



Youth, Young Adult and Adult Employment APPLICATION FORM

Submit Application to: cddapplications@cityofmadison.com

Deadline: 12:00 pm CST (noon) on **August 19, 2022**

Official submission date and time will be based on the time stamp from the CDD Applications inbox. Late applications will not be accepted

Please limit your proposal and responses to spaces provided in this form. Responses to this RFP should be complete and comprehensive but succinct. Materials submitted in addition to this application form will not be considered in the evaluation of the proposal. If you are applying for multiple program or activity areas you must fill out this application for each program or area. **Do not attempt to unlock or alter this form.** Font should be no less than 11 pt.

If you have any questions **related to the content of the application**, please contact: Hugh Wing – hwing@cityofmadison.com or Yolanda Shelton-Morris – yshelton-morris@cityofmadison.com

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Jen Stoiber – jstoiber@cityofmadison.com

Legal Name of Organization:	Rooted WI, Inc.	Total Amount Requested:	\$ 165,020
Program Name:	Rooted in Urban Agriculture: A Youth Employment Program		
Program or Activity are you Applying for:	☒ Youth Employment Services (ages 14-21) ☒ Youth Employment & Training ☐ Wanda Fullmore Youth Internship Program ☐ Young Adult Employment Services (ages 18-26) ☐ Adult Employment Services (18+)		
Contact Person:	Marcia Caton Campbell	Email:	marcia@rootedwi.org
Full Address:	2702 International Lane, Suite 200	Telephone:	608-240-0409
501 (c) 3 Status:	☒ Yes ☐ No	Fiscal Agent (if applicable)	N/A

Organizational Qualifications:

1. Describe your organization's experience implementing services relevant to the services described in the Youth, Young Adult and Adult Employment RFP, including to those who are furthest from resources and opportunities and who face systemic barriers to employment.

Organizational Background and Staffing.

Rooted evolved in 2020 from merging the strengths of two vibrant Madison organizations—Center for Resilient Cities (founded in 1996) and Community GroundWorks (founded in 2001)—committed to collaborations rooted in food, land, and learning so that people can grow and thrive in healthy, equitable, and sustainable neighborhoods. Building capacity for social, racial, and food justice is central to the way we work.

Rooted's work is driven by our community-based collaborations and partnerships. Our programs represent the needs, interests, and ideas of the people, organizations, and institutions working alongside us. The heart of our work remains our urban farms, youth education programs, neighborhood center, and community gardens. Our staff is diverse, providing representation from BIPOC and LGBTQ+ communities. Staff members have considerable and varied lived experiences, education, and professional backgrounds in working with youth who face systemic barriers to employment because resources and opportunities are not readily available to them or they have been justice-involved.

Rooted (both pre- and post-merger) has a long history of successful hands-on land-based educational programs for youth and what we offer is unique in Madison. Garden-based learning helps students develop critical thinking and problem solving skills, improves curricular learning outcomes, and provides young people with opportunities to see how food grows. Our education programs work to give youth life skills in gardening and cooking, encourage youth to explore and connect with the natural world in many different ways, work to dismantle oppressive food systems through teaching youth environmentally responsible food production practices, give youth agency in addressing racial food disparities and policies, and increase healthy food access in our communities.

Key Program Staff

Sarah Karlson, Rooted Education Director and Badger Rock Farm and Education Manager (.05 FTE). Sarah has worked at Badger Rock since 2015, managing the 2-acre Badger Rock Urban Farm and Badger Rock Community Garden and providing gardening and culinary-based education. Since becoming Education Director for the entire organization, she has knitted our various programs into a cohesive whole, providing strong collaborative leadership for her team. She is a Wisconsin-certified middle school and high school level science teacher. Sarah was recently honored as a MOST Outstanding Youth Worker for 2022, nominated by her peers and selected for the honor by local teens.

Keenih Allen-Wallace, Lead Youth Employment Program Facilitator (.60 FTE). Keenih grew up in the Goodman Community Center Garden Fit program, offered in partnership with Community GroundWorks at Goodman Youth Farm. A Northside resident, they found their passion for urban agriculture through Garden Fit. In 2022, Keenih was a Youth Program Facilitator, working with our Northside youth employees.

Youth Employment Program Facilitator (to be hired) (.35 FTE). This program facilitator would work over 30 weeks, during the growing season/summer months, when we anticipate hiring 20 youth across our three locations.

5 Rooted Mentors (5 @ .1 FTE = .5 FTE total). These mentors, primarily from the community at large but who have worked as guest educators with Rooted before, have added expertise in urban agriculture, culinary arts, food

entrepreneurship, community photography/journalism, and entrepreneurship. They will support youth employees in developing projects that go more deeply into the youths' specific areas of interest.

Education Program Staff (supporting this program, but funded by other sources).

A number of other Rooted staff will provide programmatic support to our youth employees. These staff members have years of experience working with diverse youth in community settings, including Badger Rock Neighborhood Center and other community centers, the Goodman Youth Farm, Troy Kids' Garden, the Madison Metropolitan School District, and the WI Division of Juvenile Corrections Grow Academy. Brief descriptions of them and the roles they play follow below.

Hedi Rudd, Deputy Director of South Side Programs and Badger Rock Neighborhood Center Director. A former Southdale neighborhood resident and an active community organizer, Hedi served two terms on the City of Madison Equal Opportunities Commission. Hedi has worked as a member of the City of Madison Affirmative Action Department, as well as at the Urban League. An avid photographer, Hedi is often seen at community events telling the story of communities of color through her lens. Hedi is the 2019 recipient of Forward Community Investments Nan Cheney March for Justice Award.

Kipp Thomas, Badger Rock Culinary Arts Manager and founder of Kipp's Kitchen. Chef Kipp's food can be found at the Badger Rock Community Market, Dane Dances, and the Urban League's Unity Picnic. He places a high value on helping others and being able to share his talents and resources with youth. Kipp was recognized as a 2019 Community Shares of Wisconsin Backyard Hero. He offered the youth program, Creative Cooking with Chef Kipp, in partnership with Rooted (as Center for Resilient Cities) in 2018 and 2019, supported by the City of Madison's Emerging Opportunities Program.

Alex Booker, Badger Rock Assistant Farm and Education Manager. A Madison native. Alex discovered his love for gardening in a youth gardening club. Alex refined his skills through an apprenticeship in tropical horticulture and went on to start his own business, Booker Botanicals, doing plant maintenance and growing produce for sale. Alex is passionate about uplifting issues in the food system that deeply impact Black and Brown communities.

Mari Verbeten, Badger Rock Assistant Farm and Education Manager. Since graduating from UW-Madison in 2018, Mari spent two growing seasons working on farms and a year abroad in Panama with the Peace Corps. A fluent Spanish speaker, Mari is excited to engage with youth through gardening and collaborations with partners to increase resilience in the food environment.

Brontë Adamson, Troy Kids' Garden Manager. While studying Environmental Science and Global Health at the UW-Madison, Brontë found a passion for garden-based education and food justice work. She believes food is a powerful tool for learning, connection and exploring the world around us.

Travus Maloney, Goodman Youth Farm Education Manager. Travus received his bachelor's degree in Conservation and Environmental Science from UW-Milwaukee. He has been working with youth, first through Community GroundWorks and now through Rooted, since 2016. Travus encourages creativity, independence, and trying new things at the Goodman Youth Farm, Troy Kids' Garden, and the Grow Academy.

Brian Emerson, Goodman Youth Farm Assistant Education Manager. A resident of Madison's Northside, Brian has been doing test trials of fruit, flower, and vegetable varieties with UW-Madison since 2004, including as Trial Manager

for the UW-Madison Seed to Kitchen Collaborative in the Urban and Regional Food Systems program. Brian works at both the Goodman Youth Farm and the Grow Academy.

Melanie Lucas, Rooted in Culture Program Facilitator. A resident of Packer Townhouses, Melanie earned a Culinary Production Specialist certificate from Madison College's Culinary Arts Program and is employed by Packer Community Learning Center as Resource Coordinator. In 2022, Melanie also joined the Rooted Education Team to offer Rooted in Culture, a culinary arts and culture program. She is also ServSafe certified and has completed the FEED Bakery training program. Melanie has worked in MMSD schools through Icook, offering culinary arts programming, and brings to her work a passion for the connection between food, culture, health, and education.

Culture That Values Learning.

Rooted is committed to collaborations rooted in food, land, and learning so that people can grow and thrive in healthy, equitable, and sustainable neighborhoods. Ours is a firm commitment to building racial equity and inclusion and dismantling racism in our communities, in our education and food systems, in the environmental movement, and within our organization. This is a path of lifelong learning and commitment to action that involves bidirectional/multidirectional learning, with community members and program participants having significant influence on the direction of our work.

Prior to the organizational merger creating Rooted, staff from the two organizations participated in a yearlong training process with the YWCA Madison to develop a shared culture grounded in racial equity and inclusion. Outcomes were a set of shared values statements and the designation of a Change Team, a staff-driven team that leads our equity work. In 2020, we undertook an all-staff racial equity and inclusion process facilitated by EQT By Design, which resulted in our Racial Justice Capacity Building Roadmap. The Roadmap is a 3-5 year, action-oriented plan for centering equity in our staffing, on our board, in our organization policies and practices, and in our fundraising and budgeting. The Roadmap was formally adopted by our Board of Directors in November 2020. At the same time, and in each year since, the Board has approved a budget allocation of 5% of staff time across the organization and 10% of Change Team members' time to racial capacity building.

Rooted's Change Team has led initiatives to change our staffing and human resources practices, rewrite job descriptions to incorporate lived experience in balance with formal education and credentials, alter recruitment techniques, advocate for a bidirectional performance review process and more. In 2021, 60% of our new staff hires were people of color (Black/African-American, Hmong) or LGBTQIA+ people. As of now, 74% of our staff identify as white, and 26% identify as BIPOC; 25% of our staff identify as Queer. As compared to the demographics of the City of Madison (78.6% white), our staff holds a representative BIPOC presence. However, we are aware that our work often places us in much more diverse communities, and we will continue to prioritize creating opportunities for current and additional BIPOC staff. Our current board consists of 7 members, all of whom identify as white and 3 of whom identify as women. We as staff and current board members are very aware of this lack of representation. Our goal is to increase our board by at least 40%, prioritizing minority candidates. Board recruitment and diversification is underway as a primary goal for 2022.

At the program level, our work is driven by our community-based collaborations. Our programs represent the needs, interests, and ideas of the people, organizations, and institutions working alongside us. We invite a culture of co-creation of our programs at all of our locations, shaping our work in directions that meet community interests and needs. We believe this co-creation is especially important in youth programming. We seek formal feedback on our performance through a variety of mechanisms, including pre-test/post-test-style program evaluations of skills building and other learning by participants (as appropriate), the quarterly user surveys required by our Neighborhood

Center Support contract, and a longitudinal neighborhood survey of Badger Rock Neighborhood Center users conducted at 5-year intervals. We also rely on regular, less formal feedback from our diverse program participants, including youth. This feedback takes the form of group discussions and one-on-one conversations about participants' ongoing experiences in our programs. We also measure the number of youth and households served through educational programs.

2. Describe how your agency builds relationships and authentically engages with individuals and households served. Specifically include information on previous strategies used to authentically engage with BIPOC, LGBTQ+, immigrant and/or low-income households and individuals.

Rooted primarily serves Madison's Northside (since 2001 as Community GroundWorks) and South Side (since 2010 as Center for Resilient Cities, and since 2014 as a City-funded Neighborhood Center). According to the 2010 census, Madison's Northside is consistently more racially diverse than the city as a whole, with higher populations of African American, Asian, and Hispanic residents. In the Warner Park neighborhood alone the population is 21.3% African American compared to the city's 7.1%. Warner Park and Sherman Park neighborhoods also have a disproportionately large number of households living in poverty. On the South Side, Badger Rock Neighborhood Center (BRNC) serves as the focal point for the Rimrock Road and Moorland Road neighborhood, serving primarily low- and moderate-income individuals and families. The neighborhood is 11.6% Black/African-American, 5.7% Asian, 4.1% Other Races/Multiracial, 26.6% Hispanic or Latino, and 52% White. BRNC is co-located with Badger Rock Middle School, where over 80% of the students live in the surrounding neighborhood and more than 75% of the students participate in free and reduced lunch.

More broadly, our organization's people-of-color forward orientation, and our emphasis on collaboration in and co-creation of our work at all levels--from youth to adult program participants, from our youth and adult trainees to our staff and to our board--means that we commit ourselves to authentic, intentional engagement with the communities we serve. We understand engagement to be something that takes place in every staff position, with every interaction. Our Neighborhood Center Advisory Council is designed to advise on our work at Badger Rock, while our Community Connector staff members work on more formal connections with groups on the Northside and South Side.

3. Describe your organization's experience, education and training requirements for program staff and management staff.

Rooted's Education Team, led by Education Director Sarah Karlson, has considerable depth and reaches across many program locations. Most Education Team members are funded outside this application, but will be an important part of the youth employees' learning over the grant period. The program facilitators, also part of the Education Team but funded by this application, will develop and contribute to the curriculum and program activities that make up Rooted in Urban Agriculture. Whenever possible, the program facilitators will follow our youth's lead to help them gain experience and develop skills around their interests while also supporting them in completion of tasks at each site. One program facilitator (.60 FTE) will be hired for 52 weeks, while the other (.35 FTE) will join the staff for 30 weeks to support the summer program.

We value people's lived experiences and ability to relate to youth and community as much as formal education or other credentials. In hiring program facilitators, we prioritize a diverse staff that is already connected to our work and our community, and who are neighborhood residents when possible. Requirements for the facilitator positions include: two years of experience with and knowledge of working with high school aged youth; strong organizational communications skills; a demonstrated ability to follow through on commitments, responsibilities, and tasks;

flexibility and willingness to grow in response to needs or changes in the field; commitment to Rooted's mission and values, including social justice and racial equity; and experience working with diverse groups of people in community settings. Agricultural experience is not required, but is a plus. Program facilitators must pass a standard background check.

Rooted's Education Team provides education-specific opportunities for continuing staff training and professional development. Some examples of recent trainings, readings and conferences that have informed our work include: KidsGardening: Applying Antiracism and Abolitionist Teaching in Garden-based Learning, Part I: Teaching Antiracism and Abolitionist Thinking - Mindset Training for Educators and Part II: Student Skills - Learning about Antiracism and Initiating Abolitionist Thinking;

Michigan State University's Culturally Responsive Place Based Education Series: (1) Incorporating Black Perspectives in Place-Based Teaching and Learning, (2) Disability and Place-Based Education in and Beyond the Classroom, and (3) Incorporating Asian Perspectives in Place-and Community-Based Learning;

Ehrenhalt, Jay. Spring 2018. Learning for Justice: Liberated Roots www.learningforjustice.org/magazine/spring-2018/liberated-roots;

The 2022 Wisconsin Green & Healthy Schools Conference, held at Vincent High School of Agricultural Sciences, in Milwaukee.

Across the organization, we support our staff in the ongoing work of learning and un-learning, and integrate what we learn into our programming and other offerings for the community. Some examples of this work include:

- YWCA Creating Equitable Organizations Process: Rooted staff went through a training program with the YWCA that offered information, tools and support to move us further in our journey of centering equity in our organization, our programs and our communities.
- YWCA Racial Justice Summit: Furthering the work we began in the YWCA Creating Equitable Organizations Process by sending our staff to the YWCA Racial Justice Summit annually. There, we deepen our learning and build connections in Madison and beyond with people and organizations centering racial justice in their work.
- Soul Fire Farm's Uprooting Racism in the Food System Training: As we find funding for opportunities such as this day-long training specifically grounding us in uprooting racism in agriculture and the food system, we take them as organization-wide trainings.
- Rooted in Equity Onboarding Trainings: We offer a series of 3 onboarding trainings to new staff and trainees framing the history of agriculture and our work from a racial equity lens. The first training focuses on the United States, the second on Wisconsin, and the third on our own organization and work at Rooted. In these trainings, we also introduce the concepts of Food Justice and Food Sovereignty and lift up stories of oppression and resistance in BIPOC communities from past to present.
- Affinity Groups: Our staff are invited to participate in Affinity Groups that meet monthly to build community and create space for affinity-based work. Each group determines its own charge from holding safe space for people to share experiences to working on organizational and community issues. We currently have a BIPOC Affinity Group, a Queer Affinity Group, and a white Affinity Group.

We also encourage staff to bring forward professional development opportunities of interest to them, and provide each program team with a modest professional development budget annually. Staff have pursued opportunities from bookkeeping and budgeting, to human resources training, to attending food system, agriculture, and education

conferences and trainings. We also learn from webinars offered by Nonprofit Management Quarterly, the Nonprofit Learning Lab, and Stanford Social Innovation Review, as well as local offerings.

Partnerships, Collaboration & Coordination

1. Describe your current and recent collaboration and partnerships with the following groups, specifying organization names, collaboration/partnership dates, and information about your shared work and accomplishments.
 - a. Organizations and groups that work with youth, young adults and/or adults.

Neighborhood Center Partnerships. Our partnerships of longest standing are with Vera Court Community Center and Northport/Packer Community Learning Centers, which have been making regular field trips with their elementary and middle school aged youth to Troy Kids' Garden since 2003. There, kids participate in garden-based seed-to-table activities including planting, cooking, garden-based art, and animal husbandry (chicken-keeping). In the summer of 2021, we launched Rooted in Culture at the Kids' Garden, a program targeting middle school-aged youth of color focused on the intersection of urban agriculture, food justice, culture, and culinary arts. In the winter/spring of 2022, we brought the program directly to Northport and Packer Community Learning Centers as an on-site, culture-centered, culinary arts program. In 2023, youth employees will be involved in all aspects of Rooted in Culture program development and will assist with implementation under the mentorship of Rooted staff.

Other community centers that regularly bring youth to the Kids' Garden and/or Goodman Youth Farm for summer programming include the Goodman Community Center (since 2014; Garden Fit youth spend three days/week between these two sites), East Madison Community Center (since 2014) and Kennedy Heights Community Center (since 2018). All of these community centers are recruitment sites for our Youth Employment Program, creating a pathway for former program participants into our Youth Employment Program.

K-12 School Partnerships. Rooted's Badger Rock Neighborhood Center and Urban Farm are co-located with Badger Rock Middle School, where we have offered an elective gardening and culinary arts class as part of the school's curriculum since 2016, and partnered with the school on gardening education since 2012. Through our AmeriCorps Farm to School program, we offer garden, culinary arts, and nutrition education in partnership with 6 MMSD elementary schools. Four different Madison School & Community Recreation (MSCR) summer camps participate in our programming, at Goodman Youth Farm, Troy Kids' Garden, Badger Rock Neighborhood Center, and Mendota Elementary School. In addition, Rooted has offered garden education programming to One City Schools, at their location and at Badger Rock.

WI Department of Corrections Grow Academy. In 2014, the Division of Juvenile Corrections opened the Grow Academy, a residential program offering comprehensive treatment for county- and state-supervised youth. The Grow Academy serves as an alternative to incarceration as well as a step-down program for youth returning to the community. In addition to planning and managing the on-site educational garden since 2014, under a contract with Dane County, Rooted works with youth to develop connections to land and food by engaging Grow Academy residents in cooking activities, culinary skills development, building projects, and field trips to food- and agriculture-related businesses.

- b. Organizations that provide pre-employment/career preparation, employment services, and/or training and education.

In previous years, our youth employment program--and others of our programs--have been supported by partnerships with multiple organizations that support employment services and/or training and education. Four examples are described briefly here.

Rooted and Briarpatch Youth Services have partnered since 2016 in support of BIPOC and underserved youth in Madison. Our partnership began at our Badger Rock location, which was a work site for teams of Briarpatch youth who had been assigned community service hours. Over the years, the partnership has grown, with Briarpatch first placing youth employees at our Badger Rock Urban Farm (covering their wages in 2019-2021) and adding financial literacy training to our training and education program (2021-2022).

Common Wealth Development. In the summers of 2018 and 2019, Common Wealth Development's Youth Workforce Development Program placed youth with us to train at our Badger Rock location, covering their wages. Youth funded through Common Wealth participated in our youth trainee program alongside Briarpatch-supported youth and former Badger Rock Middle School students who had advanced to MMSD high schools.

In addition, we have an ongoing relationship with the UW-Madison PEOPLE (Pre-College Enrichment Opportunity Program for Learning Excellence) Program. Our staff has offered educational sessions on our urban agriculture programs for BIPOC pre-college youth each summer for many years, and hosted a college scholar as an intern with our Gardens Network program team in the summer of 2019.

In 2020-21, we secured funding from Madison Community Foundation's Charles D. Bert Fund for the Elderly to partner with Latino Academy of Workforce Development (LAWD), an adult education non-profit project offering a bilingual construction class. The funding supported construction class participants in building 10 raised gardening beds suitable for older gardeners and people with disabilities. Though the pandemic delayed project completion until late 2021, the raised beds were installed across 5 community gardens, ready for planting in the 2022 growing season.

- c. Organizations and groups that focus on working with, or have a history of working with, low-income households, women, and those that are Black, Indigenous, People of Color (BIPOC), immigrants, and/or individuals who identify as Lesbian, Gay, Bisexual, Transgender, and Queer + (LGBTQ+).

Organizations and groups with whom we partner in this category include Briarpatch Youth Services, CEOs of Tomorrow, Grow Academy, Latino Academy of Workforce Development, and the UW-Madison PEOPLE Program (all described above in sections a. and b. of this response). In 2021, we began serving as fiscal agent for charitable donations to Pasture and Plenty, a for-profit food business that is contracted by MMSD's Black Excellence program to offer a culinary arts program specific to Black students and their families.

- 2. Describe your plans to partner, collaborate, and coordinate services with organizations and groups, including names and partnership details. Please explain why and how these collaborations benefit the participants served. Organizations that identify key partnerships must provide written documentation of agreement/commitment from each listed partner.

As part of the Rooted in Urban Agriculture youth employment program expansion proposed in this application, we have sought to formalize longstanding relationships with organizations and groups into committed partnerships, as well as initiating new, formal partnership commitments with others. Each of the organizations, groups, or institutions described below has provided a partnership letter describing their roles and responsibilities to our youth employment program. Essential aspects of the partnerships are captured below; additional detail is included in the accompanying partner commitment letters. During the grant period:

Briarpatch Youth Services, CEOs of Tomorrow, and Summit Credit Union will collaboratively host 4 financial literacy trainings. This type of training is particularly important for BIPOC youth from underserved communities to counteract mistrust of financial institutions resulting from this country's long history of racial discrimination by banking and other lending institutions. If youth come from unbanked households, they may never have had a banking experience. Briarpatch will host the trainings at their location and present information. Providing an age-level peer learning experience, CEOs of Tomorrow's Youth Money Mentors will help lead sessions, offering aspects of their financial literacy curriculum; some Youth Money Mentors are also Rooted youth employees. Youth will then take a field trip to Summit Credit Union, where Summit's staff will assist youth in setting up bank accounts with debit cards and direct deposit of their paychecks. In addition, Summit staff will teach youth how to use ATM machines and provide any additional support they need to establish a financial relationship with the credit union.

We have developed newer partnerships because of interest expressed by youth, and because youth will benefit from training in 21st century "soft" and "hard" skills. First, the Madison Public Library Bubbler program will work with youth employees to explore digital media production in their media lab and at Rooted's program sites. The youth's interests will determine what they share and which multimedia and digital arts formats they would like to learn. Projects could range from how-to videos, to podcasts, to digital collections of cultural relevance, to music videos. Second, Sustain Dane will partner with Rooted to incorporate more climate change education and sustainability learning into Rooted in Urban Agriculture, providing facilitated climate conversation and education, reflection, and action for climate change solutions. Sustain Dane sees sustainability as a journey and inclusive process, with youth's experiences and reflections guiding the conversation. They will offer 9 sessions total across Rooted's 3 employment locations or a group presentation with all participants together at a single location. Sustain Dane will also bring in local business speakers to share their work pathways in green jobs fields (e.g., biotech, solar, retail, etc.) and connect students with certificate opportunities in the green jobs economy.

To chart experiential pathways to the future beyond our programming, our youth employees will also be introduced to our two adult employment programs, the Garden Education Training Program and the Urban Farming Training Program. These programs are a natural next step in urban agriculture and garden education training once youth reach the age of 18. Garden Educator Trainees work primarily at the Troy Kids' Garden and Goodman Youth Farm, serving children and youth ages 3-18 with outdoor, garden-based learning. At each site, trainees lead small groups of children in gardening, cooking, animal care, outdoor art, and other hands-on activities. Our Garden Educator Trainees gain experience developing and implementing garden-based curricula and activities, while developing a working knowledge of vegetable gardening and small-scale farm management. Rooted's Urban Farm Trainees are based at Troy Farm, a certified organic, diversified vegetable farm located on Madison's Northside. Working side-by-side with farmers and staff, trainees learn small-scale, sustainable farming techniques applicable to direct-to-customer sales and wholesale production systems. Our Urban Farm Trainees gain experience in every aspect of small-scale vegetable production, from planning to implementation.

To chart educational pathways, we have partnered previously with MMSD's Experiential Learning Program and are pursuing a formal partnership currently. Through this program, youth can be awarded .25 credit hours for each 45 hours worked and .5 credit hours for each 90 hours worked. Ultimately, they can qualify for an Employability Skills Certificate, which can open doors to other employment, such as youth apprenticeship with the trades.

With funding from outside of this application, we are adding a post-secondary educational pathway for both our youth employees and our Urban Farm and Garden Educator Trainees, through Madison College's new digital badge micro-credentialing program. We have selected courses that emphasize holistic well-being, such as Mindset for Success and the 3-course Mastering Mindfulness series. Mindset for Success is a 16-hour course designed to empower participants, regardless of their career paths, by fostering skills in creativity, ambition, critical thinking, innovation, opportunistic thinking, and teamwork through experiential and problem-solving approaches. Participants will receive a digital badge upon completing each course that will provide evidence of competencies gained as well as Madison College credits. The Mastering Mindfulness course series helps learners achieve higher productivity,

better focus, and greater life satisfaction, by making deeper human connections, living mindfully, using one's strengths, creating positive habits, increasing resilience, practicing gratitude, and discovering the positive impact of forgiveness. Participants will receive 1 hour of college credit for each increment of this course series, totaling 3 credits. Each of these courses results in credits toward a Building Blocks of Well-Being Certificate. Each course will also result in digital badges, co-branded with Rooted, that will provide evidence of competencies gained and college credits earned. Madison College, Rooted, and Sustain Dane also plan to work together to co-create digital badges tied to the Rooted in Urban Agriculture curriculum that reflect competencies in climate change and technical skills in food system related disciplines.

Program Design

1. Describe the organization's program and proposed service delivery plan including recruitment and selection of participants, individual assessment process, anticipated number to be served, who will be served, duration, location, and goals.

Rooted in Urban Agriculture is designed to help youth develop job and life skills, as well as the agency to grow their own food, address racial food disparities, understand food policies and processes, and increase healthy food access in their communities and those surrounding. We not only want youth to have a means of earning income, but to understand their power in addressing food system-related issues in their own communities and to support them in deepening their experience and skills in the areas of the food system they are most interested in.

Program facilitators will assist with creating and implementing a program that falls into 2 school-year cohorts (10 youth per semester cohort @ 9 weeks/semester) and a larger summer cohort (20 youth @ 10 weeks) that provide opportunities for youth to earn income working at Rooted Farm and Education sites. At the same time, the facilitators will guide youth through many different aspects of the food system, including agriculture, culinary arts, food justice, and community engagement. Whenever possible, the facilitators will follow our youths' lead to help them gain experience and develop skills around their interests while supporting them in completion of tasks at each site.

Milestone 1: Successful youth recruitment (10 during school year; 20 in summer; possible overlap across cohorts; 1-2 positions will be held for Grow Academy graduates)

Recruit 10 youth to Spring 2023 school year cohort (Rolling; beginning in January 2023)

Recruit 20 youth to summer program (Rolling; beginning in April 2023)

Recruit 10 youth to Fall Semester 2023 school year cohort (Rolling; beginning in August 2023)

Milestone 2: Offer Spring Semester 2023 Rooted in Urban Agriculture Training Program (9-week curriculum is offered to 10 youth at various indoor program sites (e.g., Badger Rock, Packer/Northport Community Learning Centers) (February-May 2023)

Curriculum will include:

Rooted staff delivery of seasonal urban agriculture/gardening/culinary arts curriculum

Enrolling interested youth in MMSD's Experiential Learning Program (February 2023)

At least 1 financial literacy training led by Briarpatch/CEOs of Tomorrow/Summit Credit Union (February 2023)

1 field trip to Summit Credit Union to open bank accounts/set up direct deposit (February 2023)

Youth offered opportunity to participate in MMSD Experiential Learning Program

3 Madison Public Library Bubbler multimedia sessions

CEOs of Tomorrow entrepreneurship class (depending on youth interest)

Introduction of Madison College Mindfulness digital badge to interested youth
Establish mentor relationships based on youth interest
Education/reflection session on climate change, led by Sustain Dane
First Aid training/ServSafe certification for interested youth
Multimedia presentation of program accomplishments (by interested youth) (May 2023)
Reflection/feedback session with youth on their program experiences (May 2023)

Milestone 3: Hire Additional Summer Cohort Youth Program Facilitator (.35 FTE) for 30-week growing season

Post job description to Rooted website; share via listservs and contact list (March 2023)
Conduct interview process (April 2023)
Successful hire of Youth Program Facilitator (End of April 2023)

Milestone 4: Offer Summer 2023 Rooted in Urban Agriculture Training Program (11-week curriculum is offered to 20 youth across 3 program sites (10 @ Badger Rock, 5 @ Troy Gardens, 5 @ Goodman Youth Farm) (June-August 2023)

Curriculum will include:

Rooted staff delivery of seasonal urban agriculture/gardening/culinary arts curriculum
Enrolling interested youth in MMSD's Experiential Learning Program (June 2023)
At least 1 financial literacy training led by Briarpatch/CEOs of Tomorrow/Summit Credit Union (June 2023)
1 field trip to Summit Credit Union to open bank accounts/set up direct deposit (June 2023)
2 Madison Public Library Bubbler multimedia sessions
First Aid training/ServSafe certification for interested youth
Introduction/continuation of Madison College Mindfulness digital badge to interested youth
Establish mentor relationships based on youth interest
Education/reflection session on climate change, led by Sustain Dane; co-create a Climate Change digital badge with Madison College
First Aid training/ServSafe certification for interested youth
Multimedia presentation of program accomplishments (by interested youth) (August 2023)
Reflection/feedback session with youth on their program experiences (August 2023)

Milestone 5: Offer Fall 2023 Rooted in Urban Agriculture Training Program (9-week curriculum is offered to 10 youth at various indoor program sites, e.g., Badger Rock, Packer/Northport Community Learning Centers) (Sept-Dec 2023)

Curriculum will include:

Rooted staff delivery of seasonal urban agriculture/gardening/culinary arts curriculum
Enrolling interested youth in MMSD's Experiential Learning Program (September 2023)
At least 1 financial literacy training led by Briarpatch/CEOs of Tomorrow/Summit Credit Union (September 2023)
1 field trip to Summit Credit Union to open bank accounts/set up direct deposit (September 2023)
3 Madison Public Library Bubbler multimedia sessions
CEOs of Tomorrow entrepreneurship class (depending on youth interest)
Introduction/continuation of Madison College Mindfulness digital badge
Establish mentor relationships based on youth interest
Education/reflection session on climate change, led by Sustain Dane
First Aid training/ServSafe certification for interested youth
Multimedia presentation of program accomplishments (by interested youth) (December 2023)

Reflection/feedback session with youth on their program experiences (December 2023)

General goal for the entire program: For youth employed by Rooted in Urban Agriculture to gain positive employment habits, job skills, and 21st century "soft" skills, while earning income and having opportunities to explore out-of-the ordinary educational and/or career pathways for their futures. More specific goals are detailed in the logic model.

2. Describe the outreach/marketing methods the organization intends to employ to generate participation in the program and to reach the targeted populations considered priority for this funding.

We have successfully recruited for Rooted in Urban Agriculture using targeted outreach strategies to reach key populations. Many, though not all, of our youth employees at our Badger Rock location are former Badger Rock Middle School students. Our staff already have long standing relationships with these youth from their middle school years, through Rooted's partnership with the school. A number of these youth have returned to work with us over multiple summers. In 2022, we expanded our program to our Northside (Troy Gardens) and Eastside (Goodman Youth Farm) locations. We recruited youth through targeted outreach to our community partners that work with BIPOC, LGBTQ+, and immigrant youth at Briarpatch Youth Services, Packer Community Learning Center, Northport Community Learning Center, Kennedy Heights Community Center, La Follette High School, East High School, the Northside Planning Council and the Grow Academy (WI Department of Corrections). In 2023, we also will reserve 1-2 spots in Rooted in Urban Agriculture for former Grow Academy participants. This past year, youth filled out their applications, were invited to interview, and then were offered positions on a rolling basis until all positions were filled. We plan to structure our expanded youth employment program so that youth can go progressively deeper into their interests each year and, if interested, even move into our adult training (employment) programs when they reach age 18.

3. Describe how your program includes input or suggestions from target population served in your program design and operation.

Rooted staff benefit from prior relationships with many youth we employ, because they have participated in our programming before becoming youth employees. These relationships are built at our various program locations, such as Badger Rock Middle School, Badger Rock Neighborhood Center, the Grow Academy, Troy Kids' Garden, the Goodman Youth Farm, and community centers and schools that we partner with on the Northside/South Side. The relationships we build also extend beyond the youth themselves, to their families, and to the school and community center staff who also work with them. As a result, we have open channels of communication and feedback that better equip us to receive input and we adjust our program in response.

During the employment application and interview process, we ask youth to share with us the experiences and skills they bring with them to the position, but also ask them where their interests lie and what they would like to explore more deeply. We also ask if there are any guests or organizations from the community they would like us to invite in to work with them, or topics they would like us to have workshops on. We then create youth employee schedules to best match their areas of interest, and set aside time each week for them to work on independent projects. Moving forward, we plan to work together with the youth employees to set goals for their employment with us, followed by regular check-ins to create additional space for input and to assess the youth's progress towards their goals. At the end of a youth's employment with us, we will have an exit interview and offer them the opportunity to share their thoughts through a culminating multimedia project.

Theory of Change & Logic Model

1. Describe how your proposed services are based on evidence of success, and how you will meet performance outcomes while maintaining quality services customized to each participant's needs. Please include the following in your response:

- a. Past service outcomes and other accomplishments that validate your approach.
- b. Best practices and proven resources for youth, young adults, and/or adults you will utilize.
- c. How you will incorporate past experience with performance tracking and reaching outcomes, including challenges overcome.

a. The most telling past service outcomes that validate our approach are that (1) youth continue to return for employment year after year, and (2) youth who have worked with us have had opportunities for subsequent higher paying positions in areas of their interest, in part because of the experience and references they gained working with Rooted. Some youth choose to return to Rooted employment despite knowing that they may be able to find higher paying positions elsewhere, because of the positive work environment, relationships built, a love of the work itself, and opportunities to follow their interests. At our Badger Rock Neighborhood Center location, we have always had youth employees who want to return, and we are eager to see whether Northside youth will do the same. Often, we end up with greater demand for positions than we have had funding to support, between rising 9th graders wanting to get started and older high schoolers wanting to continue with us. In response to this clear message from our youth and community, we expanded our youth employment program this summer to include positions at our Troy Gardens and Goodman Youth Farm locations. We are pursuing this funding opportunity to allow us to even further expand the number and duration of positions we offer. We share three examples of deep program successes, which we believe are particularly powerful stories of growth in youth.

One young man took the garden class each of his three years as a Badger Rock Middle School student and began his employment with us when he turned 14. He has chosen to continue his employment with Rooted year-round each year since. He developed a particular interest in cultivating the fresh sprouts we sell wholesale to local grocery stores. Now, as a rising senior, he has been fully trained and has the experience to pursue starting a sprouts business of his own, should he desire to. This is a perfect example of the power and importance of relationship and community building in youth employment programs. He is comfortable taking risks and learning new things, and he has gained the confidence to work independently. In addition, he and his family feel they belong at Badger Rock, where we have built strong relationships that have helped support them through difficult times.

Another young man spent his Badger Rock Middle School years in the garden, greenhouse, and kitchens with Rooted staff, over every lunch break and free period. He began his employment with us as a rising freshman, and found his passion not in food production itself but in discovering and building on his natural talents as an educator. Seeing this where his interests lay, we scheduled his shifts so that he could work during our MSCR programming for younger children to build his confidence and experience with curriculum design and delivery. Seeing what the young man had to offer, MSCR recruited him for a higher paying position as one of the staff of the Badger Rock after school program.

Finally, another former Badger Rock Middle School student took advantage of our partnership with the MMSD Experiential Learning Program to receive high school credits for his work at Rooted. Thanks in part to his experience and references from his employment at Rooted, this young man is now part of a two-year Youth Apprenticeship Program over his junior and senior years with an HVAC company. His apprenticeship pays close to \$17/hour and will set him up well for pursuing further education or employment after graduation.

b. According to the ACT for Youth Center of Excellence, youth development is defined as an ongoing process in which young people meet their personal and social needs and build skills and competencies that will allow them to be

successful in their daily lives and grow to be happy, productive adults. Key principles include the 5 C's of Competence (academic, social and vocational); Confidence (positive self-concept); Connections (to community, family, peers); Character (positive values, integrity and moral values); and Contributions (active, meaningful role in decision-making; facilitating change). Positive youth development is facilitated by physical and psychological safety, appropriate structure, supportive relationships, opportunities to belong, positive social norms, support for efficacy and mattering, opportunities for skill building, and integration of family, school and community efforts. In our Rooted in Urban Agriculture Youth Employment Program, as in all of our work with youth, we strive to support youth to grow into all of the 5 C's--but we start with the foundation of relationship-building. We cannot follow our youth's lead, build on their curiosity and interests, or support them in developing their talents and stepping into their best selves and highest potential unless we first take the time to get to know them as people. We intentionally take the time to build relationships with the youth and, when possible, with their families, caregivers, and other support networks so that we can create an environment of trust and support that leans into the integration of family, school, and community. When we know our youth, if they are struggling with something at home we can help them find the support and resources they need, rather than penalizing them for the ways their struggles might show up at work. When youth feel safe and trust is built, they feel more supported in taking risks and trying/learning new things, have the confidence to build their competence, can find joy, connection, and social/emotional growth in working with staff, peers, and community. Ultimately, they are better positioned to be active contributors in their communities.

c. If we take the time to build relationships and know the youth we are working with, we know where they are starting from when they begin working at Rooted. We do not hold youth to an objective standard, but rather encourage them to progress towards goals and outcomes compared to where they started from. We work collaboratively with youth from the beginning to co-create performance expectations and goals, revisiting them together to assess progress both informally as things come up in real time and formally as part of our regular check-ins.

2. Please describe current and past success in engaging community members and service recipients in developing and improving services.

Throughout this application we have described our process of program co-creation, design, and implementation with the youth we serve. We believe that meaningful involvement in this process begins at the first interaction we have with youth, during their interviews for employment. Beginning from a place of bidirectional dialogue and communication rather than didactic program delivery is one of the secrets of our youth programs' success, and never more so than in the arena of youth employment. The fact that youth return year after year to continue working with us in an agricultural setting, working hard in all types of weather, primarily outdoors, speaks to our success.

3. Please describe your plan to meaningfully involve service recipients, including past, present and potential recipients, in ongoing design, flexing and improvement of proposed youth, young adult, and/or adult employment services.

Rooted in Urban Agriculture is designed to flex and change with the interests and needs of the youth we employ. The program is designed to respond to both in-the-moment and on-going feedback, from our regular check-ins with current youth employees to the culminating reflections of youth who have finished our program. Ongoing design begins with the interview process, as we have described, identifying youth's topic interests, the skills they want to acquire, and the skills and interests they already have that they would like to share. We then tailor their schedules so they can be involved in the aspects of the work that are most interesting to them. Within the first few weeks of our program, after youth have been exposed to different aspects of urban agriculture, we invite them to identify an independent project. From there, we determine the supports, resources, and mentorship they may need to complete their project. Youth are given time each week to work on their independent projects in addition to their

other tasks and roles. Many youth told us of their desire to share shifts with their friends. Making this adjustment proved to be crucially important during the COVID lockdowns, as it provided a rare opportunity for youth to stay connected with their peers while being out of the house, active, and involved in the real and much-needed work of providing food for their community. The social/emotional aspect of working with a cohort and building community is not only important for the emotional well-being of youth, but also builds future skills in teamwork, conflict resolution, task delegation, and leadership.

Budget - Complete the Budget Worksheet, including all costs for which you request funding through this RFP. All costs included must be reasonable, allowable, necessary, and allocable among the stated cost categories.

YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM
AGENCY AND PROGRAM REVENUES

Legal Name of Organization: Rooted WI, Inc.

Total Amount Requested: 165020

Contact Name and Email for Budget Info: Ginny Hughes, ginny@rootedwi.org

****Instructions: Complete this workbook in tab order, so the numbers will autofill correctly. Only fill in the yellow cells.**
Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.

Please fill out all expected revenues for the programs you are requesting funding for in this application.
 All programs not requesting funding in this application, should be combined and entered under NON APP PGMS (last column)

REVENUE SOURCE	AGENCY 2023	PROGRAM A	PROGRAM B	PROGRAM C	PROGRAM D	PROGRAM E	NON APP PGMS
DANE CO HUMAN SVCS	0						
UNITED WAY DANE CO	0						
CITY CDD-This Application	165,020	165,020					
OTHER GOVT*	0						
FUNDRAISING DONATIONS**	30,000	30,000					
USER FEES	0						
TOTAL REVENUE	195,020	195,020	0	0	0	0	0

*OTHER GOVERNMENT: Includes all Federal and State funds, as well as funds from other counties, other Dane County Departments, and all other Dane County cities, villages, and townships.

**FUNDRAISING: Includes funds received from foundations, corporations, churches, and individuals, as well as those raised from fundraising events.

YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM **AGENCY AND PROGRAM REVENUES**

Enter all expenses for the programs in this application under the PGM A-D columns. Enter the amount you would like the City to pay for with this funding under the CITY SHARE column next to the PGM column. Enter all other programs in your agency under NON APP PGMS (last column).

****Use whole numbers only, please.**

ACCOUNT CATEGORY	AGENCY 2023	TTL CITY REQUEST	PGM A	CITY SHARE	PGM B	CITY SHARE	PGM C	CITY SHARE	PGM D	CITY SHARE	PGM E	CITY SHARE	NON APP PGMS
A. PERSONNEL													
Salary	111,024	111,024	111,024	111,024									
Taxes/Benefits	16,649	16,649	16,649	16,649									
Subtotal A.	127,673	127,673	127,673	127,673	0	0	0	0	0	0	0	0	0
B. OTHER OPERATING													
Insurance	0	0											
Professional Fees/Audit	0	0											
Postage/Office & Program	0	0											
Supplies/Printing/Photocopy	6,800	6,800	6,800	6,800									
Equipment/Furnishings/Depr.	0	0											
Telephone	0	0											
Training/Conferences	1,000	1,000	1,000	1,000									
Food/Household Supplies	0	0											
Travel	5,000	5,000	5,000	5,000									
Vehicle Costs/Depreciation	0	0											
Other	40,000	10,000	40,000	10,000									
Subtotal B.	52,800	22,800	52,800	22,800	0	0	0	0	0	0	0	0	0
C. SPACE													
Rent/Utilities/Maintenance	14,547	14,547	14,547	14,547									
Mortgage Principal/Interest	0	0											
Depreciation/Taxes	0	0											
Subtotal C.	14,547	14,547	14,547	14,547	0	0	0	0	0	0	0	0	0
D. SPECIAL COSTS													
Assistance to Individuals	0	0											
Participiant Wages	0	0											
Participant Taxes/Benefits	0	0											
Other	0	0											
Subtotal D.	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL (A.-D.)	195,020	165,020	195,020	165,020	0	0	0	0	0	0	0	0	0

YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM
AGENCY AND PROGRAM REVENUES

Rooted WI, Inc.

****List all staff positions related to programs requestiong funding in this application, and the amount of time they will spend in each program.**

	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
Title of Staff Position*	Program A FTE**	Program B FTE**	Program C FTE**	Program D FTE**	Program E FTE**	Total FTE	Annualized Salary	Payroll Taxes and Fringe Benefits	Total Amount	Hourly Wage***	Amount Requested from the City of Madison
Program Director (52 weeks)	0.05					0.05	2,288	412	2,700	22.00	2,700
Lead Youth Employment Program Facilitator (52 weeks)	0.60					0.60	21,216	3,819	25,035	17.00	25,035
Youth Employment Program Facilitator (52 weeks)	0.35					0.35	11,520	1,498	13,018	16.00	13,018
10 Youth Employees - School year cohort (52 weeks)	1.15					1.15	28,800	3,744	32,544	12.00	32,544
20 Youth Employees - Summer cohort (10 weeks)	1.06					1.06	26,400	3,432	29,832	12.00	29,832
5 Rooted Mentors (52 weeks)	0.50					0.50	20,800	3,744	24,544	20.00	24,544
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
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						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
TOTAL:	3.71					3.71	111,024	16,649	127,673	99.00	127,673

*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

**Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

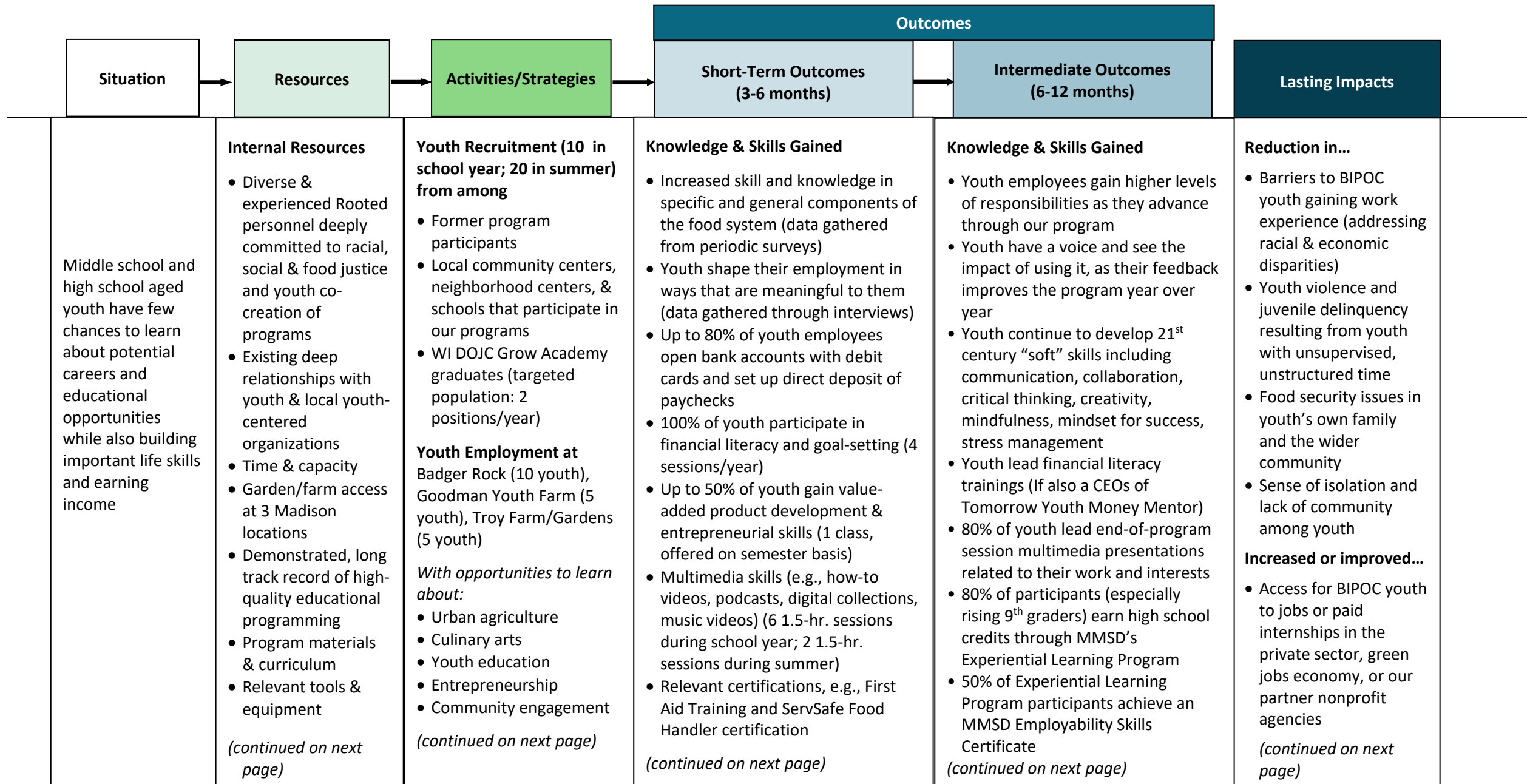
YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM
AGENCY AND PROGRAM REVENUES

Please name each program you are requesting funding for next to each funding request.

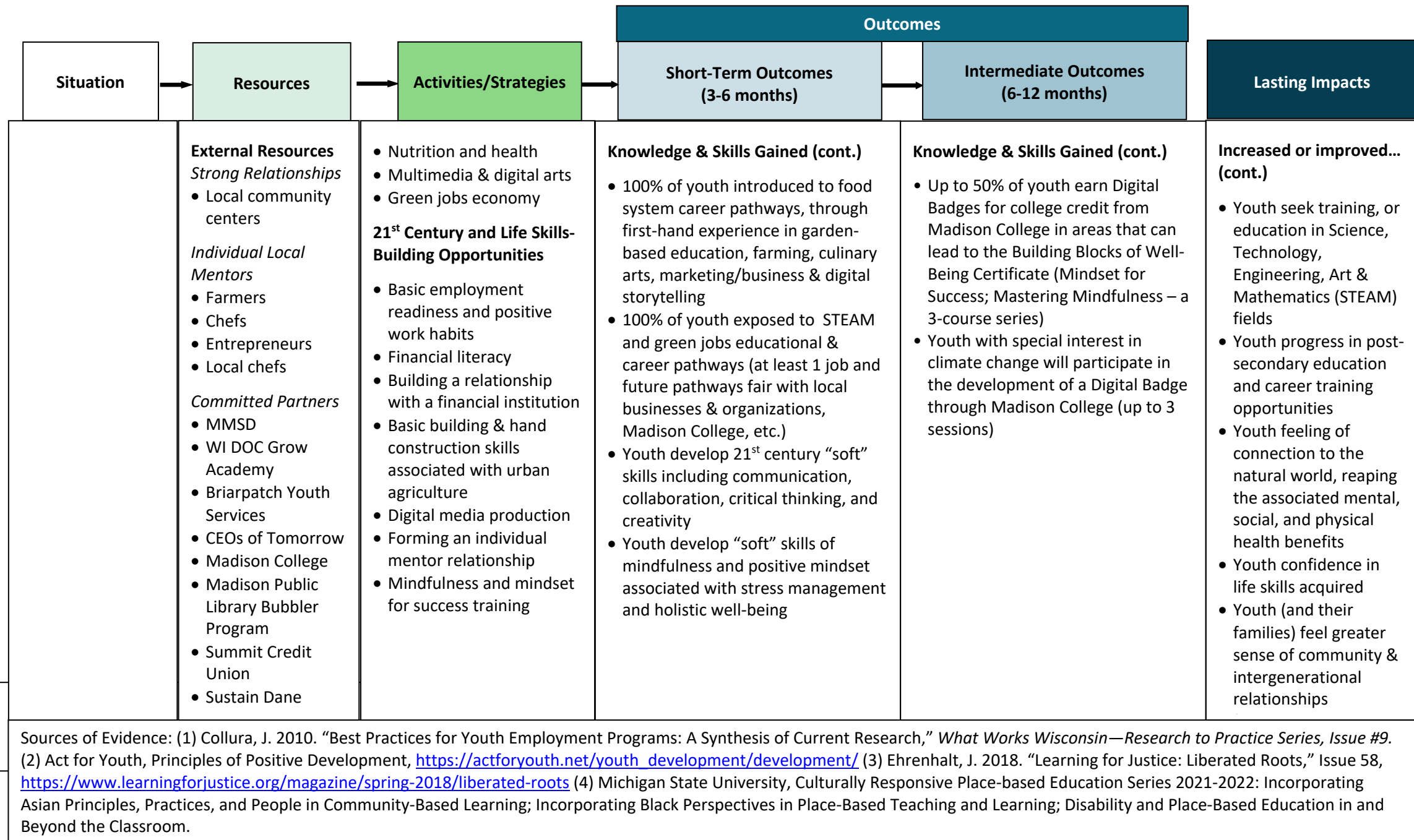
**Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.

Pgm Letter	Program Name	Program Expenses	2023 City Request
A	Rooted in Urban Agriculture: A Youth Employment Program	PERSONNEL	127,673
		OTHER OPERATING	22,800
		SPACE	14,547
		SPECIAL COSTS	0
		TOTAL	165,020
B		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
C		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
D		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
E		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
TOTAL FOR ALL PROGRAMS			165,020

Rooted in Urban Agriculture: A Youth Employment Program Logic Model



Rooted in Urban Agriculture: A Youth Employment Program Logic Model





August 15, 2022

To Whom it May Concern:

Briarpatch Youth Services has had a long partnership with Rooted WI, Inc., to provide programming and support for BIPOC youth from Madison's underserved communities at Rooted's Badger Rock Neighborhood Center site. For many years in the beginning of our partnership Rooted had provided opportunities at Badger Rock Urban Farm for Briarpatch youth to earn community service hours through our youth restitution program.

For the past two years, we have helped support Rooted's Youth Employment Program, including offering financial literacy training at Briarpatch offices in partnership with Summit Credit Union. This type of training is particularly important for Black, Brown, Indigenous and other youth of color from our underserved communities. They can learn from their very first work experience how to open a bank account and manage their finances. Youth may lack trust or confidence in conventional financial institutions because of the long history of discrimination against people of color by financial and other institutions, or, if they come from unbanked households, they may simply never have had a banking experience.

In these trainings, youth learn the difference between credit unions and banks, checking and savings accounts, managing finances, and more. Youth have the opportunity to work with Summit Credit Union staff to start their own bank accounts with debit cards and to set up direct deposit of their paychecks. Rooted WI Inc. staff then take youth on a field trip to a Summit Credit Union to introduce them to the physical space, and have them meet credit union staff who teach them how to use ATM machines, and answer other questions they might have. This is an important piece in building trust and comfort for youth, many of whom are initially uncomfortable walking into a bank given the history of discrimination mentioned above.

As Rooted's Youth Employment Program expands to include Northside and Eastside locations, Briarpatch Youth Services commits to supporting the program in the following ways:

Briarpatch Youth Services will host 4 financial literacy trainings for each Youth Employees annually.

(Rooted will ensure that all youth are able to attend the trainings.)

Briarpatch Youth Services will coordinate with Summit Credit Union staff to deliver these trainings.

Rooted WI Inc. will host a field trip to Summit Credit Union so that Rooted's youth employees meet staff, get training on how to use ATM machines, and receive any other support they need to establish a sound financial relationship.

We are excited to continue to deepen our partnership with Rooted to support youth in our community.

Sincerely,

Gary Davis
Briarpatch Youth Employment Coordinator

August 15, 2022

To Whom it May Concern:

Rooted has been working with Briarpatch Youth Services (BYS) and Summit Credit Union to provide financial literacy training to youth participating in Rooted's Youth Employment Program. This is particularly important for BIPOC youth from underserved communities with whom we primarily work who may not have the trust and confidence in financial institutions due to a long history of discrimination and for them to learn from their very first work experience how to open a bank account and manage their finances.

CEOs of Tomorrow intends to join in this youth-supporting partnership by incorporating some of our Financial Literacy Curriculum into the financial literacy trainings. We will invite youth employed in our Youth Money Mentors Program to help lead these trainings. There is a natural connection between our organization and Rooted, as several Rooted Youth Employees are also Youth Money Mentors with CEOs of Tomorrow.

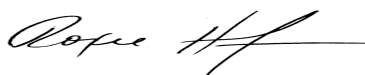
CEOs of Tomorrow began partnering with Rooted in 2017 by taking summer camp field trips to Rooted focus on the topic of food justice. During the 2021-22 school year, we provided two semester-long classes on entrepreneurial skills development to Badger Rock Middle School students who were also participating in Rooted's gardening and culinary arts class. CEOs of Tomorrow led the entrepreneurial skills part of the class, while Rooted led the product development and culminating sales part of the class. One project involved working with youth to develop, promote, and sell Badgerizzas Pizza Kits using produce they grew and harvested at Badger Rock. Another project involved students creating a kit that youth named Pesto Peeps. Youth built sub-irrigated, water conserving planters out of reused materials in which to grow basil. Included in the kits were all of the ingredients needed to make pesto at home. Rooted Youth Employees worked with the classes to help teach the product development aspect that Rooted led. The entrepreneurial skills class also involved a trip to Summit Credit Union.

CEOs of Tomorrow commits to partnering with Rooted's Youth Employment Program in the following ways:

- We will share our Financial Literacy Curriculum as part of the 1-3 financial literacy trainings offered each year in partnership with Briarpatch Youth Services and Summit Credit Union.
- Our Youth Money Mentors, age-level peers with Rooted's Youth Employees (and in some cases, Rooted Youth Employees) will assist in delivering the financial literacy trainings.
- We will continue to offer year-round Rooted Youth Employees the chance to be involved in the semester-long entrepreneurial skills class we offer to Badger Rock Middle School students.

We are excited to continue to deepen our partnership with Rooted to support youth in our community.

Sincerely,



Roxie Hentz
Executive Director



August 15th, 2022

To Whom It May Concern:

Madison College has been a long-time leader in the micro-credentialing movement, issuing digital badges to individuals in all 50 states and in over 125 different countries. Through our growing list of global clients, we have issued over 150,000 badges, and are becoming globally recognized experts in the digital badge space. We are confident in the impact this technology has for the recognition of skills and achievements, providing both the learner and the organization verified proof of achievement, as well as viral marketing potential. We partner with Credly Acclaim, which is trusted by leading brands like IBM, Dell, Oracle and Adobe. Digital badges are flexible and allow students to showcase their knowledge and abilities, help students stand out to employers, and provide verification of competencies along with credit hours earned.

The Rooted in Urban Agriculture Youth Employment Program is committed to supporting the positive development and well-being of youth through offering technical skills in disciplines related to the food system, but also in supporting the overall positive development and global well-being of youth as they learn skills to support their mental and emotional health, providing positive coping and life-skills that will serve them throughout all aspects of their lives. Madison College would like to commit to partnering with Rooted to support both the Rooted in Urban Agriculture Youth Employment Program (ages 14-18) and the Rooted Urban Farm and Garden Education Trainee Programs for young adults (age 18+). Rooted trainee programs (paid employment) are a natural next step for youth as they age out of the Rooted youth employment program. Madison College commits to offering the following:

- Mindset for Success, (3-credit course) is designed to foster the attitudes and skills that can inspire and empower individuals throughout their careers and lives. Participants develop and improve skills in creativity, ambition, critical thinking, innovation, opportunistic thinking, and teamwork through experiential and problem-solving approaches using an entrepreneurial lens. They also learn how to become positive, engaged, workplace contributors that inspire and empower participants regardless of their career paths. They receive a digital badge upon completing the course.
- Mastering Mindfulness course series. Studies show that individuals who learn mindful, present-moment strategies are more productive, have better focus and experience greater life satisfaction. This series helps individuals learn ways to develop deeper human connections, live more mindfully, use their strengths, create positive habits, and increase resilience. Individuals can reach their full potential by learning tools and implementing practical techniques, and practices that can lead to more thoughtful actions, increased gratitude, patience, and forgiveness, to live a better life, both personally and professionally. Participants receive 1 college credit for each increment of this course series, totaling 3 credits.
- Both courses provide credits towards a Building Blocks of Well-Being Certificate, and result in digital badges that will be co-branded with Rooted to provide evidence of competencies gained and associated credits through Madison College.



- Madison College and Rooted also plan to work together to co-create digital badges tied to curriculum offered to Rooted Youth Employees to reflect competencies in technical skills in food and urban agriculture system related disciplines.

Madison College is an important potential next step for youth looking to pursue further education after completing the Rooted in Urban Agriculture Youth Employment Program. We are excited to build this partnership with Rooted to support youth in our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Bryan Woodhouse".

Bryan Woodhouse
Vice President, Industry and Regional Affairs
Executive Director, Center for Entrepreneurship
608.246.6337
woodhouse@madisoncollege.edu



MADISON
PUBLIC
LIBRARY

201 W. Mifflin St.
Madison, WI 53703

608.266.6300 ph
608.266.4338 fax

Friday, August 12, 2022

To Whom it May Concern:

Rooted WI, Inc., (Rooted) provides programming and support to BIPOC youth from Madison's underserved communities at Rooted's Badger Rock Neighborhood Center site. Since 2012, Rooted has provided opportunities for Badger Rock Middle School students to learn about urban agriculture and culinary arts. Since 2018, Rooted has employed 6-12 MMSD high school students at Badger Rock Urban Farm during the summers. This year, Rooted expanded their summer youth employment program to a total of 20 students, adding their Troy Gardens and Goodman Youth Farm locations. Rooted programs and operates the Goodman Youth Farm under a memorandum of agreement with the District, which owns the land. This letter is in support of Rooted's application to expand their Rooted in Urban Agriculture: A Youth Employment Program to 20 summer youth employees and 10 school year youth employees and to partner with the Madison Public Library Bubbler Program to provide workshops and training in digital media.

The Madison Public Library Bubbler program works with youth to explore digital media production. Community collaboration is at the core of the Bubbler, and have experts available to work with youth both in their media lab and through sending their staff out to community organizations. We know youth will benefit from training in multimedia and digital arts regardless of what career paths they ultimately choose, and are excited to offer this opportunity as a means of putting together and sharing about what they have learned in their work at Rooted with the wider community. The youth's interests will determine what they would like to share and what format they would like to learn and apply. Projects could be connected to any aspect of the food system youth are interested in representing. Examples of some possibilities include anything from how-to videos on gardening, podcasts with interviews of urban farmers or people/orgs working in food justice and food sovereignty, digital collections of culinary arts experts lifting up different cultural food traditions, or music videos on food system topics.

If Rooted's youth employment program is awarded funding by the City of Madison to expand as described above, the Bubbler program commits to supporting the program in the following ways:



MADISON
PUBLIC
LIBRARY

201 W. Mifflin St.
Madison, WI 53703

608.266.6300 ph
608.266.4338 fax

- Offer an 8 week program at Rooted's educational farming sites and the Madison Public Library media lab following youth employee's lead and interests to create a multi-media project of their choosing connected to the food system and their work at Rooted. Each session will be 1 1/2 hours in duration.

- 2 sessions will be offered during the growing season for youth to choose a topic and learn to use the equipment they would like to capture it, and 6 sessions will be during the school year to put the photos, footage, etc they have collected into a culminating project

- Rooted offers programming in partnership with the Department of Corrections Grow Academy Program, as does the Bubbler. Rooted is committing to hold some spaces in our Youth Employment Program open for Grow Academy graduates and the Bubbler will offer support to these youth to step into leadership roles through sharing what they have already through the Bubbler with other Youth Employees as part of the 8 week program.

We are excited to continue to deepen our partnership with Rooted to support youth employment in our community.

Sincerely,

Rob Franklin(Rob Dz)
Media Projects Bubblerarian
Madison Public Library

August 15, 2022



To Whom it May Concern:

Summit Credit Union has been working in partnership with Rooted WI, Inc., to provide financial literacy training to their Youth Employment Program participants. This type of training is particularly important for Black, brown, Indigenous, and other youth of color from underserved communities, so that they can learn from their very first work experience how to open a bank account and manage their finances. Youth may lack trust or confidence in conventional financial institutions because of the long history of discrimination against people of color by financial and other institutions, or, if they come from unbanked households, they may simply never have had a banking experience.

Summit Credit Union has partnered in different ways with Rooted on behalf of youth for many years, primarily at their Badger Rock Neighborhood Center site. For the past two years, our staff have supported Rooted's Youth Employment Program by offering financial literacy trainings, in partnership with Briarpatch Youth Services. In these trainings, youth learn key financial concepts that will lead to financially literate and empowered decisions. Summit Credit Union also offers the youth safe, free savings and checking accounts to help build strong financial habits. Rooted then brings the youth on a field trip to a Summit Credit Union branch to orient them to the credit union's physical space. This is an important part of building trust and comfort for youth, many of whom are initially uncomfortable walking into a bank given the history of discrimination mentioned above.

As Rooted's Youth Employment Program expands to include Northside and Eastside sites, Summit Credit Union commits to supporting the program in the following ways:

- We will coordinate with Rooted and Briarpatch Youth Services to provide 4 financial literacy trainings per year for Rooted's youth employees. (Rooted will ensure that youth employees from their three physical locations will have the opportunity to attend these trainings.)
- We will offer opportunities for youth to start bank accounts with debit cards and set up direct deposit of their paychecks.
- We will host field trips for Rooted's youth employees so that they can meet staff, learn how to use ATM machines, and receive any additional support they need to establish a financial relationship with the credit union.

We are excited to deepen our ongoing partnership with Rooted to support youth in our community.

Sincerely,

Kristel McHugh
Community Impact Financial Education Specialist
Summit Credit Union



August 15, 2022

To Whom It May Concern:

Rooted has a long and meaningful history of providing youth employment programs that service our community, in particular youth from BIPOC communities. Sustain Dane is excited to partner with Rooted to incorporate more climate change education and sustainability learning into Rooted's youth programming. Climate change is impacting the future and young people are aware it is part of the future they will inherit.

We highly value the input and expertise of Rooted's team in developing a partnership to support young people. We acknowledge that most of our past work has not focused on working with youth, though we feel confident in the opportunity to be a meaningful partner to support their Rooted in Urban Agriculture youth employment program. We believe that youth are essential to the conversation, reflection, and action for climate change solutions. Sustain Dane can provide climate conversation facilitation and education, and share about our own programs in energy efficiency in affordable housing and large-scale composting, job pathways in the green economy, and other topics. Working more with youth aligns with our organization's goals.

Sustain Dane board and staff evaluate the organization annually on key performance indicators (KPI). One of the KPIs is that Sustain Dane's programs foster an inclusive and diverse sustainability movement. We evaluate this on several levels, one of which is that Sustain Dane program speakers include a diversity of race, ethnicity, gender, and age of speakers. Through our program work we have developed partnerships with diverse community partners. We would be intentional in partnering with BIPOC leaders and BIPOC-led organizations in the invitation of speakers about climate change and green job pathway. Our approach to work is holistic sustainability – the intersections of environmental health, equity and social wellbeing, and a just economy for all.

If the Rooted in Urban Agriculture youth employment program is funded, Sustain Dane will support Rooted's youth employment program application to the City of Madison.

- Incorporate up to three education/reflection sessions with young people that demonstrate the linkages between climate change within the existing framework of the Rooted program on food justice and environmental justice.
 - o Sustain Dane emphasizes inspiration, agency, and resiliency in climate change.
 - o We see sustainability as a journey and inclusive process. We imagine young people sharing their experiences and reflections to guide a conversation.
 - o Sustain Dane team members will lead sessions for youth and provide resources and support to answer questions.
 - o The sessions could be done at each of the three-youth employment sites (nine sessions total) or as part of a group presentation with all participants together.
 - o Partner with Rooted to develop a Madison College digital badge, customized to the climate change topic, that will allow youth to earn 3 college credits in the course Madison College deems most appropriate.



- Facilitate one or more local business speakers to share about their work pathway in the green jobs field, such as biotech, solar, retail, etc.
- Connect students with certificate opportunities in the green jobs economy such as Madison College Renewable Energy Certificate, Building Performance Institute, Green Power Tomorrow, etc.

Funding - We would anticipate funding in the range of \$5,000 would support staff time on curriculum development, coordination planning with partners, and presentation.

Sincerely,

A handwritten signature in black ink, appearing to read "Claire Schaefer Oleksiak".

Claire Schaefer Oleksiak
Executive Director
Sustain Dane