



City of Madison SEED Grants: Then and Now

A Brief Overview of Recommended Material Changes



Overview

- SEED Grants History
- SEED Grants Application Process
- Proposed Grant Material Changes
- Q&A



SEED Grants History

- SEED Grants were created in 2014, with \$50,000 from Direct Appropriations within the City's budget, to serve as a funding source for smaller, new food access/food security initiatives spurring from non-profit and community-based orgs in the City
 - 2014 – 10 grantees (26 proposals; \$181,464.50 in requests)
 - 2015 – 9 grantees (13 proposals; \$82,998.04 in requests)
 - 2016 – 9 grantees (14 proposals; \$97,121.00 in requests)
 - 2017 – 11 grantees (15 proposals; \$116,663.00 in requests)
- TOTAL: 4 years; 39 grants; \$200,000 in funding



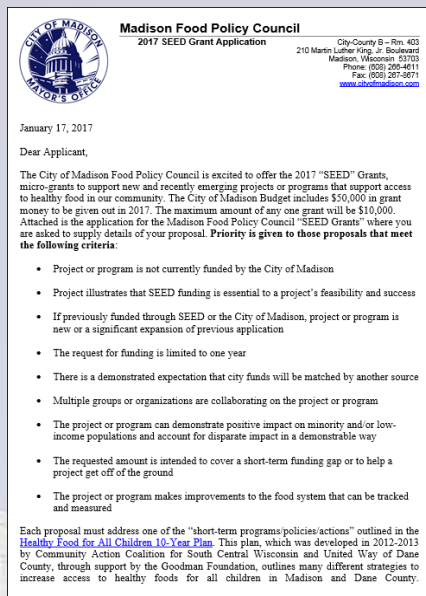
SEED Grants Application Process

- Mid-January – Late Feb/Early March: Proposals accepted
- Late Jan/Early Feb: SEED Grants info session
- Late Feb/Early March: SEED Grant proposals due
- Key Materials
 - Application background letter (info on application process, review criteria)
 - Application
 - Grant scoring form (grant reviewers use to allocate points, make funding decisions)
 - Post-grant evaluation form (grantees fill out and submit after their project is finished)

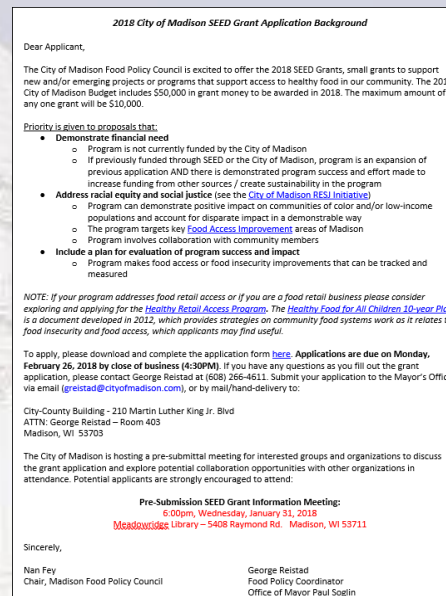


Proposed Grant Material Changes

Application Background Letter



2017



2018

- Shorter – 2-pages → 1-page
- Bulleted list of priority areas that proposals should address
 - Lines up with application sections and scoring form sections
- Removed requirement on using HFFA “short-term programs/policies/actions”
 - includes HFFA as a helpful guide for project strategies and objectives



Proposed Grant Material Changes

Application



2017 CITY OF MADISON SEED GRANTS
Madison Food Policy Council

APPLICANT INFORMATION

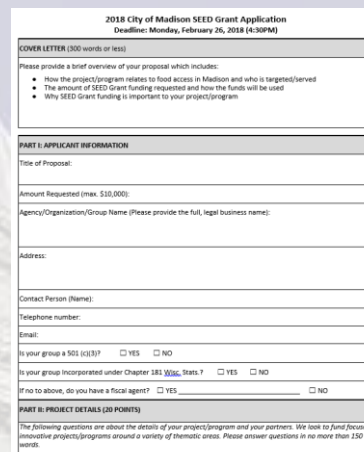
Title of Proposal	Amount Requested: \$ (max. \$10,000)
Agency/Organization/Group Name (Please provide the full, legal business name for the resulting contract.)	
Contact Person	Telephone #:
Address	Email:

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

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

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

2017



2018 City of Madison SEED Grant Application
Deadline: Monday, February 26, 2018 (4:30PM)

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:

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

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

Address:

Contact Person (Name):

Telephone number:

Email:

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

Is your group Incorporated under Chapter 181 [Wis. Stats.](#)? ☐ YES ☐ NO

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

PART II: PROJECT DETAILS (50 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.

2018

- Shorter: 7 pages → 6 pages
- Requires short (<300-word) cover letter to immediately establish project purpose for reviewers
 - Vagueness establishing what proposal was addressing has been a problem in the past
- Application sections match up with background letter criteria
- Application section headers break out points per section
 - More transparent for applicant; can see weights of each section
- Puts explicit emphasis on Racial Equity and Social Justice (Part III)
 - Prioritizes projects within Areas of Improvement on the Food Access Improvement Map (adds 5 “Priority Points”)
- Includes a section on evaluation, which requests goals and measures
 - These recorded goals and measures are used in the Post-grant evaluation form, sent near the end of the grant period



Proposed Grant Material Changes

Grant Reviewer Scoring Form

2017 SEED Grant Evaluation Worksheet		
Title of Proposal:	Yours Score	Maximum Score
Organization/Group/Agency:		100
Amount requested:		
Evaluation Criteria		
Q1 Does the application and/or cover letter provide a clear goal statement? Is it clear in a sentence or two what the proposal is trying to accomplish?		5
Q2 Does the application demonstrate a clear understanding of its targeted population? Does the application consider impact on communities of color and low-income communities? Does it consider unintended consequences?		25
Q3 What is the level of response to short-term programs, policies, and actions outlined within the Healthy Food for All Children 10-Year Plan?		35
Q4 Conduct a review of the provided budget information. Does it demonstrate a clear, effective use of resources? Does it demonstrate a source of matching funds or services? Is it clear how it anticipates replacing city funds?		10

2017



SEED Grant Application Reviewer Scoring Form		
PART I: APPLICANT INFORMATION		
Title of Proposal:		
Name of organization/group:		
Amount Requested (max. \$10,000):		
PART II: PROJECT DETAILS		20 Points
1-2	We look to fund focused, innovative projects/programs around a variety of thematic areas	/ 10
3	Project/program fulfills a need and collaborates with existing programs/systems	/ 10
PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE		30 Points + 5 Priority Pts if w/in Area of Focus*
4	Priority given to projects/programs serving Madison neighborhoods identified as Food Access Improvement focus areas	/ 5*
5-6	Describes who the program serves and where it operates	/ 10
7-8	Priority given to projects/programs that integrate community collaboration and benefit communities of color, low-income communities	/ 20
PART IV: EVALUATION		20 Points
9	Describes how members of target community will be/are engaged in project/program planning and implementation	/ 10
10	Priority placed on projects/programs that impact under-served/under represented communities in Madison	/ 10
PART V: FINANCIAL NEED		30 Points
11	We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success	/ 10
12	Particularly for a short-term funding gap or to help a project /program get off of the ground	/ 5
13	Demonstration that city funds will be matched by another source	/ 5
14	Describes plans for going forward/program sustainability	/ 5
Budget Summary	Is the budget presented logical considering all project/program components and desired outcomes?	/5
TOTAL		/ 100

2018

- Scoring sections and questions line up directly with application sections and questions
 - Points per section and points per question broken out to make scoring easier for reviewers
 - 5 additional "Priority Points" given to projects within FAIM Areas of Focus



Proposed Grant Material Changes

Post-Grant Evaluation Form

MADISON FOOD POLICY COUNCIL
2016 SEED GRANT EVALUATIONS

Please take a moment to help us evaluate the success and improve the SEED Grant program. Please submit your responses no later than Friday January 13th, 2017.

Grantee Information

Name: _____
Name of Program: _____
SEED Grant Amount: _____
Program Duration: _____
Email: _____

Is the Program Complete? _____
If not, please call George Reistad, Food Policy Director at 608-266-4611 immediately.

Please provide a short (2-4 sentences) description of the program or project:

Please indicate the number of people served over the duration of this program (Estimate if necessary):
☐ 0-25
☐ 25-50
☐ 50-100
☐ 100-200
☐ Over 200

If specific number of people served is known, please indicate that number: _____

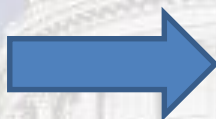
Please indicate the race/ethnicity of the population(s) served and percentage of those populations served by the project:
☐ Hispanic/Latino % _____
☐ American Indian or Alaskan Native % _____
☐ Asian % _____
☐ Black/African-American % _____
☐ Native Hawaiian or other Pacific Islander % _____
☐ White % _____
☐ Other % _____

Please indicate the total number of children (under age 16) served over the duration of the program (Estimate if necessary):
☐ 0-25
☐ 25-50
☐ 50-100
☐ 100-200
☐ Over 200

If specific number of people served is known, please indicate that number: _____

Please indicate the estimated income range for people and families served:
☐ 0-\$15,000
☐ \$15,000-\$25,000
☐ \$25,000-\$40,000
☐ \$40,000-\$60,000
☐ Over \$60,000

2017



2018 Post-SEED Grant Evaluation Form

Please take a moment to help us evaluate the success and improve the SEED Grant program. **Please submit your responses no later than 12/31/2018.**

PART I: GRANTEE INFORMATION

Name of program: _____
SEED Grant amount awarded: \$ _____
Agency/Organization/Group Name (Please provide the full, legal business name): _____

Address: _____
Person filling out this form (Name): _____
Role in program: _____
Telephone number: _____
Email: _____

PART II: OVERVIEW

Program start date: _____
Has the program ended? ☐ YES, Date ended: _____ ☐ NO, Estimated end date: _____
If project not completed by end of calendar year please call George Reistad, Food Policy Director at 608-266-4611

Has the program changed at all from the description in the funding application? ☐ YES ☐ NO
If yes, please describe what changes were made and why: _____

Demographics of Population Served
Please indicate the number of people served over the duration of this program (Estimate if necessary):
☐ 0-25
☐ 25-50
☐ 50-100

2018

- Evaluation form retains demographic/population served info from 2016 form
- Additionally, the form now references back to submitted application (Qs 9 and 10) and requests updated data on stated benchmarks/measures to achieve project/program goals
 - Way to evaluate efficacy of funded projects/programs
- Form now includes a section on project/program sustainability
 - Provides insight on whether orgs were able to secure additional funding, long-term/multi-year funding for their projects/programs
 - Gauges the necessity of SEED Grant funds to continue the project/program



Questions?