



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

geistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

In light of the COVID-19 public health emergency, Bayview Foundation will pivot our SEED funding request to address immediate food access and distribution needs within the Bayview community. The COVID-19 Bayview Community Food Access and Distribution Program will serve 102 families (310 residents) living at Bayview Townhouses, located within the historic Triangle Neighborhood near downtown Madison. Bayview residents are low to moderate-income with an average annual income of \$17,000-\$20,000. Within the first week of the Covid-19 pandemic, five Bayview residents lost their jobs and an additional 34 residents have seen a reduction in work hours and risk layoff. Bayview's undocumented residents are not eligible to apply for unemployment or government assistance, and thus will be negatively impacted the most. Overall, it is anticipated that 30% of Bayview residents will see a significant reduction in income at some point during the next 2-4 months. The need for further assistance in the area of food access and distribution is critical. SEED funding (in combination with other emergency funding sources) will be used to provide up to 4,260 healthy, culturally specific meals to Bayview residents from now until June 12, 2020.

Before COVID-19, the majority of residents relied on Bayview's centrally located community center for the following services and programs: food access (pantry and meals), daily after school and academic support for youth ages 6-18, senior wellness, and resource and referral. At the start of the COVID-19 crisis, Bayview's Community Center closed to ensure the safety and wellbeing of all residents and staff. There are 125 children ages 6-18, and 75 seniors ages 55 and over residing at Bayview. With the cancellation of school and Bayview's after school youth programs, Bayview children no longer have regular access to food. Additionally, adult residents can no longer access Bayview's weekly meal distribution programs, and the food pantry located in the Center is no longer in operation.

To serve residents and evaluate urgent family/individual needs during the pandemic, Bayview staff make weekly phone calls to all households, specifically assessing community food access and insecurity concerns. Based on household requests, Bayview staff delivered 69 bags of groceries to 37 households during the week of the March 23rd. The COVID-19 Bayview Community Food Access and Distribution Program will continue to deliver groceries to households in need. Bayview will expand its partnership with Second Harvest to deliver pre-packaged, family sized grocery boxes to the doorsteps of households that request the support.

Through a recently formed partnership with Northside Planning Council's FEED Kitchen, Bayview will begin distributing pre-packaged meals five days a week, Monday – Friday, to ensure all Bayview residents have access to healthy, culturally specific meals during the COVID-19 public health emergency. Starting April 2nd, meal distribution will take place in front of the Bayview Community Center from 3:15-4:15pm. The program will start with the distribution of 60 meals per day with two different options (i.e. Hmong, Latino, Soul Food, etc.). Bayview and FEED will increase the number of meals per day as demand increases, up to 100 meals per day. All safety, sanitation and social distancing practices will be in place to support the safety of Bayview residents and volunteers. It is

anticipated that Bayview will provide up to 4,260 meals between April 2 and June 12, 2020, addressing the food needs of up to 310 residents.

Bayview will utilize SEED funding in the following areas: Distribution of 4,260 pre-packaged meals to Bayview residents, April 2 - June 12, (\$6,000 requested) and Staff/Resident Coordination (\$2,000 requested) for a total request of \$8,000. Bayview has received \$10,000 from the Dane County COVID-19 Community Emergency Fund hosted by the Boys & Girls Club of Dane County, \$8,119 amount of funding will be allocated to the Bayview's COVID-19 Community Food Access and Distribution program, the remaining funds will be allocated towards flex funding to support residents who are ineligible to receive government benefits, basic needs supplies, and preventative medical care. Bayview is also applying for \$25,000 from the United Way of Dane County COVID-19 Emergency Recovery Fund to support food access, flexible funding for families experiencing unforeseen circumstances, basic needs supplies, internet access and homelessness and eviction prevention.

PART I: APPLICANT INFORMATION

Title of Proposal: COVID-19 Bayview Community Food Access and Distribution Program

Amount Requested (max. \$10,000): \$8,000

Agency/Organization/Group Name: Bayview Foundation, Inc.

Address: 601 Bayview Triangle, Madison, WI 53715

Contact Person (Name): Alexis London, Executive Director

Telephone number: 608-345-1036 (personal cell)

Email: Alexislondon@bayviewfoundation.org

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

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

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

FINANCIAL NEED:

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

After making weekly calls to Bayview residents, it's clear that pre-packaged meal distribution is a critical need. Residents are struggling to meet their basic family's food needs met without this service. The COVID-19 Bayview Community Food Access and Distribution program will cost nearly \$50,000 (see budget details). The majority of these costs are associated with the partnership with FEED to pay for the culturally-specific meals, estimated at \$5.65 per meal. In addition, funds will be used to cover the costs of a Bayview resident leader to oversee the distribution operation, track meals and community need. Over the course of 11 weeks, Bayview estimates that 4,260 meals will be provided to up to 310 residents. Each day 60-100 meals will be delivered and distributed.

BUDGET SUMMARY:

Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
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Daily Meal Distribution (60-100 meals per day @ \$5.65 per meal; 5 days a week x 11 weeks)	\$24,069	\$6,000	Boys & Girls Club Dane County \$8,119 (confirmed); \$10,950 United Way COVID 10 Emergency and Recovery Fund (pending)
Weekly Grocery Distribution (estimate deliveries 35 per week x 11 weeks x \$50 per delivery)	\$19,250	\$0	Boys & Girls Club Dane County \$1,000 (confirmed) United Way COVID-19 Emergency and Recovery Fund \$10,000 (pending); Bayview Foundation \$8,250 (confirmed)
Bayview Staff and Coordination Xong Vang, Bayview Leader and Meal Distribution (\$300 per week x 11 weeks) \$3,300	\$3,300	\$2,000	\$1,300 United Way COVID 10 Emergency and Recovery Fund (pending)
TOTAL AMOUNTS	\$46,619	\$8,000	\$38,619

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Nou Thao, Outreach Coordinator	1.00	\$19/hr
Xong Vang, Bayview Leader and Meal Distribution Resident Lead	Contracted; 12 hrs/week	\$25/hr
TOTAL	1.25	

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



2020 City of Madison SEED Grant Application

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

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

COVER LETTER (300 words or less)

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

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

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

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

PART I: APPLICANT INFORMATION

Title of Proposal:

Darbo Pantry Project Expansion Plan

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

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

Darbo Pantry Project

Address:

709 S. Dickinson Madison WI 53703

Contact Person (Name): Joe Mingle

Telephone number: 608.332.1493

Email: minglejoseph@gmail.com

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

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

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

PART II: PROJECT DETAILS (20 POINTS)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

PART IV: EVALUATION (20 POINTS)

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

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

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

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

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

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

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

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

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

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

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

PART V: FINANCIAL NEED (25 POINTS)

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

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

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

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

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

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

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

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

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

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

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

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

BUDGET SUMMARY (5 POINTS)

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

PERSONNEL CHART

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

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

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

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

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

DEPARTMENT OF THE TREASURY

Date: **JUN 13 2007**

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

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

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

Dear Applicant:

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

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

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

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

Please keep this letter in your permanent records.

Sincerely yours,



Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)



Making It Easier to Make a Difference

2/28/20

Willy Street Coop Community Reinvestment Fund

To Whom it May Concern:

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

Please let me know if you have any questions.

Sincerely,

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

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



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

geistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please refer to the cover letter from our original application for most information. New information pertinent to the Covid-19 crisis follows:

Currently, Goodman's Garden Program is proceeding as scheduled. It is assumed that youth will be able to work in the gardens with adequate social distancing and low risk of exposure to Covid-19. During the summer months. Several sources forecast that cases of infection will significantly abate during this time, making it a significantly safer time.

As stated in our original application, 58% of all fresh produce produced by Goodman's proposed Garden Program will be donated to Goodman's Fritz Food Pantry. Currently, Goodman's Fritz Food Pantry is closed to all in-person visits, but has now shifted to a drive-through delivery of pre-packaged food baskets with extended hours, operating Tuesdays 9:30 a.m. to noon, Wednesdays 6-8 p.m. and Thursdays 12:30-3 pm. We are also delivering food pantry baskets to those unable to pick-up. We do not know when the pantry will return to in-person visits yet, but we are assuming the drive-through and home delivery methods may continue into the fall.

As the current crisis continues, and citizens are furloughed or laid-off, we expect that the demand on Goodman's food pantry will be high. We are already working at near capacity.

ADDITION: As of Thursday, March 19, we began delivery of over **300** grocery baskets (and daily prepared dinners) to children and their families in the Darbo-Worthington and Brentwood neighborhoods: two low-income neighborhoods in which many Goodman-attending children reside. This number will grow as need increases, and Goodman's commercial kitchens correspondingly increase output. Between now (April 1st) and September 1st we anticipate serving approximately **15,500** prepared grocery baskets/meals for children and their families in these two neighborhoods. The Goodman Garden Program will contribute a new role in supplying fresh produce for these families. It is unclear yet how much fresh produce from the Garden Program will be shifted to this new service, but it will likely be significant.

As stated in our original application, we will provide fresh produce baskets for low-income older adults from 10% of the produce grown in the Garden Program. We have already started home deliveries of grocery baskets to seniors as a response to the Covid-19 crisis, several months ahead of schedule. All older adults programming, including all on-site senior meals, were suspended as of Monday, March 16. To alternatively meet their need, Goodman established a daily phone tree to reach out to more than 250 seniors in order to determine their immediate needs and respond accordingly. Goodman is offering drive-through groceries for seniors who are able, or delivery of groceries to those without transportation. Staff and volunteers are speaking with our seniors daily to make sure they are okay, offer help with food and other urgent needs, and let them know when we will reopen. As of March 24, fifteen seniors are receiving food deliveries daily with another 60 expected to be added soon at Rethke senior apartment complex. We expect that number to climb significantly within two weeks as information is disseminated, and the crisis deepens. It is unclear how much fresh produce from the Garden Program will be allocated beyond the original estimate of 10%, but it may be significant. Between now (March 24) and September 1st we anticipate serving approximately **12,000** pre-packaged grocery baskets for seniors, inclusive of drive-through and home delivery. These services are entirely free of cost to participants.

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PART I: APPLICANT INFORMATION

Title of Proposal: Goodman Community Center’s Garden Program

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

Agency/Organization/Group Name: Irwin A. & Robert D. Goodman Community Center

Address: 214 Waubesa Street, Madison, WI 53704

Contact Person (Name): Dr. Thomas Powell

Telephone number: 608-577-3577 (changed from original application)

Email: tom@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

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

There are no substantial changes to our financial need, budget, or personnel from our original SEED grant application.

BUDGET SUMMARY

Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
TOTAL AMOUNTS			

There are no substantial changes to our budget from our original application.

PERSONNEL CHART

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

TOTAL		

There are no substantial changes to personnel from our original application.

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



INDEPENDENT LIVING, INC.

Your local connection to an independent life since 1973

March 31, 2020

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

Dear George,

Attached is our COVID-19 application requesting \$7,883 to increase access to nutritious meals for seniors and adults with disabilities. This request will enable us to serve more low-income seniors and serve more meals through our Evening Meals on Wheels program.

Independent Living, Inc. is a local nonprofit serving seniors since 1973. Our mission is to help seniors and adults with disabilities manage their independence through the services we can provide and housing options we offer. Thank you for the opportunity to submit this grant request.

Sincerely,

A handwritten signature in black ink that reads "Addie Endreson".

Addie Endreson
Manager, Evening Meals on Wheels

A handwritten signature in red ink that reads "Brian Miller".

Brian Miller
CEO



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

1. Who Are You Serving and How?

- a. How will your project/program serve community food access and distribution needs?
 - i. What is your org doing/planning to do?
 - ii. Who is it serving/who will it serve?
 - iii. If it is not yet operational, when will it be?

2. Who Are You Working With?

- a. What are your organizational/business partners and collaborations
- b. How have you worked with residents?

3. What Do You Need and How Much Does it Cost?

- a. The amount of SEED Grant funding requested and how the funds will be used
 - i. Grants are still capped at \$10,000
- b. Please fill out the 'Financial Need' and 'Budget Summary' sections below as well

1. We're leveraging our existing Evening Meals on Wheels program to support elders with food. This program has become critical for homebound elders and those whose transportation options have dwindled or disappeared. Since COVID-19 and travel restrictions occurred, calls asking for meal service have increased including from low-income seniors. We respectfully request a small variance to the 10 Focus Areas as well. We will give priority to seniors from those areas; however, if there are low-income seniors outside the Focus Areas who also need meals, we would like to include them as well.
2. We work directly with seniors who self-refer and with numerous referral sources including ADRC, NewBridge (senior coalition), area senior centers, hospitals and clinics, and senior apartment communities.
3. We're requesting \$7883 of SEED funds to help us cook and deliver 630 meals in a nine-week period from April 13 to June 13.

PART I: APPLICANT INFORMATION

Title of Proposal: Providing Meals to Elders during COVID-19 Emergency

Amount Requested (max. \$10,000): \$7883

Agency/Organization/Group Name: Independent Living, Inc. (Evening Meals on Wheels program)

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

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

Telephone number: 608-204-0923

Email: aendreson@independentlivinginc.org

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

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

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

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

We are requesting \$7883 to operate evening Meals on Wheels for the benefit of homebound, low-income elders in need of meals. We rely on paid drivers to deliver thermal totes to distribution sites. Volunteer drivers pick up designated totes and deliver meals door-to-door, which enables the program to control costs and perform a safety/wellness check on recipients. Volunteers and clients have clear instructions how to safely manage the meal handoffs without direct contact.

Our evening Meals on Wheels program is not subsidized by any governmental agency. It serves several elders who can afford to pay, and it serves as many low-income elders as possible who pay on a sliding scale with the remaining cost covered by grants and donations. For this emergency need, the funds will be used to underwrite 100% of the meal cost unless the low-income elder has resources to pay for a portion of the cost. About 27% of the funds will cover associated costs (personnel, transportation and office supplies).

BUDGET SUMMARY			
Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
630 meals (April 13-June 13)	\$5733	\$5733	Application submitted to United Way emergency fund
Personnel (manager, chefs, part-time drivers)	\$2290 prorated	\$1800	\$490
Insurance, space, vehicle maintenance/mileage, informational material, volunteer recruitment	\$1400 prorated	\$350	\$1150
TOTAL AMOUNTS	\$9423	\$7883	\$1640

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

Manager	1.0	\$22
Intake Assistant	.25	\$17
Drivers (3)	.75	\$13
Chef	.66	\$20
Sous chef, baker (2)	1.33	\$15
TOTAL	4.33	

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



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Dear Food Policy Director,

In response to the COVID-19 pandemic, Kids Forward continues to focus on the health and wellbeing of our youngest citizens, children 0-5 years of age. Also, we are committed to ensuring the health and wellbeing of all relevant adults (i.e., early childhood educators, and parents) so they can support our future generations. We believe that quality food is essential in ensuring that our immune systems are at an adequate level during this pandemic. We also believe that activities around food can help contribute to creative learning opportunities for children and adults while they are following the Governor's Safer at Home order.

This project will focus on optimizing the redistribution of aggregated food to the population that has been systematically marginalized from the current local food systems. We will work with 5-10 Early Childhood and Education (ECE) providers in the lowest income neighborhoods; they are likely in South Madison, but we will monitor East Madison and North Madison. We will also use geographic data (GIS maps) on food deserts and poverty level (families with income below 185% FPL).

The proposed initiatives include:

1. **Establish an alternative local food hub through ECE providers** – In addition to dropping off bags of pre-packaged food weekly, we will work with an identified leader who will lead the collaboration between early childhood educators and parents. This new food hub will connect us to the lowest income families in the neighborhoods.
2. **Provide materials and support for practical activities utilizing food** – We will include available materials for food-relevant activities in the bag and organize a support group among adults.
3. **Evaluate the program and conduct policy analysis** – Advocating for early childhood healthy eating policy change in support of these food-relevant activities will sustain this practice.

The implementation of these activities will carefully follow public health guidance, such as limiting close contact of all people involved, conducting regular checks on symptoms of illness, and practicing good hygiene, including on tools and equipment. We will also optimize the use of electronic communication to minimize the spread of COVID-19.

This proposed project is connected to the Farm to Early Childhood and Education program (Farm to ECE) that Kids Forward has been one of the key leaders in Wisconsin for the past four years. Partners are ready. The project will be operational as soon as the funding becomes available. And we are committed to delivering this program even if the Safer-at-Home order is lifted. In addition to access to fresh and healthy foods, this project is considered as crucial assistance to ECE providers that are regarded as essential service by the Governor during the pandemic.

We have worked with **Community Coordinated Child Care (4-C)**, one of the state's Child Care Resource and Referral regional offices in Wisconsin. 4-C has worked closely with ECE providers, so they are familiar with the

needs and challenges, especially during this pandemic. With 4-C, we will make sure ECE providers (educators and/or parents) are involved from project design to execution. **Healthy Food For All (HFAA)** and the **Community Action Coalition for South Central Wisconsin (CACSW)** have been reliable partners in Farm to ECE through their food aggregation initiatives and will continue to be supportive through this project.

We request a total of \$10,000, which we plan on using on personnel and stipend to ECE providers.

Thank you for the consideration.

Sincerely,

Daithi Wolfe

PART I: APPLICANT INFORMATION

Title of Proposal: **Food Emergency Initiative in support of Early Childhood Healthy Eating**

Amount Requested (max. \$10,000): **\$10,000.00**

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

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

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

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

Email: dwolfe@kidsforward.org

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

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

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

FINANCIAL NEED

Most of the funds will be used for personnel and ECE providers. This will support the ground operation of making sure families are bringing home the bag of produce, and that families are supported and sharing stories around the utilization of the foods. Most importantly, we will coordinate with ECE providers and parents so we can identify individuals in the neighborhood who have lost jobs due to the pandemic. These identified individuals will be our "localized" leaders of their own local food systems, who will have deep understandings of both their ECE providers and local food systems.

We will also allocate stipends to ECE providers as an incentive for their participation. In this moment of crisis, their crucial role as essential service has been under-recognized. The lack of public funding for many decades has made their essential service even more difficult to deliver in this pandemic.

BUDGET SUMMARY			
Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Personnel	\$25,500.00	\$7,000.00	\$3,000.00 In-kind Kids Forward \$15,500.00 Anticipating grants from PIE-Grant, Evjue Foundation, or United Way
Stipend to ECE providers (10 ECE providers @ \$500)	\$5,000.00	\$2,500.00	\$2,500.00 Anticipating grants from PIE-Grant, Evjue Foundation, or United Way
Transportation (gasoline and others)	\$500.00	\$500.00	
Printed materials and office supplies	\$500.00		\$500.00 In-kind Kids Forward and 4-C
TOTAL AMOUNTS	\$31,500.00	\$10,000.00	\$21,500.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Project Coordinators (10 coordinators) 5 hours a week, 30 weeks	1500 hours	\$15.00
Program Evaluator and Policy Analysis (Kids Forward)	60 hours	\$50.00
TOTAL	25,500	

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

TO: George Reistad, Food Policy Director, City of Madison
FROM: Brian Arndt, Madison Area Food Pantry Gardens Development Coordinator
DATE: 3/30/20
SUBJECT: Madison Area Food Pantry Gardens' 2020 SEED Grant COVID-19 addendum

As we briefly discussed in our phone conversation Monday, March 30, the Madison Area Food Pantry Gardens' (MAFPG) plans for Forward Garden at the Pope Farm Homestead continue to move ahead. It's exciting to be able to provide you a few interval updates since turning in our original SEED application.

1. The official opening and associated press releases are scheduled for Earth Day, April 22, 2020. Contact Katie Schmitt (katie@foodpantrygardens.org), MAFPG Marketing Coordinator, if additional detail about that is needed.
2. A farm manager has been hired with tentative plans to start in May depending on current COVID-related travel restrictions. He will be returning "home" as he has Madison-area roots and has successfully run a similar operation in California. If his arrival is delayed, a few key volunteers with agricultural backgrounds are committed to helping get the garden expansion plan started. This is a critical time when our community's emergency food system needs fresh produce as much as ever.
3. The garden layouts have been prepared. Of the 12 tillable acres, 6 acres will be in fruit and vegetable production for the 2020 growing season.
4. Seed has been acquired with transplants beginning at multiple local greenhouses. Although the 2020 produce grown may not be exactly what we hoped to grow due to a likely lower volunteer base (some produce is very labor intensive to harvest), much of it will still be culturally relevant.
5. The Middleton Cross Plains Area School District's central kitchen is exploring the logistics of making their walk in refrigerators available to MAFPG for harvests that are larger than can be distributed in single deliveries to the local emergency food system this summer.
6. Fundraising continues and has been successful. Since our original SEED application was submitted, the congregation from Asbury Methodist Church in Middleton contributed nearly \$7,000 for general operations, another donor contributed \$3,000 as part of a silent phase of a capital campaign for farm purchase, and the Veridian Homes Foundation contributed \$2,500 toward the land lease.
7. The Pavelski Family Foundation has pledged \$25,000 per year for 3 years to help support the farm manager role beyond its first year (which is what we have requested \$10,000 in SEED funding support for.) The Arndt family's 2019 pledge of \$10,000 is also renewable.
8. A single family (or a foundation associated with them) is considering the possibility of purchase of the Pope Farm Homestead to ensure long-term sustainability of MAFPG's efforts. A meeting to discuss this further is scheduled for May 2020.
9. We are preparing an operational plan that incorporates guidance to keep volunteers safe during the COVID era.

Since the next few months will be trying for our community, we are attempting to be as fluid as possible and move ahead with caution but recognize the need for what we produce. If I can answer any additional questions, please don't hesitate to contact me at bgarndt10@gmail.com or 608-469-9380.



2020 City of Madison SEED Grant Application

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

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

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

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

PART I: APPLICANT INFORMATION

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

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

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

Address: 5214 Coney Weston Pl, Madison, WI 53711

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

Telephone number: 608-469-9380

Email: bgarndt10@gmail.com

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

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

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

PART II: PROJECT DETAILS (20 POINTS)

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

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

Obtain funding support for a paid farm manager for Forward Garden, Madison Area Food Pantry Gardens' (MAFPG) expansion at the Pope Farm Homestead. 2020 will be the first growing season under the direction of the farm manager. This will formalize the farming operations of MAFPG at a single, much larger operation than any of the smaller individual MAFPG sites. This will help create a physical place the community will come to identify as something like "Madison's food pantry vegetable farm."

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

Numerous partners from UW CALS, UW and Dane Co Extension, and other local non-profits (REAP and Rooted) have advised on this expansion plan and will have specific roles at Forward Garden in the future. Plans are evolving to partner in developing produce transportation logistics with Healthy Food for All, Kitchen to Table: Wisconsin Food Recovery Network (Badger Prairie Needs Network), CAC, and others who move food throughout the Madison area to serve those in the emergency food system. Relationships are being developed with sustained funders including a 10 year, \$10,000/yr pledge from the Arndt Family beginning in 2020 to support MAFPG's expansion. Additionally, corporations such as Electronic Theatre Controls, UW Health, UnityPoint – Meriter & Quartz, and Zendesk have become regular contributors in the past 2-3 years (2018-2020).

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

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

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

Specific neighborhood(s), please list: Numerous

General areas of Madison:

- South Madison
- East Madison
- North Madison
- West Madison

All of Madison

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

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

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

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

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

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

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

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

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

PART IV: EVALUATION (20 POINTS)

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

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

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

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

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

PART V: FINANCIAL NEED (25 POINTS)

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

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

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

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

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

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

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

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

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

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

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

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

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



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

1. Who Are You Serving and How?

- a. How will your project/program serve community food access and distribution needs?
 - i. What is your org doing/planning to do?
 - ii. Who is it serving/who will it serve?
 - iii. If it is not yet operational, when will it be?

2. Who Are You Working With?

- a. What are your organizational/business partners and collaborations
- b. How have you worked with residents?

3. What Do You Need and How Much Does it Cost?

- a. The amount of SEED Grant funding requested and how the funds will be used
 - i. Grants are still capped at \$10,000
- b. Please fill out the 'Financial Need' and 'Budget Summary' sections below as well

PART I: APPLICANT INFORMATION

Title of Proposal: Books to Children in Need and their Families

Amount Requested (max. \$10,000): \$8,500

Agency/Organization/Group Name: Madison Reading Project

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

Contact Person (Name): Rowan Childs

Telephone number: 608-347-7970

Email: rowan@madisonreadingproject.com

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

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

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

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

We will use SEED Grant funds to purchase locally new, culturally and linguistically diverse childrens books with titles and subjects relating to staying safe and well, dealing with stress, healthy eating, hygiene, visits to the doctor, and of general educational topics of interest. The books will be delivered and/or made available to underserved families by our community partners including Reach Dane, The Road Home and various food banks.

Funding we seek from the SEED Grant will be used to purchase books and book bags, employee travel expenses to deliver books to our partners, office supplies, hygiene and disinfectant supplies, and part-time staff compensation.

The families receiving our books are members of a population severely affected financially by the COVID-19 emergency. Many have few, if any, books in their homes. Children desperately need a diversion from the factors of stress and boredom, plus books offer creative and interesting ways to continue learning outside the classroom.

BUDGET SUMMARY

Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Books	12	7135	10000
Sanitizer, disinfectants, etc	10	90	150
Transportation reimbursement	\$0.55/mile	100	200
Office supplies	15	75	150
TOTAL AMOUNTS		7400	10500

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Literacy Coordinator	Part Time	\$23.50
		TOTAL: \$ 1100

TOTAL		

Madison Reading Project Addendum

In our original proposal we described a partnership with REAP Food Group and joint presentation of a series of community literacy programs related to inspiring underserved children to learn about farm-to-table, healthy eating habits, food sourcing, and hands-on cooking and free books on these topics.

Who We Serve

That proposal is no longer viable. We have temporarily suspended direct services, book giving, and literacy programming with our community partners that involved local visits to neighborhood centers, libraries and schools.

Instead:

- We are able to provide books to schools and social services organizations that are already, safely, getting food and other materials to families;
- We are working with social workers and other community organizations to provide doorstep delivery. Families can request books and other materials for their homes.

We've added virtual programming options, including:

- Storytime videos launched weekly on our Website;
- Book lists for families on topics related to wellness, stress, healthy choices, discussing feelings, etc.
- Book and activities pairing for families at home.

Who We Partner With

We are working with Reach Dane, BLW (Bridge-Lake Point-Waunona) Neighborhood Center, The Road Home, UW Odyssey Project and other community organizations to develop the best/safest ways to get books and literacy materials into the hands of youth, ages birth to 18. We are not working directly with residents but are allowing our partners to conduct the outreach as they believe best and safest and limiting personal contacts.

Our staff package books based on age and specified interests. In addition to providing popular titles and content that kids love, we are exploring books related to current events including dealing with big feelings, worry and anxiety as well as books to encourage calmness positivity and a sense of community.

We have instituted new rules at our Book Center and have only one person on duty working very limited hours handling books. Books distributed have been untouched for nearly three weeks. We have strict cleaning procedures in place upon entry and exit from our space. Staff wear personal protective equipment including gloves and masks while

sorting, packing and delivering materials. We are not receiving book donations from the public at this time and have halted Book Center volunteer work.

Since March 16, we have distributed 1,681 books to 1,460 children.

Breakdown: Reach Dane, 1,400 books, 1,400 children; BLW, 110 books, 45 children; Road Home Families, 121 books, 10 children; community at large, 50 books, 5 children.

As logistics and new partnerships become established we will serve even more children and families.

Our Needs Today

Because these titles are subject-specific, our Book Center supply is very limited, requiring us to purchase them (donations have been halted). We purchase books locally from Madison vendors such as Books4Schools and Room of One's Own.

Funding we seek from the SEED Grant will be used to purchase books and book bags, employee travel expenses to deliver books to our partners, office supplies, and part-time staff compensation.

It is very important in this time of uncertainty and unstructured learning that family educational supports be available to supplement limited options offered by schools.

We respectfully request \$8,500 from the SEED Grant program.

Dear Mr. Reistad:

Madison-area Urban Ministry (MUM) appreciates the opportunity to submit this Addendum to our original SEED proposal and to have the opportunity to help serve our community during this crisis.

1. Who are You Serving and How?

MUM's Just Bakery program is a vocational training program teaches commercial baking skills to individuals with significant barriers to employment. Currently our students are participating in classes remotely leaving our kitchen available to help produce bread for distribution at area food pantries.

Just Bakery has been operating since 2014 providing a line of commercial baked goods for sale in the community. The revenue from those sales is reinvested in the program to support the training. Normally we sell our baked goods in our storefront on Theirer Road, adjacent to our kitchen, and through our network of supporting congregations. However, due to the Governor's Safer At Home order those sales are currently not happening and the week of March 21st, in response to a request from one of our partners, First United Methodist Church's food pantry program Just Bakery production staff began baking bread to provide to them for distribution as they have been unable to secure an adequate supply of bread. We have since added Lakeview Lutheran Church's pantry and have an agreement with The River to fill in gaps they may have.

We would like to be able to help other smaller pantries as well. We have been delivering 80 loaves of fresh baked bread to First United Methodist and Lakeview Lutheran since the week of March 21st and as of the week of March 27th have agreed to fill gaps for the The River Food Pantry.

We will serve at least three pantries per week with the ability to scale up to serve additional pantries.

We are already providing the service. Because Just Bakery is a vocational training program and our students are not currently in the kitchen we have shifted our product production to fill a need in our local pantry system. Currently MUM is covering the entire cost of the bread production (labor, ingredients and overhead) through additional fundraising efforts however as need grows, and because our own annual agency fundraiser scheduled for April had to be canceled, the ability to expand our production without SEED funds is very limited.

2. Who Are You Working With?

We are working with First United Methodist Church Food Pantry, Lakeview Lutheran Church Food Pantry and The River Food pantry. We are able and willing to work with additional pantries as our kitchen capacity allows. These three pantries are serving individuals and families

in our community who are struggling to make ends meet as individuals are laid off from employment. MUM's Just Bakery program often recruit students from First United Methodist's Hopes Home Ministry and from The River Food Pantry and so our production staff, themselves Just Bakery graduates, know firsthand the challenges many individuals are and will be facing.

3. What Do You Need and How Much Does it Cost?

We are requesting \$3,000 in SEED grant funds help us cover the cost of the production of the bread. We are already providing some funds for this effort, and \$3,000 will assist us in producing an additional 1,500 – 2,000 loaves of bread for distribution during this emergency. Because we are a fully licensed commercial baking kitchen we are able to mass produce product and are able, depending on volume to produce bread for \$2.00 to \$2.50 per loaf.

The training portion of Just Bakery is paid for through various funders, including the United Way and City of Madison. However, those funds do not pay for any production costs (labor or ingredients) not directly attached to the training of students in the kitchen. As a result, all of the bread we are currently producing and propose to produce for distribution through our partner pantries is being funded by MUM through fundraising effort but those funds are insufficient to fully fund the product production and delivery to the pantries.

Thank you again for the opportunity to submit this Addendum for provision of emergency services to our community during the Covid-19 emergency.

Sincerely,

Linda Ketcham
Executive Director
Madison-area Urban Ministry
2115 S. Park St.
Madison, WI 53713



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

1. Who Are You Serving and How?

- a. How will your project/program serve community food access and distribution needs?
 - i. What is your org doing/planning to do?
 - ii. Who is it serving/who will it serve?
 - iii. If it is not yet operational, when will it be?

2. Who Are You Working With?

- a. What are your organizational/business partners and collaborations
- b. How have you worked with residents?

3. What Do You Need and How Much Does it Cost?

- a. The amount of SEED Grant funding requested and how the funds will be used
 - i. Grants are still capped at \$10,000
- b. Please fill out the 'Financial Need' and 'Budget Summary' sections below as well

PART I: APPLICANT INFORMATION

Title of Proposal: Just Feeding Madison

Amount Requested (max. \$10,000): \$3,000

Agency/Organization/Group Name: Madison-area Urban Ministry – Just Bakery program

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

Contact Person (Name): Linda Ketcham

Telephone number: 608-206-6302 (cell)

Email: linda@emum.org

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

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

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

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

MUM's Just Bakery program is a 12 week vocational training program for people who have chronic barriers to employment. Students earn valuable training and college credit toward a degree at Madison College. Students learn in both a traditional classroom setting and in our licensed wholesale commercial baking kitchen. Under the Safer at Home order our students are learning remotely and our kitchen, which has the capacity for mass production of bread, was not being used. On March 21st we contacted several of the food pantries that many of our jail and prison reentry participants use and asked them if they had been able to obtain an adequate amount of bread for their pantries. Both First United Methodist and Lakeview Lutheran pantries told us that they had not been able to obtain enough bread for all of the food bags and boxes they were distributing. As a result, on March 22nd we began using our Just Bakery kitchen and two of our Just Bakery production staff to bake up to 80 loaves of bread per week to help support both First United Methodist and Lakeview Lutheran pantries. We also reached out to our partner The River and they responded that there are times they cannot access enough bread.

Normally our students work side by side our production crew and baking instructor in the kitchen learning their craft and those costs are covered under our contracts for training. However, because students are not in the kitchen and we are utilizing two of our production staff to produce the breads all costs are currently being covered through MUM's social media fundraising efforts. Our kitchen can easily produce 150 – 200 loaves of bread per week, likely more, to help meet the needs of those pantries identified above and other smaller pantries that might also be having difficulty getting enough bread for food boxes.

We will use funds from this grant to help pay for the production of fresh bread produced locally by Just Bakery staff who are graduates of our Just Bakery program and who are eager to help meet the need for food in our community.

We are requesting \$3,000 in SEED funds to produce 150-200 loaves of bread per week for ten weeks (1,500 – 2,000 loaves of bread). This will provide bread weekly to the pantries at First United Methodist Church, Lakeview Lutheran Church, The River Food Pantry as needed and any other smaller pantries that have a need. We are estimating ten weeks to be the minimum amount of time before the Covid-19 emergency subsides and people are able to begin returning to work reducing demand on pantries and for our students to return to the kitchen for instruction.

We are currently baking 80 loaves of bread per week and would like to expand this to better meet the growing need. However, because MUM's annual agency fundraiser scheduled for April had to be canceled, we have limited capacity for unrestricted funds to support an expansion of our effort to provide bread to pantries at no cost to them and to ensure that we can continue providing food to pantries for at least ten weeks. We are seeking support only for our baking staff hours and ingredients related to the actual production of the bread, all additional overhead and supervision costs are provided by MUM as in-kind. Currently our regular product sales through our network of congregations is suspended and our storefront is closed leaving us only with online delivery orders for food. By using our kitchen for to meet the needs of local pantries we are also able to support two of our current staff to maintain their work hours while meeting a community need.

BUDGET SUMMARY			
Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
2,000 -Loaves of bread	\$2.50	\$3,000	\$2,000
TOTAL AMOUNTS			

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Baker	.5	\$16
Baker	.25	\$16
Just Bakery Coordinator	.05	\$24
TOTAL	1.05	

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

Cost per loaf of bread includes ingredient costs and labor for bread production and delivery to pantries. All other operating costs are provided in-kind by MUM including staff supervision, delivery costs, inventory and ingredient ordering.

Mellowhood COVID-19 Addendum for 2020 SEED Grant

The Mellowhood Foundation is stepping up to address community need in Meadowood, Hammersley/Theresa Terrace, Park Ridge, WexfordRidge, and Prairie Hills neighborhoods during the COVID-19 crisis. While the Madison Metropolitan School District (MMSD) is providing meals to families with children, many residents do not have the ability to travel daily to receive the meals due to lack of transportation, health issues, lack of trust for institutions, and other life struggles exacerbated by the crisis. Mellowhood has reached out through the proper channels in MMSD (Michelle Nichols) and consulted with City of Madison staff (Nathan Beck) to coordinate meal deliveries to neighborhoods in the community. Partnership with these agencies has been instrumental to build a support network to implement this work.

The Mellowhood Foundation's "People on Premises", or P.O.P. Team, is in the unique position to partner with MMSD to deliver meals as they have been actively engaged with neighborhood youth and families for years and understand the struggle residents are facing. The P.O.P. Team represents the community and has built extensive and deep relationships of trust and partnership with residents and know who the most vulnerable are that face the most serious challenges during this time of stress and strain on the fabric of society. The P.O.P. Team understands that these visits are vital to check in on other needs residents may have and maintain community unity.

The P.O.P. Team adheres to strict safety protocol while out in the community. They travel in vehicles and practice social distancing while leaving meals on residents' doorsteps. Wearing gloves, they knock on a household's front door, state "POP Team food delivery", ask how many meals are needed in the household, step back 6 feet to communicate with residents through the door, and place the meals on the doorstep.

The Mellowhood Foundation is requesting funds to increase hours for existing staff, hire additional staff from the neighborhood, offset transportation costs, and purchase additional protective supplies to meet the growing community need during this time of crisis. During the first week of the crisis, the team delivered over 500 meals. They hope to increase their provision of meals to 200 per day and 1000 per week and begin to support senior meal program deliveries as they are experiencing increasing demand to aging vulnerable populations. Mellowhood hopes to hire six additional staff members from the community to support the POP Team's efforts. Additionally, the POP Team is in dire need of personal protection equipment supplies such as gloves, masks, hand sanitizer, and other disinfectant products in order to protect team members and members of the public from harm due to community spread.

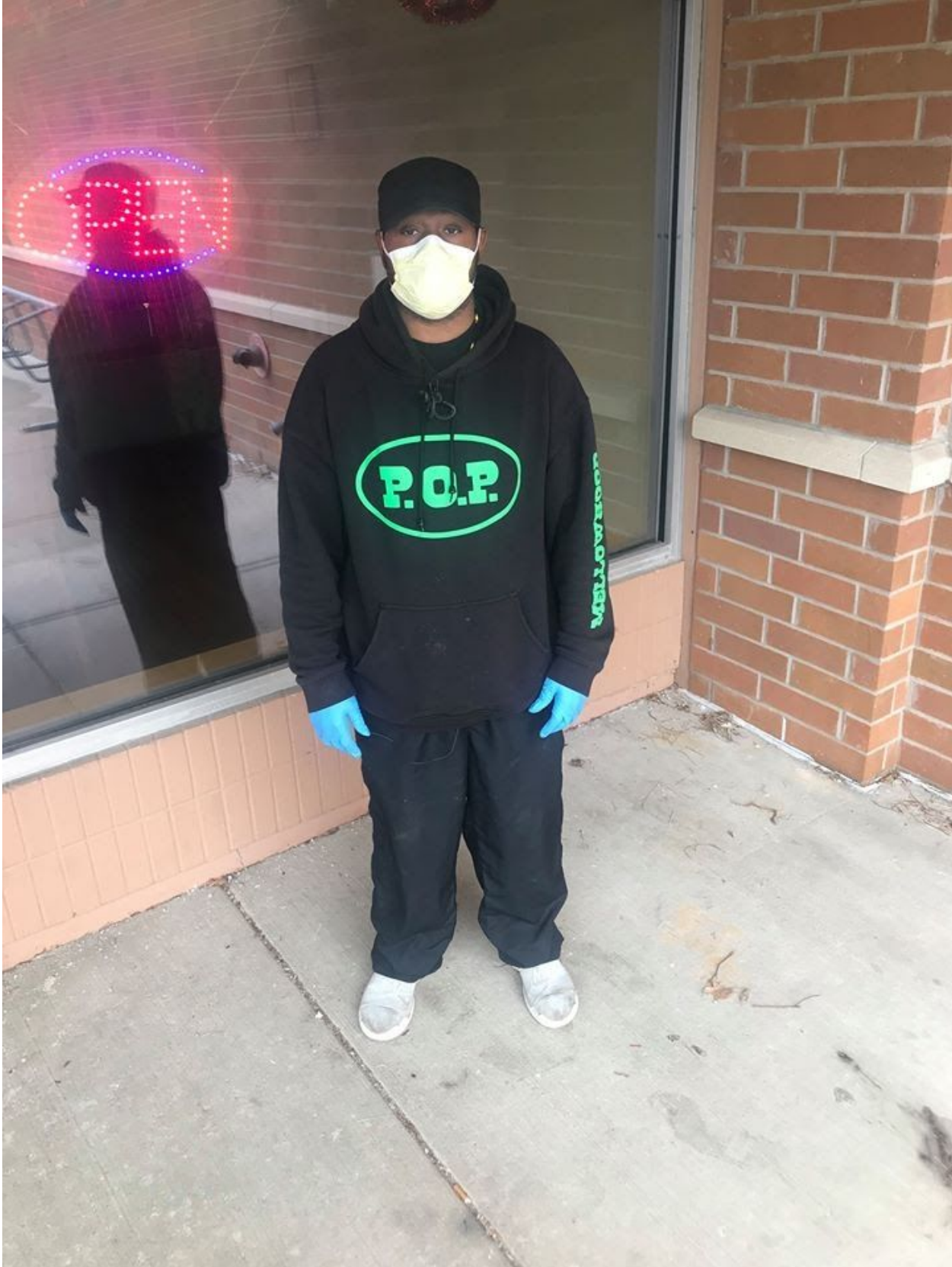
Mellowood COVID-19 Addendum for 2020 SEED Grant

BUDGET SUMMARY

Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts (all other grant funding is allocated for other initiatives)
Additional Staff Funding (6 additional staff at \$17/hr, 25 hrs per week for 16 weeks)	\$40,800.00	\$5,000.00	0
Additional Hours for Current Staff (5 staff at \$17/hr, increase from 18.5 hrs per week to 25 hrs per week for 16 weeks)	\$8,840.00	\$2,000.00	0
Transportation Costs (\$350.00 per week)	\$5,600.00	\$1,500.00	0
Personal Protection Equipment (200 gloves per week for 16 weeks=3,200 at \$10 per 100/box, masks, hand sanitizers, disinfectants)	\$2,500.00	\$1,500.00	0
TOTAL	\$59,040.00	\$10,000.00	

Mellowhood COVID-19 Addendum for 2020 SEED Grant





Mellowood COVID-19 Addendum for 2020 SEED Grant







2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Lake View Community School is committed to meeting the basic needs of our families during COVID-19. We want to provide security for our families during this time of uncertainty. We plan to partner with the Northside Planning Council to implement an innovative food delivery project to meet this objective.

With 74% of Lake View Community School families considered low-income, food insecurity was already a persistent issue prior to COVID-19. With reduced hours or unemployment due to Governor Evers' recent "Safer at Home" order and all children at home due to school and daycare closures, we know that access to food is even more important right now. While many Lake View families may qualify for upcoming social support, like unemployment insurance and government stimulus checks, these resources are not immediate. In the meantime, they are left to navigate a siloed community for short term relief. They are scrambling to get their food needs met in the community at the same time that this system is being overloaded by requests from more people than ever, which means reduced services, increased wait times, and less opportunity for selection.

The north side of Madison has organized to provide some food resources for families in need, but we know there are still many gaps that could be filled to provide our families with consistent, nutritious food. Below is a table that outlines current resources and barriers.

Food Resource/Description	Barriers
The River Food Pantry: curbside pickup 1x/wk Monday-Thursday	<ul style="list-style-type: none"> Families without a car have to cross Hwy CV on foot without a stoplight regulating traffic. Boxes are prepackaged dry goods. Families cannot select fresh or culturally relevant items. The River no longer offers rides home. Families taking the city bus home risk possible exposure to COVID-19.
The River Munch Truck: to-go lunches Monday-Saturday	<ul style="list-style-type: none"> Only serves Northport, Oak Park Terrace, Kipling (not East Bluff) Little variety offered -- mostly sandwiches. For families who do not eat pork products for religious reasons, their only option is peanut butter and jelly sandwiches.
MMSD Food Service: breakfast and lunch at Lake View Monday-Friday	<ul style="list-style-type: none"> Meals are for children only, NOT adults.
FEED to Go: food carts deliver dinner Monday-Friday	<ul style="list-style-type: none"> Only available to Northport residents (not the other neighborhoods attending Lake View)

We know we can better meet the food needs of our families during the COVID-19 pandemic and plan to partner with the Northside Planning Council (NPC) to expand the FEED to Go dinner delivery program to more neighborhoods surrounding Lake View Community School. The NPC is a nonprofit on the north side of Madison that owns and operates FEED Kitchens, a commercially-licensed kitchen and food business incubator that serves over 90 start-up food businesses, over 55% of which are owned and operated by people of color. Because they already have the facilities, infrastructure, and relationships in place, they have recently contracted with diverse local entrepreneurs to create packaged meals for delivery to community centers every day.

We plan to deliver 120 meals total to three neighborhoods for 14 weeks: Oak Park Terrace, East Bluff, and Kipling. Each neighborhood will receive 40 meals one day a week (for example – Oak Park Terrace on Mondays, East Bluff on Wednesdays, and Kipling on Fridays).

In the spirit of our original proposal (culturally-relevant cooking classes for Lake View families) meals will be from cuisines that are culturally relevant to our diverse families, like Puerto Rican, soul food, Hmong/Laotian, Afro-Caribbean, and Mexican. The chefs will also create a collection of recipes for their dishes, titled, “Culturally Relevant Cooking during COVID-19” which will be distributed to Lake View families electronically during social distancing and in printed format once school is back in session.

Lake View Community School and Northside Planning Council plan to partner in the following ways:

- 1) Lake View Community School will share our Flex Farm equipment, capable of producing 25 pounds of greens and herbs each month, with FEED kitchens to support their meal production capacity.
- 2) The NPC will source food, mobilize chefs to prepare food, and organize volunteers to deliver meals to designated neighborhoods.
- 3) Lake View Community School will send text and email reminders to families when food is being delivered to their neighborhood.

Expanding to the neighborhoods surrounding Lake View will result in 1,680 additional meals being prepared and distributed, help our entrepreneurs of color stay in business, and provide Lake View families with nutritious, culturally relevant foods every week and a cookbook of recipes that will serve as a current and future resource. We have outlined more details of our plan in the Financial Need section later in this application.

PART I: APPLICANT INFORMATION

Title of Proposal: FEED to Go: Feeding Lake View Community School Families during COVID-19

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

Agency/Organization/Group Name: Lake View Community School

Address: 1802 Tennyson Lane

Contact Person (Name): Rachel Deterding, Lake View Community School Resource Coordinator and Abha Thakkar, Executive Director of Northside Planning Council

Telephone number: 608-628-8096, 608-213-6879

Email: rdeterding@madison.k12.wi.us, director@northsideplanningcouncil.org

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

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

If no to above, do you have a fiscal agent? YES: Northside Planning Council

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

The Northside Planning Council's FEED To Go program is currently serving six neighborhood centers in and around Madison. It simultaneously addresses food insecurity, access to culturally relevant foods, and business support for entrepreneurs of color and their employees. Lake View Community School plans to partner with FEED to Go to feed hungry people in our attendance area and continue to keep food cart entrepreneurs employed during the COVID-19 pandemic.

NPC's current business partners are listed below, and they may add more businesses if funding allows the service to grow.

- 1) Luis Carmona, El Wiscorican (Puerto Rican Fusion),
- 2) Carmel Jackson, Melly Mel's (Soul Food),
- 3) Jamie Hoang, Ahan (Hmong/Laotian),
- 4) Thony Clarke, Cafe Costa Rica (Afro-Caribbean), and
- 5) Rene Perez, Jolly Frog (Mexican).

We plan to offer 40 dinners 3 times a week (or 120 total meals) for 14 weeks to three of Lake View's higher needs neighborhoods that do not currently have access to this service:

- 1) East Bluff,
- 2) Oak Park Terrace, and
- 3) Kipling.

Each neighborhood would be served once a week during this time. We would like to begin this service a week after SEED grant funding is dispersed, with a tentative start date of mid-late April. (The exact start date will be determined based on when funding is received by NPC).

A possible weekly schedule for meal deliver may be:

- Mondays: Oak Park Terrace,
- Wednesdays: East Bluff
- Fridays: Kipling

We plan to use \$9,492 to fund 1,680 meals, which cost \$5.65/meal. This figure includes ingredients, packaging, labor/overhead costs – this includes chef payment, and distribution.

The remaining \$508 will go toward equal stipends for the chefs to write down their recipes, photograph the finished product, and contribute this to our "Cooking During COVID-19" cookbook that will be distributed to Lake View families electronically while social distancing is recommended, and in printed form once school is back in session.

Lake View Community School will cover the printing costs associated with the cookbook and will also offer NPC the use of the Flex Farm hydroponic growing system, which is capable of producing up to 25 pounds of leafy greens and herbs every month.

A more detailed breakdown of the budget is listed in the budget summary.

BUDGET SUMMARY			
Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
1,680 meals <ul style="list-style-type: none"> ● 40 meals/day for 42 days (3x/wk for 14 wks) ● 120 meals/week for 14 wks 	\$5.65/meal Includes: <ul style="list-style-type: none"> ● cost of ingredients, ● packaging, ● chef compensation, and ● distribution 	\$9,492	\$0
Chef Compensation for Developing “Culturally Relevant Cooking During COVID-19”	\$508 (to be split equally among all chefs who participate in preparing meals)	\$508	\$0
Printing Costs for “Culturally Relevant Cooking During COVID-19”	\$500	\$0	\$500 (from Lake View Community School)
Flex Farm	\$3,995	\$0	\$3,995 (value of the Flex Farm, donated to Lake View Community School by The River Food Pantry)
Greens/Herbs from Flex Farm	\$400 100 lbs @ \$4/lb	\$0	\$400 (value of produce grown in Flex Farm)
TOTAL AMOUNTS	\$14,895	\$10,000	\$4,895

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Personnel costs are factored into the cost per meal. NPC can provide more specific information about personnel costs if needed.		
TOTAL		

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



Connecting Community to Compassion

2020 City of Madison SEED Grant – COVID-19 Addendum Letter
George Reistad
Food Policy Director

Dear George,

In response to COVID-19, The River Food Pantry has adapted our services to meet the growing nutritional needs of food-insecure households in Dane County for the duration of the pandemic. Although we ceased our hot meal and clothing programs, The River increased our hours of distribution to provide a safe environment while meeting increased demand for emergency food and supplies.

In addition, The River established a COVID-19 Emergency Food Fund to provide:

- **Boxes of groceries**, including perishable and non-perishable foods, for hundreds of local households to pick up curbside at The River once a week from Tuesday–Friday between 10:00am–3:00pm.
- **Pre-bagged lunches for children** delivered six days a week (Monday–Saturday) through MUNCH, The River’s mobile lunch program, to nine low-income Northside neighborhoods: Oak Park Terrace, Ridgecrest, Vera Court, Parkcrest Apartments, Brentwood Parkway, Packers Townhouses, Northport Apartments, Kipling Drive, as well as Kennedy Heights.

Since The River initiated its COVID-19 emergency food response on March 16, we have served:

- An average of 90 pounds of emergency food and supplies to each household per visit.
- A total of 1,331 households, including 270 new registrations.
- An average of 200 MUNCH lunches per day to children in need of nutritional assistance. In addition to sandwiches, these lunches now include a wider variety of healthy food options—such as tacos, brats, hotdogs and hot turkey—to satisfy different preferences throughout the week.

To better serve seniors facing food insecurity during this challenging time, The River has continued to work with NewBridge Madison and RSVP of Dane County to operate Food Bridge: a free monthly food delivery program for low-income older adults in Madison and Monona. Thanks to a recent increase in Food Bridge volunteers over the last couple weeks, the number of homebound seniors receiving groceries delivered to their doors has skyrocketed from 23 to 101 and counting.

Deemed as an essential business, The River will continue to operate for the duration of this community emergency. We respectfully request \$10,000 from the City of Madison’s SEED Grant to support The River’s urgent operational needs and our COVID-19 Emergency Food Fund. Your support will help the most vulnerable members of our community—including food-insecure children, seniors and families—receive the resources they need during this challenging time.

With gratitude,

Charles P. McLimans
President & CEO



Connecting Community to Compassion

PART V: FINANCIAL NEED (25 POINTS)

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

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

On March 16, The River adapted our services and initiated our COVID-19 Emergency Food Fund to better serve the needs of our community throughout this ongoing pandemic. Since then, we have served over 1,331 households (and counting) through our curbside grocery distribution and 101 homebound seniors through our monthly food delivery service, Food Bridge. We have also distributed a daily average of 200 lunches to children six days a week through our mobile lunch program, MUNCH. Based on our current operations, which are subject to change further based on COVID-19 volatility, we project that our COVID-19 emergency food expenses will total \$203,186 (see budget) for 13 projected weeks (March 16–June 1).

During this unprecedented time, funds provided will directly support our curbside grocery distribution, homebound senior grocery delivery program—Food Bridge, and our mobile lunch program for children—MUNCH.

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

SEED funds are essential to support the purchasing and distributing of healthy food and essential supply options during this unprecedented time. The River has seen a large increase in seniors receiving groceries delivered to their doors through our Food Bridge program, with client numbers jumping from 23 to 101 and counting. Our curbside grocery distribution has served over 1,300 local households since it began on March 16, making sure food-insecure families are still able to receive the food and supplies they need through no-contact pickup. We are seeing a growing demand for our essential services during this crisis and SEED funding is crucial to provide support throughout our projected timeline.

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

The River has applied for funding from the United Way Dane County Emergency COVID-19 Response Fund. The River's COVID-19 Emergency Food Fund has received over \$168,000 from individual donors, private businesses, and foundations. The River continues to search and apply for funding from likeminded funders in support of our ongoing services in this time of crisis. We currently do not have matching funds that are contingent on securing city funds.

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

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



Connecting Community to Compassion

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
MUNCH lunch (average of 200 per day, 6 days a week)	\$1.50	\$5,000.00	
Groceries & Meals Cost (average of 665 households, once a week)	\$20.00	\$2,500.00	
Food Bridge Client Groceries (101 homebound seniors, once a month)	\$17.00	\$2,500.00	
TOTAL AMOUNTS	\$203,168.00	\$10,000.00	\$168,000.00

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

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

PART V: DISCLAIMER AND SIGNATURE

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

Signature: 

Date: 4/1/2020



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

1. Who Are You Serving and How?

- a. How will your project/program serve community food access and distribution needs?
 - i. What is your org doing/planning to do?
 - ii. Who is it serving/who will it serve?
 - iii. If it is not yet operational, when will it be?

2. Who Are You Working With?

- a. What are your organizational/business partners and collaborations
- b. How have you worked with residents?

3. What Do You Need and How Much Does it Cost?

- a. The amount of SEED Grant funding requested and how the funds will be used
 - i. Grants are still capped at \$10,000
- b. Please fill out the 'Financial Need' and 'Budget Summary' sections below as well

Rooted will adjust our original SEED proposal for free community meals at Troy Gardens to be a mobile meal delivery that accompanies free vegetable delivery from Troy Farm. To add value and understanding of the delivered produce, Rooted will partner with FEED Kitchen and the FEED to Go program to provide two prepared meals featuring farm fresh vegetables with every box of produce. Boxes will be delivered Fridays from June 5th – October 23rd, and the prepared meals will be included with the first 15 weekly deliveries.

Due to the effects of COVID 19, we anticipate heightened food insecurity among those who are already struggling to afford healthy food. In 2020, Troy Farm will offer \$30,000 of free vegetable box deliveries to area schools and community centers. Interested families will sign up for a weekly or every-other week box. We anticipate this will serve 70-100 households. Rooted is seeking other funding for the cost of the free vegetable distribution.

Essentially, this is a free CSA program; however, Troy Farm and the FairShare CSA Coalition have found that language about CSA can confuse, overwhelm, and discourage potential participants. By first introducing boxed vegetable delivery, we will build relationships with those who may be discouraged by the confusing nature of the CSA model. As we build strong trusting relationships, we will invite participants to join Troy Farm or other CSAs for future seasons, and if interested, help them utilize the 50-75% discount for low-income families.

Rooted and FEED Kitchen staff and chefs will plan meals that feature locally grown seasonal produce. Troy Farm will provide FEED with vegetables for the meals and recommend other local vendors for sourcing. Willy Street Co-op has provided a \$100 gift card to Rooted to be used by FEED chefs for ingredient purchases for each of the 15 weeks of meals. Troy Farm will also coordinate with our original partners to share information about other local affordability programs such as Double Dollars and Partner Shares. Information sharing will be even more important in the coming months as standards for social gathering and food distribution evolve.

We are retaining many of the aspects of our original proposal regarding what we seek to accomplish, our community partners (please review original letters of support), how the project serves the Northside, and why this will improve access to healthy food especially for communities of color and/or low-income households.

Additionally, Rooted will establish drop sites in needed areas and gauge community interest. Current drop site locations include Kennedy Heights Community Center; Vera Court Neighborhood Center; Mendota Elementary; Lake View Elementary; Packers Learning Center; Bayview Foundation; and Badger Rock Neighborhood Center.

Troy Farm is also offering applicants the option to select a culturally relevant vegetable box. Though we are limited by Wisconsin weather and our current production plan, Troy Farm will include more culturally relevant food for applicants who indicate that preference in their application. This is a system outlined in "Sowing the Seeds of Food Justice: A Guide for Farmers Who Want to Supply Low-Income Communities While Maintaining Financial Sustainability," a SARE resource guide coordinated by Soul Fire Farm of Grafton, NY.

Outcomes will be adjusted for the new plan as follows:

Outcome #1: Serve an average of 70-100 households per week. Troy Farm will produce enough vegetables for 70 weekly deliveries or 140 every-other-week deliveries. Each box of vegetables will come with 2 prepared meals, a recipe, and relevant information about food access.

Outcome #2: Foster relationships between FEED Kitchen chefs and local vendors, so that FEED Kitchen chefs source their ingredients more locally, which will strengthen the local food supply chain.

Outcome #3: Increased use of discounted Troy Farm Memberships and Partner Shares low-income households and communities of color. We believe the connective tissue and relationships built between Troy Farm and families who have likely never been farm members may lead to higher participation rates in future years. We hope to see a substantial increase in the use of Troy Farm discounted memberships and FairShare CSA Coalition's Partner Shares program. Applicants for free delivery will be asked if they have ever been a member of a farm or received a CSA share. They will have the option to say they have not heard of those things. After the season, we will ask applicants if they would consider signing up for a farm membership to gauge an increase in interest. If successful, Troy Farm will continue to deliver discounted boxed vegetables to community centers in future seasons.

PART I: APPLICANT INFORMATION	
Title of Proposal: Local Meal and Produce Delivery: Connecting the Northside to its Community Farm	
Amount Requested (max. \$10,000): \$10,000	
Agency/Organization/Group Name: Rooted WI, Inc.	
Address: 2702 International Lane, Suite 200, Madison, WI 53704	
Contact Person (Name): Sheena Tesch, Director of Urban Agriculture	
Telephone number: 608-733-1079	
Email: sheena@rootedwi.org	
Is your group a 501 (c)(3)?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Is your group Incorporated under Chapter 181 Wisc. Stats.?	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

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

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

Rooted is requesting \$10,000 for the development and implementation of this meal and produce delivery program. \$4,500 for Rooted staff to develop the project, \$1,000 for staff delivery of the boxes of produce and prepared meals, and \$4,500 for FEED to Go meals. The Northside Planning Council has agreed to seek funding to match the \$4,500 for prepared meals. \$9,000 will cover 2 prepared meals for each box of vegetables delivered for the first 15 weeks of the growing season.

FEED to Go meals are currently \$5.65 each. Although Willy Street Co-op will provide Rooted with a \$100 gift card for ingredients for meals each week and Troy Farm will provide produce, bulk purchases of cheaper, non-local products will be avoided for these meals, so we anticipate a similar per meal cost.

BUDGET SUMMARY

Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Staff time for project development (listed below)		\$4,500	
Staff time for delivery (listed below)		\$1,000	
Cost/meal	\$5.65	\$4,500	\$4,500
Meal ingredients from Willy Street Co-op	\$100		\$1,500
Vegetables for prepared meals from Troy Farm	\$100		\$1,500
TOTAL AMOUNTS		\$10,000	

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Director of Urban Agriculture (initial project development, 225 hours total)	.11 F.T.E.	\$20
Delivery of meals and produce: 3 hours for 21 deliveries in 2020 for a total of 63 hours)	.03 F.T.E.	\$15
TOTAL	.14 F.T.E.	

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



2020 City of Madison SEED Grant Application

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

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

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

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

Dear Food Policy Director,

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

We request a total of \$4576.00 for the costs of Container Garden workshop supplies, food preparation and preservation classes, kitchen rental fees, and stipends for parent advocates and youth assistants as key organizers to these proposed activities.

The SEED grant will offer two key opportunities. Research shows that introduction to healthy foods from an early age can change a child's perception and lead to the development of healthy eating habits. Secondly, following the Kids Forward's two-generation racial equity framework, as well as the principles of the Children's Trust Fund for Family Resource Centers, has provided guidance in engaging parents and families through children. This project expansion will reinforce healthy eating habits by providing interactive educational opportunities for adults. The SEED grant will allow us to engage adults directly on increased healthy food access and consumption and nutritional learning while providing care to their children.

Thank you for the opportunity to submit this funding proposal.

Best,

Jeanne F. Erickson

PART I: APPLICANT INFORMATION

Title of Proposal: **Reinforcing Healthy Eating Habits through Food Preservation and Early Childhood Experiences**

Amount Requested (max. \$10,000): **\$4576.00**

Agency/Organization/Group Name (Please provide the full, legal business name): **Today Not Tomorrow, Inc.**

Address: **8 Straubel Court, Madison, WI 53704**

Contact Person (Name): Jeanne Erickson
Telephone number: 608-770-2049
Email: Jeanne.projectbabies@gmail.com
Is your group a 501 (c)(3)? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
If no to above, do you have a fiscal agent? <input type="checkbox"/> YES _____ <input type="checkbox"/> NO
PART II: PROJECT DETAILS (20 POINTS)
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
<p>1. What is the proposed project/program and what does it seek to accomplish?</p> <p>In 2019, the No-Cost Neighborhood Market was successfully launched in the Truax Park Neighborhood. Building on that Market, we will expand the TNT Healthy Eating Project. We propose to:</p> <p>Enhance food access by continuing our weekly No-Cost Neighborhood Market. We will also increase access by promoting container gardening and increase information provided about produce and how to utilize and prepare the varieties. An emphasis on visuals and samples appealing to youth will be present to increase food consumption.</p> <p>Offer educational activities to parents and others on food preservation; canning and freezing fruits and vegetables and how to enjoy cooking and food preparation with children.</p> <p>Provide healthy lunch and snacks to children and parents while at the TNT Family Resource Center as an educational and nutritional resource that they will help prepare. Snack ingredients will be available at the markets, with directions for youth to share with members of their households.</p>
<p>2. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)</p> <p>Kids Forward provided a Farm to ECE micro-grant that allowed TNT to start a garden. Kids Forward continues to provide financial support for 2020 and assistance with social media and outreach .</p> <p>Healthy Food for All will continue to donate produce to the Market and product that will be utilized for food preservation classes and for healthy snacks and lunches.</p> <p>UW Grow Program will supply produce that will be distributed through the Market, and also in the food preservation classes and for healthy snacks and lunches.</p> <p>We will also coordinate with the East Madison Community Center (EMCC) around their existing food-related activities at the EMCC and involvement of their early elementary age students in our container gardening program.</p> <p>We continue to be a member of Community Action Coalition.</p>

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

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

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

- Specific neighborhood(s), please list:

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

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

The TNT-FRC is co-located in the East Madison Community Center at 8 Straubel Court. This location has strategically allowed us to serve marginalized communities living in the Truax Park Apartments and across East Madison. We improve and expand our outreach to families experiencing homelessness who live in hotels that are located around the EMCC neighborhood. This expanded outreach will include the Hawthorne Elementary School area which has a high number of families that are doubled up with families and friends.

Our experience with the No-Cost Neighborhood Market in 2019, demonstrated that there is a high number of tenants that are not accessing the Food Pantry or that knew about it. Our expansion of the 2019 project will allow us to continue to improve food access by increasing awareness of opportunities at the East Madison Community Center.

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

The weekly No-Cost Neighborhood Market provides fresh produce that is not a part of the food pantry at EMCC. The Container Gardening expansion is a hands-on way to get youth and families interested in how food is grown, and in their curiosity about how an unfamiliar vegetable may taste. A "Creating a Container Garden" workshop will be held for youth and their families, resulting in a take home Container Garden that they planted based on the family choices.

Through conversations with participants it was learned that there was a fear of produce spoilage. While procuring product at Community Action Coalition, that concern was always taken into consideration. The proposed project will optimize the impacts of the donated food by providing food preservation classes which will include freezing, making of preserves and canning vegetables, for example Bread and Butter Pickles. Participants take items home, increasing access and consumption.

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

We are frequently being asked by members of the community when the Neighborhood Market will start up again after winter. There have been conversations about how wonderful it would be if some of the produce that was enjoyed weekly would be available now as the prices in the grocery stores make some items cost prohibitive. Our parent advocates are community members and we have discussed this expansion of food preservation with community members and our parent advocates, who also live in the neighborhood. The idea of Container Gardens has been widely accepted also. The community is genuinely excited about making preserves, applesauce and freezing fresh produce for future use.

After discussion with our parent advocates and volunteers it was decided to purchase a chest freezer and a vacuum sealer to assist in the food preservation capacity of the TNT FRC.

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

The EMCC is strategically located in the heart of the Truax Park Apartments. Truax is a public housing that was established to provide decent and safe rental housing for eligible low-income families, the elderly, and persons with disabilities. These groups are traditionally excluded from local food movement initiatives due to social and economic barriers. Many of the families in the Truax Neighborhood are families of color, including households where English is a second language.

The Today Not Tomorrow Family Resource Center, co-located within the East Madison Community Center will directly engage these groups through the proposed project which will provide opportunities for them to learn more about healthy nutrition and consume healthy fresh produce, while also planting and nurturing their own Container Gardens. Introduction to healthy foods from an early age will ensure healthy living habits and potential reduce the possibility of future disease and illness.

PART IV: EVALUATION (20 POINTS)

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

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

We are committed to produce the following outputs:

1. Continue the weekly No-cost Neighborhood Market from May-September.
2. Engage at least 20 families in Container Garden Workshops with successful gardens to harvest produce chosen by their families. 80% will express a desire to continue for another growing season
3. Engage at least 20 individuals in at least one food preservation class. 80% of participants will express a feeling of confidence in doing food preservation on their own.
4. Serve healthy snacks and lunches to infants, toddlers and parents at TNT FRC and have older youth share in the preparation of those snacks.

We are also committed to the following outcomes:

1. Improved awareness of where food comes from, how it is grown and distributed, and how to make healthy choices when it comes to meals and snacks.
2. Improved understanding on the nutritional impact of consuming fresh produce.
3. Reliable commitment to effective outreach and event organization.

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

The project will be evaluated through attendance logs. We will measure the outputs by whether or not we meet the identified numbers. In addition to attendance logs, we will use a combination of surveys, interviews, and observations as how we meet the outcomes. The benchmarks and information that Today Not Tomorrow will use will be the actual numbers of the participants in the workshops and of those who take a container garden home. A pre and post test for the knowledge of food preservation will be used for these workshops. Satisfaction surveys will be conducted at the end of the workshops, and at the end of the growing season. The satisfaction survey at this time will help determine the needs for the next growing season.

PART V: FINANCIAL NEED (25 POINTS)

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

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

Most of the funding will be allocated for parent and youth advocates and Programmatic expenses for Container Gardening workshops and Food Preservation classes. The Food Preservation Coordinator will facilitate the initial sessions while mentoring two TNT FRC Parent Advocates in facilitation and instruction in food preservation. They will also be the lead organizers for all of the activities in the proposed project. This is an investment to the community and is crucial to the sustainability of the proposed project.

We will buy supplies for the Container Gardening Workshop, supplies for food preservation classes, and supplies for outreach and instruction materials. We will also use the funding to cover kitchen rental fees at the EMCC, and to buy a chest freezer for the TNT FRC. We currently use a communal freezer at the EMCC and we will need extra space for all of the preserved foods.

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

The 2020 SEED funds will enable us to build upon past success and expand to Reinforcing Healthy Eating Habits through Food Preservation and Early Childhood Experiences. The proposed project will allow us to promote next steps in families and children having reliable access to healthy food through container gardening and food preservation. The project activities will facilitate us to utilize excess produce donated by local organizations and use the food for preservation purposes in canning and/or freezing. Kids Forward will continue to support the TNT FRC in the planting of the family garden plots and the designated container gardens that will be used for product related to food preservation, such as dill. The SEED grant will be important in the expansion efforts of the No-Cost Neighborhood Market program with funding assistance for the supplies for the Container Gardening and Food Preservations Workshops.

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

Kids Forward has committed to provide \$5,000 for the support of the WI Farm to ECE Initiative. A portion of these funds will enable the publication of a recipe booklet of snacks to prepare with children and youth. This will allow

us to engage families and children in nurturing the motivation in eating healthy. The funding will be allocated for maintaining the existing community garden and expanding it, providing snacks for children and families, and organizing monthly dinners and lunches.

In addition, there will be in-kind contributions:

1. Healthy Food for All will provide coordination with other local organizations for reliable access to excess produce.
2. TNT Personnel will provide all outreach, flyers, etc for workshops and classes, as well as the weekly No-Cost Neighborhood Market.

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

After focusing on healthy food access from last year, the requested SEED grant is specifically designed to expand “Enhancing Food Access and Establishing Healthy Eating Habits through Early Childhood Education” to **Reinforcing Healthy Eating Habits Through Food Preservation and Early Childhood Experiences**. The expansion includes three areas of activities: enhancing food access, offering educational activities to parents and families on food preservation and container gardening, and providing healthy foods for infants, toddlers at FRC, that they will help prepare. Once these new workshops and classes are established, and the Parent Advocates have the expertise and leadership capacity to lead, the majority of the costs to maintain the initiatives can be covered by TNTFRC and future program partners. SEED’s funding is critical in terms of personnel capacity building and getting the supplies and equipment for this expansion year. TNT will actively search for grants and donations to secure the project’s sustainability.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Personnel	\$3,550.00	\$1,800.00	\$1,750.000 (In-kind TNT)
ServSafe Manager Certification (2)	\$306.00	\$306.00	
Container Garden Workshop Supplies	\$565.00	\$565.00	
Food preservation supplies (i.e., jars, equipment)	\$664.00	\$664.00	
Kitchen rental	\$500.00	\$500.00	
Chest Freezer and Vacuum Sealer and bags	\$301.00	\$301.00	
Printed materials and office supplies and overhead	\$325.00 \$115.00 \$3,500.00	\$440.00	\$3,500 (DHS)
TOTAL AMOUNTS	\$9826.00	\$4576.00	\$5250.00

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wa
Grant / Project Coordinator (\$1750)	10 hours / month x 7	\$25.00
Parent Advocates (\$1575)	105 hours/month x 7	\$15.00
Youth Assistants (\$225)	15 hours	\$15.00
TOTAL	\$3,550.00	

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

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



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

1. Who Are You Serving and How?

- a. How will your project/program serve community food access and distribution needs?
 - i. What is your org doing/planning to do?
 - ii. Who is it serving/who will it serve?
 - iii. If it is not yet operational, when will it be?

2. Who Are You Working With?

- a. What are your organizational/business partners and collaborations
- b. How have you worked with residents?

3. What Do You Need and How Much Does it Cost?

- a. The amount of SEED Grant funding requested and how the funds will be used
 - i. Grants are still capped at \$10,000
- b. Please fill out the 'Financial Need' and 'Budget Summary' sections below as well

Mamie's Backyard Garden is in the unique position of being able to respond to the COVID-19 Health Emergency. By creating easy access to free and local food, the garden will have the effect of creating greater food security in communities in need. As outlined and described in the original Seed Grant application, the communities that will be served by Mamie's Garden remain unchanged. The plan for distribution of the food by delivery and pick up is also conducive to social distancing guidelines. Backyard Gardening is a healthy response to crisis and emergencies.

Other procedures that may have changed in light of the emergency is education about the importance of cleaning and washing vegetables. Diane is in the position to talk to recipients about the importance of cleaning produce. The garden is large enough so more than 2 people can work in the garden safely. We will be keeping up on new protocols and guidelines on harvesting vegetables per the UW Extension. We anticipate the need for plastic gloves and hand sanitizer. We also suspect that there may be a spike in seed and seedling cost. The original Grant did not have seed and seedling costs. We have added estimated costs for seeds and seedlings as well as hand sanitizer and gloves costs.

Diane is a 30-year resident and trusted member of the Bridge Lake Point Waunona Neighborhood. She is in a position to lead the community by showing gardening can help create food security and a healthy way to respond to health emergencies.

PART I: APPLICANT INFORMATION
Title of Proposal: Mamie's Garden
Amount Requested (max. \$10,000): \$430 in additional funding. \$3240 in total.
Agency/Organization/Group Name: Mamie's Backyard Garden
Address: 2201 Lake Point Drive Madison, WI 53716 MAILING ADDRESS PO BOX 6053 Madison, WI 53716
Contact Person (Name): Diane C. Small
Telephone number: (608)-957-1652
Email: diamitche1@aol.com
Is your group a 501 (c)(3)? <input type="checkbox"/> YES x NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? <input type="checkbox"/> YES x NO
If no to above, do you have a fiscal agent? xYES <u>The Urban League</u> <input type="checkbox"/> NO
FINANCIAL NEED
Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency. As described in the Seed Grant Application, most of the funds will be used to clear the area of debris, rototilling and soil amendments. The additional funds requested in this addendum, will pay for seeds, seedlings, gloves and hand sanitizers.

BUDGET SUMMARY			
Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Disposable Gloves	\$15 per 100	\$30	

Hand Sanitizer	\$100	\$100	
Seeds	\$100	\$100	
Seedlings	\$200	\$200	
TOTAL AMOUNTS		\$430	

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

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



2020 City of Madison SEED Grant Application

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

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

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

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

Community volunteer and organizer, Diane Small would like to turn her backyard into a garden to provide fresh vegetables, build community by honoring family traditions and cultural legacies. Her backyard garden is named after her mother Mamie. Diane's family has roots in South Carolina and comes from a family of farmers. Diane's home is Food Access Improvement Focus Area 3. She is a 30-year community member and home-owner. Diane was the recipient of the Urban League 2019 President's Grassroots Hero Award. Diane has been the organizer of the Simpson Street Reunion Picnic for 10 years. In her words: "The main focus is to let everybody know that when they do come out, that we talk about whatever they want to talk about, we give hugs, we share food, we share stories." Mamie's backyard garden would do much the same. Diane is also a volunteer with the Get Movin' Exercise class offered by the Wisconsin Alzheimer's Disease Research Center. Twice a week, she gets the space at the UW South Madison Partnership Office ready for the class. She also helps prepare and organize the healthy snacks. She is deeply connected to her Bridge Lake Point Waunona Neighborhood Center. She is also an active member of the SS Morris Community AME Church on Milwaukee Street. Diane along with the help of Jill Lundberg, Master Gardner Volunteer and other community members, family and friends, she will keep her garden open for free home-grown vegetables.

In past years, Diane did grow a garden in the Community Gardens on the west end of Lake Point Drive. There was vandalism, pest damage and simply not enough space to grow the amount of food she would like. She has a fenced in yard with full sun. It is a perfect yard for a backyard garden.

PART I: APPLICANT INFORMATION

Title of Proposal: Mamie's Backyard Garden

Amount Requested (max. \$10,000): \$3000

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

Diane C. Small

Address: 2201 Lake Point Drive Madison, WI 53713

Contact Person (Name): Diane Small

Telephone number: 608-957-1652

Email: diamitche1@aol.com

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

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

If no to above, do you have a fiscal agent? YES The Urban League of Greater Madison, WI NO

PART II: PROJECT DETAILS (20 POINTS)

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

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

1. Providing easy access to fresh homegrown vegetables.
2. Be a leader in gardening and showing it can be done.
3. Food as a way to support local culture and heritage

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

Master Gardner Program, Lake Point Waunona Neighborhood Center, Get Movin! Exercise Program and the S.S Morris A.M.E. Community Church.

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

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

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

- Specific neighborhood(s), please list:
- General areas of Madison:
 South Madison

- East Madison
- North Madison
- West Madison
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe): We will deliver food to the Park Street UW Partnership Office, the SS Morris AME Church and to the Bridge Lake Point Waunona Neighborhood Center. ALL AREAS listed in the Food Access Improvement map.

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

Tuesdays and Thursdays, food will be delivered to the Get Movin' class. Sundays to her church and to the Food Bank twice a month at the Bridge Lake Point Waunona Neighborhood Center. The garden will also be open to neighbors and friends to drop by and pick vegetables. The Simpson Street Reunion will also have a free vegetable stand and food made from the garden.

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

Not only is Diane providing free vegetables to her different spheres of influence, she is also sharing stories of her family and farming wisdom passed down to her.

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

Diane is well known and has been a vocal advocate of the garden and has been in communication with all of the different groups listed.

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

This garden will become a place for people to gather, work together and tell stories and swap recipes. She will share the joy of watching a seed turn into nourishing food. Diane will be leading by example and sharing the bounty of the garden.

PART IV: EVALUATION (20 POINTS)

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

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

The garden is a 30' x 40' plot. There will be succession planting to keep the garden busy all season. There are 35 members of the church who will benefit from the free vegetables. 25 women attend the Get Movin' class. We believe there could be as many as 100 neighbors and food pantry recipients of the vegetables. The garden could touch 150 people on food pantry weeks.

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

1. Twice a week deliveries to the Get Movin!'. A spread sheet will be filed listing all food packed and delivered.
2. Weekly deliveries to the S.S. Morris A.M.E. Church. A spread sheet will be filed listing all food packed and delivered.
3. Twice monthly deliveries to the Bridge Lake Point Waunona Neighborhood Center. A spread sheet will be filled listing all food packed and delivered.
4. Friends, family and neighbors who stop by for a pickup will fill out a form of produce taken. All free.

PART V: FINANCIAL NEED (25 POINTS)

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

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

Currently, there is bark and carpeting that must be removed from the area. A bobcat will be needed to clear the area. We will also need to do a soil sample to determine what soil amendments are needed. Rototilling may also be required. Hiring a landscaper to perform this work will be the bulk of the costs. We have gotten estimates of \$1-2K to do this. We also would like to purchase tools, a compost bin and boxes and bags for deliveries.

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

Diane does not have the resources to pay for the landscaping necessary for this project. She is not aware of any other grants that are available to help with this project.

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

No other funding sources have been sought.

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

The bulk of the grant will pay for the cost of the landscaping time and equipment. The cost of the garden will not be anywhere near the cost of the first year.

BUDGET SUMMARY (5 POINTS)			
Budget Items	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Landscaping carpet and bark removal	\$1500	\$1500	
Soil Amendments	\$1000	\$1000	
Soil Sample Testing	\$40	\$40	
Compost Bins	\$120	\$120	
Garden Tools used	\$50	\$50	
Reusable Bags for distribution	\$100	\$100	
TOTAL AMOUNTS	\$2810	\$2810	

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
N/A All volunteer driven		
TOTAL		

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

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



1. Introduction
2. Mission Statement
3. Vision Statement
4. Core Values
5. Organizational Structure
6. Key Personnel
7. Financials
8. Marketing Strategy
9. Community Engagement
10. Conclusion



To: City of Madison Seed Grant Program
RE: Community Garden Seed Grant Request from Ms. Diane Small
December 17, 2019

It is my great pleasure to provide a letter of support for Ms. Diane Small's application for seed grant funding from the City of Madison. Ms. Small is committed to creating Mamie's Garden at 2201 Lakepoint in Madison to better meet the nutritional and physical activity needs of all families. Ms. Small has been an active volunteer in the "Get Movin" physical activity program sponsored by the University Of Wisconsin Department Of Kinesiology and the Wisconsin Alzheimer's Disease Research Center since its inception. This program which was created in response to a request from our community advisory board has been providing a weekly exercise and health education program for older African American women since 2016. The exercise and physical activity program is lead by Ms. Venus Washington, a well know fitness education and personal trainer with support from undergraduate UW kinesiology students. Nutritional education has been very popular with our program participants. Many of our participants report that they have lost weight, have become more physically active, and have less musculoskeletal pain since joining the Get Movin! program. It was clear from the beginning that access to healthy food is a challenge for many elders in Madison, particularly those who live in food deserts and neighborhoods without access to reasonably priced nutritious food. Mamie's Garden will provide a wonderful opportunity for community elders to join together to create and

Department of Kinesiology

University of Wisconsin-Madison 2000 Observatory Drive Madison WI 53706-1189
608/262-1654 Fax: 608/262-1656

tend this garden. In addition to the vegetables produced in the garden, the elders will reap the benefits of meaningful physical activity and social engagement. UW students majoring in our new Health Promotion and Health Equity degree program will help with the development of the garden as well as provide ongoing culturally tailored education programs in nutrition, physical fitness and health promotion. I hope that the City of Madison will support this important application. Ms. Diane Small is tireless a community advocate with a long history of successful community engagement. For example, she organizes the annual Simpson Street Family Reunion and has progressively increased the number of health providers attending the reunion. I know that Mamie's Garden, if funded, will be a great success. I hope that you will grant her Seed Funding request.

Sincerely,



Dorothy Farrar-Edwards, PhD
Professor, Kinesiology- Occupational Therapy and Medicine- Division of Geriatrics
Director, Collaborative Center for Health Equity
Vilas Distinguished Achievement Professor
University of Wisconsin-Madison

Department of Kinesiology

University of Wisconsin-Madison 2000 Observatory Drive Madison WI 53706-1189

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Jill Lundberg, Master Gardner Volunteer Class of 2019
5927 Schumann Drive
Fitchburg, WI 53711

To: City of Madison Seed Grant Program
RE: Community Garden Seed Grant Request from Ms. Diane Small

In April of 2019, I attended the 2019 4W SUMMIT ON WOMEN, GENDER, AND WELLBEING conference. I heard Fabu Carter speak about her involvement in the Wisconsin Alzheimer's Disease Research Center and the Get Movin' program. We also learned about the sobering statistic that African American women are twice as likely to suffer from diseases like Alzheimers than whites. The Get Movin' program addresses the lifestyle choices that support brain health. Ms. Carter shared that funding for healthy snacks at the Get Movin' classes had run out. I decided to fill the gap while Fabu looked for more funding. In April of 2019, I started delivering fruits, vegetables and other low-salt snacks once a week. It is there I got to know Diane Small, the volunteer that greeted me once a week. Later in the summer, Diane visited my garden and Fitchburg and decided she wanted to start growing vegetables in her yard. I have had the pleasure of witnessing how committed Diane is to making a difference in her community.

In 2019, I also completed my Master Gardner Volunteer Certification. I am particularly interested in urban gardening. I was delighted to tell Diane that I would very much like to spend my volunteer hours helping her make Mamie's Garden a reality.

This garden is more than growing nutritional food. It is a place to "live the legacy" as Diane says. It is a place to connect and share. Diane is a very connected community member. She continues to find ways to lead by example and to talk about health and wellbeing.

I believe, with the help of the MGV program, Diane's friends, community members and family, this garden will be a wonderful example of the power of backyard gardening.

I hope that the City of Madison recognizes the investment potential of this garden. Particularly in making a difference in the identified Food Access Improvement areas.

Sincerely,
Jill Lundberg



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5 PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

1. Who Are You Serving and How?

- a. How will your project/program serve community food access and distribution needs?
 - i. What is your org doing/planning to do?
 1. Urban Triage, Inc. is kicking off our Covid-19 campaign on 4/4/2020 with our partners Mt.Zion Baptist church, Rib Master food cart and catering, and N Motion Non-Medical Transportation. We will be providing 100 home-cooked meals every Saturday and delivering groceries to families and people in need every Wednesday. We will also be providing transportation to medical appointments, grocery stores, and to the pharmacy in addition to providing gas cards, grocery cards and misc. funds.
 2. Our Supporting Healthy Black Families training will launch online on 4/28/2020. Providing participants the same community support services as mentioned above.
 - ii. Who is it serving/who will it serve?
 1. Elderly, low income, disabled and children.
 - iii. If it is not yet operational, when will it be?
 1. 4/4/2020

2. Who Are You Working With?

- a. What are your organizational/business partners and collaborations?
 - i. Our strategic partners include Second Harvest, Mt. Zion Baptist Church, Sherman Avenue United Methodist Church and N Motion Non-Medical Transportation. SAUM church along with Mt. Zion provides groceries via the food pantries and Second Harvest provides a discount via their arrangements with the churches. Rib Masters' provides meals and N Motion Non-Medical Transportation provides delivery of groceries, and other essential items requested by community members. They will also provide transportation to appointments if and when needed. Urban Triage, Inc. will provide administration, case management and misc. financial support including gift cards..
- b. How have you worked with residents?
 - i. We've held a few social media live events, and zoom conferences to discuss with community members their needs. We're also active members of online groups such as [Dane County Neighbors Helping Neighbors](#), [Northside Neighbors](#), and [COVID19 Mutual Aid](#). Via those platforms, we're able to promote our services and check-in with folks daily regarding their needs and the needs of others in their network(s). Through these platforms, we are able to provide community support to members (food and financial support) and connect community members with other resources.
 1. Per community members, their primary needs include transportation, financial support, diapers, wipes, formula, gas, and food.

3. What Do You Need and How Much Does it Cost?

- a. The amount of SEED Grant funding requested and how the funds will be used
 - i. Grants are still capped at \$10,000
- b. Please fill out the 'Financial Need' and 'Budget Summary' sections below as well

PART I: APPLICANT INFORMATION

Title of Proposal: Covid 19 Response Initiative
Amount Requested (max. \$10,000): \$10,000
Agency/Organization/Group Name: Urban Triage, Inc
Address: 2210 North Rusk Ave
Contact Person (Name): Brandi Grayson
Telephone number: 608 520-3062
Email: UrbanTriage@gmail.com
Is your group a 501 (c)(3)? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Is your group Incorporated under Chapter 181 Wisc. Stats.? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
If no to above, do you have a fiscal agent? <input type="checkbox"/> YES _____ <input type="checkbox"/> NO

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

We will offer community members who are most vulnerable during these economically challenging times grocery delivery, support services by way of gift cards, transportation and home-cooked meals in partnership with Rib Master’s food truck and catering and N Motion Non-Medical Transportation. Rib Masters will set up their food truck every Saturday from Noon until food runs out. We will provide 100 plates taking precautionary measures as outlined by the [Public Health of Dane County](#). Starting 4/4/2020 through 6/6/2020, We will serve 1000 meals over a 10-week span. We will extend our services if necessary. We have 4 delivery drivers who will deliver groceries every Wednesday and provide transportation as needed. Everyone will be equipped with N95 masks, disposable gloves, and hand sanitizer. And all volunteers and partners are trained on precautionary measures and safety. The menu will be determined by Rib Masters. We will print and distribute fliers to local community centers, non-profit organizations, churches, apartment complexes, grocery stores, laundromats and online groups such as [Dane County Neighbors Helping Neighbors](#), [Northside Neighbors](#), and [COVID19 Mutual Aid Madison](#). All meals will come with the main entree, veg side, a starch and a bottle of water. Meals will not only help our most vulnerable communities meet their nutritional needs but will also come with hope, laughter and the feeling of the community taking care of the community.

Urban Triage’s (UT) Program Coordinator and Operations Manager are thoroughly trained in needs assessments and community resources. ALL contractors and employees have gone through UT’s 90-day personal leadership and development training cultivating and sustaining an organizational culture of service and leadership. UT has developed and sustained strategic relationships with institutions and other grassroots nonprofits; granting us direct access points to resources, and allowing us to act as a liaison to other organizations and institutions. UT specializes

in supporting and connecting community members with support and resources. As a result, we can make a little money go a long way while centering equity and justice.

SEED funding will support the purchase of gift cards (food), groceries, delivery of groceries, home-cooked meals, and transportation.

BUDGET SUMMARY			
Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Food Gift Certificates	\$20	\$2000	\$1500
Groceries	\$50	\$3000	\$5000
Food Truck	\$7	\$3500	\$3500
Precautionary Supplies	\$30	\$0	\$1000
Delivery Services	Flat Rate	\$750	\$1000
Administration Cost	Flat Rate	\$750	\$5000
TOTAL AMOUNTS	\$107	\$10,000	\$17,000

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage
Executive Asst	.5	\$18
Facilitator	.5	\$30
CEO	1.0	\$38
Program Coordinator	.5	\$21
Operations Director	.5	\$25
TOTAL	3.0	

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

April 1, 2020

To Whom it May Concern:

Due to the recent COVID-19 pandemic, the YMCA of Dane County expanded our already on-going Brown Bag Program and launched our Drive-Up Brown Bag Program on March 18, 2020. This program is now offered at all three of our YMCA Dane County branches (east side of Madison, west side of Madison, and Sun Prairie). This expanded program continues to serve anyone of all ages in the community by providing FREE brown bag meals Monday through Friday 3:30pm - 4:30pm. A brown bag meal includes: a sandwich, apple slices, carrots, string cheese, milk, and a cookie.

Households (especially our senior population) who were already struggling with hunger are now faced with more challenges and more fears with the COVID-19 pandemic. Hunger knows no race, gender, age, job status, or education level. Simply stated, people without access to enough money and/or those that are fearful to leave their residence have to make tough choices between paying for food or basics like housing, utilities, transportation, and medical care and/or to make a life risking decision to shop with the general public. And more often than not, the choice will be to pay bills rather than eat and/or risk exposure to find food or not eat all. The YMCA of Dane County wants to help head off the added stress of safely finding food, specifically during these trying economic times, by providing drive-up/no contact brown bag meals to anyone that is hungry.

Our YMCA is blessed to have wonderful partners. For this program we have partnered with Heartland Church of Sun Prairie, they are allowing us to use their space to fill all the bags that are given out each day. We are also working with Sun Prairie Cold Storage, utilizing their cooler space to store the food. We are also working with local media to help us get the word out, inviting any community members that are in need to come and pick up meals, Monday through Friday. Our staff is sharing our information with other organizations and fielding calls at the YMCA, letting residents of Dane County know how and when to pick up the meals.

The cost of each brown bag meal is \$2.50. Our total budget is \$28,000 (3/18/20 - 4/24/20). We are requesting \$5,000 to be used for the food and supplies needed to make each bag.

Thank you in advance for your consideration,

Kristin



Kristin Fabisch

Director of Financial Development

YMCA of Dane County



2020 City of Madison SEED Grant – COVID-19 Addendum*

Deadline: Wednesday, April 1, 2020 @ 5PM

Submit to George Reistad, Food Policy Director:

greistad@cityofmadison.com

608-572-7281 (cell)

**If your original 2020 SEED Grant application accurately reflects the work your organization is doing/will do in light of the COVID-19 emergency you are not required to fill out the addendum. Please notify me via email or phone that your original application should stand as submitted.*

ADDENDUM LETTER (750 words or less)

Please provide an overview of your organizational efforts with regards to the COVID-19 public health emergency:

1. Who Are You Serving and How?

- a. How will your project/program serve community food access and distribution needs?
 - i. What is your org doing/planning to do?
 - ii. Who is it serving/who will it serve?
 - iii. If it is not yet operational, when will it be?

2. Who Are You Working With?

- a. What are your organizational/business partners and collaborations
- b. How have you worked with residents?

3. What Do You Need and How Much Does it Cost?

- a. The amount of SEED Grant funding requested and how the funds will be used
 - i. Grants are still capped at \$10,000
- b. Please fill out the 'Financial Need' and 'Budget Summary' sections below as well

PART I: APPLICANT INFORMATION

Title of Proposal: Drive-Up Brown Bag Program

Amount Requested (max. \$10,000): \$5,000

Agency/Organization/Group Name: YMCA of Dane County

Address: 711 Cottage Grove Road, Madison, WI 53716

Contact Person (Name): Kristin Fabisch

Telephone number: 608.906.8653

Email: kfabisch@ymcadane.org

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

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

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

FINANCIAL NEED

Please describe specifically how your organization would use the funds from this grant to support food access and distribution efforts for residents affected by the COVID-19 public health emergency.

Because of the COVID-19 pandemic, children are not in school, adults and seniors are losing their employment- some temporary and some permanent. This is a crisis for the number of hungry adults and children in Dane County as the number of folks going hungry is now growing expeditiously. The YMCA of Dane County, in an effort to help head off some of the hunger, is now offering a free drive-up meal program. Our Drive-Up Brown Bag Program is distributing food five days a week at all three of our Dane County branches to all ages. The Drive-Up Brown Bag Program provides adults and children with a free, healthy, grab-n-go meal. There are no eligibility qualifications; this program is simply open to anyone. Free meals are available Monday - Friday 3:30pm-4:30pm at all three YMCA of Dane County branches located on the west side of Madison, the east side of Madison and in Sun Prairie. Community members simply drive up and a staff member hands out the number of bags requested. A brown bag meal includes: a sandwich, apple slices, carrots, string cheese, milk, and a cookie.

Strengthening communities is our cause. At the Y, we believe that lasting personal and social change happens when we all work together. Every day we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to be healthy, confident, connected and secure.

BUDGET SUMMARY

Budget Item Description	Total Cost per Item	SEED Grant Dollars Requested	Other Funding Amounts
Food and Supplies (10,500 meals)	\$2.50	\$5,000	\$10,000
TOTAL AMOUNTS	\$26,250		

PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage
1 YMCA staff per branch (total of 3 employees)	.8	\$10/hour
TOTAL	\$1,750	

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