

Brentwood Village is on Madison's Northside bounded by Warner Park, N. Sherman Ave., Sheridan Ave. and MacPherson St

Board Members: Mary Lacy, Charlotte Leydon, Michael Shinnars, Alisha Steele, Kate Howard

2/12/2015

Mark Woulf, Food and Alcohol Policy Coordinator  
Mayor's Office  
210 Martin Luther King, Jr. Blvd. Room 403  
Madison, WI 53703-3345

City of Madison Food Policy Council,

We are pleased to submit this application for SEED funding through the Madison Food Policy Council for the project "Brentwood Gardens for Empowerment: Fostering Food Security through Positive Youth and Community Engagement." The project provides 14-17 year old youth with part-time, seasonal employment (paid through a stipend), job training, leadership and community service experience, and skills in gardening, food preparation and processing. During the 2015 season, the project will incorporate a community garden for residents, a picking garden, and the youth training garden for market sales. The gardens provide food for the neighborhood, a venue for community residents to come together, and a positive role for youth. Ultimately, the project could result in youth selling food at a farmers' market or neighborhood food-stand, or in developing a micro-enterprise at FEED Kitchens.

In past years (2013, 2014) the project was able to employ a total of 12 youth for part-time summer work. Youth worked in the garden, harvested produce and distributed it to residents in need, engaged in community service, built leadership skills, and contributed to a positive image in the community. The majority of youth who participated in the project are from low income families; all are people of color.

The Brentwood Gardens for Empowerment (BG4E) is a collaboration between two key partners and a host of additional collaborators. The two key partners and contributors to this grant application are the Brentwood Village Association and Dane County UW-Extension. We believe very strongly in the power of this project to have long lasting positive results to increase food access for a specific neighborhood, and to have deep positive impact on youth who participate in the project.

The Brentwood Gardens for Empowerment 2015 model builds on the Brentwood pilot projects of 2013 and 2014. An existing coalition (comprised of Briarpatch/Youth Services of Southern Wisconsin, Dane County-UW Extension, Edgewood College Sustainability Leadership Program, and Public Health nurses) promoted and piloted the youth engagement/food production model utilized by G4E in Meadowood and Brentwood. Due to organizational changes and funding limitations, this coalition is not able to continue to support the effort in Brentwood.

The Brentwood Village Association (BVA), along with past participants in G4E, have seen the successes of the G4E model and were not willing to give up. This team has been planning and fund-raising for the G4E project to continue in the Brentwood neighborhood in 2015.

Beyond the impact in this one particular neighborhood, the Brentwood Gardens for Empowerment project represents a means to extend the G4E model beyond one or two communities to a host of communities. The model can be replicated only if there is neighborhood support and management. If the Brentwood Village Association can succeed in bringing G4E to the community this year and beyond, they will have provided an organizational model for additional neighborhoods. Brentwood is pioneering a program where residents play a key role in implementation of the project. Support from outside the neighborhood (in the form of expertise provided by Dane County UW-Extension and the collective experience of the G4E Coalition, and in the form of funding from the city, area businesses, and individuals) is essential to growing the project, neighborhood by neighborhood – but the commitment and passion of neighborhood residents is the foundation for success.

The Brentwood G4E project is not currently funded by the City of Madison, nor has it received funding previously from the city. This request for funding is limited to the 2015 garden season. SEED grant funding will enable us to pilot the Brentwood G4E project as a higher capacity project than the 2014 season, during which time we had very limited funding and had to limit the number of participants and length of program.

We have developed a range of scenarios by which the project can operate. This grant proposal details optimal program funding. We would be able to offer the program at lower levels of funding, but in order to assure a safe, quality experience for youth participants, the staffing levels that are included in this budget proposal are necessary. Having a successful project in 2015 will position us to develop a business plan and fund-raising plan that will allow for sustained funding in future years.

The Brentwood Gardens for Empowerment planning team has embarked on a fund-raising strategy that includes grant funding, community support, business sponsorship, and fund-raising events. We already have some funds in hand that will be ‘match’ funding, we also have a fund-raising plan to procure adequate funds to run the program in 2015. Significantly, we have a commitment from Dane County UW-Extension to provide support for: (a) youth empowerment curriculum development, (b) horticultural training and

garden logistics leadership, and (c) organizational development and support for adult program leaders.

Additional collaborative support comes from a range of organizations.

- The University of Wisconsin Extension Program Development and Evaluation division provided evaluation support for the project in 2013 and 2014, and will assist with evaluation in 2015.
- Briarpatch/Youth Services of Southern Wisconsin hired and trained youth program supervisors in 2013 and 2014 and handled payment logistics for the youth in the training program. In 2015, Briarpatch will be managing an Extensive Gardens for Empowerment project in the Meadowood Neighborhood. If funding is procured, they have agreed to serve the Brentwood Gardens for Empowerment project in several ways: provision of a youth supervisor, handling payment logistics for youth stipends, and covering insurance requirements for youth work in the gardens.
- Wild Warner: We have recently begun a collaboration with Wild Warner. This group sponsors bird walks, nature activities, and environmental education in Warner Park. They are the organizers of the wildly popular nature walks at Sherman Middle School. Our collaboration aims to introduce youth to environmental education, conservation stewardship, and basic construction skills (bird houses and feeders, bat houses, benches, garden structures, bee hives, etc.)
- Northside Planning Council: The NPC has been supportive of the project in various ways, including fiscal sponsorship. NPC will continue to be the fiscal agent in 2015.

Respectfully submitted,



Kate Howard  
Brentwood Village Association Board Member  
608-443-9509  
kathrynellenhoward@gmail.com

# 2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



## APPLICANT INFORMATION

<b>Title of Proposal</b>	Brentwood Gardens for Empowerment: Fostering Food Security through Positive Youth and Community Engagement	<b>Amount Requested: \$9,450.00</b>
<b>Agency/Organization/Group Name</b>	Brentwood G4E Collaboration, through the Northside Planning Council	
<b>Contact Person</b>	Kate Howard, Brentwood Village Association Nikki Sanders, Northside Planning Council	<b>Telephone #: (608) 443-9509</b> Kate Howard <b>(608) 772-3505</b> Nikki Sanders
<b>Address</b>	c/o Northside Planning Council, 2702 International Lane, Suite 203, Madison, WI 53704	<b>Email: <a href="mailto:kathrynellenhoward@gmail.com">kathrynellenhoward@gmail.com</a></b> Nikki Sanders: <a href="mailto:director@northsidemadison.org">director@northsidemadison.org</a>

**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: Northside Planning Council

NO ☐

## PROPOSAL SUMMARY

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

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

The Brentwood Garden for Empowerment project addresses several of the short term strategies in the Healthy Food for All Children plan:

1. Identify land available for growing food: Over the past two years, the Brentwood Gardens for Empowerment project (BG4E) has worked with landlords of rental properties in the northern part of the Brentwood neighborhood to develop garden plots for use by youth and residents. The BG4E project provides youth with job readiness and life skills through gardening and community service activities. In 2015, the project plans to expand garden based programming (growing, preparing, and processing food) and to include community gardening plots for residents of the rental properties.
2. Support policy for street/neighborhood sales of produce: Youth involved in the project will receive training and support to develop entrepreneurial skills through micro-business enterprises, including developing a neighborhood market stand and vending at the Northside Farmers' Market. Youth will learn about food policy, including zoning and health policies, through discussions with members of the Dane County Food Policy Council. Youth will address policy barriers through action steps and speaking out at venues where policy decisions are considered.
3. Utilize existing commercial kitchens: As part of the program, youth will visit the FEED Kitchens and explore possibilities to use the kitchen for food processing and preparation.
4. Encourage neighborhood to assess food access: The Brentwood Village Association, in conjunction with Dane County Extension, will develop a community food access survey. Youth will be trained to administer the survey, and will poll neighborhood residents to better understand access, barriers, and needs.

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

The following demographics for Brentwood Village are from the City of Madison Neighborhood Indicators based on the 2010 Census:

	Brentwood	City
Persons over age 65	14.9%	9.6%
Families with children	22.4%	20.9%
Persons age 0 to 17	20.7%	17.5%
Female headed households	12.5%	5.3%
Families in poverty	21%	8%
White	63.2%	75.6%
Black or African American	20.3%	7.1%
Hispanic or Latino	9.5%	6.9%
Other races or multiracial	4.6%	3.1%

The northern part of the Brentwood neighborhood (south of Warner Park) is an area has been identified by the NRT as an underserved area. The concentration of rental properties serve low-income individuals and households. The neighborhood has experienced significant demographic changes over the last 2 decades, moving from a high percent of elderly to predominantly low-income families with children. This trend is expected to continue over the next decade, with more rental units converting away from elderly housing.

Our target population is low income youth, age 14 – 17, who reside in the rental housing and the general neighborhood. This age is especially vulnerable because the youth are no longer participating in many summer camps and are not yet eligible for most employment. Therefore this group of youth is left to entertain themselves during the out-of-school months with few resources. The parents are often unavailable due to being at work or on 2<sup>nd</sup> or 3<sup>rd</sup> shift jobs. In past years, a majority of the youth participants have been youth of color from low-income families. We will strive for the same program participation demographics in 2015.

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

Funds from this grant will provide staffing support structure through support for two part-time employees for the 2015 gardening season. These employees – a youth training supervisor and a neighborhood liaison, would be responsible for program planning (in conjunction with the volunteer development committee and Dane County UW Extension partners), implementation, youth supervision, and neighborhood gardens coordination.

The youth training supervisor (sub-contracted through Briarpatch/Youth Services of Wisconsin) would provide direct supervision of the youth interns, including delivery of educational and job skill development training. Support and expertise will be provided by Dane County Extension. Horticultural staff will provide gardening basics training and will conduct regular lessons at the garden. Youth development staff will develop a curriculum and will provide activities for leadership and relational skill building. The community liaison will be responsible for all aspects of community outreach, including recruiting youth interns, recruiting and supporting residents for the community garden plots, supporting youth activities related to food preparation, processing, marketing, and education. The liaison will also be the connection between the youth and community during garden gleaning day.

With support for program staffing from the city through the SEED grant, we will be in a better position to solicit donations from businesses and other sponsors for youth stipends. Gardening inputs will be provided through donations and existing relationships. The SEED grant budget also includes funding for compost and mulch, both of which are essential to improve the land available for the gardens, and thus to ensure gardener success.

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

Goal	Measurable Outcome
<b>Food Security:</b> Access to healthy foods is increased for neighborhood residents through public picking gardens, youth garden produce distribution and food produced by youth and brought home and utilized by the family. Youth	<ol style="list-style-type: none"> <li>1. Quantity and types of produce distributed throughout the rental properties and youth families.</li> <li>2. Business plan developed for farm-stands in neighborhood and at Northside farmers market.</li> </ol>

learn city codes and requirements for neighborhood farm-stands.	3. Demonstrated understanding of city zoning and health codes related to produce vending
<b>Employment experience for youth:</b> Youth receive a stipend for their work that is contingent on participating fully and meeting set contract requirements. Youth will be provided training to learn requirements that are standard for workplace employment.	<ol style="list-style-type: none"> <li>1. Number of hours youth participate in work training</li> <li>2. Number of hours youth participate in supervised work setting</li> <li>3. Employment readiness as measured through exit interview</li> </ol>
<b>Food Production:</b> Youth learn and participate in food production (growing, preparing, processing). Community residents establish personal or shared community garden plots.	<ol style="list-style-type: none"> <li>1. Number of hours in food preparation and processing</li> <li>2. Demonstrated understanding of food production, preparation, and processing techniques.</li> <li>3. Number of community residents involved with community garden.</li> </ol>
<b>Education:</b> Food production, food preparation, marketing and other activities are linked with educational curriculum that expands youth learning, leadership and life skills.	<ol style="list-style-type: none"> <li>1. Number of hours spent in learning setting.</li> <li>2. Consistency in using journal to record learning and to reflect on experiences.</li> <li>3. Quality of engagement with youth cohort in learning discussions, as recorded by youth educator.</li> </ol>
<b>Community Service:</b> Youth serve as leaders in the neighborhood, and address identified community needs (from survey).	<ol style="list-style-type: none"> <li>1. Number of hours spent doing community service/types of projects</li> <li>2. Community member comments regarding youth contribution to neighborhood, as reflected in end of program evaluation.</li> </ol>

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

This project is designed to increase equity and opportunity in a select community in Madison's Northside.

The targeted population is a vulnerable population residing in the low income rental properties of the Brentwood neighborhood. The youth in the community have limited opportunities for productive summer employment. In 2013 and 2014 combined, the Brentwood Gardens for Empowerment project employed 12 youth, all of whom are minorities. Of these youth, 92% are from families living in poverty. The project provides a work experience that builds skills, confidence, and job readiness for these young people, and improves food security by making more food and cash available for the youth's family, and the community.

A potential disparate impact is that not all youth in the community will be able to participate in the program and receive a stipend. Those not in the program will be invited to garden in a community garden plot with an adult. In this way, they will learn gardening skills and will be encouraged to apply to BG4E the following year.

This project builds social capital for rental property:

- providing employment and education during out-of-school time for neighborhood youth;
- providing fresh produce to residents;
- offering garden plots to residents living in rental properties;
- beautifying the surrounding environment;
- bridging the gap between home owners and residents in rental properties by having the neighborhood association supporting this project.

In a survey conducted by the Department of Public Health in 2012 five common themes were found important among rental unit dwellers. This project addresses two of those themes: beautifying the neighborhood (78%) and neighborhood youth programming (73%).

**FUNDING DETAILS**

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

**Current Funding:**

Through the Brentwood Village Association, we have been engaged in community supported fund raising. We presented the project to Madison-SOUP and received the award for that session (\$326). We also received a Northside fund (Northside Planning Council) for \$250. We were granted concessions for the WPCRC arts and crafts fair, and raised \$400 during the winter fair, and expect to exceed that amount during the spring fair. This concession will be available to our group on a bi-annual basis. We have a neighborhood donor who contributes \$1,000 annually, and we are about to embark on a community and business fund-raising campaign. None of our matching funds are contingent on security city funds.

Fund raising plans to support the 2015 BG4E project, and to match city funds, include:

- 1) We will run the concession at the spring WPCRC craft fair (anticipated revenue, \$1,000)
- 2) We have an opportunity to work with East High School Black Student Union to collaborate on fund-raising.
- 3) We will approach area business and CUNA Mutual (who funded us last year) to cover youth stipends.
- 4) We will submit a grant to the Willy Street Coop Community Reinvestment Fund for a portion of operating expenses.
- 5) We are planning a fund-raising event, in collaboration with Wild Warner, to raise funds for special projects, such as construction of garden structures, bird houses, bat houses, and benches at the garden.

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

We hope to become a sustainably funded program in future years. We will be developing a business plan and fund-raising plan that incorporates the following elements:

- 1) Identifying and building relationships with local businesses to become funding sponsors on an on-going basis.
- 2) Identify larger grant funds that can support the project for 3-5 years.
- 3) Long term plan: establish a social enterprise/business arm (product development) that will provide on-going funds
- 4) While we are not a membership organization, we will be building recognition for the project through social media and events, and plan to add both events and fund-raising capacity for individual contributions. In particular, we will solicit contributions from area Landlords, neighbors, and community organizations.
- 5) In collaboration with Northside community organizations (Wild Warner, Northside United) we will explore developing an annual fund-raising even

**COORDINATION/COLLABORATION**

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

Brentwood Gardens for Empowerment is connected to a larger collaboration that began through a public health initiative in Meadowood in 2012. The project was brought to Brentwood in 2013. Initially the project was coordinated and funded by the Madison public health department. When Public Health pulled out of the project in 2013, it became an effort of a collaboration of Youth Services of Southern Wisconsin (now Briarpatch), Dane County UW-Extension, and Edgewood College. The project continues to interact with this coalition. Briarpatch will be hosting G4E in the Meadowood Community. We will be in contact with that project and sharing experiences and best practices. We hope to subcontract with Briarpatch for certain aspects of this project (hiring of the youth coordinator, issuing stipends for the youth interns).

Brentwood Gardens for Empowerment is a collaborative partnership between the Brentwood Village Association and Dane County UW-Extension. Brentwood Village Association, along with past program participants, is the primary entity planning and implementing the project. Members of Brentwood Village Association Board have strong connections with youth in the neighborhood. BVA is working to increase participation from residents of the apartment complex in the leadership of BVA through this project. The neighborhood association is seeking to build a sense of community between the homeowners and the residents of the rental units. We hope to engage vulnerable adults through offering gardening space, education and support as well as offering employment and education to the neighborhood youth. Youth participants from previous years and their parents are stalwart advocates of the project and are the best ambassadors. They are the ambassadors who recruit additional participants.

Dane County UW-Extension is providing youth education curriculum, training on youth leadership and skill building, horticultural training for the youth and the youth supervisor, and organizational development assistance. Northside community partners include Wild Warner and Northside Planning Council. Warner Park Community Recreation Center has been supportive of our project and fund-raising efforts. Through Wild Warner, BG4E will have an increasing collaboration with Warner Park. BG4E also anticipates developing a strong collaboration with Northside United as well to enhance our work on increasing equity.

#### PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Youth Supervisor	15% (314 hours)	\$14.00
Community Liaison/Youth Support	18.75 % (390 hours total)	\$14.00
Youth Stipends	8% (approximately 176 hours) for each youth; goal of 10 youth participants	\$7.25 (note that these are stipends rather than employment wages; youth are involved in work, but also in educational and service activities)
<b>TOTAL</b>	33.75%	

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

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

#### BUDGET SUMMARY



Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Staffing: Youth Supervisor	\$4,640	\$ 3,500	1000	160
Staffing: Community Liaison/youth support	\$5,760	\$4,000	1000	760
Youth Stipends (10 youth)	\$12,760			12,760
Soil & Compost	\$ 500	\$ 500		
Water system improvement	\$ 100			100
Mulch	\$ 200	\$ 200		
Tools & Equipment	\$ 100		100	
Field trip expenses	\$ 100			100
Food, cooking supplies	\$ 250	\$ 250		
Fiscal agent fee	\$ 1,235	\$ 1,000		235
TOTAL	\$25,645	\$9,450		

Note that the budget presented here is for optimal operation of the program in 2015. We anticipate that we can raise funds from businesses and individuals for youth stipends, if we can leverage with funding from the city. We can also scale down the project to a certain degree. However, we cannot run the project without the staffing support requested herein.

#### DISCLAIMER AND SIGNATURE

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

Signature

*Kate Howard*

Date February 13, 2015

## 2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

<b>Title of Proposal</b>	Food Pantry Superfood Perennial Gardens	<b>Amount Requested:</b> \$2,500
<b>Agency/Organization/Group Name</b>	Madison Area Food Pantry Gardens, Inc.	
<b>Contact Person</b>	Ronald Schell	<b>Telephone #:</b> (608) 233-1973
<b>Address</b>	310 N Hillside Terrace Madison, WI 53705	<b>Email:</b> ronald.schell@gmail.com
<b>Is your group a 501 (c)(3)?</b>	YES <input checked="" type="checkbox"/> XXX	NO <input type="checkbox"/>
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input checked="" type="checkbox"/> XXX	NO <input type="checkbox"/>
<b>If no to above, do you have a fiscal agent?</b>	YES _____	NO <input type="checkbox"/>

### PROPOSAL SUMMARY

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

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

Our proposal is a collaboration between the Farley Center for Peace, Justice & Sustainability and Madison Area Food Pantry Gardens to establish native perennial fruit and vegetable gardens. The initial goal is to harvest 8,000 servings of raspberries, serviceberries, strawberries, currants and asparagus. These berries and asparagus will be distributed to food pantries in packaging that educates consumers—primarily low-income and minority families—about the benefits of these foods.

These plants will produce a harvest of healthy, vitamin-rich, local fruits and vegetables for many years to come. They will also beautify the landscape, provide food for pollinators, and create community among those who tend the plants and help with the harvest.

This proposal is an investment in a healthy food future for low-income Madison families. We expect many of the plants to produce fruit and vegetables for more than twenty years. Over the years, as we experience and learn about propagation of these fruits, we will expand production.

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

Madison Food Pantry Gardens will distribute healthy locally-grown fruit directly to Food Pantries in Madison or through Community Action Coalition of South Central Wisconsin. In 2014, a food pantry client survey indicated 59.5% of pantry clients identified themselves as other than 'Caucasian/White', 68.6% reported income of less than \$1,771 per month. The average household size was 3.5 so many children were served, including those in single-parent families which comprised 39.5% of clients.

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

Grant funds will be used to purchase plants, fertilizer and other materials to establish perennial gardens at The Farley Center, 2299 Spring Rose Road, Verona and Hershberger Garden, 7634 Midtown Road, Verona. In addition to providing healthy fruit for low-income families, the packaging will include a description of the health benefits and vitamin content of the fruit as well as preparation instructions. This educational component will encourage people to seek out these superfoods and possibly grow their own native fruits.

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

We will track the harvest of fruit and vegetables each year. It is likely to be very modest in the first few years as the plants become established but will increase as they mature. This is an investment that will yield benefits for many years into the future.

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

Food Research and Action Center of Washington D.C. noted in a study that households with income less than \$24,000 reported problems accessing affordable fresh fruits and vegetables 2.5 times more frequently as those with incomes between \$60,000 and \$89,999 (13.8 percent vs. 5.7 percent). The applicant for this grant is Madison Area Food Pantry Gardens, Inc., an organization that grows, tends and harvests vegetables for the needy of the Dane County Area. Over the past 15 years, this group of volunteers has grown over 1 and quarter million pounds of fresh vegetables. This grant will allow us to place fresh locally-grown fruit in food pantries. The impact will be positive on the minority and low-income communities.

## FUNDING DETAILS

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

We are apply for matching funds from the Alliant Energy Foundation Community Grant Program. This project fits one their goals: "Helping Families." They do not require matching funds. These two sources of funding would strengthen both applications. We anticipate approximately 100 hours of volunteer labor will be donated to plant and care for the plants. Madison Area Food Pantry Gardens will provide equipment, tractors, tillage tools, etc. for plot preparation.

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

These perennial plants will require only minimal care in the future. Harvesting and maintenance will be provided by volunteers.

## COORDINATION/COLLABORATION

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

We are developing an Agreement between the Farley Center and Madison Area Food Pantry Gardens for access and harvesting of the Food Pantry Perennial Garden. Both organizations are committed to the project and share the goal of providing healthy local food to Madison area families. The collaboration will involve volunteers who will provide services at both locations and possibly create new collaborations in the future.

Ron Shell will provide the leadership and coordination. Volunteers, workers will be recruited from groups and committed individuals that have helped grow vegetables over the years with Madison Area Food Pantry Gardens.

## PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
All Volunteer Help.		000.00
<b>TOTAL</b>		

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

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

### Budget summary

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Plants – 160 plants	\$2,214	\$1,100	\$1,114	
Materials, Fert etc.	\$2,545	\$1,200	\$1,345	
Anti-Predator Fence	\$1,072	\$ 200	\$ 872	
Equipment Rental	\$420	000	\$ 420	
TOTAL	\$6,251	\$2,500	\$3,751	
*Detailed Budget Available.				

### Disclaimer and Signature

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

Signature:



Date: February 6, 2015

President, Madison Area Food Pantry Gardens, Inc

# 2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



## APPLICANT INFORMATION

<b>Title of Proposal</b>	Meet & Eat: Workforce Incubation Program	<b>Amount Requested: \$9951.00</b>
<b>Agency/Organization/Group Name</b>	Let's Eat Out! Inc.	
<b>Contact Person</b>	Christine Ameigh	<b>Telephone #:</b> 608-630-4824
<b>Address</b>	410 Pawling St #2 Madison, WI 53704	<b>Email:</b> christine@letseatoutwi.org

**Is your group a 501 (c)(3)?**

YES ☐

NO ☒ *We are in the process of applying for 501 (c)(3) status.*

**Is your group Incorporated under Chapter 181 Wisc. Stats.?**

YES ☒

NO ☐

**If no to above, do you have a fiscal agent?**

YES \_\_\_\_\_

NO ☐

## PROPOSAL SUMMARY

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

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

Let's Eat Out! (LEO!) is requesting \$9951 to support our Meet and Eat program. This summer, LEO will organize a series of 16 food cart Meet and Eat events at various locations across the City. In four of those neighborhoods – Meadowood, Allied Dr or Park Street, Glendale and Rimrock — we will distribute vouchers to low income families so they are able to purchase low or no cost food at these events.

Voucher distributions will occur concurrently with another program recruiting at-risk teens as food cart interns. We plan to recruit youth from these target neighborhoods and help them learn the food cart business. We are also collaborating with the Dane County Pantry Brigade to provide CSA-style bags of fresh produce to low income visitors at these events.

This effort clearly addresses at least two of the short-term objectives of the HFFAC plan. Most directly, this project will increase access to healthy food for children and families in underserved neighborhoods. By providing vouchers at these events, we'll bring the community together and ensure everyone can participate. Providing fresh produce at these events for targeted families will also help increase their access to healthy food.

Another objective this effort addresses is job training for sustainable jobs with solid career ladders. LEO! is a nonprofit dedicated to supporting mobile food entrepreneurs in our community. We strongly believe that promoting food carts and providing internships can encourage new entrepreneurs to start careers in food service and the hospitality industry.

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

The target population for this project is low-income children and families in four Madison neighborhoods. In each of these neighborhoods, a significant proportion of the low-income households are comprised of people of color. While mostly African-American, some of these neighborhoods also include significant numbers of Latinos, Hmong and other targeted populations.

This program will provide subsidized menu options for low-income neighborhood residents at neighborhood Meet and Eat events. Each food cart participating in the event will offer at least one item at a \$3 price point or lower. As a result, participants with vouchers will be able to purchase something at any of the carts.

A set number of vouchers for each neighborhood will be distributed in advance. In each neighborhood, we will be collaborating with a community organization which will identify eligible households. In some neighborhoods, we hope to distribute the vouchers via existing summer camps and other programs. Depending on their particular conditions, local neighborhood activists will develop a distribution method tailored to fit their needs.

While we expect some vouchers will not be redeemed, we anticipate the participation rate will be high. Not only will targeted households get access to food at the event but they will also have an opportunity to bring some fresh produce home. Finally, they will see food carts in action and hopefully staffed with at least one neighborhood intern.

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

This support from the SEED program will help pay for voucher reimbursement to cart operators, staffing, advertising, planning and logistics and it will also fund a portion of our planned music entertainment.

We will provide the vouchers to target households who will then redeem them when buying food at the Meet and Eat events. After the events, food cart operators will be able to exchange them for cash. If the vouchers are not all redeemed, any excess voucher funding will be banked for the 2016 program.

In the most direct sense, this support will cover these reimbursement expenses and allow targeted participants to enjoy food at the events. This incentive will encourage higher attendance also resulting in more free vegetables being distributed to low income households in the community.

This incentive also helps us build our food cart intern program. Increased attendance will allow us to identify and recruit from a larger pool of potential and future food cart entrepreneurs.

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

The short term goal of our program is to increase access to affordable, healthy food options in areas categorized as food deserts, while bringing community members together. Outcomes will be measured by tracking attendance at each event as well as tracking voucher redemption.

The long-term goal of the Meet and Eat Program in conjunction with the Workforce Development program is to strategically develop and sustain local jobs and wealth creation and to support the well-being, development, and self-determination of individuals, communities, and institutions within the initial Meet & Eat neighborhoods, in a deliberate effort to connect with other community development efforts in Madison. This outcome will be measured by tracking internship completions and tracking workforce outcomes after interns have completed our program.

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

Two vulnerable populations we will have a more difficult time serving are disabled neighbors and the elderly. If members of these groups are unable to travel to the Meet and Eat events, we will be unable to provide them with the same access to food and information.

One way that we will remove the stigma from paying with a voucher is by having all customers at our events pay with vouchers. Some community members will receive the vouchers for free (distributed by community organizations as previously described) and other customers will purchase the vouchers with cash at a table prior to visiting the food carts. This eliminates the stigma of paying with a voucher, since all customers will be doing so.

Another way to reduce the stigma is through our community partners. We are planning events at all of the locations to draw people there. All four nights for sixteen weeks we are working with different local organizations to provide a physical activity for children and a component that involves the arts and/or education.

We will encourage each neighborhood partner to identify potential members of these vulnerable populations. At a minimum, we should be able to deliver a bag of produce to some of these households also. It would be more difficult to deliver food items from the carts to their homes, but it may be possible in certain situations.



## FUNDING DETAILS

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

Additional funding for both the voucher program and internship project are being pursued. We plan on submitting a proposal to the Evjue Foundation for a similar amount to support the voucher program. We anticipate generating revenue to support the voucher program and internship project this summer through our Burr Jones Sessions concert series fundraiser. We also have an aggressive plan in place to solicit sponsorship revenues and direct donations to fill in remaining budget gaps.

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

LEO! is currently pursuing non-profit status and anticipates more aggressive fundraising in future years. We are developing plans targeting faith based organizations to ask for their support for the voucher program. We intend to develop a campaign with an "adopt a neighborhood/adopt a child" theme so donors know their support impacts specific neighborhoods or individual households directly. We are also considering a "buy a neighbor dinner" program where residents contribute to voucher distribution in their own immediate area.

## COORDINATION/COLLABORATION

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

LEO! itself is a collaborative enterprise with 18 independent food cart operators working together on this and other projects. We have many community partners and will be developing direct relationships with organizations and leading activists in all the neighborhoods we serve this summer.

Currently, our list of community partners includes but is not limited to:

1. Dane County Pantry Brigade and REAP food group who will assist with the CSA style produce options at the dinners along with Madison Area Chef's Network that will provide training demos on healthy cooking instruction.
2. Youth Services/Briarpatch who will assist us in our youth internship program and community advertisement.
3. The Boys & Girls Club who will assist with marketing, coupon distribution and location choices.
4. Other Community and Neighborhood Associations that will provide community engaging activities at all of our events.
5. Literacy Network and Madison Public Libraries who will assist in a literacy event during one week of Meet & Eat.

## PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Executive Director, LEO	.13	20
Associate Director, LEO	.11	20
Project Kinect (Consultant)	.06	30
<b>TOTAL</b>	.30	

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

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

## BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
A. Personnel Costs (complete personnel chart above)				
1. Salaries/Wages	10,000	2,780	Kickstarter 7,220	
2. Consultant Fees	4,000	1,112	Kickstarter 2,888	
B. Program Costs				
1. Meal Subsidies	12,800	3558	Evjue Foundation 5,000 Other Sources 4,242	
2. Entertainment	7,000	1946	In-kind 1000 Other Sources 4054	
3. Advertising	1,000	278	In-kind 100 Other Sources 622	
C. Administrative Costs				
Office Supplies	100	27	Other Sources 73	
Insurance	500	139	Other Sources 361	
Legal / Accounting	400	111	Other Sources 289	
Total	35,800	9,951		

**DISCLAIMER AND SIGNATURE**

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

Signature     /Christine Ameigh/

Date     2/13/2015



5500 W. Silver Spring Dr.  
Milwaukee WI 53218  
Phone: (414) 527-3009  
Fax: (414) 527-1908  
[www.growingpower.org](http://www.growingpower.org)

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February 12, 2015

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

Dear Mr. Woulf,

First of all I want to acknowledge Desiré Smith, a junior undergraduate student at UW-Madison who came from the urban agriculture program at Vincent High School in Milwaukee. She helped me develop our application and she drafted this cover letter. This summer Desiré will be coordinating the Urban Agriculture curriculum of the PEOPLE Program, which is integral to our proposal.

Since 2003 the Program for Entrepreneurial Agriculture Training (P.E.A.T) has been dedicated to not only teaching the South Madison community's youth the importance of growing their own food, but also how to turn their hard work into personal income that will enable them to create their own sustainable, local food system.

In a community like South Madison where a large portion of the population is low-income, business ownership amongst community members is extremely rare. Most businesses in the neighborhood are owned by members of outside communities who aren't invested in the community, which makes it easy for them to move their establishments if the financial incentives in the low-income community aren't enough for them. This is why building more entrepreneurs in our community is so important. Without the presence of entrepreneurs to start businesses in the community, the community will always be vulnerable to not only food insecurity, but also to all other necessary commodities that are needed in daily life.

In order to sustain the mission of our PEAT program, it is important that we look to different ways to spark the interests of our youth in agriculture; this is why we want to expand our PEAT program into a new direction. In the past years PEAT executed its mission by allowing the youth to experience the growing and marketing aspects of the food system—with the help from Madison Metropolitan Sewage District and the South Madison Farmer's Market.

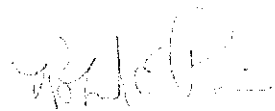
However, we realize that the youth in the PEAT program have many different interests and they all may not want to pursue farming as a career. With this in mind we believe that it would be in the best interest of the youth if PEAT was expanded to encompass more aspects of the food

system, specifically product development and processing, sensory analysis, and marketing. Introducing the youth to a more complete experience will give them a wider understanding of sustainable local food systems as well as how they can play an active part, whether that be as a food scientist, as a marketing representative for a local organic processing and distributing company, or as an urban farmer.

With the help of the SEED grant, we hope to supply eight high school youth with an opportunity to participate in a program that will include hands-on learning of farm techniques in order to grow pumpkins for their Carrot-Pumpkin Protein Bars, as well as adequate farm supplies for both learning and growing purposes. Our kids will visit with local businesses to find a partner to commercially process our Carrot-Pumpkin Protein Bars, and they will get real-world marketing experience at the South Madison Farmers Markets. In addition to this valuable educational opportunity they will earn a fair stipend for their hard work upon completion of the 10-week summer program.

I wanted to acknowledge that Growing Power was a secondary partner a SEED-funded project last year. We were happy to help with that effort and are grateful for the support from the city. We hope that you will like and support this new and very different project.

Sincerely,

A handwritten signature in dark ink, appearing to read "Robert Pierce", written in a cursive style.

Robert Pierce  
Urban Farmer  
Director of Growing Power-Madison

# 2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



## APPLICANT INFORMATION

<b>Title of Proposal</b>	PEAT Program Carrot-Pumpkin Protein Bars	<b>Amount Requested:</b> \$9,643
<b>Agency/Organization/Group Name</b>	Growing Power Madison	
<b>Contact Person</b>	Robert Pierce	<b>Telephone #:</b> 608-358-5834
<b>Address</b>	HQ: 5500 W. Silver Spring Drive, Milwaukee, WI 53218 Madison office: 6514 Offshore Drive, Madison, WI 53705	<b>Email:</b> Robert Pierce (rep1313@yahoo.com)

**Is your group a 501 (c)(3)?**

YES ☒ X

NO ☐

**Is your group Incorporated under Chapter 181 Wisc. Stats.?**

YES ☒ X

NO ☐

**If no to above, do you have a fiscal agent?**

YES ☐

NO ☐

## PROPOSAL SUMMARY

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

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

The Program for Entrepreneurial Agricultural Training (P.E.A.T.) Program of Growing Power Madison led by Robert Pierce will incrementally address all three strategies in the United Way plan in its first year and generate knowledge, raise visibility, and develop relationships that will impact the plan's long-term objectives.

Under "children and family's access" we focus on entrepreneurship and job skills in the food industry. Our kids will learn aspects of the entire chain from field-to-processor-to-market including the science of product development and food safety.

Under "neighborhood availability" our kids will utilize the Badger Rock Middle School kitchen for product development and sensory analysis and seek out a private restaurant owner (e.g Melly Mel's) as a partner for commercial production.

Under "institutional and organizational culture" our kids will reach out to MMSD school administrators and Parent Teacher Associations on the South Side to solicit their support for promoting a line of healthy food products that will begin with "protein bars" featuring carrots grown north of Milwaukee by Growing Power Founder and CEO Will Allen and pumpkins grown by P.E.A.T. Program kids in on Madison's South Side.

Using professional equipment loaned from UW Extension, our kids will work together to videotape and edit the entire process into a 15-minute documentary to share with other kids. They will also actively participate in growing the pumpkins, refining the protein bar recipe, and keeping track of labor, ingredient costs as well as all subsidies with the goal of determining the financial feasibility of the venture.

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

Parts of this answer were excerpted from the P.E.A.T. webpage that was written by teens in the program.

P.E.A.T is directed by Robert Pierce, an African American farmer who was born and raised on Madison's South side. The program typically involves 8-10 MMSD high school students each summer from the South side. Our farm is located in a neighborhood of apartments, factories, and trailer homes. We are dedicated to making the field work on our farm attractive and meaningful specifically to teens of color from low-income households.

This program was created to teach today's youth how to become their own employer and how to grow healthier food for the Madison community. By being involved in the planting, harvesting, and selling of their final product, this program allows the community's youth to be involved in the production of food from farm to fork, giving them a chance to see how important it is to have control over the food system. Additionally by putting money in their pockets the program also gives teens a chance to be productive, keeping them off of the streets and out of trouble.

By respectfully approaching South side restaurants and also retail markets for support, the kids will also learn about successful entrepreneurs of color in their community. By approaching administrators and parents in the schools for support and selling their produce and protein bars at the farmers' market, the kids will engage a diverse array of adults in their project.

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

We believe urban agriculture can impact access to healthy food in low-income communities of color because too few rural farmers want to market their products in our communities. Wealthy communities and customers are typically more attractive to farmers since there's more monetary incentive. But we can increase healthy food in our neighborhoods by expanding our urban farms and creating new ones.

However we need to make urban farming more economically sustainable. Innovative rural farms are creating "value-added" products to enhance their income. Likewise urban and non-for-profit farms can also generate more revenue by finding creative ways to process our fresh produce and capture the added value.

We have chosen "carrot-pumpkin protein bars" as our first experiment. Pumpkins are easy to grow and very productive. Will Allen, the founder of our parent organization in Milwaukee, has learned to grow large quantities of sweet carrots very efficiently, and he will provide not only carrots but also guidance and inspiration to our effort. Both pumpkins and carrots are perishable, however with assistance from University of Wisconsin Extension, we will develop safe and effective ways to preserve these crops and sell them long after harvest to derive more income from farming.

Until we achieve economies of scale we know the cost of producing our protein bars will be high compared to mass-produced products like Cliff Bar™. We know we must secure generous support like free land from MMSD and local business partnerships so our nutritious protein bars are accessible to our urban community.

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

Our progress in Year 1 will not be measured by the number of protein bars sold, total sales, or net profit. These traditional marketplace metrics may be appropriate in future years. Our first goal (1) is to complete the process of launching a new product with our teens involved and learning each step of the way. (2) We want them to conduct the accounting and evaluate whether it is possible to lower costs and achieve a net profit the following year. (3) We want the kids to make contact with as many adults in the community as possible either to solicit their support for the launch or to sell the final product. (4) We want them to reach as many kids as possible through personal contact—taste testing, feedback and sales—and through views of our 15-minute documentary which the kids will post on YouTube. (5) Regardless of the outcome of the protein bars, we want the publicity we generate to encourage more urban farmers to consider value-added strategies.

**Metrics:**

Goal 1: Determine the extent to which the teens completed the process of launching a new product. (Qualitative review by Project Team)

Goal 2: Assess the quality of the cost accounting and cost-reduction ideas. (Qualitative review by UW Extension advisor)

Goal 3: Number of adults contacted for support or sales.

Goal 4: Number of kids contacted; number of video views.

Goal 5: Number and quality of print and social media exposures; interviews with Robert Pierce and Will Allen.

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

Given our scale of production the cost of the final product will likely be high compared to mass-produced products like Cliff Bar™ and even those products are already expensive. We risk offending or embarrassing potential customers who cannot afford to support us with their purchase.

We will make small samples available so they can try our products and have the satisfaction of complementing us or offering constructive feedback. We will also explain that we are looking for ways to reduce costs of production in Year 2 so we can lower our prices. Finally without being preachy or self-righteous we will explain that healthy ingredients cost more and we will create a handout that compares our protein bars with the nutritional value of other snacks like Doritos™ and Oreos™.

Also we expect our teens to be diverse as well as the adults on our Project Team and the people who we reach out to in the community for support and for sales. On several occasions throughout the year we will have discussions about racism, sexism, elitism and other forms of oppression and we will promote respect for our multicultural community.



## FUNDING DETAILS

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

We have developed a very detailed budget that outlines the support described below—available upon request. We are in the process of renewing “base funding support” for the P.E.A.T. Program that we received in past years from CUNA. The base funding helps to support the educational and supervisory role of Robert and Shellie Pierce and will also extend the stipends for the kids to participate that we’ve requested from SEED. We hope to know about the CUNA funding by April 2015. The portion of our requested CUNA funding that will be dedicated to this Carrot-Pumpkin Bar project is **\$9,923**. Three upper classmen high school interns from the PEOPLE Program at UW-Madison will contribute 180 hours over six weeks to the effort as part of their internships. Their **\$4,500** stipends are covered by the PEOPLE Program. Mary Pat Carlson is a Small Scale Food Processing Specialist at UW Extension who will provide at least 10 hours of support valued at **\$621**. Will Allen of Growing Power will contribute 28 hours equal to **\$1,342** in trips to Madison and video chats with the kids through the summer. In terms of non-itemized support, we will grow the pumpkins on land generously provided by the Madison Metropolitan Sewage District and test market the carrot-protein bars at South Madison Farmer’s Markets. Ms. Carlson will also seek free support from her colleagues in the UW System. Also a professional video camera, mics and editing equipment will be loaned to us from Extension without charge for the summer.

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

For the protein bars to succeed in the marketplace they need to be produced at a cost that makes them affordable and profitable. We hope to do that over time by lowering ingredient costs while retaining quality, by lowering labor costs by using time-saving equipment, and contracting out portions of the production process and focusing our attention on marketing. For instance we can find commercial partners who can shred large volumes of carrots with equipment we cannot afford to buy or rent. However we expect that subsidies of one form or another will need to continue. We are fortunate to continue free access to land from Madison Metropolitan Sewage District to support our mission. Also if we can show success in Year One we should be able to apply for larger grants to scale up in Year Two. The Value Added Producer Grant of USDA is one option. If Year One and Two are promising we also think we could attract on-going corporate support from partners like CUNA, and ultimately we believe generous private individuals would invest in a non-profit venture that can show sustain itself while serving a good cause. We are also not opposed to borrowing money from traditional and non-traditional lenders, such as Kiva.

## COORDINATION/COLLABORATION

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

The Madison branch of Growing Power, Inc. is led by Mr. Pierce who will provide overall direction to this project with support from his daughter Shellie. Growing Power, Inc. will provide affordable carrots and its CEO Will Allen will leverage his “celebrity” status to attract media exposure; he will be an advisor to the Project Team and meet with the teens. South Madison Farmers Market is a nonprofit organization managed by Mr. Pierce that will provide a market for the youth to sample and test their product. We are grateful to Center for Resilient Cities and Badger Rock Middle School for providing space for product development and testing as well as project meetings. We are hopeful that the school will facilitate our contact with the Madison Metropolitan School District to obtain their support in connecting with school fundraisers. UW Cooperative Extension will tap several specialists in the UW System for technical support, including Mary Pat Carlson, Tera Johnson, Barb Ingham, Renee Surdick and Monica Theis. We are optimistic that CUNA will renew its support in 2015. We will tap our relationships with Urban League of Greater Madison, South Metropolitan Planning Council and Dane Buy Local to help us reach out to restaurants and other businesses in South Madison; we will ask REAP Food Group to consider including our product in their Holiday Sale school fundraiser if and when we are ready; we will reach out to Will Green and his kids in Mentoring Positives to share what they’ve learned in launching their Off the Block Salsa; we will contact friends at the Dane County Planning Department which has prior experience working with and supporting Mr. Pierce and the P.E.A.T. Program. Of course we will work with the City of Madison who we hope will fund this project. The teens that participate in P.E.A.T. will be at the center of this activity, and their personal contact with adults and kids in South Madison will engage a large and diverse population of our community.

## PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Robert Pierce	4. 4%	\$21.63/hr
Shelley Pierce	17.5%	\$17.00/hr
Mary Pat Carlson	0.5%	
3 PEOPLE interns	NA	Educational internships will involve summer stipends of \$1500 per student for 6 weeks
8 Youth Entrepreneurs	NA	Educational internships will involve monthly stipends not hourly wages. (\$100/week in summer; \$20 per market in fall)
<b>TOTAL</b>	22.4%	

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

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

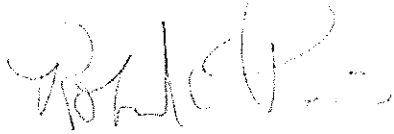
## BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Personnel Wages	\$22,588.00	\$7,323.00	\$14,645.00	-----
Youth Bus Transportation	\$240.00	\$120.00	\$120.00	-----
Farm Supplies	\$2,000.00	\$1,000.00	\$1,000.00	-----
Food Bar supplies	\$1,000.00	\$1,000.00	-----	-----
Food License	\$200.00	\$200.00	-----	-----
<b>TOTAL</b>	\$26,028	\$9,643	\$16,386	-----

**DISCLAIMER AND SIGNATURE**

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

Signature

A handwritten signature in black ink, appearing to be "R. H. K.", written over a horizontal line.

Date 2/11/15

February 13, 2015

Madison Food Policy Council  
2015 SEED Grant Application: Lussier Community Education Center Proposal  
ATTN: Mark Woulf, Food and Alcohol Policy Coordinator  
210 Martin Luther King Jr. Blvd. Room 403  
Madison, WI 53703

Sent via email: [mwoulf@cityofmadison.com](mailto:mwoulf@cityofmadison.com)

Dear friends at the Madison Food Policy Council:

We appreciate this opportunity for the Lussier Community Education Center (LCEC) to partner with the Madison Food Policy Council, in our common mission to provide reliable and consistent food access and nutrition support for Madison families. Our proposal seeks to deepen and expand pantry and community meal services at LCEC, in response to user surveys and suggestions from the community.

A modest SEED Grant would be hugely helpful in growing the reach of our food program by:

- (1) Expanding LCEC food pantry hours to accommodate working families.
- (2) Expanding LCEC food pantry days to help increase accessibility.
- (3) Coordinating the enrollment process for food access programs across Madison, by working with other food and nutritional support programs (Second Harvest, WIC, UW/Dane County Extension, et. al.).
- (4) Enhancing intergenerational and culturally appropriate programming at LCEC's community meals.

Our proposal squarely addresses three of the short term programs/policies/actions for the Healthy Food for All Children 10 Year Plan.

By expanding services that have already proven their merit and popularity, in direct response to user suggestions, we believe our proposal is a smart, cost-effective, and user-relevant way to address food insecurity issues and improve food access to Madison households.

Attached is LCEC's 2015 City of Madison Seed Grant application. If you have any questions or need further clarification, please contact me at your convenience. Thank you for your kind consideration of our proposal!

Best,

*Andrea Potter*

Andrea Potter  
Development Director, Lussier Community Education Center  
Email: [andrea@lcecmadison.org](mailto:andrea@lcecmadison.org) Phone: (608) 833-4979



## 2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council

### APPLICANT INFORMATION

<b>Title of Proposal</b>	Access to Health Food and Meals through LCEC	<b>Amount Requested:</b> \$4,827.00
<b>Agency/Organization/Group Name</b>	Lussier Community Education Center	
<b>Contact Person</b>	Andrea Potter, Development Director	<b>Telephone #:</b> (608) 833-4979 x. 207
	55 S. Gammon Road, Madison WI 53717	<b>Email:</b> andrea@lcecmadison.org
<b>Is your group a 501 (c)(3)?</b>	YES <input checked="" type="checkbox"/> X	NO <input type="checkbox"/>
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input checked="" type="checkbox"/> X	NO <input type="checkbox"/>
<b>If no to above, do you have a fiscal agent?</b>	YES _____	NO <input type="checkbox"/>

### PROPOSAL SUMMARY

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

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

The Lussier Community Education Center (LCEC) proposal will address three of the UWDC "short term actions."

- (1) Expanding food pantry hours to accommodate working families. We will expand pantry hours and days of availability by 10% (from 104 to 116 hours, and adding 12 extra days – one per month -- in the program year). This increase will be strategically timed and implemented for maximum user impact, according to retrospective pantry user surveys. (In a recent pantry survey, 35% of users requested additional/expanded hours).
- (2) Coordinating enrollment process for food access programs. LCEC will improve accessibility to other food and nutritional support programs by regularly providing service information and enrollment. LCEC will partner with other organizations – Second Harvest, WIC, et. al. – to expand their office hours (on site) during LCEC's pantry program and coordinate information/enrollment.
- (3) Enhancing intergenerational, culturally appropriate programs at community centers and meal sites. As a community center committed to basic resource support and cultural enrichment, LCEC will provide free monthly community dinners. These meals provide nutritional support for low income/food insecure children/adults/families and offer another information gateway for connecting people to important food resources. More over, these community meals are opportunities for engagement with LCEC program participants, staff and volunteers, neighbors, the wider community and encourage a variety of cultural activities. Community chefs from Wexford Ridge work will work with staff to create nutritious meals, and programming will include wide ranging attractions like Black History Celebration, Community Youth Gallery Night, Health and Fitness, and Science nights.

LCEC's mission commits to *building community, creating opportunities, enriching education* in response to neighborhood needs on Madison's west side. We provide programs, services, and access to resources that promote personal growth, family enrichment, and community well-being.

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

LCEC's food program population is richly diverse across almost all socio-economic/racial/ethnic categories, while at the same time assisting some of Madison's most underserved residents. LCEC's primary service area is Madison's west side, however anyone is welcome to participate in pantry services and community dinners. Pantry users range in age from 18 to 75+ years. All racial and ethnic groups are represented, with the majority African American, Latino, Caucasian and multi-racial. Other demographics include:

- 73% of pantry users earn less than 50% of the federal poverty level. 27% earn between 51 – 80%.
- 38% of pantry users are from female headed households. 54% have children under the age of 18 in the household.
- Most pantry users drive to the pantry, with 14% riding with a friend or neighbor. 18% walk to the pantry.
- A full 49% of pantry users living within one mile of the pantry. 37% live within 1 – 5 miles of the pantry. 14% report living more than 5 miles from the pantry.
- An average of 88 households (139 adults, 94 children) are served by the LCEC pantry on a monthly basis.

These demographics mirror the population attending LCEC's community dinners.

We estimate increasing LCEC pantry hours and available days of operation will open up services to at least 10 additional households (16 adults and 11 children) per month. Moreover, it will allow at least 10 households to sign up for other food access programs. Community dinners will be able to provide meals for an additional 50 children and adults.

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

Funds from a SEED grant will provide the staffing and supplies required for expanding and deepening LCEC's food and nutritional support to underserved families and individuals. A SEED grant will support:

- A Volunteer and Employment Coordinator to manage the LCEC food pantry, arrange enrollment services/collaborative partnerships for other food access programs, and organize community dinner events. The VEC supervises pantry volunteer recruitment and manages community food drives/donations for the pantry, serving as a liaison to Madison businesses, philanthropic groups, professional associations, and other sources of support. The VEC is the point person for collaborative partners. Moreover, the VEC is responsible for recruiting and supervising the volunteers who prepare and serve the community meals.
- The purchase of food for the pantry and community dinners, with priority given to nutritional, culturally relevant, and locally-sourced foods.
- Outreach and publicity for pantry services, community meals and additional food access programs.
- General operating support for pantry, community meals and food access program partners, including office space, shared program supplies, phone, utilities, etc..
- Collaboration with other city/county services (WIC, JFF, Extension, vocational, etc.) supporting underserved individuals and families, providing wrap-around program support and access to food program users.

LCEC's pantry services and community dinners have been established and grown in response to self-defined community need and pantry user feedback. Moreover, user surveys and ongoing feedback helps us to ensure needs and interest, culture, tastes, and food values are respected and honored to the fullest extent possible.

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

Two of LCEC's three mission pillars are (1) building community and (2) creating opportunities. Our SEED proposal embodies these pillars by:

- Providing free, high quality, and varied food items for children, adults and families;
- Ensuring regular, ongoing and reliable access to nutritional support;
- Improving citizen access to other services and avenues of support;
- Reducing barriers to services and maximizing participation;
- Providing free, healthy, well-balanced meals also supporting community engagement, positive neighborhood interactions and intergenerational connections.

LCEC's pantry and meal services are unique to the immediate neighborhood and do not duplicate other services. For some pantry users, lack of money and/or transportation makes LCEC's food program an especially important basic resource. Stability of service and growth in response to self-defined community need is especially important to LCEC's mission.

Quantitative measures used to access and evaluate outcomes will include: (1) Tracking pantry use month by month, including repeat and new participation, (2) tracking the types/quantity of foods distributed monthly, (3) tracking the number of people who participate in food access enrollment at LCEC, and (4) tracking community meals. (food, participants, activities).

LCEC will also conduct a satisfaction survey with pantry users.

Qualitative measures are also important and help gauge the overall health and success of a program, including: perception of welcome, ease and facility of access, efficiency, sense of personal power/ability to ask for what is needed, and other indicators. LCEC community dinners offer neighbors an opportunity to meet, eat, talk, and participate in engaging activities. Dinner themes mirror the interest of families using the center, and community members take a primary role in designing, preparing, serving and orchestrating the dinner and activities. In addition to measuring attendance and tracking program activities, we will continually work with the chefs and community leaders to review successes and adjust the program to meet new and emerging needs.

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

LCEC's consciously considers what barriers may exist -- structural, administrative, programmatic, and perceptual -- for program participation and tries to eliminate or minimize them to the fullest extent possible. Possible disparate impact on vulnerable populations and our response include:

- Transportation. While most food pantry users either drive/carpool or walk, assistance with pantry delivery can be provided, when staff is notified of the need.
- Hours of operation. The pantry hours/days of operation are being extended/added in response to growing and self-defined need of users. For pantry users who cannot come to regular hours of operation, there are emergency/on call pantry hours.
- Language. LCEC food program services have written materials translated into Spanish and Hmong. Fluent Spanish speakers are on staff to assist with translation.
- Cultural Relevance. The food program generally and food items/meals specifically are based on participant request and feedback. Surveys and regular reviews allow LCEC to adjust and refine program offerings, and be responsive to trends and emerging needs.
- Sensitivity to perception of need. Some people are reluctant to participate in food programs, despite an evident need for nutritional support. LCEC positions all its programs and services from a positive, capacity- and asset-building perspective. Pantry users and community meal participants are involved at every level of our program, from project design input to volunteering and helping others access services. We are committed to food access programs that provide a needed service with dignity, respect and with the maximum involvement of all participants.

## FUNDING DETAILS

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

The LCEC food pantry and community dinners are funded through a combination of donations (individuals, philanthropic, churches, other charitable/human service organizations), in kind support (food drives, food recovery efforts, and direct donations from community garden projects) and agency fundraising. We partner with Group Health Cooperative, Second Harvest and participate in food subsidy programs for distribution (TEFAP). Several grants are being pursued with local restaurant chains, and churches and civic organizations regularly provide designated funding for LCEC's food program. Recently LCEC received a pantry support grant from the Willy Street Coop (POP grant for food pantry services).

Sponsors are recruited for community dinners, and have included Trinity Builders and the Willy Street Coop. Other sponsors are currently being recruited.

In 2015 LCEC is going to reach out specifically to city and county agencies sharing food security and nutrition goals for Madison's underserved communities. UW/Dane County Extension, WIC, Public Health, JFF are a few of the agencies we want to have participating in wrap around outreach to our pantry users and community meal participants.

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

The LCEC food access program has a range of small, diversified funding that is continually reviewed, renewed when appropriate, and new funding partners are regularly sought out. We will continue to seek out foundation grants such as Darden Restaurant Community Grant or Thrivent Financial, and business sponsorships for dinners. We have successfully met our food access fundraising goal each year and will continue to fundraise in order to support the program enhancements a SEED grant would support.

## COORDINATION/COLLABORATION

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

As a community center, LCEC has a seamless interface with the people and neighborhoods around it. We continually seek input and review from program participants and potential partners. Program participants have real power in determining activities and program activities across the agency and its programs. This not only has the effect of encouraging participation from people who may be reluctant to access services, it also builds program stakeholders/volunteers among users and supporters and encourages a strong, positive and healthy identity for the program itself.

Food pantry users and community dinner attendees have key volunteer roles in both programs and throughout the center. Development of new projects or expansion within existing program is often initiated by community members themselves. We collaborate with many project partners for our food programs. We purchase and receive (free) food from Second Harvest Foodbank and the Community Action Coalition. The MCC Community Garden, UW Agricultural Department, CUNA Mutual Employee Gardens and CSA all provide produce to the LCEC pantry during the growing and harvesting seasons. We partner with Second Harvest, Food Share and Forward Services Corp. to enroll people in other food access programs. We are looking to collaborate similarly with WIC, and other city/county services (public health, community services, JFF, et. al.) for expanded wrap-around support.

We partner with a number of community groups, notably community members in Women Rise Up! to create community dinner programs and recruit community chefs to prepare meals.



## PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Volunteer & Employment Coordinator	.05 for food pantry expansion & enrollment	\$15.35
<b>TOTAL</b>		

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

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

## BUDGET SUMMARY

[illegible]

## DISCLAIMER AND SIGNATURE

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

Signature

*Andrea V. Potter*

Date 2/13/15



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

February 13, 2014

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

Dear Mr. Woulf,

On behalf of REAP Food Group, I am excited to submit an application for a 2015 SEED Grant. The proposed "Farm to School to Go" project will provide schoolteachers and community center educators with access to a complete set of materials for hands-on farm to school activities, thereby enabling more students to engage in food and nutrition focused education. This one-time investment will result in a reusable resource with lasting impact beyond 2015.

This project directly addresses one of the short-term actions listed in the Healthy Food for All Children 10-year plan that lists a need for "training and support for staff to promote healthy eating and active living" in the Healthy Food for All Children 10-Year Plan. The funds acquired for the "Farm to School to Go" project will be used to purchase a reusable supply of materials for engaging hands-on farm to school activities, and to cover the costs of printing and staff time to compile the resource. The resource will be made available to all MMSD elementary schools, and specifically the 13 schools receiving the Fresh Fruit and Vegetable Grant Program. Increased access to healthy foods in schools paired with hands-on farm to school curriculum helps students develop lifelong healthy eating habits. The resource will help teachers provide comprehensive food education lessons that can be tied into core subjects like math, science and language arts.

REAP has partnered with MMSD for over a decade, working closely with teachers to provide farm to school education and collaborating with school food service on efforts to improve access to fresh, locally-grown food in schools. This resource will allow REAP to extend its educational reach to more schools, teachers and students. In addition to collaborating with the school district to make these farm to school resource kits accessible to teachers, REAP plans to ensure that educators in community centers and at after-school programs will have access to the kit.

We are excited by the opportunity to build upon our farm to school expertise to create an innovative educational "Farm to School to Go" resource for shared use across the city of Madison. We strongly believe that robust food education is an essential element in targeting issues of food access and health, especially where children are concerned. We hope that you will consider our request of \$4,000 for this project to expand important farm to school education work in Madison.

Sincerely,

Miriam Grunes, Executive Director, REAP Food Group

## 2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

Title of  
Proposal

Farm to School to Go Kits

Amount Requested: \$4,000

Agency/Organization/  
Group Name

REAP Food Group

Contact  
Person

Natasha Smith

Telephone #:608-310-7833

Address

306 E Wilson St. #2E, Madison, WI 53703

Email: natashas@reapfoodgroup.org

Is your group a 501 (c)(3)?

YES ☒

NO ☐

Is your group Incorporated under Chapter  
181 Wisc. Stats.?

YES ☒

NO ☐

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

YES \_\_\_\_\_

NO ☐

### PROPOSAL SUMMARY

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

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

This proposal addresses the short-term goal of "training and support for staff to promote healthy eating and active living" under Organizational and Institutional Environment Strategy #3. Funds will be used to create two lendable Farm to School to Go Kits, mobile containers full of farm to school lessons and activities for schools, teachers, and community centers to check out (borrow) for one-week periods.

Currently our organization provides nutrition and food system education to approximately 50 classrooms in the 13 MMSD elementary schools that qualify for the USDA Fresh Fruit and Vegetable Grant Program. As part of this program, these 13 schools receive the REAP Farm to School Snack Program, which provides locally-grown fruit or vegetable snacks each week. By providing resources for educators to replicate the educational lessons we've developed, this funding will address the Institutional Environment Strategy objective "to increase the number of children receiving an engaging, integrated education on healthy food at school or in afterschool programming."

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

The primary target population for this proposal is the students in the 13 elementary schools that receive the Fresh Fruit and Vegetable Grant program (FFVP) in the Madison Metropolitan School District. These schools have some of the highest numbers of students qualifying for free and reduced lunch in the district with percentages ranging from 62 – 77% of the student body at each school. The majority of the students in the FFVP schools are students of color (see data below). While we will first focus our educational outreach on these 13 schools, the Farm to School to Go Kit would be available to lend to all MMSD K-5 elementary classrooms, as well as to community centers and afterschool programs.

Allis Elementary: 32% African American, 6% Asian, 26% Hispanic, 23% White, 12% two or more races 1% Native American F/R 77%  
Emerson Elementary: 21% African American, 5% Asian, 14% Hispanic, 48% White, 12% Two or more races 1% Pacific Islander F/R 57%  
Falk Elementary: 33% African American, 7% Asian, 26% Hispanic, 19% White, 15% Two or more races F/R 77%  
Glendale Elementary: 21% African American, 8% Asian, 33% Hispanic, 27% White, 11% Two or more races, 1% Native American F/R 67%  
Lake View Elementary: 26% African American, 17% Asian, 18% Hispanic, 30% White, 9% Two or more races F/R 77%  
Leopold Elementary: 30% African American, 3% Asian, 37% Hispanic, 23% White, 7% Two or more races F/R 73%  
Lincoln Elementary: 15% African American, 11% Asian, 38% Hispanic, 28% White, 8% Two or more races, 1% Native American F/R 64%  
Lindbergh Elementary: 17% African American, 17% Asian, 25% Hispanic, 29% White, 11% Two or more races F/R 75%  
Mendota Elementary: 45% African American, 4% Asian, 13% Hispanic, 24% White, 15% Two or more races, F/R 77%  
Nuestro Mundo Elementary: 3% African American, 1% Asian, 68% Hispanic, 26% White, 3% Two or more races F/R 62%  
Orchard Ridge Elementary: 30% African American, 4% Asian, 17% Hispanic, 36% White, 11% Two or more races, 1% Native American F/R 61%  
Sandburg Elementary 14% African American, 6% Asian, 43% Hispanic, 28% White, 9% Two or more races, 1% Native American F/R 68%  
Schenk Elementary 24% African American, 5% Asian, 25% Hispanic, 31% White, 14% Two or more races, 1% Native American F/R 65%

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

Funds will be used to create two Farm to School to Go Kits and will cover staff time to gather, translate, print, and prepare the lesson and activity materials. REAP's Farm to School Program has many established lesson plans which we currently have the capacity to teach in 50 classrooms per year as a five-week lesson series. REAP receives many requests for our programming from educators, some who cannot commit to the five-week series. The resource kit will make our educational resources available to all teachers in a flexible format.

In addition to the lesson plans, the kit will include hand-outs and equipment for the students to use. A mobile hand crank blender will give educators a tool to make healthy snacks that compliment the lesson plans and activities. Items such as a functioning worm compost bin, magnifying glasses, seeds, seed sprouting kits, pH paper, and a small microscope will offer students a hand-on opportunity to experience the food-compost cycle. Educators will be provided with information to effectively incorporate the Farm to School to Go Lessons with their existing science, nutrition and agricultural curricula.

Engaging students through hands-on educational activities is an important component of promoting health at school. This program provides educational materials and healthy snack ideas that educators can use to introduce students to new foods and engage students around the subjects of food, nutrition, and health. These elements are critical in the task of teaching the next generation how to eat in ways that nurture the body, community and planet.

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

Through the creation of the Farm to School to Go Kits, we plan to engage more students in farm to school educational lessons and hands-on activities in the 13 schools receiving the Fresh Fruit and Vegetable Grant Program, as well as additional MMSD schools and Madison community centers.

To measure the success and the utility of this resource, we will include a checkout log with the Farm to School to Go Kits to record the number of teachers using the resource. Additionally, we will have a log for teachers to record number of students reached and a checklist of which resources and activities they used. In this way we will learn how teachers are using the resource, the number of students reached, and which specific materials and activities are being utilized.

We will specifically reach out to teachers, after-school programs, and community center educators with a need for Spanish language materials and will track the use of the translated materials.

A quick feedback survey will be sent to each educator who checks out the kit to better understand which elements were of most value, and to learn how to improve the kit over time.

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

One facet of the project that has to be taken into consideration is the impact of language on the utility of this resource for students and teachers. While a number of the farm to school resources REAP already provides to schools are available in English and Spanish, there are a number of lesson materials that have not yet been translated into Spanish. In order to make this a useful and relevant resource to dual language classrooms and Spanish speakers, we must make sure that the Farm to School to Go Kit resources are available in Spanish. This translation will be part of the development of the resource kit.

## **FUNDING DETAILS**

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

We have not sought other funding for this proposal.

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

This grant will provide the necessary funds to develop and create the proposed Farm to School to Go Kit. Once this resource is made it will be available to teachers and students. While we may adjust the materials in the kit once we learn which materials and activities are being used most, we do not anticipate significant additional financial resources will be required for its maintenance.

## **COORDINATION/COLLABORATION**

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

REAP Food Group has worked with the Madison Metropolitan School District on Farm to School initiatives for over a decade. We provide multi-faceted farm to school programming to the district including an AmeriCorps Farm to School education program, a Chef in the Classroom program, and a local snack program, in addition to ongoing support around local purchasing. We work closely with the district on projects that increase student access to healthful and locally-grown fruits and vegetables. Over the past two years we have worked hand-in-hand with MMSD Food and Nutrition to purchase and implement salad bars in over 25 schools. Indeed, the inaugural year of SEED grant funding allowed us to install refrigeration for salad bars in three schools, bringing fresh fruit and vegetables to hundreds of students. Our educational efforts work alongside procurement and infrastructure initiatives, and we have worked closely with MMSD school teachers, principals, parents and staff to be a community resource for food education.

Additionally, REAP Food Group has partnered with community centers including the Neighborhood House and the Boys & Girls Club, both summer meal sites, to provide nutrition education and engagement opportunities around locally procured meal items. Centro Hispano, the Catholic Multicultural Center and the Goodman Community Center are also strong partners on community food efforts. These community centers and other community organizations that provide youth educational programming will also be invited to use this resource.

**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Farm to School program coordinator	5%	\$15.00
Farm to School program manager	1%	\$19.23
<b>TOTAL</b>	6%	

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

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

**BUDGET SUMMARY**

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Printing and laminating materials (lesson plans, posters, student hand outs)	\$ 300	\$300		
Spanish translation services	\$ 500	\$500		
Purchasing supplies (such as worm compost bin materials, costumes, magnifying glasses, hand crank blender, seeds for sprouting, sprouting jars, etc)	\$2000	\$2000		
Wages	\$1960	\$ 1000	\$960	
Benefits	\$ 390	\$ 200	\$190	
AmeriCorps Match (to assist with delivery of materials and orientation)	\$ 500		\$500	
<b>TOTALS</b>	<b>\$5650</b>	<b>\$4000</b>	<b>\$1650</b>	



**DISCLAIMER AND SIGNATURE**

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

Signature

*Muhammad Jumer*

Date

2-13-15

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

APPLICANT INFORMATION			
Title of Proposal	Free Vegetables for School Children		Amount Requested: \$ 3440
Agency/Organization/ Group Name	Dane County Pantry Brigade		
Contact Person	Joe Mingle	Telephone #: (608) 332-1493	
Address	1351 Rutledge Madison Wi 53703		Email: <a href="mailto:minglejospeh@gmail.com">minglejospeh@gmail.com</a>
Is your group a 501 (c)(3)?	YES	NO X	
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES	NO X	
<u>If no to above</u> , do you have a fiscal agent?	YES	FEED KITCHEN	NO
PROPOSAL SUMMARY			
Please limit each answer in this section to 250 words. You may attach additional information related to the questions and budget to this application.			
Question 1: How does your proposal address one or more of the areas outlined in "Short-Term programs, policies, actions" in the United Way of Dane County's Healthy Food for All Children 10-year plan?			

The Dane County Pantry Brigade's Fresh Vegetables for School Children program delivers free CSA-style bags of fresh, local produce directly to low income households in several Madison neighborhoods. In 2014, FVSC delivered over 3000 lbs of fresh produce directly to families in the Worthington Park and Allied Drive neighborhoods. This season the project will be expanded to include the Truax and Brentwood neighborhoods.

In it's second year, FVSC is a new approach to increasing low income household's access to fresh produce during the growing season. Food pantries often have limited storage and handling capacity for fresh produce. In addition, limited pantry hours and restrictions on repeat visits make it difficult to ensure a consistent, weekly flow of fresh produce to needy households.

FVSC uses the popular CSA model of creating a standard mixed bag of produce and giving clients a weekly fixed schedule for delivery or pick-up. This allows for much higher produce flows and a more consistent flow of produce to participating households. Community groups in each neighborhood identify and recruit targeted households and lead the actual weekly distribution.

This project clearly and directly increases food access by regularly providing fresh, local produce to low-income households. By aggregating and distributing surplus produce donations supplemented with dedicated production, it's possible to "decomodify" some food production making it essentially free to distribute to needy families.

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

The project's target population is low income children and families in four Madison neighborhoods — Worthington Park, Truax, Brentwood and Allied Drive. All of these neighborhoods have already been identified by the City as areas with high percentages of low income families and people of color. Each with unique food access challenges, all of these neighborhoods contain concentrations of our target population.

In each area, community partners based in the neighborhood will identify and recruit households to participate in the program. They will also help design an appropriate, efficient way to carry out the distribution in their area. For example, in Worthington Park bags are sent home with summer camp participants while in Truax the plan is for neighbors to come and collect their produce at EMCC on a specific day.

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

Funds requested through this proposal will be used specifically for two purposes. The bulk of the funds will be to rent storage and packing space in the FEED Kitchen. The remaining funds will be to provide for a part time packing Coordinator to lead volunteer teams in sorting and packing bags of vegetables.

In its inaugural year, the project managed the packaging and distribution of produce bags with existing resources and facilities. This season, we need dedicated cold storage space and a large, clean area for sorting and packing vegetables. The FEED Kitchen is an ideal facility for our purposes and is ready to accept us as a user.

We are requesting funds to cover rent at the FEED Kitchen totaling six hours per week for 16 weeks beginning mid-June. Use of the space will allow us to process a larger volume of vegetables more quickly and cleanly. Without access to adequate packing facilities, we would not be able to expand to additional areas or serve a larger number of clients.

While the Dane County Pantry Brigade is an all volunteer effort, we intend to employ a very part time Packing Coordinator this season to lead volunteer packing teams one day a week. Funds requested in this proposal would cover that expense also.

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

Our goal is to deliver no fewer than 30 bags of mixed, local produce to low income households in each of our four targeted neighborhoods every week for at least 10 weeks beginning June 14, 2015. Our secondary goal is to surpass our total weight delivered from last season of 3109 lbs.

We will maintain a weekly tally or total number of bags delivered to each neighborhood and total weight of produce distributed.

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

In neighborhoods where clients have to pick up their bags, elderly and disabled people will have a harder time participating in the program. We intended to ask our community partners in each neighborhood to help identify and better serve these households.

#### FUNDING DETAILS

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

Resources to support this program come primarily from three sources. All the produce and other food items distributed through this program are donated by area farmers. Additional in-kind support like bags for the food and transportation of produce to the neighborhoods will be provided by community partners like Willy Street Co-op.

Additional revenue needed for staffing and neighborhood intern stipends is generated through donations and fundraising events. DCPB does an annual Spring fundraising drive and at least one major concert fundraiser in late summer or fall.

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

In some senses, this project is still in its developmental stage. After expanding to four neighborhoods this year, we anticipate going citywide in future years. We plan to approach local foundations with clear evidence of the impact of the project and solicit more substantial support from those sources.

We also anticipate developing a more substantial fundraising campaign targeting faith based communities. We'd like to develop a relationship with faith based groups in specific parts of the City and solicit their support for distributing produce to their neighbors. Of course, we also plan to continue and expand our existing fundraising effort in future years.

#### COORDINATION/COLLABORATION

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

The success of this whole project depends on activating an extensive network of community partners. We work with a variety of growers to access produce ranging from the Edgerton High Future Farmers of America at Silverwood Farm to Dane Farmer Market farmers who donate food to Community Action Coalition.

The FEED Kitchen and Northside Planning Council have also been key partners in developing plans for this project. Other community partners like Willy Street co-op also support this project by providing transportation of produce from the FEED Kitchen to neighborhoods for distribution.

In each neighborhood we serve, it's critical that we develop strong collaborative relationships with local community organizations and leaders. In the Worthington Park neighborhood, we work with the Salvation Army and Mentoring Positives to deliver produce to eligible households. In the Allied Drive neighborhood, we work with the Allied Wellness Coop and the Boys and Girls Club. As we are able to expand into new neighborhoods, we will be developing additional community partners in those areas.

#### PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage	
Packing Crew Leader	.15	\$15	(6 hours one day a week)

TOTAL

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

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

#### BUDGET SUMMARY

Expenditures	Total Cost	City Dollars	Other Revenues	Funding Gap
Packing Crew Leader	1440	1440		
FEED Storage Rental	400	400		
FEED Kitchen Rental	1600	1600		
Youth Intern Stipends	1280		1280	

#### DISCLAIMER AND SIGNATURE

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

Signature Joseph W. Mingle

Date 02.13.15



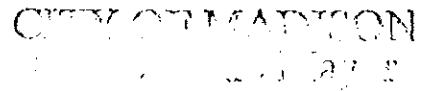


Figure 1. A schematic diagram of the experimental setup. The subject is seated in a chair, viewing a video screen. The screen displays a target (a small circle) and a starting point (a larger circle). The subject's hand is positioned at the starting point. The distance between the starting point and the target is labeled as  $d$ . The subject is instructed to move their hand from the starting point to the target. The video screen is connected to a computer system that records the hand's position and movement time.

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

Dear Mark:

It is a great privilege to have the opportunity to receive a second SEED Grant from the City of Madison Food Policy Council for the Goodman Community Center's Healthful Access Program. Funding by the City of Madison enabled the Healthful Access Program to launch and positively impact our food network and community members. We seek more financial assistance in order to expand on our first year's success.

The Healthful Access Program increases access to healthy foods for children and families by using cooking demonstrations with produce and commodity food, expanding access to the Fritz Food Pantry to accommodate working families and encouraging supporters to donate specialty items to meet all dietary needs.

Priority should be given to the Healthful Access Program for meeting the criteria listed on the 2015 SEED Grant Application. We received SEED Grant funding in 2014, are requesting one year of funding in 2015 and any funding received will be matched by our many community partners. This program is dependent on collaborating with other organizations and the community that it builds is what makes it so special. By increasing the consumption and access to healthy foods for low income families in Dane County we are able to improve our local food network. Tracking inventory and questionnaires make measuring our success simple.

Thank you very much for your time and consideration.

Sincerely,

*John*

Jon Lica

## 2015 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

Title of  
Proposal Healthful Access Program

Amount Requested: \$10,000

Agency/Organization/  
Group Name Goodman Community Center

Contact  
Person Jon Lica

Telephone #: 608-204-8049

Address 149 Waubesa St Madison, WI 53703

Email: jon@goodmancenter.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 ☐

### PROPOSAL SUMMARY

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

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

The Goodman Community Center(GCC) has developed the Healthful Access Program(HAP) that addresses many areas in the United Way of Dane County's Healthy Food for All Children 10-year plan:

We are working collaboratively with Slow food Madison and Vermont Valley Community Farm to offer hands on, cooking demonstration classes. These monthly cooking classes will utilize fresh produce and foods normally found in the food pantry to develop healthy cooking skills, healthy alternatives and time saving recipes. Classes begin with a brief lecture reviewing economical shopping tips, basic kitchen necessities and nutrition notes. Slow Food Madison provides local chefs as volunteer instructors while Vermont Valley Community Farm provides the produce. Pantry starter kits, which include basic spices and seasonings, will be sent home with class participants and free childcare will be offered during class time.

There will be two; four-week youth cooking courses offered as well and Slow Food Madison will provide instruction. The first series will be an adult/child class designed to teach simple, healthy recipes that children will be able to make on their own at home. Registration will be available to mentors/mentees, parent or grandparent/child, GCC program staff/program member combinations.

The second series will be a cooking competition for GCC middle school program participants. Local chefs will give lessons on appetizers, entrees and desserts, then act as judges for the final competition which completes the course. Students will learn how to make healthy recipes with simple ingredients in a fun exciting environment.

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

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

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

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

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

Covering the costs of volunteer orientation and training.

Purchasing supplies and groceries for hands on cooking demonstrations and youth cooking classes.

Providing childcare space and staffing during cooking demonstrations.

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

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

Pre and post questionnaires will be completed by participants from monthly cooking classes and the two youth cooking courses.

Tracking the number of "after pantry hours" bags distributed will measure the increased access to the food pantry.

The increase in healthier foods distributed will be determined by recording inventory of organic, gluten free and low sodium/sugar items.

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

Increasing access to healthy foods is critical in avoiding the harsh impacts of food insecurity. Our approach aims to create self-sufficiency in children and families by developing their skills and knowledge in nutrition and cooking. Providing nutritional information and the ability to implement those healthy practices in the kitchen can be lifelong tools that increase healthy food consumption.

The HAP builds access to healthy foods not only through cooking classes but also through increased food pantry access and healthier foods in the food pantry. Pre-packed bags of groceries will be available for people seeking food assistance when the pantry is closed. More organic, gluten free, and low sodium/sugar options made available in the pantry will enable us to accommodate more people with special dietary needs.

## FUNDING DETAILS

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

Our primary funding source will continue to be community donations. The amount of support we receive through this avenue coupled with city funds will enable us to significantly increase the access to healthy food options for children and families in Dane County. We will continue to utilize grants via USDA community food projects and have received \$2800 from Woodman's Food Market and \$1000 from Willy Street Co-op for food pantry use. No funds are contingent on securing city funds.

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

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

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

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

## COORDINATION/COLLABORATION

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

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

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

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

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

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

**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Food Pantry Coordinator	L.T.E.	\$13.91
Childcare Teachers	L.T.E.	\$12.75
<b>TOTAL</b>		

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

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

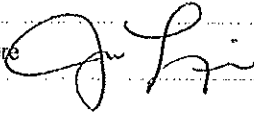
**BUDGET SUMMARY**

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (If any)
Food Pantry Staff	\$7000	\$7000		
Childcare Staff	\$400	\$400		
Cooking Demos	\$800	\$800	\$2240 In Volunteer Hours	
Adult/Child Cooking	\$400	\$400	\$1280 In Volunteer Hours	
Afterschool Cooking	\$400	\$400	\$1280 In Volunteer Hours	
Food Procurement	\$12800	\$800	\$12000 In-Kind Donations	
Other Income	\$3800	\$0	\$3,800 Woodman's and Willy Street Co-op	
Room Reservation	\$200	\$200		

**DISCLAIMER AND SIGNATURE**

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

Signature

A handwritten signature in black ink, appearing to be 'J. Li', written over a horizontal line.

Date

2/13/15