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

We will divide the \$10,000 received from SEED into the three trainings we run each year. Each training runs for 12 weeks. We are requesting SEED funds to trial the food access portion of this program throughout the entire year. Funds will break down in the following way:

- \$ 900 per training to provide fresh produce to participants (\$2700 total)
- \$350 per training as a stipend to the farmers for providing on-farm education (\$1050 total)
- \$100 per month gift certificates for participants which will serve as an incentive to prepare a dish for the following week (\$900 total)
- \$225 gas reimbursement per training for the field trip to RHF (\$675 total)

- \$500 per training for participant stipends (\$1500 total). We pay participants \$15/hour for their participation in the training for the first 30 days; \$18/hour for the next 30 days; and \$20/hour for the last 30 days. Total stipends per training is \$6360 for a total of \$19,080 per year for 3 training. \$1500 of SEED funds will go towards these stipends with the remainder coming from another funding source.
- \$175 per training for supplies/materials (totaling \$525). The cost of supplies/materials for each training is \$300 totaling \$900 for the year. \$525 will come from the SEED grant with the difference coming from another funding source
- The last budget item is to cover the administrative costs of running the program. The total for the year is \$44,163 and \$14,721 per training. \$2650 will come from the SEED grant with the difference coming from other funding sources.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

The SEED funds will set the stage for expanding our partnership with RHF and provide our participants with healthy food options. Currently our meals are donated, and we have limited control over what is provided making it challenging to educate around making healthy choices. The grant will allow us to make fresh produce a part of our meals while providing fresh produce to all participants. Without the grant we will be unable to expand our programming to include access to a Healthy Food Initiative. We would be forced to wait until 1/2021 when UWPP funds become available. It's essential as we strive to decrease health disparities that we make food justice a central part of our work. This grant would enable us to do that while collecting data around the effectiveness of healthy food choice education and how likely people are to take advantage of accessing healthy foods.

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

Our funding source includes United Way of Dane County, private donations, sponsorships, as well as in-kind services. Our programs are also supported by contract for services requests such as trainings, workshops, keynote speaking and program development.


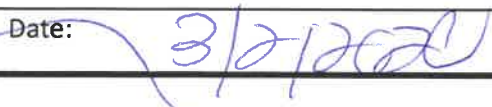
13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously funded proposal. How do you anticipate replacing city funds in the future?

We will replace city funds with private donations, sponsorships, as well as funds from UWPP grant.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item per training	SEED Grant Dollars Requested	Other Funding Amounts
Farm Produce	\$900	\$2700	\$0
Stipends to Farmers	\$350	\$1050	\$0
Gift Cards	\$300	\$900	\$0
Transportation Reimbursement to Farm	\$225	\$675	\$0
Stipends for Participants	\$6360	\$1500	\$17,580.00
Supplies/Materials	\$300	\$525	\$375.00
Administration	\$14,721	\$2650	\$41,513.00
TOTAL AMOUNTS	\$23,156	\$10,000	\$59,468.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Executive Asst	.5	\$18
Facilitator	.5	\$30
CEO	1.0	\$38
Program Coordinator	.5	\$21
Operations Director	.5	\$25
TOTAL	3.0	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: 



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

The Grow Program embodies a mission to minimize food insecurity and food waste in the Madison community through the weekly distribution of fruits and vegetables at Erdman Access Clinic and via community-fitness classes at South Madison Partnership and Erdman Access Clinic. The Grow Program serves community members of South Madison that experience disparities in relation to chronic illness that are based on geographical location, economic conditions, and racial and/or ethnic identities in an attempt to remove the economic barrier to obtaining produce in areas of prominent food insecurity. The Grow Program serves a wide variety of community members from African American, Latinx, Hispanic, and White backgrounds. In collaboration with community members, the Grow Program practices high levels of respect and dignity to make its services welcoming and inclusive for all people.

Overall, The Grow Program is requesting \$2,617.85 in funding for partnering with a paid community liaison, enhancing presentation via signs, tablecloths, and whiteboards, establishing long-term storage, purchasing seeds for the program's garden, continuing the Grow Program's website subscription, and advertising the program on a larger scale using business cards and brochure handouts.

Within the mission statement of the Grow Program, it is a foundational value to "grow community, grow healthy, and grow together." While the Grow Program has done this throughout its existence, additional funding efforts are crucial for the program moving forward to ensure the program continues to stay dedicated in this mission. Specifically, the Grow Program aims to improve characteristics of presentation, communication, and collaboration that will subsequently make the program more effective and sustainable for the community members who use its services. All in all, this contributes to a positive experience for community participants and empowers them in enhancing their own health.

PART I: APPLICANT INFORMATION

Title of Proposal: Grow Program Improved Presentation, Communication, and Collaboration

Amount Requested (max. \$10,000): \$2617.85

Agency/Organization/Group Name (Please provide the full, legal business name): The Grow Program

Address: 333 E Campus Mall Madison, WI 53706

Contact Person (Name): Kathryn Harris

Telephone number: (414) 630-7263

Email: thegrowprogramchvm@gmail.com
Is your group a 501 (c)(3)? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO
If no to above, do you have a fiscal agent? <input checked="" type="checkbox"/> YES _The Farley Center_____ <input type="checkbox"/> NO
PART II: PROJECT DETAILS (20 POINTS)
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
1. What is the proposed project/program and what does it seek to accomplish?
The Grow Program aims to minimize food insecurity and food waste in the Madison community by providing weekly distributions of fruits and vegetables at no cost. The mission is to prevent and manage chronic conditions through nutrition while we grow community, grow healthy, and grow together. The Grow Program intends to provide community members with increased access to produce and nutrition information in a dignified manner. Year round, the produce is donated by local community partners and during the summer the program partners with the Farley Center to plant and pick produce for distribution. Each week, a supply of fresh produce, called Garden Baskets, are provided to community members in the program, which can be picked up at Erdman clinic. The Grow Program also delivers Garden Baskets to community-based fitness groups.
2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)
The Grow Program works with Community Health Volunteers of Madison (CHVM), a UW-Madison student organization, providing leadership and student volunteers. Several Madison clinics are partners including Joyce & Marshall Erdman Clinic which is where distribution of Garden Baskets takes place. Additionally, Joyce & Marshall Erdman Clinic, Wingra Family Medical Center, and William T. Evjue clinics recruit participants for the program, help with nutritional advice, and overall project leadership. UW-Madison Dietetic Interns create picture recipes of fruits and vegetables for individuals who experience a language barrier or have difficulty with reading. Resource Navigators, located at several of the partnering clinics, help recruit patients & families for the program. The Catholic Multicultural Center, The River Food Pantry, and Second Harvest supply produce for garden baskets. The River Food Pantry also hosts the Grow Program volunteers to help with their pantry hours. The Farley Center is working with the program to maintain a 1/8 acre garden.
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)
<i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words</i>
3. What areas of Madison will the project/program serve? (Check all that apply):
<input type="checkbox"/> Specific neighborhood(s), please list: <input type="checkbox"/> General areas of Madison: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> South Madison

- East Madison
- North Madison
- West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc.)

The Grow Program distributes fresh produce at the Joyce and Marshall Erdman Clinic (an Access Community Health Center). The clinic is located on S. Park St. and is accessible to a great number of people on the south side of Madison. At Access, the program directly serves and engages with dozens of families who live in the surrounding Food Access Improvement focus area. Community members may be recommended to the program by their healthcare providers, learn about it by word of mouth, or meet volunteers in person at the clinic. The Grow Program aspires to actively pursue the needs of the community. The program always has Spanish-speaking volunteers to serve the large Spanish-speaking population, and recently food distribution expanded to the clinic's pediatric fitness classes and to other classes via South Madison Partnership. These, in addition to weekly Saturday morning distribution sessions, allow the Grow Program to serve around 150 people each week.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

The Grow Program focuses on distribution of fresh fruits and vegetables. Each Saturday morning, the program distributes 500 pounds of fresh produce at Access and an additional 500 pounds to the other clinic programs during the workweek. Year round, the Grow Program has partnered with The River Food Pantry to redistribute produce that cannot remain in the pantry's storage over the weekend while the pantry is not in session. Second Harvest Foodbank, in addition to The River Food Pantry, donate a wide array of fruits and vegetables that are healthy and of good quality year-round. Through a partnership with the Farley Center in Verona, during the summer months volunteers grow and harvest many of the fresh fruits and vegetables that the program distributes. The produce the Grow Program distributes is always free and available to anyone.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

Feedback from community members and community partners is continuously incorporated into the Grow Program. The program asks for feedback from community members along with responding to uncommunicated needs such as adjusting for literacy and language accommodations. The program receives feedback about the program from the Access clinic practitioners through responses of their patients. The program is looking to change the produce pick-up to be a more open environment that would facilitate the exchange of feedback more than it already has. Thus, the program plans on hiring a community member to be a liaison for the Grow Program to increase communication from current community participants along with spreading the word about the Grow Program.

7. Please explain the impacts to Communities of Color and/or low-income communities:

Through the Grow Program, interventions are targeted at communities in south Madison, a population with a heavy ethnic, racial, and cultural diversity. While the Grow Program strives to serve all people, a large majority of community members in this area identify as people of color facing economic barriers to their health. Through the program's weekly produce distributions, most of the 150 community members impacted weekly identify as people of color coming from Hispanic and/or Latinx and Black and/or African American backgrounds. In partnership with Fabu Carter's "Get Movin" fitness classes at South Madison Partnership, Grow collaborates with 25 community women of Black and/or African-American identities and impacts an additional 25 community members of Latinx and/or Hispanic identity through pediatric fitness classes at Erdman Access Clinic. The efforts of the Grow Program embody a mission to serve those who experience chronic illness at inequitable rates based on racial and economic identities.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The Grow Program's goals can be found in the mission, "to prevent and manage chronic conditions through nutrition while we grow community, grow healthy, and grow together." In effort to enhance the program's quality, the Grow Program focuses on creating services based on cultural humility using Spanish-speaking volunteers, texting services for communication, and prioritizing community members' feedback. Moving forward, the Grow Program plans to invest more towards a welcoming environment using signs and tablecloths. Increasing the magnitude of impact is always of priority as well. Currently, community partnerships such as that with Erdman Access Clinic can refer participants directly to the Grow Program's services and recent collaboration South Madison Partnership's Get Movin' fitness class and Erdman Access Clinic's pediatric fitness classes have impacted 50 more members. The Grow Program plans to use funds for brochures and business cards while seeking a paid community liaison to spread the word.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

Currently, the Grow Program impacts about 150 community participants through weekly produce distributions at Erdman Access Clinic and community exercise classes where approximately 1,000 pounds of produce is distributed weekly. Moving forward, the Grow Program hopes to provide services to more community members. One progress measure in doing so would be directing funding towards a partnership with a community member who would be a paid community liaison crucial for program sustainability and in communicating with the broader community. An additional measure would be directing resources to broaden the Grow Program's impact using brochures and business cards where community participants could effectively recruit more people themselves. Ultimately, the Grow Program will strive to serve an additional 50 members throughout the next year requiring an additional 300 pounds of produce needed for distribution purposes.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project’s feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The funds from the SEED grant would be used to improve Grow Program user experience. The current model has proven successful, but the Grow Program would like to achieve three objectives with this funding: improved presentation, communication, and collaboration. One goal is to increase professionalism of the operation with a refined presentation. This would be achieved through purchasing weatherproof tablecloths, a brochure stand to house resource information for food access in the community, and a professional sign to display at produce distributions. The second objective is to improve communication. Funding from this grant would be used to pay for a website subscription renewal which houses instructions for new members. Finally, the program would improve collaboration by hiring a community member to be a liaison between students and the community. Students have limited reach within the community and other programs have been successful in improving their reach within the community by hiring community members.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

Although the Grow Program does have funding through its parent organization (CHVM), it is one of three branches competing for limited resources. Each branch provides a unique and significant service to the Madison community. While each program has many ideas to improve their service, funding is limited and segregated. The items listed in the budget below, while not vital to the fundamental function of our program, are very important to improving the service provided to community members. For example, employment could not be provided to a community member, something that would greatly increase the reach that the Grow Program has in south Madison, with the Grow Program’s current funds.

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

The University of Wisconsin- Madison Morgridge Student Organization Partnership Program covers all transportation and basic printing costs for the program, amounting to approximately \$500 per 4-month period. CHVM has been financially supporting the program, providing over \$1,000 since the start and is only able to continue in a limited capacity depending on small fundraiser outcomes. The current partnership funds are unable to fund certain sectors of the program (such as program signs or a community liaison) that are essential to increase dignity for community members interacting with the Grow Program and participation.

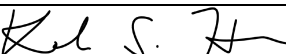
13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

In the future, the Grow Program intends to replace city funds with organizational funds through the Community Health Volunteers of Madison fundraisers. In addition, we plan to apply for grants through the university such as the Morgridge Center for Public Service and Associated Students of Madison (ASM) and the Hex-U grant.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Fleet Vehicle Transportation	\$45 per week	\$0.00	\$1,500 annually from Morgridge Center for Public Service
Weatherproof Tablecloths	\$20.00	\$20.00	\$0.00
Printed Sign	\$70.00	\$70.00	\$0.00
Business card sized printed produce pickup guide	\$100	\$100	\$20 CHVM printing fund
Storage rental	\$100	\$100	\$100 CHVM fundraiser
Website subscription	\$192.85	\$192.85	\$96.42 CHVM fundraiser
Seeds	\$300	\$300.00	\$300.00 CHVM match
White boards	\$35	\$35.00	\$0.00
TOTAL AMOUNTS	\$817.85 + \$45 weekly	\$817.85	\$2016.42

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Community Liaison	0.1	\$10.00
		\$1800.00
TOTAL		

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: 03/02/2020

Hello,

My name is Susie Swenson and I'm one of the dietitians at Access Community Health Centers in Madison. I want to share my thanks and appreciation for the Grow Program. Access is one of over 1200 community health centers in the U.S that work hard to serve low income and medically underserved communities. Many of our patients are food insecure and depend on food pantries and free meal sites to supplement their food intake. My patients frequently tell me that fruits and vegetables are too expensive or that they might only be able to afford purchasing fruits and vegetables once with each paycheck. The reality for many of my patients is that fruits and vegetables are considered more of a luxury item.

The Grow Program has been a wonderful opportunity for our patients to improve their nutrition and broaden their palate experiences by experimenting with new and different fruits and vegetables. As a dietitian, I appreciate that this program offers our patients an opportunity to improve their health by incorporating more fiber and antioxidants to help reduce inflammation inside the body. It's been really satisfying to hear my patient's feedback about how, "Our family is eating better", or how they made a recipe they got from the Grow program and now that Black bean/sweet potato chili recipe is a family favorite. Our patients greatly appreciate being able to offer their families more fruits and vegetables on a regular basis.

I appreciate and value the hard work of all the Grow Program volunteers. They put in many hours to make this program viable for Madison community members struggling with food insecurity. At Access, we focus on prevention and the Grow program has been a bridge that helps fill a gap for many of our patients.

Sincerely,

Susie Swenson, RDN
Access Community Health Centers

March 2, 2020

To Whom it May Concern:

The YMCA of Dane County Brown Bag Program relates to food access in Madison because it targets and serves those near and around the East YMCA that are hungry, specifically those that are underserved in the community. We are requesting \$2,500 and the funds will be used solely for food and supplies as this is a volunteer run program. The funding is important to our project because with additional funds, we are able to serve more adults and children, with hopes of expanding it further than just the East YMCA but to area parks and other community areas.

Thank you in advance for your consideration,
Kristin



Kristin Fabisch
Director of Financial Development
YMCA of Dane County



2020 City of Madison SEED Grant Application

Deadline: Monday, March 2, 2020 (4:30PM)

Submit to George Reistad, Food Policy Director: greistad@cityofmadison.com

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

PART I: APPLICANT INFORMATION

Title of Proposal: Brown Bag Program

Amount Requested (max. \$10,000): \$2,500

Agency/Organization/Group Name (Please provide the full, legal business name):

Young Men's Christian Association, Inc.

Address:

711 Cottage Grove Road

Madison, WI 53716

Contact Person (Name): Kristin Fabisch

Telephone number: 608-906-8653

Email: kfabisch@ymcadane.org

Is your group a 501 (c)(3)? YES NO

Is your group Incorporated under Chapter 181 Wisc. Stats.? YES NO

If no to above, do you have a fiscal agent? YES _____ NO

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

1. What is the proposed project/program and what does it seek to accomplish?

The Brown Bag Program provides adults and children in the community in need with a free, healthy, grab-n-go meal. There are no eligibility qualifications such as a YMCA membership or a program participation fee; this program is simply open to anyone. Free meals are available every Tuesday and Thursday 5pm - 7pm in our lobby or right outside our front doors. The meals we offer are healthy and help fill the need of food security by providing accessible fresh food options. A typical brown bag meal consists of a sandwich, fruit, vegetable and milk.

2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)

Various members of the community volunteer to put these bags together every Tuesday/Thursday as well as hand them out each night. We have received a grant in the past from Walmart to fund part of the project. And we invite any adults and/or children who are hungry to participate.

PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)

The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as Food Access Improvement focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words

3. What areas of Madison will the project/program serve? (Check all that apply):

- Specific neighborhood(s), please list:

- General areas of Madison:
 - South Madison
 - East Madison
 - North Madison
 - West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

4. Please describe how your project/program is serving this area? (e.g. project/program is working within a specific community center, etc)

This program is held at the YMCA of Dane County and is open to anyone in the community, you do not need to be a member to participate.

5. Please describe how your project is improving healthy food access for neighborhood/City of Madison residents?

NEED: Hunger

According to Second Harvest Foodbank of Southern Wisconsin, one in six children in Wisconsin face hunger. Households struggling with hunger have a number of ways to make ends meet like relying on cheap and unhealthy food and watering down food and drinks. Hunger knows no race, gender, age, job status, or education level. Simply stated, people without access to enough money have to make tough choices between paying for food or basics like housing, utilities, transportation, and medical care.

NEED: Health

Decreasing hunger by increasing access to healthy food has a health benefit as well. High blood pressure and higher rates of diabetes result from not having enough healthy food.

NEED: Social Interaction

The Brown Bag program not only addresses hunger in the community but it also allows for social interaction, specifically during the summer months when there are picnic tables and outdoor games available to use.

6. How have members of these communities been engaged with the proposed project and/or how do you plan on engaging them?

We have placed flyers in and around our YMCA as well as other public places. We also rely on word of mouth once someone has participated in the program. As well as our staff talking about the program when out and about in the community.

7. Please explain the impacts to Communities of Color and/or low-income communities:

This program has an impact on low-income communities around the East YMCA. At this time, anyone can come to the Y on Tuesdays and Thursdays to pick up a FREE Brown Bag meal. We hope to grow the program and take these meals to areas parks or other community centers in more low-income communities in and around Madison.

PART IV: EVALUATION (20 POINTS)

The following section is about the specific goals of your project and how you will measure them to determine the success of your project. We look for projects with clear goals and ways to measure the progress towards those goals. Please answer each question in no more than 150 words

8. What are the goals of your project? These could be about the quantity (e.g. the number served) and quality (e.g. the number who achieve a positive outcome) of your project.

The overall goal for this program is to feed as many adults and children as possible and as often as possible. We also hope to expand this program. One way we would like to expand is to take this program to area parks or other community areas that would make access to getting the free nutritious meals easier for all.

9. How will you measure the progress towards your goals? Please list at least 3 specific measures and/or project benchmarks that will be used. Ideally these will relate to your project goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

1. By the number of meals given out each week.
2. By the amount of families/adults that stay and engage with others each week.
3. By the decrease of the number of hungry people in and around the East YMCA.

PART V: FINANCIAL NEED (25 POINTS)

The following questions are in regards to the use of SEED grant funds and overall project budget. We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success (particularly for a short-term funding gap or to help a project get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for project sustainability. Please answer questions in no more than 150 words.

10. Please describe specifically how the funds from this grant would be used:

The funds from the SEED grant will be used only for food and supplies. This project is currently funded by donors and/or annual campaign dollars. With new funding dollars coming from the SEED grant we can use the annual campaign dollars for other just as important outreach programs we offer that do not currently have the funding they need such as our LIVESTRONG at the YMCA program. Additional dollars will also allow for this program to continue to grow and therefore feeding more adults and children.

11. SEED grants are often a crucial source of funding for organizations seeking to launch a project. Please outline if and how SEED funds are essential to making your project a reality:

This is already an established program so the funds would help us to grow this program.

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

We have received funding from Walmart for this program. Grants have been written to American Family Dreams Foundation and the Willy Street Co-op Grant.

13. SEED grants are intended to be one-time, one-year grants unless there is a clear expansion of a previously-funded proposal. How do you anticipate replacing city funds in the future?

We will continue to seek other funders and write additional grants to keep this program running in the future.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Food	20,800	2,500	YMCA Annual Campaign and other grants if approved
Supplies	255	0	
TOTAL AMOUNTS	21,055	2,500	

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
N/A		
TOTAL	N/A	

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

PART V: DISCLAIMER AND SIGNATURE	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: <i>Kristin Fabiani</i>	Date: <i>3-2-2020</i>