

February 26, 2018  
RE: Seed Grant Application Cover Letter

To whom it may concern:

Through the Seed Grant application, Allied Dunn's Marsh Neighborhood Association (ADMNA), in partnership with the Community Action Coalition's vending program, proposes to provide Allied residents with food items in order to help them sustain themselves and provide for their families. Since stores such as Cub Foods, Copp's, Walgreens, even Einstein Brothers Bagels, have all left the Allied Drive neighborhood, the community is now considered a food desert.

The Allied community is a neighborhood with the majority of residents living below the federal poverty level. Those who do have jobs in this community earn below livable wages. The proposed program will help residents to survive. This diverse community, which crosses all cultural boundaries, in turn will come together and provide food to each other by volunteering for their community.

Neighborhood volunteers have packed, stacked, bagged, delivered, and given out food to residents for over 10 years without receiving anything in return, simply to help their community. Community Action Coalition of South Central Wisconsin (CAC) delivers the food items, while the volunteers receive the food. The volunteers then separate the food into different storage containers and then bag it up for residents to come pick them up at the Boys and Girls Club. Volunteers also deliver food to residents who are sick, shut in or disabled. Finally, volunteers deliver remaining food items to the children at the Allied Drive Learning Center since their budget has been decreased significantly.

Volunteer participation is declining, however. Volunteers have been providing all the supplies as well as all the time needed to make this program possible. For this reason, funding for this program is so important. It will help us to sustain the program and bring food into the community. It will help us to obtain the supplies needed, certificates to recognize the volunteers who participate, as well as a stipend for their time.

We are thankful for the help of groups such as Allied Partners, a cluster of about 15 Churches that partner with us on many events. However, their funds are limited as well. We would like to thank you for the opportunity to be a part of this RFP and we look forward to your response.

Sincerely,

Alice Howard, President  
Allied Dunn's Marsh Neighborhood Association



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

### COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

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

### PART I: APPLICANT INFORMATION

Title of Proposal:

Volunteer with food

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

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

Allied Dunn's Marsh Neighborhood Association

Address: 2411 Allied Drive, Madison, Wisconsin 53711

Contact Person (Name): Alice Howard

Telephone number: 608-284-9109

Email: [adiamondday1V@aol.com](mailto:adiamondday1V@aol.com)

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

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

No

If no to above, do you have a fiscal agent? X YES Madison Urban Ministry  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 word*

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

The Proposed program is to help this community sustain themselves by us receiving food into the community and having volunteers to receive it, bag it, stack it, deliver it and also build our capacity. This program is to help with sustainability for families, senior, and children with food every Monday Wednesday and Friday . The majority of individuals and the Learning Center in this community have lost their funding for food and food stamps allowance has been cut. The fact that we all live in a food desert does not help. The food that is available to us is not healthy because healthy food does not exist in this community.

2. Which thematic area will the project/program address (underline all the apply):

- Employment
- Garden/farming
- Education'
- Food pantries/emergency assistance
- Food recovery/waste reduction
- Food business and entrepreneurship
- Farmers markets/farm stands
- Others (please describe)

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

Allied Partners (group of 15 churches), JFF (Joining Forces For Families),

Boys & Girls Clubs, Allied Dunn's Marsh Neighborhood and the Allied Community.

**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 word*

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

4. (X) Specific neighborhood(s), please list: Allied Drive

i General areas of Madison:

- (X) South Madison (Southwest)
- East Madison
- North Madison
- (X) West Madison (Southwest)
- All of Madison
- Dane County (outside Madison)
- Outside Dane County
- Other (please describe):

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

Here in the Allied Community our volunteers will volunteer out of the Boys & Girls Club every Monday, Wednesday, and Friday from 9:00 am to 12:00 pm. Some bags are delivered to residents who make it known they are sick and those that are known to be shut-in. Some are delivered to the Learning Center in our community because their funding have been cut and are running out of food for the children in our community. This program is striving to subsidize as much as we can.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

This issue has crossed all racial boundaries for we live in a very diverse community. This community is made up of 30% African American, 60% Hispanics, and 10% of Asian and each and every one is impacted by this problem. All are struggling with this issue but all have asked to volunteer.

7. How have members of this community's been engaged with the proposed project/program and/or how do you plan on engaging them.

There has been many volunteers engaged in this program for over 10 years. We are hoping to continue doing this by stabilizing the community so all can help, for with them having the stipends and the equipment needed, this will be ways to encourage them too want to be involved.

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

Years ago, this Community was made up of: 75% African American and 20% Asian and 15% Caucasian and now we have 60% of Hispanic, 20% of African American, 5% of Asian and 5% Caucasian. Please look at the statistic and tell me the impact on this community it is self-explanatory. This community itself is low-income and the people who live in this community have no choice but to strive to survive in order to supply their basic needs for them and their family and this crosses all cultural boundaries.

9. What are the goals of your program? These can be about the quantity (e.g. the number served) and quality (e.g. the who achieve and positive outcome) of your program.

To serve this community with much needed food, to have volunteers to serve them, to celebrate those volunteers, appreciate the volunteers and to continue to build our capacity. Also to continue to serve this community with the much need equipment and finances needed to do so.

#### **PART IV: EVALUATION (20 POINTS)**

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

10. How will you measure the progress towards your goals?

1. The amount of bags use each time they are given out.
2. Our capacity up and down;
3. The change in races and cultural (the working of the whole community)

#### **PART V: FINANCIAL NEED (25 POINTS)**

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

The funds will be used to increase our capacity for more volunteers, to give them an incentive to want to volunteer. It will give us a chance 3 times a year to show appreciation to them. We will also be able to continue to get the equipment that is needed to sustain this program. It will also help us to continue to do our banquet at the end of the year and give them each a certificate for the work they have done.

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

The supplies we need, to have celebrations, the banquet, the stipends for the volunteers, and the building up of our capacity for the year and hopefully the future.

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

The Allied Partner (15 churches) Joining Forces for Families, letter of partnership, Dunn's Marsh Neighborhood Association, the Allied Dunn's Marsh Neighborhood Association and the people in our community.

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

Everything we have struggled to do for over the past 10 years and other resources like RFP's that are available to help us function better, letters of partnerships, Neighborhood Resource Team, Call out to others organization that would like to help us continue to feed our community.

<b>BUDGET SUMMARY (5 POINTS)</b>			
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support
Stipends	8640	8000	500 Allied Partners
Appreciation	1400	1000	200 Joining Forces for families
Equipment	320	250	500 ADMNA
			Various other agencies
Banquets	100	400	
Emergency Funds	600	300	
Transportation	215	300	
<b>Totals</b>	<b>12725</b>	<b>10525</b>	<b>12725</b>

<b>PERSONNEL CHART</b>	
Title of Staff Position	F.T.E. *
Volunteers (3)	
<b>TOTAL</b>	

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

<sup>^</sup>Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.

<b>PART V: DISCLAIMER AND SIGNATURE</b>	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: Alice Howard	Date: 2-26-2018



## 2018 City of Madison SEED Grant Application

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### 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

Thanks for the opportunity to apply for SEED funding to support Bayview's proposed "Healthy Gardens" program. Bayview Foundation, Inc. is well known for its diversity with over 300 residents from more than 12 different countries living at Bayview. Many of Bayview residents are immigrants and refugees from farming communities in Asia, South America, and Africa. Bayview residents, especially its adults and seniors over the age of 55, have expressed the desire and need for additional space to grow healthy food for their families. Bayview's "Healthy Gardens" initiative supports this need, especially given the food security issues facing residents on the Triangle, and plans to do so in a way that is accessible, healthy and sustainable.

Approximately 30% of Bayview's low-income residents are over 55 years old and many have lived at Bayview for 20 years or longer. For these residents, gardening is a cultural mainstay; however their ability to bend, kneel and squat in order to build and maintain productive vegetable gardens has decreased over the years due to age and declines in physical ability levels.

In addition to the need for accessible gardening areas located within close proximity to residents' apartments, Bayview's affordable housing faces very specific challenges related to reducing and/or eliminating unwanted pests, such as cockroaches and mice, in and around the apartment units. Given that cockroaches and mice carry and cause harmful diseases and allergens, Bayview must strategically support gardening efforts and techniques that reduce unwanted pests and eliminate the use of harmful chemicals to combat pest activity. SEED funds will be used to develop a new, more sustainable approach to front yard gardening at Bayview and includes the following: accessible garden areas, tenant education and the use of ongoing sustainable, pest-free gardening practices. With this new approach, Bayview's front yards will be sites of growth, food, access and health.

### PART I: APPLICANT INFORMATION

Title of Proposal: Healthy Gardens

Amount Requested (max. \$10,000): \$5,400

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

Bayview Foundation, Inc.

Address:

601 Bayview; Madison, WI 53715

Contact Person (Name): Alexis London, Executive Director

Telephone number: 608-256-7808

Email: alexislondon@bayviewfoundation.org

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

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

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

## **PART II: PROJECT DETAILS (20 POINTS)**

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

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

Healthy Gardens is a new project that addresses three significant challenges impacting Bayview families: access to healthy food, physical accessibility and public health. The program will provide up to 30 Bayview households (approximately 50 residents) with the following:

- 1) Improved, accessible infrastructure, including raised beds/structure, fencing, soil, mulch, pest-resistant coverings, etc.
- 2) Educational workshops on the health implications of unwanted pests, such as cockroaches and mice, in and near housing (i.e. gardens, foundation walls, kitchens, etc.)
- 3) Technical assistance in the design, installation and maintenance of front yard gardens that are accessible and free of unwanted pests

The results of the program will be the creation of more growing areas on Bayview's property that are used for the production of healthy produce and herbs as well as a reduction in the populations of unwanted pests in and near Bayview households that pose significant health risks to Bayview families.

### 2. Which thematic areas will the project/program address? (Check all that apply):

- Employment
- X Garden/farming
- X Education
- Food pantries/emergency food assistance
- Food recovery/waste reduction
- Food business and entrepreneurship
- Farmers markets/farm stands
- X Other (please describe): Health and wellness

### 3. 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)

IPM Institute of North America

Dane County Public Health

## **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

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

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

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

Bayview Foundation includes Bayview Townhouses, 102 units of Section 8 Project Based housing for low to extremely low income residents, and the International Center for Education and the Arts, a centrally located community center that provides free programs and services to Bayview residents as well as those living in the surrounding community. The community center serves hundreds of Bayview residents each year. The proposed "Healthy Gardens" program will provide a necessary adaptation for Bayview's many aging residents, primarily Southeast Asian, for whom sustenance gardening is a way of life. The program will address of myriad of cultural, social, physical and mental health needs of this community while supporting the implementation of Bayview's new approach to pest management (IPM = Integrated Pest Management) which calls for a reduction in the use of harmful chemicals and toxins.

Through the program, approximately 30 Bayview households, 50 residents, will be served. Though the Triangle neighborhood is not specifically identified as a "focus area" on the Food Access Improvement Map," the small geographic area is home to hundreds of Madison residents who face numerous barriers to healthy food, including but not limited to: poverty, disability, age (seniors), language, and cultural differences.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

Bayview seniors and/or adults with disabilities are the target demographic for this project. Currently there are approximately 75 residents who are over the age of 55 who live at Bayview. Of these residents, many are seasoned gardeners and farmers who want to continue to produce food for their families. However, due to age, decreased mobility, and limited access to financial resources, they struggle to maintain their in-ground gardens throughout the growing season. Additionally, in terms of health and wellness, seniors and children are most at risk for health problems (asthma, illness, etc.) associated with cockroaches and mice. By raising residents' gardens, educating them on the health implications related to unwanted pests and providing them with the resources and technical assistance needed to maintain healthy and sustainable gardening areas, Bayview seniors will obtain multiple health benefits in addition to the production of healthy food.

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

Bayview staff conducted a comprehensive resident needs assessment in 2016 that indicated a need and desire among residents for more garden/produce growing areas on Bayview's property. In addition, in 2017, Bayview conducted a smaller survey of its seniors, asking them to evaluate the need for raised beds on Bayview's property.

The results were overwhelmingly positive with seniors requesting a variety of styles of raised beds to meet their individual gardening and growing needs.

Moving forward, the seniors who sign up for the program will be able to select the type and style of raised garden to be installed in their front yard. Additionally, participating residents will also be required to attend educational workshops on the subject of integrated pest management and how to reduce and eliminate unwanted pests in their gardens and the areas surrounding their apartment units.

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

Bayview is a community that is 100% low income and 98% people of color. The ethnic breakdown of Bayview residents is as follows: 65% Southeast Asian, 20% Latino, 13% African/African American, and 2% White/Native American. The average household income for Bayview residents is \$14,000 per year. For seniors, income levels are even lower at approximately \$9,000 per year. In addition to poverty, Bayview residents face multiple barriers including: educational, cultural, language, and digital access. Food security and gardening have been identified as areas in need of increased attention and infrastructure at Bayview, especially since the majority of its residents originally come from farming communities from around the world. In addition, overall community health and wellness is a priority at Bayview. The negative health consequences of unwanted pests in housing disproportionately impacts low income residents in housing developments. This program will support gardening practices in a way that is culturally sensitive as well as sustainable and healthy for the entire community.

**PART IV: EVALUATION (20 POINTS)**

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

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

- Engage 30 households in workshops and programs that aim to transform their front yards into healthy growing areas
- Increase residents ability to grow food in their front yard gardens by 50%
- Reduce cockroach and mouse populations at Bayview by 50% in households that participate
- Improve accessibility of gardening by seniors and residents with disabilities

**10. 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 program goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)**

- 1) Bayview will work with IPM Institute of North America to conduct four resident education workshops specifically focused on pest management and healthy and sustainable garden techniques and strategies. A post workshop evaluation will be used to assess resident gains in understanding and awareness specific to pest management and gardening.
- 2) Bayview will evaluate a reduction in the number of unwanted pests through use of weekly pest monitoring reports.
- 3) Lastly, residents will be asked to complete pre and post program interviews to evaluate the condition, accessibility, productivity and health of their front yard gardens.

**PART V: FINANCIAL NEED (25 POINTS)**

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

The SEED funds will be used to fund the following program costs:

- 1) Accessible and sustainable front yard garden infrastructure, including raised beds, fencing, soil, mulch, winter coverings, etc. for up to 30 households.
- 2) Facilitation and supply expenses associated with the implementation of two educational workshops on the health implications of unwanted pests, such as cockroaches and mice, in and near housing
- 3) Facilitation and supply expenses associated with technical assistance with the installation and maintenance of front yard gardens that are accessible and free of unwanted pests

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

The “Healthy Gardens” program is a new initiative and SEED funds are critical to get it off the ground. The funding will allow Bayview to improve gardening on Bayview’s property through the creation of garden sites that are designed to be accessible to Bayview’s aging senior population. In addition, the resident education workshops and technical assistance will provide a much needed resources and support to residents as they create, use and maintain gardens that produce healthy food while decreasing and/or inhibiting unwanted pest populations. Without SEED funding, Bayview will only be able to offer two tenant education workshops on the topic of integrated pest management and the garden infrastructure and technical assistance components of the program will not take place.

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

We have secured funding from Dane County Public Health (\$1,400) to host two resident education workshops specifically on the negative impact of unwanted pests (specifically cockroaches and mice) and specifically what residents can do to reduce and/or eliminated pest problems in their households with changes to how and where food is stored, front yard gardening practices, non-toxic pest reduction solutions and strategies, etc. However, in order to maximize the effectiveness of the educational workshops and allow residents to put their new learning into practice, the garden infrastructure and technical assistance aspects of the program are critical.

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

The proposed “Healthy Gardens” program is not intended to be an ongoing program in terms of providing additional garden infrastructure (i.e. raised beds, fencing, winter coverings, etc.) to residents on a yearly basis. The hope is to provide these physical improvement pieces to Bayview residents with the greatest need, the seniors, in spring 2018. The tips and strategies gained from the educational workshops and technical assistance sessions will be documented and applied year after year in order to share the knowledge with more residents and foster the development of increased garden space at Bayview that is sustainable, healthy and pest-free.

<b>BUDGET SUMMARY (5 POINTS)</b>				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Physical improvements to front yard gardens, including: accessible raised garden beds, pest resistant coverings and fencing, soil, etc.	\$3,500	\$3,000	\$500 (Bayview funding)	\$0
A total of four resident education workshops on negative health consequences of unwanted pests and Integrated Pest Management strategies and techniques	\$2,800	\$1,400	\$1,400 (Dane Co. Public Health)	\$0
Technical assistance workshops and resources in the installation and maintenance of new garden areas and strategies	\$500	\$500	\$0	\$0
Program Coordination – Personnel: Outreach Coordinator	\$3,000	\$0	\$3,000 (Bayview in-kind)	\$0
<b>Total:</b>	<b>\$9,800</b>	<b>\$4,900</b>	<b>\$4,900</b>	<b>\$0</b>

<b>PERSONNEL CHART</b>		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Outreach Coordinator	FTE	\$18.00
Workshop Facilitator/s	LTE	\$25.00
<b>TOTAL</b>		

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

**^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.**

<b>PART V: DISCLAIMER AND SIGNATURE</b>	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature: 	Date: 2/26/18



February 25, 2018

To: Madison Food Policy Council  
From: Karen Menéndez-Coller, Centro Hispano of Dane County

Dear Madison Food Policy Council,

We are pleased to submit the 2018 SEED Grant Application for the proposal titled *Growing a food movement with the Latino community in Madison led by health promoters, which is part of Wellness Program* at Centro Hispano of Dane County (Centro). This application recognizes that culture and social cohesion influence decision-making and beliefs about food and wellbeing, which are often overlooked in program design, implementation, and evaluation. Our proposal is grounded in the conviction that community leadership and wisdom are critical in the development of programs and their activities, especially those related to food systems, health, and wellbeing. SEED funding will be used to provide stipends to our six community wellness workers (*Promotoras*) and to purchase supplies and childcare for the *Wellness Program*.

At Centro, the *Promotoras* implement all wellness activities with the guidance of Centro's staff. The *Promotoras* are community leaders and health educators positioned at the intersection of the community, local partners, funders, and Centro. Each one has unique interests and expertise: gardening, cooking, food entrepreneurship, maternal health, nutrition, herbal medicine, and management of chronic disease. As active community members, their stories resonate with many. In addition, their position within the community allows them to bypass communication challenges faced by service providers, including Centro staff.

I hope Madison Food Council deems Centro's proposal worthy of funding for this grant cycle.

Please do not hesitate to contact me with any question about this proposal or the *Wellness Program*.

Sincerely,

A handwritten signature in black ink that reads "Karen Menéndez-Coller". The signature is fluid and cursive, with "Karen" and "Menéndez-Coller" clearly legible.



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### COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

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

### PART I: APPLICANT INFORMATION

Title of Proposal: Growing a food movement with the Latino community in Madison led by health promoters

Amount Requested (max. \$10,000): \$9,720

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

Centro Hispano of Dane County

Address:

810 West Badger Road. Madison, WI 53713

Contact Person (Name): Nina Gehan

Telephone number: 608-442-4026

Email: [nina@micentro.org](mailto:nina@micentro.org)

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

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

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

### PART II: PROJECT DETAILS (20 POINTS)

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

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

The program seeks to create a **paradigm shift by bringing food-related programs** targeting the Latino community that are planned, driven and implemented by community wellness workers (*Promotoras*) rather than by outside experts or traditional service providers. Centro *Promotoras* are leaders who have emerged in the Latino community and grown within Centro's Wellness Program.

This program recognizes the power of culture, traditions, and language as fundamental aspects of food justice and equity. This is not just a program that presents a myriad of food-related activities – it a program that encourages community leadership development and community engagement through food with the potential to become a true community movement.

2. Which thematic areas will the project/program address? (Check all that apply):

- Employment
- Garden/farming
- Education
- Food pantries/emergency food assistance
- Food recovery/waste reduction
- Food business and entrepreneurship
- Farmers markets/farm stands

Other (please describe): community empowerment and health education

3. 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)

At the core of Centro's Wellness Program are the *promotoras* (community wellness workers), who are authentic leaders in the Latino community and bring their expertise, and deep understanding of the lives of the community we serve. They are truly in touch with the pulse of the community, are nested within it, and this informs how they plan and implement wellness programming at Centro. The *promotoras* are involved in program planning, recruiting participants, delivering classes, following up with participants and developing a framework for participants' long-term relationship with the *promotoras*, Centro, and the broader community.

Other partners include community volunteers who share their time, and commitment; two AmeriCorps VISTA volunteers who bring program capacity and structure; community partners (REAP, UW Extension, Community Groundworks, Oakhill Correctional Facility, UW Dietetics Internship Program) who share their resources, and knowledge with us; and funders (City of Madison, Wisconsin Partnership Program, Madison Public Library – Bubbler).

### **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*

4. 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):

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

Centro Hispano of Dane County serves Latinos in the 53713 zip code where it is located, the city of Madison and the larger county – Centro has one of its satellite offices in Sun Prairie. The promotoras are a mobile outreach team that can reach community members within their own neighborhoods but also across the county.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

This program will impact: 1) the diverse Latino community in Dane County 2) volunteers and staff at Centro – increasing their own social capital and benefit from a more equal exchange of knowledge and experience with community members that can allow them to better understand and grow as human beings; and 3) community partners, who will increase their social competency by gaining first-hand understanding of the Latino community.

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

Community input, participation, and engagement are core components of Centro's Wellness Program. This proposal engages the community along three axes: Centro-larger community, Centro-promotoras, and promotoras-community. Centro, with its organizational capacity and reputation, is able to coordinate marketing, programmatic, and outreach abilities to share with the larger community. Furthermore, Centro also invests in the promotoras by providing educational opportunities, leadership development, and financial support consistent with their efforts. The promotoras are community leaders and innovators who play an essential role in Centro's Wellness programming by planning and implementing programs, educating and engaging community members, and assisting with evaluation. By recognizing and leveraging community agency and leadership along these three axes, this program is capable of meeting community members at different levels (e.g. funders, volunteers, community members), which, taken together, will have the potential to increase the impact of the program as a whole.

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

The proposed program intends to impact our community in the way they relate with the food system, regardless of race, gender, sexual orientation, and educational level. This program wants to create beneficial ripple effects on the health and wellbeing of those served by Centro. The goal is not to just to teach the community how to fish, but to work on improving access to the fishing pond and the resources that can be used to catch the fish they want to eat (e.g. what is relevant).

#### **PART IV: EVALUATION (20 POINTS)**

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

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

The goal of the Wellness Program centers on the development of a food-centric program that creates a space where Latino families feel comfortable to come together to learn about different components of the food system that directly impact their lives and to unearth the relationship between food, culture, and health. It will be the promotoras, through their leadership, who will facilitate and evaluate program's activities at Centro.

Summer and winter's programming will include adult and youth educational curriculums developed for Latinos, Let's get Health this Summer and The Earth Made my Lunch, respectively. Each program is 12 weeks long (2 hours/week) and are designed for 10-20 people. In addition, the farmers market and the garden will enhance community participation and knowledge about the multiple phases of the food system in Madison. You cannot get more community-driven than this: the community designing, implementing, and reflecting on issues that directly affect them.

10. 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 program goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

This project will use the Whole Measures Framework to evaluate the impact and nuances of each of the activities proposed on this proposal. For information on the framework, please see:

<http://alivebynature.com/pub/WholeMeasuresCFS-web.pdf>

WM	Component	Evaluation measurement	Targeted Activity
Justice and Fairness	Dismantling injustice in the food system	Group notes on observations (using coding), looking for success stories, surveys on practices and beliefs and interviews.	Market and garden
Healthy people	Relationship between food systems, health & well-being, and community knowledge.	Data from Centro's farmer market.	Children and adult nutrition/cooking classes
Vibrant Farms	Farm and food legacy	Interviews with small sale farmers and entrepreneurs from the community.	Adult nutrition/cook classes and garden, market.
Strong communities	Building strong collaborations/relationships	Open ended questions on experiences with food systems, assessment of role of Centro as a facilitator of these conversations (for participants and presenters), & group observations of the sessions.	

#### **PART V: FINANCIAL NEED (25 POINTS)**

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

Approximately 50% of the funds for this grant will be used to compensate the promotoras and market manager's time and effort during the implementation and evaluation of each of the activities. The rest of the funds will be allocated to materials and food. In addition, participants completing the 12-week sessions in the summer and winter will receive \$10 vouchers to be redeemed at Centro's market (maximum of 40 participants).

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

To date, program funding has mainly been used for salary support of our wellness program director and manager. However, all our wellness activities are supported by the promotoras who are volunteers at Centro. Over the last 2 summers, with community input, and with past SEED funding, we have piloted wellness programming that will engage the community. This year, we have the opportunity to turn ownership of the implementation of this programming to community members themselves – to our promotoras. This is the first year of launching a structure for wellness programming at Centro that reflects our strategic vision for community-driven engagement of community, by community members themselves. This grant will provide us with the ability to recognize community effort in a more equitable manner, while we work on building a broader base of funding support for programming from a number of prospects in 2018.

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

We recently received funding from *Public Health of Madison and Dane County* for our community garden. In addition, we are partnering with *Madison Public Library* through their Bubbler Program to provide funding for children's wellness activities and gardening. The Wellness program is also supported by three full-time *AmeriCorps VISTA*, who are involved in the capacity building and logistics of all of the activities. Finally, Centro's leadership is actively exploring other sustainable funding streams that will support the program as it grows.

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

In 2015, Centro received a SEED grant for the development of an outdoor kitchen. Since then, food and nutrition activities have developed into a Wellness Program and have increased in breadth, depth, and scope. The development of the Wellness Program continues to be informed by the community and, with the promotoras' leadership, has taken on a life of its own since that investment in 2015. Now, three years later, we are witnessing the development of a community-led program focused on providing our community with necessary knowledge, resources, and tools to understand their role, rights, and responsibilities on the path towards better health and wellness. This seed money will be used as the foundation for a new era for the Wellness Program when the promotoras fully take the lead. Centro's strategic planning for the next five years includes the development of sustainable funding sources to support the program starting this year.

<b>BUDGET SUMMARY (5 POINTS)</b>				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Promotoras stipend (6 people)	\$ 5,460	\$ 5,460	\$0	
Market manager	\$680	\$500	\$180	
Child care (summer sessions)	\$1100	\$1100		
Materials for activities (food, etc)	\$ 1,720	\$ 1,560	\$0	
Marketing	\$300	\$300	\$0	
Participants incentives	\$400	\$400	\$0	
Transportation cost (tours)	\$300	\$400	\$0	

<b>PERSONNEL CHART</b>		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Mariela Quesada Centeno	0.8	
Karime Perez	1.0	
Stephanie Mondloch	1.0	AmeriCorps VISTA Volunteer
Deanna Sell	1.0	AmeriCorps VISTA Volunteer
<b>TOTAL</b>	3.8	

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

<sup>^</sup>Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.

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

Signature

Karen M. Gouge

Date: 05/26/2018298



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

### COVER LETTER (300 words or less)

The UC-Davis Agricultural Sustainability Institute states, "A sustainable community food system is a collaborative network that integrates sustainable food production, processing, distribution, consumption and waste management in order to enhance the environmental, economic and social health of a particular place." The EMCC has worked to integrate these principles into the center's culture by increasing the variety of edible plants grown in the garden, incorporating the harvest into cooking classes, and creating a composting system. Additionally, students have been actively engaged in how their food is grown, using adequate portion sizes to reduce food waste, and learning how composting leads to healthier soil.

However, there is more to be done. Although these lessons are becoming a way of life while students are at the EMCC, it was important to bring the larger community into the conversation. After surveying families, seniors, and others from our service area, that included a majority of culturally diverse and low-income participants, it became apparent that people are interested in learning about becoming more confident in growing, preparing and preserving food assets. The EMCC is looking to bring our food programming into continuity by expanding outreach throughout our service area and deepening connections with participants by utilizing input from recent surveys. The EMCC is requesting \$8,533 in City of Madison SEED grant funds to incorporate the following measures to move closer to those goals:

- Creating and implementing a "Confidence in Cooking" series that will engage the community in an intergenerational dialogue on healthy eating habits and cooking with fresh foods
- Increasing accessibility and sustainability of garden spaces and creating a less intimidating environment for new gardeners
- Providing refrigeration to harvested items to extend shelf-life and enhance food safety
- Reduce strain on pantry volunteers by incorporating updated equipment to enhance ease of setup/takedown.

### PART I: APPLICANT INFORMATION

Title of Proposal: East Madison Community Center's Food System Sustainability and Engagement Project

Amount Requested (max. \$10,000): \$8533

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

East Madison Community Center

Address: 8 Straubel Ct, Madison, WI 53704

Contact Person (Name): De'Kendrea Stamps

Telephone number: (608) 249-0861

Email: [info@eastmadisoncc.org](mailto:info@eastmadisoncc.org)

Is your group a 501 (c)(3)?  YES  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	
<b>PART II: PROJECT DETAILS (20 POINTS)</b>	
<p><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?	
2. Which thematic areas will the project/program address? (Check all that apply):	
<ul style="list-style-type: none"> <li><input type="checkbox"/> Employment</li> <li><input checked="" type="checkbox"/> Garden/farming</li> <li><input checked="" type="checkbox"/> Education</li> <li><input checked="" type="checkbox"/> Food pantries/emergency food assistance</li> <li><input checked="" type="checkbox"/> Food recovery/waste reduction</li> <li><input type="checkbox"/> Food business and entrepreneurship</li> <li><input type="checkbox"/> Farmers markets/farm stands</li> <li><input type="checkbox"/> Other (please describe):</li> </ul>	
3. 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>The East Madison Community Center is planning to engage potential participants in our service area. In addition, current partnerships with the Fit Youth Initiative (FYI) funded through the Goodman Foundation, UW Extension Nutrition Education, Community Action Coalition, Second Harvest Food Bank, and the Gardens Network will be utilized to provide insight and information to participants.</p>	
<b>PART III: COMMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE (30 POINTS)</b>	
<p><i>The following questions are about who your project/program reaches and the potential impacts to individuals and communities (direct, indirect; intended, unintended). Priority is given to projects/programs serving neighborhoods identified as <a href="#">Food Access Improvement</a> focus areas and those that impact under-served/under represented communities in Madison. Please answer questions in no more than 150 words</i></p>	
4. What areas of Madison will the project/program serve? (Check all that apply):	
<ul style="list-style-type: none"> <li><input type="checkbox"/> Specific neighborhood(s), please list: Truax, Carpenter Ridgeway, Hawthorne, Greater Sandburg</li> <li><input type="checkbox"/> General areas of Madison: <ul style="list-style-type: none"> <li><input type="checkbox"/> South Madison</li> <li><input checked="" type="checkbox"/> East Madison</li> <li><input type="checkbox"/> North Madison</li> <li><input type="checkbox"/> West Madison</li> </ul> </li> <li><input type="checkbox"/> All of Madison</li> <li><input type="checkbox"/> Dane County (outside Madison)</li> <li><input type="checkbox"/> Outside Dane County</li> <li><input type="checkbox"/> Other (please describe):</li> </ul>	

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

The EMCC has worked diligently in Madison's east side's Truax, Carpenter-Ridgeway, and Hawthorne neighborhoods over the years to foster an environment of health and wellness in multiple facets of life for our program participants. Currently, we have programming that supports local efforts around food access and combating issues of food insecurity of vulnerable populations. We are now moving forward to enhance our programming and outreach to the Greater Sandburg area by expanding and deepening the connections between our community garden, kids' garden, nutrition education, food pantry, and emergency food assistance programs. This alignment will produce a more complete solution to family and community wellness on Madison's east side.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

The EMCC is looking to provide an intergenerational approach to community nutrition for eastside residents. Food insecurity doesn't present itself in silos, but rather touches multiple demographics. Connecting these programs on a deeper level will provide support to children, families, and seniors.

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

These communities have primarily been engaged in center programming to fulfill their basic needs for food. Most often they learn about programs through word-of-mouth. The EMCC would like to deepen those relationships to engage participants on a communal level by providing an avenue to explore health and nutrition through gardening, nutritional education, and access to fresh/local produce. Over the past few months we have provided surveys to participants to gauge interest in health and wellness activities. The initial results of those surveys indicated a strong interest in food related programming.

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

Participants will be engaged in not only learning cooking basics, but also learning cooking methods that provide healthy substitutions for commonly used ingredients. Low-income and communities of color often lack access to healthy and fresh ingredients, thus providing a legacy of unhealthy eating habits. These programs look to preserve the richness and flavor of those recipes by providing education around creating taste without unhealthy amounts of sugar, salt and fat. In addition, families that have resorted to fast, calorie-laden meals will be provided information on quick nutritious meals that incorporate fresh foods from the kids' garden, the food pantry, and/or the emergency food shelf.

#### **PART IV: EVALUATION (20 POINTS)**

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

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

- Extend shelf-life of fresh food for emergency food needs by 5-7 days
- 15 families will increase their confidence in cooking nutritious meals, with a focus on recruiting at least 3-4 families with seniors to create an intergenerational dialogue
- Create functional, accessible, and sustainable garden spaces. (That include 2 additional garden beds, 3 enclosed kid's garden beds, and stone paved garden paths.)
- Increase ease of pantry set-up and take down with special consideration that the average age of pantry volunteers is 66.

10. 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 program goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

- Pre and Post participant surveys of those attending “Cooking with Confidence” series will indicate an 25% increase of meals prepared at home with fresh ingredients
- Installation of 2 additional raised beds, 3 enclosed kid’s garden beds, and stone paved garden paths.
- 40% reduction in vacant community garden plots

## PART V: FINANCIAL NEED (25 POINTS)

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

\$2,000 – Extend the Shelf Life of Fresh Produce

- Purchase and ship the fridge, run electrical to designated area

\$1,400 – Confidence in Cooking

- \$200 for initial kit of spices and bag, \$500 for additional supplies not in pantry (\$5.55 per family per month), and \$700 in cooking supplies to be given to each family

\$2,300 – Sustain the Garden

- \$600 cedar boards, \$100 Hex Screws, \$350 Compost mix, \$1250 Crushed limestone

\$1250 – New Pantry Shelving

- \$250 per cart (5 carts total)

\$350 – Marketing Materials

- Professional printing of updated EMCC Food Program materials

\$1233 – Staffing/Labor

- \$483 – Kids’ Garden/Cooking Coordinator - (30 hours at \$13.75 + 17% benefits)
- \$750 – Assistant Director – (25 hours @ 25.63 + 17% benefits)

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

These funds will provide the EMCC with the opportunity to deepen connections between our existing food programs by bringing the voices from our participant surveys into the program development side of the equation. It isn’t commonplace for funds to be used for these types of purposes. Most often funding is provided for the immediate needs without stepping back to look at the long-term, sustainable development of establishing meaning opportunities to engage participants. The relationships that low-income and communities of color have with food, agriculture, and cooking will be explored intergenerationally, and possibly lead to more complete programming to meet the need of these populations. Without this one-time investment the EMCC will not have the capacity to move forward with this project.

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

The EMCC has applied for funding to support our garden space from the Whole Foods foundation. There is no matching component tied to this grant.

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

Each of the requested components of this proposal are sustainable, with the exception of the “Cooking with Confidence” project. There will be yearly need of approximately \$1,400 to continue this series. Over the course of the initial project the EMCC will report out to potential funders about the gains of the project. In addition, we will communicate to current funders about incorporating the project into currently funded programs.

<b>BUDGET SUMMARY (5 POINTS)</b>				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Garden	\$2,300	\$2,300	\$2,000 pending	\$300 - \$2,300
Food Refrigeration	\$2,000	\$2,000	\$0	\$2,000
Pantry Shelving	\$1,250	\$1,250	\$0	\$1,250
Nutrition Education Classes	\$1,400	\$1,400	\$0	\$1,400
Staff hours	\$1233	\$1233	\$0	\$1,233
Outreach Materials	\$350	\$350	\$0	\$350

<b>PERSONNEL CHART</b>		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Kid's Garden/Cooking Coordinator	.2	\$13.75 + 17% benefits
Assistant Director	1.0	\$25.63 + 17% benefits
<b>TOTAL</b>	1.2	

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

<sup>^</sup>Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.

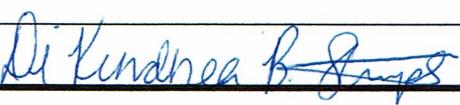
<b>PART V: DISCLAIMER AND SIGNATURE</b>	
<i>I certify that my answers are true and complete to the best of my knowledge.</i>	
Signature:	Date: 2/26/18

<b>BUDGET SUMMARY (5 POINTS)</b>				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
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Pantry Shelving	\$1,250	\$1,250	\$0	\$1,250
Nutrition Education Classes	\$1,400	\$1,400	\$0	\$1,400
Staff hours	\$1233	\$1233	\$0	\$1,233
Outreach Materials	\$350	\$350	\$0	\$350

<b>PERSONNEL CHART</b>		
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**^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.**

<b>PART V: DISCLAIMER AND SIGNATURE</b>		
<i>I certify that my answers are true and complete to the best of my knowledge.</i>		
Signature:		Date: 2/26/18



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

### COVER LETTER (300 words or less)

Last year, Southwest Madison held its first ever Farmers/Artisans/Community Market! This was all possible because of the 2017 SEED Grant. From June to September we made a difference by bringing the following to our community:

- Food Partnerships (REAP, SNAP/EBT, United Health 'Free Food Coupons')
- Local Food Sharing (Excess market goods to Shelters, Food Pantries)
- Organic/Fresh/Nutrition Foods (Fruits, Vegetables, Meats, Honey, Breads, Fish, etc)
- Health Booths (SSM Health, United Health, American Heart Association)
- City Resources (Parks Department, Madison Police Department, City Alders, Madison Fire Department)
- Community Resources/Education (Urban League, Community Action Coalition, Neighborhood Association, Common Wealth Development – STEP Program, etc.)
- Private Resources (MG&E, Daylily Society, Hope & A Future)

In 2018, we are hoping to do this and much much more! But we need funding! And this is where the SEED Grant comes in. With the grant, we hope to keep the above but add the following:

- Add Double Dollars Program
- Add Market Triple Dollars Program (Initial Investment of \$3000 \* dependent on grant size/sponsorships)
- More Marketing/Reach out to low income / in need communities (Partnering with JFF/Common Wealth Development, Urban League, neighborhood resource centers, local libraries to focus on those in need the most)
- Increase EBT/SNAP/Quest awareness/marketing
- Bring in more resources e.g. Library Resources, Health Stations, Dane County Resources (e.g. Joining Forces for Families), Neighborhood resource trailer, etc.
- Hold more fitness events (e.g. a biking event each Saturday, boot camps, yoga, etc.)
- New Partnerships with Badger Prairie Need Network, Meadowood Library/Center & Lussier Center
- Bring in Madison Area Chef Network\* for Education on Food Waste
- Participate in WIC\*

With the continuation and expansion of the market, we are hoping to help thousands more in the Elver Park (Southwest Madison) area find affordable healthy foods, increase racial equity/social cohesion through easy access to community resources, grow community and bring down cultural/social/economic barriers. Southwest Madison has seen a lot of despair in the last couple of years, but due to the SEED grant we are making a difference and can do so again in 2018!

We are asking for our 2018 budget, **\$9,500**. This money will be used for the following:

- Market Manager
- Market Triple Dollar Program
- Permits
- Social Events (Music, entertainers, local performers, etc.)
- EBT/SNAP Machine
- Marketing/Outreach

\*indicates partnerships still in the works

## PART I: APPLICANT INFORMATION

Title of Proposal:

Elver Park Farmers/Artisan/Community Market

Amount Requested (max. \$10,000): \$9,500 (or what council will grant)

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

Elver Park Farmers Market, Inc.

501 c 3 Fiscal Agent: Madison Parks Foundation

Address:

7221 W. Valhalla Way, Madison WI 53719

Contact Person (Name): Joseph Ryan

Telephone number: 517-862-3579

Email: president@madwest.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 \_\_\_\_\_ Madison Parks Foundation \_\_\_\_\_  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?

Continue and grow a farmers/artisan/community market at Elver Park. Our hopes are to accomplish the following:

- Continuation and expansion of the market
- Help thousands more in the Elver Park (Southwest Madison) area
- Increase affordable healthy food options
- Increase racial equity/social cohesion through easy access to community resources
- Grow/build community
- Bring down hunger/fear/cultural/social/economic barriers
- Education on food, health, community, civics

2. Which thematic areas will the project/program address? (Check all that apply):

- Employment
- Garden/farming
- Education
- Food pantries/emergency food assistance
- Food recovery/waste reduction
- Food business and entrepreneurship
- Farmers markets/farm stands
- Other (please describe): Social Cohesion, Community, Place Making

3. 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)

- Food Resource Partnerships - REAP, SNAP/EBT/Quest, United Health\*, Slow Food UW\*
- Local Pantries / Services (e.g. MOM, etc.)
- Health Booths (SSM Health & Unity Point Health, United Health\*, American Heart Association\*,
- City Resources (Parks Department, Madison Police Department, City Alders, Madison Fire Department)
- Community Resources/Education (Urban League, Community Action Coalition\*, Neighborhood Associations, Common Wealth Development, Lussier Center)
- Private Resources (MG&E, Daylily Society, Hope & A Future, Exact Science)

Potential Funding Sources:

- SSM Health\*, Exact Science\*, Urban League\*, United Health\*, UnityPoint Health -Meriter\*

Confirmed Funding Sources:

- MWNA (\$300), Prairie Hills NA (\$300)

\*indicates partnerships still in the works

### **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*

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

- Specific neighborhood(s), please list:

See figure 1

- 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):

Figure 1. Neighborhood Map  
1.5 Mile Radius Around Market

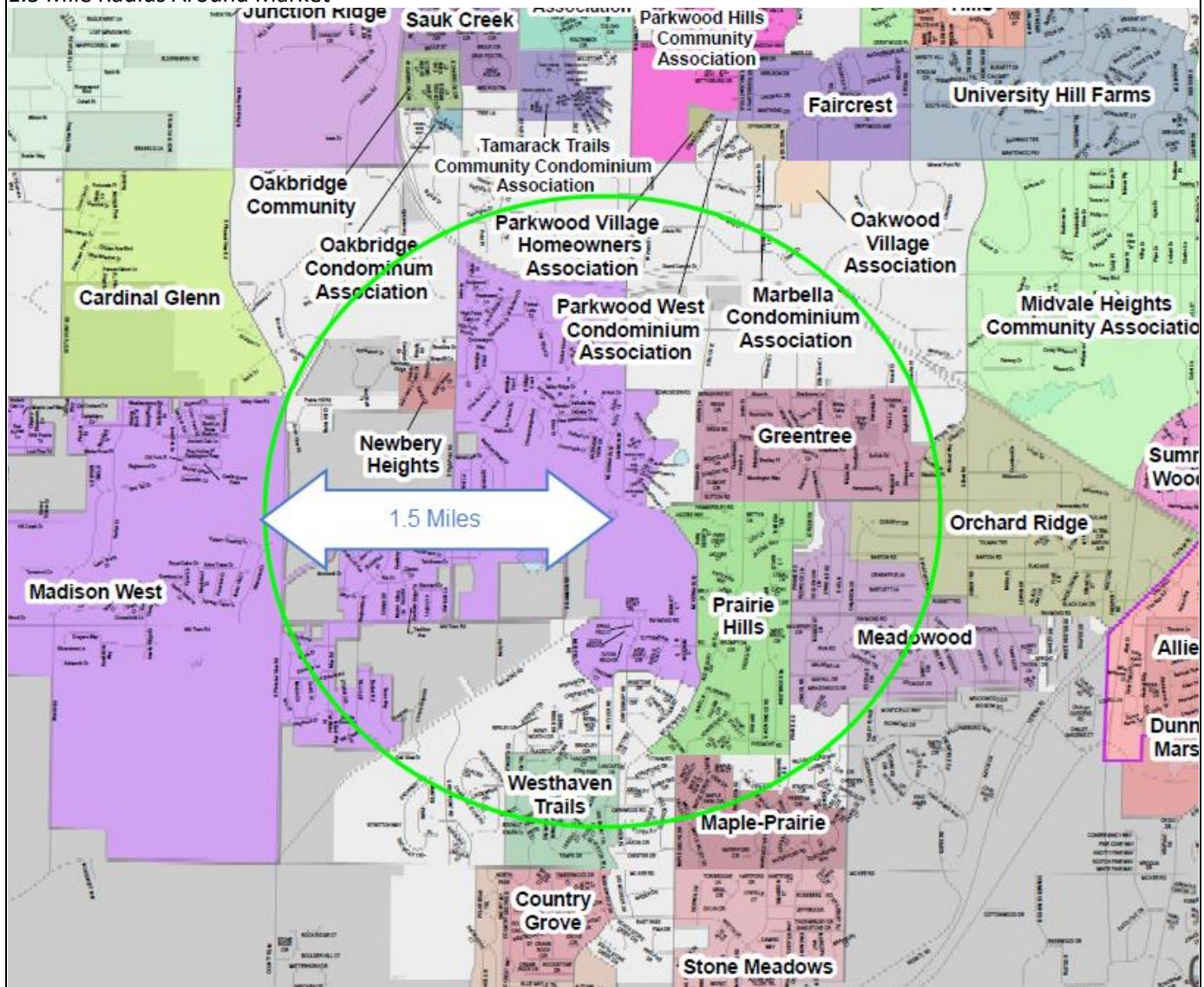
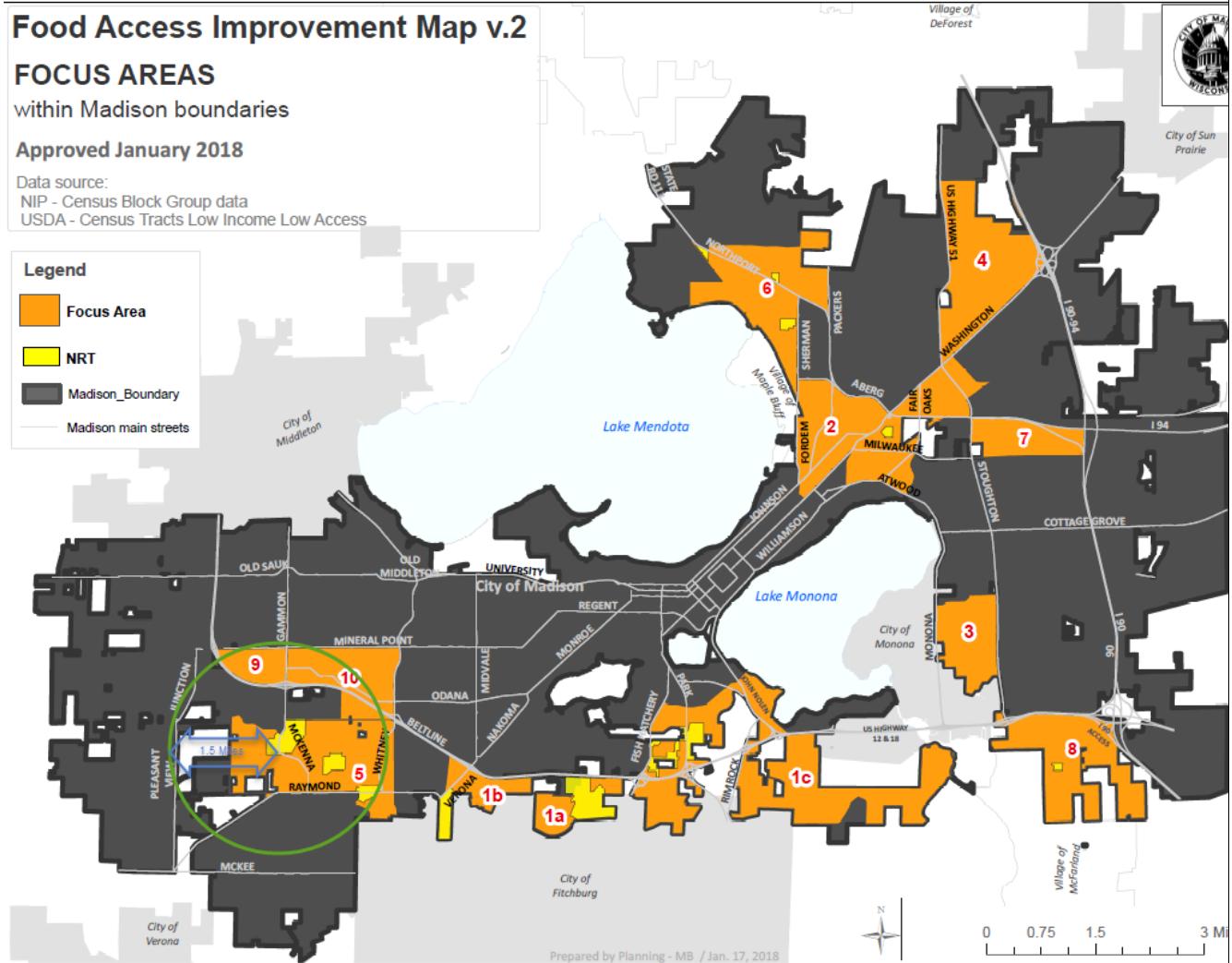


Figure 2. Food Access Improvement Map v.2  
1.5 Mile Radius Around Market



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

The Market will serve the community in many ways:

1. Help reduce disparities (e.g. food, cultural, racial, health, resources, etc)
2. As the United Way report says, "An adequate supply of healthy food is critical for children's healthy development and academic success." The Elver Park Farmers' Market not only will provide fresh, healthy food but it also is in an extremely convenient location.
3. Residents of the Park/Edge Ridge and Hammersley/Teresa can walk there. Accepting SNAP and, eventually Double Dollars/Triple Dollars, will further encourage participation.
4. Encouraging the neighborhood centers to become involved by helping kids buy and prepare healthy food provides a way to inculcate new eating habits among the children.
5. Increasing usage of the park through the market and, hopefully, other related events, like musical performances and safety demonstrations can help neighborhood cohesion. Lack of community cohesion has been identified as one of the concerns in this neighborhood by the Byrne Planning Grant project.

6. Offering space to non-profit organizations that help reduce disparities will increase interest in and knowledge about these organizations and their work.
7. Encouraging minority vendors will also contribute to lessening disparities.

#### 6. Who (individuals or groups), could be impacted by the issues related to this proposal?

Our target population is everyone in the highly diverse southwest and far west neighborhoods. Two low-income neighborhoods lie in close proximity to Elver Park and certainly will benefit. Park Ridge/Park Edge has a 57% minority population, earning an average of \$20,000/year. Children under the age of 18 number 31% and 14% of the households are headed by females. The Hammersley/Teresa neighborhood, located very near Elver Park, has a 38% minority population, earning \$28,000, with 27% of the children under 18 and 30% headed by females. The Raymond Road area, which is also nearby, has a 40% minority population, earning \$25,000/year, with 28% children under 18 and 19% of households headed by females. These areas are also characterized by a high rent burden of between 80% and 94% of income.

Having fresh, healthy food nearby will help improve the diets of neighborhood residents. We will also work with local schools and the two neighborhood centers to encourage children to prepare and eat fresh fruits/ vegetables. The Theresa Terrace Center has a garden but the Elver Park Center does not. In the case of Theresa Terrace, we may be able to supplement with fruits and vegetables they are not growing themselves. We also see expanding the use of this park as a farmers' market as a way to improve neighborhood cohesion. We also hope to attract additional activities and events during the markets--again as a way to reinvigorate the community and reduce disparities.

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

The EPFM has partnered with many community based groups such as REAP, United Health, Food Shelters, American Heart Association, MPD, Urban League, Community Action Coalition, Neighborhood Associations, Neighborhood Centers, Common Wealth Development and many others to help reach out to those most in need. With the SEED grant we plan on doubling our efforts with targeted marketing, engaging more community resources such as NRTs, Dane County resources and much more. In 2017 we had several programs with the health of United Health to offer FREE Vouchers for the market. These vouchers were handed out to targeted communities that were most in need. A partnership with Common Wealth and others was used to distribute. We plan on continuing this offer as well in 2018. We had many learning lessons on ways to improve this effort and aim to significantly increase usage of the vouchers program.

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

The EPFM impact is to help with:

- The burden of eating healthy on a budget
- Learning about and engage community/city/county resources for individuals and families
- Building a sense of community
- Bring down racial/equity/income/ barriers through shared values, education, inexpensive/free health food, chance to engage and create community
- Increasing access to employment resources via the partnership with the Urban League and CommonWealth STEP program

#### PART IV: EVALUATION (20 POINTS)

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

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

#	Goals	Measurement
1	Attract at least 10 new vendors from the local community, encouraging minority/low income vendors	The number who participate
2	Ensure that food is health and local	Require/Inspection
3	Increase Targeted Marketing to those in need	Marketing money/effort spent on: Voucher/Marketing Efforts for areas in need/Money used for triple dollar program
4	Attract low-income residents	Measure use of Voucher Program/Double Dollars/Triple Dollars and SNAP
5	Contribute to neighborhood cohesion by encouraging music, crafts, dialogue, safe inclusive events	Attendance levels, social gathering events, neighborhood association involvement
6	Encourage Tabling by non-profits/government resources	Count the number of non-profits who attend
7	Constant Improvements	Conduct vendor and customer surveys once mid-summer and once at the end

10. 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 program goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

#	Measurement	Benchmark
1	The number who participate	<ul style="list-style-type: none"> <li>Double the number of attendance</li> </ul>
2	Require/Inspection	<ul style="list-style-type: none"> <li>70% of vendors local, 90% Healthy</li> </ul>
3	Marketing Money/Effort spent on: Voucher/Marketing Efforts for areas in need/Money used for triple dollar program	<ul style="list-style-type: none"> <li>Increase marketing efforts by 100%</li> </ul>
4	Measure use of Voucher Program/Double Dollars/Triple Dollars and SNAP	<ul style="list-style-type: none"> <li>Voucher Program Usage tripled</li> <li>Double Dollar Program setup and participation to reach above \$500</li> <li>Triple Dollar Program to reach \$1000 (Pending SEED Grant amount)</li> <li>SNAP usage increased by 200%</li> </ul>

5	Attendance levels, social gathering events, neighborhood association involvement	<ul style="list-style-type: none"> <li>Attendance Level at 500 people per event (17 events, 8500 people)</li> <li>Scheduled social events to reach minimum of 15 events</li> <li>Neighborhood Associations and Centers to have a presence at 50% of market</li> </ul>
6	Count the number of non-profits who attend	<ul style="list-style-type: none"> <li>Have at a minimum of 80% non-profits at each market day</li> </ul>
7	Conduct vendor and customer surveys once mid-summer and once at the end	<ul style="list-style-type: none"> <li>Have up to 25 completed surveys/comments returned</li> </ul>

#### PART V: FINANCIAL NEED (25 POINTS)

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

2018 Costs (Forecasted)	
Market Manager	(\$3,000)
Triple Dollars Expenditure	(\$3,000)
Supplies (Safety Cones, Vests, Signs, Ropes, etc.)	(\$400)
Marketing (Banners, Printing, Social Media, etc.)	(\$4,000)
Park Fees & City Permits	(\$1,500)
Music/Social Event Fees	(\$1,000)
EBT/SNAP/WIC	(\$1,000)
Business Fees (Banking, Memberships, Legal)	(\$100)
Insurance	(\$275)
<b>Total</b>	<b>-\$14,275.00</b>
<b>SEED GRANT Request</b>	<b>\$9,500</b>

We are hoping for additional funds from other groups but currently only two neighborhood associations, MWNA (\$300) and Prairie Hills NA (\$300), have committed to sponsoring. We also have around \$2000 - \$3500 in a contingency fund. We are also looking at gaining around \$1200 total from vendor fees in 2018. \*We keep the fees extremely low to help bring in vendors and access to low income vendors.

For any funds used from the SEED grant, we will use it first for market manager, marketing, SNAP/EBT, and Triple Dollar program first. Park and City fees seem to be contrary to a city grant, however a cost is a cost and the location is the most optimal for low income, families, communities of color and safety.

In 2017 we were granted \$4,400 via the SEED grant and each penny helped build the event/community. Imagine what we can do in 2018 with additional funds and the number of people we can help!

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

The 2018 SEED grant is our line of hope to create a long term/sustainable/positive impact on the Southwest side of Madison. With the new federal tax laws looming private donations by businesses and individuals are sure to dry up. We also pledge that we will help other non-profit food/community organizations to prosper and grow with or without the 2018 SEED grant. This is our community and we will continue to fight for it and help those who are struggling. We have many invisible and visible barriers in our area and this event is helping bring those down and bring equity to all of those around it. Each penny helps the community as a whole!

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

In 2017 additional funds came from:

- Urban League
- SSM Health
- United Health
- Madison West NA
- Prairie Hills NA

In 2018, we are hoping for continued sponsorship/funding from the same entities but currently only the neighborhood associations listed above have committed to funds.

Potential sponsorships in 2018 (those that been reached out to):

- Exact Science
- MG&E
- Urban League
- SSM Health
- United Health
- UnityPoint Health -Meriter
- Additional Neighborhood Associations/Centers
- Brennan's Cellar

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

The Elver Park Famers Market is not projected to be 100% sustainable till the end of 2019. This sustainability is based on the need to address more than just food disparities, but also racial equity, segregated communities, high crime rates, population health issues, resource education, and a lack of a sense of community/identity. In 2017 we

received half of the requested SEED grant we requested, but even with this amount we could complete a full year of funding for high priority items. However, we were not able to perform as much services we wanted to. We also had many learning lessons that will significantly improve our ongoing efforts. In 2018 we hope to achieve so much more and help so many more people, but this is dependent on financial resources available. By 2019 we are projected to have enough vendors, private sponsorships and a self-funding organization to replace public funds.

### BUDGET SUMMARY (5 POINTS)

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Market Manager	(\$3,000)	\$3,000		\$0
Triple Dollar Program	(\$3,000)	\$3,000		\$0
Supplies	(\$400)		\$400	(\$400)
Marketing	(\$4,000)	\$2,000		(\$2,000)
Park Fees / Permits	(\$1,500)	\$500		(\$1,000)
Music/Social Event Fees	(\$1,000)	\$500		(\$500)
EBT/SNAP/WIC	(\$1,000)	\$500		(\$500)
Business Fees	(\$100)		\$100	(\$100)
Insurance	(\$275)		\$275	(\$275)

### PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Market Manager	Independent Contractor	\$13-\$18
<b>TOTAL</b>	\$3000-\$3500	

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

**^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.**

### PART V: DISCLAIMER AND SIGNATURE

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

Signature: Joseph Ryan

Date: 2/25/18



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

### COVER LETTER (300 words or less)

- **How the project/program relates to food access in Madison and who is targeted/served:**

Children who experience hunger are more likely to have poor health, higher absenteeism, reduced academic success, impaired learning, poor concentration, and behavioral problems (2016 Hunger Task Force, Milwaukee, WI; [www.hungertaskforce.org](http://www.hungertaskforce.org)). Schools are well situated to have an important impact on a child's nutrition and eating habits, since "food consumed at school can contribute as much as 50 percent of children's daily caloric intake on school days"(Food In School. Kaiser Permanente, no date). This proposal directly addresses ***The Healthy Food for All Children Plan*** by providing Cherokee Heights Middle School's (CHMS) students and families reliable access to healthy food. Over 57% of Cherokee's present student population of 540 qualify for free or reduced lunch. Madison Metropolitan School District (MMSD) has recommended CHMS for a school pantry based on population demographics relating to food insecurity. At CHMS, an in-school pantry and "*School-to-Home Grocery*" program (where pre-ordered foods for the student's entire family are transported home with the child), will improve ease of access to healthy food for families of students who qualify for free or reduced lunch.

Although Dane County has a good number of food pantries, some families do not know how to apply or are unaware that they qualify for food pantry benefits (Healthy Food for All Children Community Plan, The United Way, 2013). Other justifications for/benefits of in-school pantries include: a). unaccompanied students (those who have no legal guardian) often have access problems to community pantries; b). families sometimes avoid pantries because they feel stigmatized, or fearful (e.g. in view of their immigration status); c). in-school pantries afford convenience for families challenged by childcare and transportation issues; d). in-school pantries augment the food shortfall that may occur from caps on the volume of food or visits imposed by some community pantries; e.) in-school pantries bring parents, who otherwise might not visit, into the schools; f.) in-school pantries promote school and community partnerships and enhance student/teacher/parent interaction; and, g.) in-school pantries allow for education about healthy food choices and community resources.

**Amount requested and how the funds will be used:**

We request \$10,000 to stock the CHMS pantry with shelf-stable and perishable food, from one week after its opening in July, 2018 throughout the entire school year (i.e. through the first week of June, 2019). During that year we will collect data to demonstrate the pantry's efficacy and we will identify a "Community Partner(s)" to sustain the pantry (financially and operationally) into future years.

**Why SEED Grant funding is important to your project/program:**

SEED funding is essential to cover the costs of maintaining the in-school pantry and "School-to-Home Grocery" program for the start-up year. Funding will directly address an existing gap in food access and equity in this high need Madison Public School.

**PART I: APPLICANT INFORMATION**

Title of Proposal:

**START-UP OF AN IN-SCHOOL PANTRY AND SCHOOL-TO-HOME GROCERY PROGRAM AT  
CHEROKEE HEIGHTS MIDDLE SCHOOL**

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

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

FOOD FOR THOUGHT INITIATIVE

*Address:*

C/O Goodman Community Center  
149 Waubesa Street,  
Madison, WI 53704

*Contact Person (Name):* Lea Aschkenase, Ph.D. Founder, Food for Thought Initiative or Joel Wish, Ph.D., Co-Coordinator, Food for Thought Initiative

*Telephone number:* (608) 234-2623 or (608) 228-9389

*Email:* [Food4TI@gmail.com](mailto:Food4TI@gmail.com) (Website [WWW.Food4TI.org](http://WWW.Food4TI.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 Goodman Community Center is a 501(c)(3)

**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.*

2. *Which thematic areas will the project/program address? (Check all that apply)*

- X Education
- X Food pantries/emergency food assistance
- X Food recovery/waste reduction

3. *Who are you working with on this project/program?*

*With its mission to improve food access and alleviate hunger among Madison area school students and their families, Food4TI (an entirely volunteer organization) is guided by the belief that access to sufficient and healthy food is a basic human right--that students should be hungry to learn, not hungry. Food4TI has considerable experience providing food access to children/families in Madison Metropolitan Schools. Food4TI established:*

- The first “educational” food pantry located inside a Madison public school (East HS),
- In-school pantries in Sandburg and Mendota elementary schools,
- “Thea’s Table Weekend Food Program,” providing weekly food to 40 of the MMSD’s neediest (homeless) students and their families (distributing more than 35,500 weekend meals to date).

For the proposed CHMS program, Food4TI will continue its existing partnership with the MMSD, the MMSD Transition Education Program, CHMS school administrators/staff, Goodman Community Center and Food4TI’s 25+ volunteers. Food4TI’s program/organizational support includes: Goodman Community Center, UW Health at the American Center, and the First United Methodist Church. Food4TI has initiated talks with Henry Sanders (CEO, Selfless Ambition) regarding that organization’s potential long-term support of the CHMS pantry program. Food4TI has received a \$2500 from Madison Kiwanis Club to “build” the infrastructure of the CHMS pantry. Food4TI intends to enlist the support/participation of the CHMS PTO to assist with pantry operations, and will solicit pantry users to provide feedback and advice about pantry operations.

### **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 underserved/under represented communities in Madison. Please answer questions in no more than 150 words*

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

**XX Specific neighborhood(s)**, please list:

Cherokee's boundaries encompass south and west Madison. Many of CHMS students reside in the Allied neighborhood (with it's lack of grocery stores) and the Fitchburg/Leopold area (with it's limited public transportation system). Referencing the **Food Access Improvement Map v.2** for the City of Madison, CHMS pulls students from Focus areas: **1B, 1A and 1C**.

**XX South Madison**

**XX West Madison**

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

CHMS is a widely diverse school with vast disparities between its minority and non-minority students. 81.4% of its minority population identifies as low income (10% higher than the district average); 8.3 percent of its white students identify as low income and approximately 10% of its students are classified as homeless. The school's diversity score is .74 (a diversity score of 1 indicates the most diverse student body.) Statewide, CHMS is rated below average in school quality. Its students perform below average on state tests and the school ranks below average in how well it is serving disadvantaged students. Large disparities between absenteeism and suspension rates exist at this school. Cherokee serves a very large geographic expanse; the vast majority of its minority students live outside the immediate Cherokee area. These areas are described as food deserts, i.e. lacking nearby full-service grocery stores and poorly served by public transportation. Given the diverse socioeconomic profile of the demographic area to be served, this project aims to diminish hunger as a root factor of learning challenges faced by many of Cherokee's students.

*6. Who (individuals or groups), could be impacted by the issues related to this proposal?*

The “School-To-Home Grocery” Program and the in-school pantry will address food insecurity by augmenting food availability for students who qualify for free and reduced lunch (approximately 300 students) and all members of their respective immediate families. (Other CHMS students/families can receive food support if the CHMS social worker recommends that there is need to augment a particular family’s food supply.) To the extent that improved access to healthy foods impacts student behavior, absenteeism, and cognitive performance, we predict that there will be secondary positive impact in the classroom. In addition, we expect that new partnerships will be created both within the school (and the families they serve) and in new relationships between the school and community (organizations and residents). The program will create opportunities for volunteering, advising, and donating and it will hopefully enhance community/school connection and cohesiveness.

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

The proposed program stems from a needs assessment by MMSD and agreement by CHMS than an in-school pantry is a high priority for their school. Food4TI’s organizational board is working closely with the MMSD and the Transition Education Program and Food4TI has begun ongoing meetings with administrators/staff of CHMS. Food4TI will gather input and continuous feedback from the MMSD, CHMS staff, students and families who utilize the programs we establish and maintain. Food4TI will invite parents of CHMS students to volunteer in the pantry programs and the feedback collected will be incorporated into program policies and guidelines.

Specifically, we will collect ongoing feedback (evaluations) from program customers and school staff about foods they would like to see stocked and distributed. We will collaborate with the CHMS PTO and school administrators and social workers. Feedback from all sources will be considered and when possible, incorporated into our program operations.

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

A largely disproportionate number (81.4% minorities vs. 9% white) of the 300+ students who qualify for Free and Reduced Lunch at CHMS are families of color and or low-income families residing beyond the immediate Cherokee Heights (Nakoma) neighborhood. The majority of non-white low-income families at Cherokee live in areas identified as “food deserts” and many reside in areas poorly served by convenient public transportation. As is typical of food deserts, these areas lack full service grocery stores that would provide fresh, healthy foods and instead are over-represented by local convenience stores that provide many processed and sugar/fat laden foods. Obesity in such neighborhoods is over-represented. A full service food pantry at Cherokee Middle School will provide qualifying families of low SES an option to obtain fresh, healthy and nutritious food and make it less likely that students will come to school hungry.

**PART IV: EVALUATION (20 POINTS)**

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

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

The proposed program will, throughout the 2018-2019 school year;

1. Establish, finance and operate an in-school full service pantry at Cherokee Middle School;
2. Develop and institute a process by which food insecure families who are unable to find transportation to the in-school pantry may place food orders, which will be transported home by their student;
3. Work to ensure that the newly established pantry is funded and maintained in future years by actively seeking “community partners” to provide ongoing funding, and assume pantry operations;
4. Provide information to families about local pantry resources, and, in consultation with our registered dietician, provide information about healthy nutrition, including recipes and, if possible, occasional cooking classes;
5. Collaborate with school and community partners (e.g. Food4TI; Healthy Food for All; CHMS PTO; Henry Sanders and Selfless Ambition; GCC; Madison Kiwanis; Transition Education Program; MMSD administration; and CHMS students, staff, and teachers) in designing and operating the pantry.

#### PART V: FINANCIAL NEED (25 POINTS)

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

CHMS has identified a pantry space within the school. The proposed program will require: 1. shelving; 2. storage bins; 3. a freezer/refrigerator; 4. sturdy shopping bags, 5. an ongoing supply of shelf-stable and fresh food.

Pantry shelving and a refrigerator/freezer will be purchased using money from a generous grant from the Kiwanis Club. Food4TI will supply sturdy plastic bags (discounted to Food4TI by Metcalfe's) for transport of foods. Through drives and/or donations, Food4TI will raise funds for bins and the initial stocking of the pantry. **SEED funds will be used solely to purchase food for the pantry and the “School-to-Home Grocery” program for 39 weeks of the school year.** We estimate that the weekly cost for keeping the pantry stocked during this time is \$240 (food purchased locally and through Second Harvest-- using Food4TI's 501(c) (3) status through our fiscal agent). We will be sure to make program food purchases within this budget.

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

Food4TI has successfully launched 3 other in-school pantry programs in high need MMSD schools (one high school and two elementary schools). In each of these pantries, Food4TI coordinated securing funds to establish and operate the new pantry during its **first** year of operation. For the second and subsequent years of pantry operation, Food4TI identified a sustaining “community

partner" to support the pantry on a long-term basis. The \$10,000 we are requesting is based upon the costs of our other full service in-school pantry programs.

SEED funding is critical to launch and sustain Cherokee's pantry and "School-to-Home Grocery" program during the first year. Securing funding for the first year of a pantry allows us the time to identify long-term community partner(s), and to provide them with data that demonstrates the program's efficacy. This model has been successful with other Food4TI in-school pantries, and we are confident that, by the second year of operation, a long-term community partner(s) (e.g. churches, businesses, organizations) will be identified.

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

We have received \$2500 from Kiwanis Club of Madison to "build" the infrastructure of the in-school pantry at CHMS (refrigerator/freezer and shelving). Food4TI has received other funding from individual donors, and this money will be used to purchase plastic bins, plastic shopping bags, and food to initially stock the pantry.

The in-kind donations of our volunteers provide invaluable support. Food4TI's volunteers assist in all aspects of pantry operations, including purchasing, stocking and inventorying food, staffing the pantry, collecting data, etc. Our volunteer registered dietician assists with pantry food selection, provides materials about healthy and nutritious eating, as well as menus/recipes which use pantry items.

Food4TI has begun and will continue to coordinate ongoing efforts to find a sustainable partner(s) for the program at CHMS. Discussion is underway with Henry Sanders (**Selfless Ambition**), which we hope will identify church groups to support the pantry beyond the first year--financially and through volunteer support.

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

We have begun discussion with Henry Sanders, CEO of the local non-profit coalition of churches, **Selfless Ambition**, which works with area schools and youth to address problems such as poverty and racial disparities in Madison. Increasing access to food is a priority of **Selfless Ambition**; schools are a critical part of their focus (Wisconsin State Journal, September 22, 2017). After assessing the needs of CHMS, Sanders supports locating this proposed project at CHMS. Mr. Sanders, Food4TI, and the principal of CHMS, Sarah Chaja-Clardy, Ed.D., have begun a collaboration. Mr. Sanders hopes to work with Food4TI and CHMS to identify local churches which, in the future, will support the Cherokee pantry financially and with volunteers. Additionally, Food4TI and CHMS will look to the school's PTO, "Adopt-A-School" partners and community businesses, organizations, and grants as potential sources of future pantry funding. Food4TI and CHMS agree that ensuring future sustainability of our project is of the highest priority should we receive this SEED startup grant.

BUDGET SUMMARY (5 POINTS)				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Purchase and install pantry shelving and upright refrigerator/freezer	\$2500	0	Kiwanis Club of Madison (donation to Food4TI)	\$0
Initially stock pantry for first time with fresh food (refrigerator/freezer) and shelf stable foods	\$240-\$500	0	Food4TI contributing \$240-\$500 through fund-raising, in-kind donations, & ongoing individual donations	\$0
Maintain pantry food supply keeping it stocked (39 weeks) @ \$240 week July 2, 2018 through June 7, 2019 (excluding holidays)	\$9750	\$9750		\$0
Goodman Community Center 7% overhead	\$683	\$683		
Distribution bags			Food4TI will purchase these ( 5 cents apiece) through a discount arrangement with Metcalfe's)	\$0
Storage bins			Food4TI will provide these through fund-raising, in-kind donations, & ongoing individual donations	\$0

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Food4TI is donating volunteer time to oversee the operations of the pantry.		\$0
CHMS has identified an in-school Pantry Coordinator who will work with Food4TI to		\$0

coordinate the pantry and “School-to-Home Grocery” program operations.		
Once a “Community Partner” is identified, a (volunteer) Community Partner Pantry Coordinator will be assigned .		\$0
<b>TOTAL</b>	\$0	

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

**^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.**

#### PART V: DISCLAIMER AND SIGNATURE

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

Signature: Lea Aschkenase, Ph.D. and Joel Wish, Ph.D.

Date: 2-7-18



February 26, 2018

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

Dear Mr. Reistad,

Thank you for the opportunity to apply for a 2018 Seed grant for much needed healthy food expansions provided at and by the Kennedy Heights Community Center.

The Kennedy Heights neighborhood is located in a **Food Access Improvement Area** and is also part of the **Brentwood/Northport Corridor NRT**. It is a very racially diverse (72% non-white), low-income neighborhood on Madison's north side. 80% of our Kennedy Heights residents have annual incomes of less than \$10,000 per year. All have household incomes below 50% of the Dane County Median Income level.

Our goals with this application are to reduce food insecurity for our residents by increasing and improving access to healthy food within our neighborhood; to help residents access low-cost and free food outside of our neighborhood; improve the "shopping" experience of our Food Pantry users; reduce food waste; and to increase awareness and understanding of healthy foods, building confidence in trying and preparing new healthy food options.

We are requesting \$10,000 toward a \$16,033 initiative. Funds will be used for one-time costs to improve our Food Pantry storage area, increasing efficiency, reducing waste, and improving the "shopping" experience. The funding will pay for a portion of the food and staff time to launch monthly cooking demonstrations and community. It is also requested for staff time to transport residents outside of our immediate neighborhood to access food. Finally, we seek a small amount of funds to

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Kennedy Heights Community Center  
199 Kennedy Heights  
Madison, WI 53704

Phone: 608-244-0767

Fax: 608-661-9190

website: [www.khcommunitycenter.org](http://www.khcommunitycenter.org)

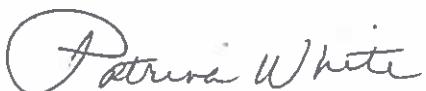
purchase culturally relevant food for our Pantry as we better learn what those products are and their costs for the future.

59% of this funding request is to make physical improvements to our Food Pantry and to purchase equipment needed for the Pantry, cooking demonstrations and community meals. These one-time costs are not in our current budget and would not be possible for the Community Center to purchase in the near future given other demands on our resources. The other portion of this request is to purchase supplies and pay for expanded staff time to launch the cooking demonstrations, community meals and shuttle service to access food outside of our neighborhood. If these new initiatives are successful, we will plan to build them into our future operating budgets.

With the arrival of a new Executive Director and new Board members, our capacity to increase our fundraising goals in the future are greatly enhanced from what we are capable of currently.

Your Seed dollars will go a long way toward improving access to food both inside and outside of the Kennedy Heights neighborhood for a vulnerable population.

Sincerely,



Patrina White  
Executive Director

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Kennedy Heights Community Center  
199 Kennedy Heights  
Madison, WI 53704

Phone: 608-244-0767

Fax: 608-661-9190

website: [www.khcommunitycenter.org](http://www.khcommunitycenter.org)



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto: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

See attached cover letter

### PART I: APPLICANT INFORMATION

Title of Proposal: **Pantry Improvement & Resident Access/Engagement to Healthy Food**

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

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

**Kennedy Heights Neighborhood Association (dba Kennedy Heights Community Center)**

Address:

**199 Kennedy Heights  
Madison, WI 53704**

Contact Person (Name): **Patrina White, Executive Director**

Telephone number: **608-244-0767**

Email: [\*\*director@khcommunitycenter.org\*\*](mailto:director@khcommunitycenter.org)

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

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

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

### PART II: PROJECT DETAILS (20 POINTS)

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

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

**Improved food pantry efficiency and "shopper" experience** – Accomplished by:

- Altering our pantry storage to accommodate rolling wire shelving with storage bins to store commodities between pantry sessions and provide a more organized and pleasant "shopping" experience.
- Purchasing an iPad to keep inventory, reduce waste, track utilization, and conduct surveys of users.
- Purchasing culturally relevant foods often not available through our suppliers.
- Installing a folding drop leaf table in the waiting area to offer food samples to promote unfamiliar foods, to display recipes and nutrition guidance.

**Increased resident access and engagement with healthy food** - Accomplished by:

- Providing transportation to grocery stores, other pantries and senior meal sites.
- Hosting monthly community meals where we model use of healthy foods, sanitary handling, and bring a sense of community back to our neighborhood.
- Providing monthly cooking demonstrations utilizing healthy ingredients and give residents the confidence to recreate the recipes at home.

2. Which thematic areas will the project/program address? (Check all that apply):

- Employment  
 Garden/farming  
 Education  
 Food pantries/emergency food assistance  
 Food recovery/waste reduction  
 Food business and entrepreneurship  
 Farmers markets/farm stands  
 Other (please describe): Resident access to healthy food through engagement

3. 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)

Kennedy Heights partners with Second Harvest, the Community Action Coalition, Goodman Community Center, Fit Youth Initiative, and grocery stores to bring healthy food and nutrition awareness into the neighborhood. Our Food Pantry is only offered 1 night per week due to limited space availability and funding. Space constraints also contribute to the limits of how much food a household can receive per visit.

Without any government assistance, the Pantry is possible due to private fundraising and a group of dedicated resident volunteers and a very part-time resident pantry coordinator. Our Southeast Asian Coordinator is present to assist and translate for our Asian users.

This proposal will allow us to increase our resident's access to healthy foods and nutrition by providing monthly community meals. It will also enable us to provide transportation for them to utilize other north side food pantries and the North/Eastside Senior Coalition meal site.

### 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*

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

- Specific neighborhood(s), please list: **Kennedy Heights**
- 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):

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

The vast majority of our weekly Food Pantry users are from the Kennedy Heights neighborhood, but it is open to anyone. If funded, changes to our Food Pantry will increase the effectiveness, reduce waste, and improve the "shopping" experience for our Pantry users. Our proposed community meals and cooking demonstrations will be additional avenues for bringing healthy food to our residents while improving the knowledge of and confidence in creating healthy meals at home. The work of our Southeast Asian Coordinator eliminates the language barrier our Asian residents have to accessing resources at the center and in the community.

Transportation and awareness are the primary reasons our residents don't utilize larger food pantries and meal sites on the north side. We propose utilizing our vans to transport residents to other pantries, meal sites, and low price grocery stores not easily accessed from our neighborhood.

#### 6. Who (individuals or groups), could be impacted by the issues related to this proposal?

Those most impacted by this proposal are primarily the racially diverse, low-income residents of the Kennedy Heights neighborhood. Greater north side residents who utilize our Food Pantry will also be impacted by this initiative.

In 2017, 2685 individuals received 80,550 pounds of food from our Food Pantry. Of those, 51% were adults and 49% were children.

Our Southeast Asian families will have better access to culturally relevant foods not currently

offered in our Pantry. All Kennedy Heights residents needing transportation to other food pantries, meal sites and low cost grocery will also benefit.

All Kennedy Heights residents will have access to a healthy meal once per month. Any resident will be able to participate in our cooking demonstrations promoting awareness to healthy foods and provide the confidence to recreate those meals at home. Special demonstrations will be conducted using our Southeast Asian Coordinator for those who don't speak English.

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

This proposal comes from the relationship the Center has had for over 30 years with the residents. It is a result of listening to our Food Pantry users, current and former Board members, and present/past staff. We listen as residents ask how they can get to low-cost grocery stores or access food pantries when ours is closed. We hear children talk about the lack of food at home.

The purchase of an iPad we allow us to survey our Food Panty users more frequently and effectively. We will get user feedback on the Food Pantry and how it can be improved. The iPad will also enable us to more concisely track which Pantry items turnover most frequently.

The community meals and cooking demonstrations will provide opportunities to engage in conversations about food insecurity, menu planning, creating healthy/well-balanced meals and shopping strategies.

Our Southeast Asian Coordinator engages with our Asian families.

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

The primary recipients of this project are the residents of the Kennedy Heights Townhouses. Eligible residents must have a household income that is below 50% of the Dane County Median. A survey of households indicated that 80% of households have annual household incomes of \$10,000 or less.

The neighborhood is also racially diverse. Residents of Kennedy Heights are:

- 45% African American
- 28 % Caucasian
- 26% Asian
- 1 % Latino

These low-income and residents of color are those who most greatly experience food insecurity, have no or unreliable transportation, and have less access to other community-wide resources. By offering access to healthy, culturally relevant food in the neighborhood we address the issue of food insecurity. Food insecurity will be further reduced by transporting people out of the neighborhood to access free or low-cost food and meals.

#### PART IV: EVALUATION (20 POINTS)

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

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

1. Improve user perception of the food pantry. Is it a pleasant "shopping" experience? Does the pantry feel welcoming? Are products offered what users were seeking?
2. Improve staff/volunteer efficiency in providing Food Pantry services.
3. Increase access to low-cost grocery store, additional food pantries and meal sites.
4. Increase resident knowledge of and confidence in preparing healthy meals.
5. Residents feel the community center is better meeting their food security needs.

10. 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 program goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

1. Measured through an annual Food Pantry user satisfaction survey. The first survey will be conducted immediately upon receipt of the grant. The survey will be repeated in December 2018.
2. Current staff/volunteer hours required to set up and tear down the pantry will be calculated. Once the Food Pantry storage area is improved and staff/volunteers are accustomed to the new system, time required to set up and tear down the pantry will be calculated and compared with the pre-improvement time.
3. Staff will track the number of residents utilizing rides to grocery stores, other food pantries and meal sites.
4. After each cooking demonstration, participants will complete an evaluation and rate the usefulness of the demonstration and their confidence in preparing the meal at home.
5. Annual community center survey will include a specific question to gauge perceptions about the center's ability to meet their food security needs.

#### PART V: FINANCIAL NEED (25 POINTS)

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

**Improved food pantry efficiency and "shopper" experience:**

- Contractor & Materials to redesign Pantry storage area = \$3,550
- Rolling wire shelving with bins, drop leave table attached to wall = \$810
- iPad & 2 yrs. of service for inventory tracking, product usage rates, participant surveys = \$1,500
- Culturally relevant foods = \$500

**Increased resident access and engagement with healthy food**

- Staff time to drive shuttle to grocery store, other pantries, and meal sites = \$1080
- Food for monthly cooking demonstrations & community meals = \$1,210
- Staff time to plan, prep, conduct monthly cooking demonstrations & community meals = \$1,350

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

The Kennedy Heights Community Center is one of the smallest community centers in Madison. We were started over 30 years ago by a small group of concerned and determined residents. In 2017, nearly 33% of our annual budget came from private fundraising just to keep the doors open and existing programs operating.

The majority of this funding request (59%) is for one-time costs associated with a contractor, materials and equipment to physically improve our Food Pantry. These changes would not be possible without the infusion of new Seed monies.

We have only 2 full-time staff and several part-time staff. Seed funding is essential to launching the monthly cooking demonstrations and community meals by paying for additional staff hours and supplies.

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

This grant expands existing part-time staff hours. Those positions are funded with annual allocations from the City of Madison, United Way, and Dane County. None of the funding for the current work of those staff is contingent upon Seed funding. Adding hours to existing positions enables us to expand upon their duties and deepen their relationship to the community and other service providers and resources. We are also using already budgeted private fundraising dollars for some costs associated with this initiative.

This is our first application to make these activities possible. We have also spoken with the Madison Community Foundation about the need to upgrade our Food Pantry and expand access to healthy food. We have not yet applied for anything specific with the MCF. If this application is funded, the MCF application will likely be for increasing resident engagement in gardening to expand their access to healthy foods.

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

The Center's long-term goal for the community meals and cooking demonstrations is to become volunteer led rather than staff driven. The Center will continue covering the costs associated with the food and other supplies. If these efforts are successful in 2018, we will build the ongoing costs into future budgets.

If efforts to transport residents to low-cost grocery stores, other food pantries and meal sites show success, we will prioritize those responsibilities in the current position descriptions and/or expand staff work hours permanently by building in the added costs into future budgets.

BUDGET SUMMARY (5 POINTS)				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Salaries	\$5,672	\$2,430	\$3,242	\$ 0
Taxes & Benefits	\$1,386	\$ 0	\$1,386	\$ 0
Contractor & Materials to redesign Food Pantry storage area & install drop leaf table	\$3,550	\$3,550	\$ 0	\$ 0
Rolling wire racks, bins & drop leaf table for Food Pantry	\$ 810	\$ 810	\$ 0	\$ 0
iPad & 2 yrs. service for Food Pantry	\$1,500	\$1,500	\$ 0	\$ 0
Culturally relevant food for Food Pantry	\$ 950	\$ 500	\$ 450	\$ 0
Van mileage for shuttle runs (75 miles/mo. X 9 mos. X .54 per mile)	\$ 365	\$ 0	\$ 365	\$ 0
Food for Community meals & cooking demos (\$200/mo. X 9 mos.)	\$1,800	\$1,210	\$590	\$ 0
<b>TOTALS</b>	<b>\$16,033</b>	<b>\$10,000</b>	<b>\$6,033</b>	<b>\$ 0</b>

PERSONNEL CHART		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Food Pantry Coordinator	.005	\$13.01 – all in-kind
Adult Resource Coordinator	.75	\$15.00
Executive Director	1.0	\$25.00 – all in-kind
Southeast Asian Outreach Coordinator	.375	\$15.00 – all in-kind
<b>TOTAL</b>	<b>2.13</b>	

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

**^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.**

**PART V: DISCLAIMER AND SIGNATURE**

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

Signature: *Patrina White*

Date: *February 26, 2018*



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

### COVER LETTER (300 words or less)

Hundreds of low-income children, adults and seniors have greater access to healthy food and the information, skills and tools that support healthy choices thanks to past SEED Grants to the Lussier Community Education Center. From pantry recipes to cooking demonstrations to crock pot classes, we share your commitment to environments where healthy options are abundantly supported.

Today we request \$4,155 to feed low-income neighbors and fortify our 8-week summer garden activities with *Summer Bounty, Full Bellies*. With SEED support, 40+ families (including 90+ children) will take home 8 weeks of balanced “meal boosts” to make up for the absence of the school meal program during summer months. Packs will feature garden goodies grown by our elementary campers plus complementary foods planned and prepared by our middle school campers. Each take-home tote also will include a newsletter of stories from the garden/kitchen plus recipes and meal planning basics to encourage healthy, home-prepared meals. Young people will learn to enjoy healthy foods, transform garden produce into balanced meals, and share new kitchen skills and food appreciation with others at home.

SEED funding is essential. The LCEC is scrappy. We maximize the use of food resources, yet gaps remain. *Summer Bounty* addresses critical summer gaps, engaging young people from garden to table, and offering an opportunity for SEED to support a start-up project that will take on a life of its own. SEED funds will purchase complementary foods, healthy beverages, take-home containers, and a small “YOU DID IT!” gift for cooking club participants; provide a small stipend to a dietetics intern or community mentor; and support essential staff coordination/supervision. In-kind and financial contributions will round out the project’s 2018 budget. And SEED funding will be used to leverage additional support to sustain the project in future years.

### PART I: APPLICANT INFORMATION

Title of Proposal: Summer Bounty, Full Bellies

Amount Requested (max. \$10,000): \$ 4,155

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

Lussier Community Education Center

Address: 55 S Gammon Rd, Madison WI 53717

Contact Person (Name): A.B. Orlik, Development Director

Telephone number: 608.833.4979 x207 office or 608.334.9097 cell

Email: ab@LCECmadison.org

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

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

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

## PART II: PROJECT DETAILS (20 POINTS)

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

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

*Summer Bounty, Full Bellies* capitalizes on the adventure of gardening, young people's eagerness to learn new skills, and the LCEC's well-established summer camp to fill bellies of low-income children/families on the west side of Madison, making up for the absence of the school meal program during summer while boosting children's and families' confidence preparing and eating healthy foods. Young people also benefit from engaging with adult garden and cooking volunteers as well as the MCC Children's Garden coordinator and a dietetics intern or community mentor. Of course, these adults (and parents who visit the garden and provide feedback) experience satisfaction as they share their expertise with the next generation. Ultimately this project aims to permeate our neighborhoods with the information, skills, tools, and food access that empower kids and families to make healthy food choices.

### 2. Which thematic areas will the project/program address? (Check all that apply):

- Employment
- Garden/farming
- Education
- Food pantries/emergency food assistance
- Food recovery/waste reduction
- Food business and entrepreneurship
- Farmers markets/farm stands
- Other (please describe): Food access – healthy food goes home with low-income families during summer months when the school lunch program is suspended

### 3. 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)

Madison Christian Community (garden plots, garden volunteers, and summer garden coordinator), UW Dietetics and Nutrition Club (cooking advisor and educator), Breakfast Optimists Club (funder)

## 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*

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

- Specific neighborhood(s), please list: Wexford Ridge Apartments and West Madison more broadly
- 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):

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

*Summer Bounty* enhances the Lussier Community Education Center's 8-week summer camp. Campers who will be gardening, cooking, and taking home "meal boosts" mostly come from Madison's west side, live in low or very low income households, and are primarily young people of color. From its inception as the Wexford Ridge Neighborhood Center, the LCEC has brought neighbors together to take care of one another in service of a more just, healthy, and vibrant Madison. Today the LCEC's mission is realized by a diverse board and staff. Our qualifications include nearly 40 years of grassroots leadership in food access programs such as our food pantry, Food From Friends, and youth cooking club; more than 25 years of high-quality afterschool and summer programming for children and youth; a commercial kitchen with trained staff (who train children/youth); and a fundamental orientation toward partnership, service, and leadership.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

Most directly, this project will impact 40-50 low-income young people in grades K-7 (and dozens of adult volunteers) whose LCEC summer camp experience includes gardening and/or preparing *Summer Bounty* take-home packs. Also directly impacted are the 40+ families (including 90+ children) who will take home balanced, nutritious "meal boosts," simple recipes, and stories of children's accomplishments in the garden and kitchen. Indirectly impacted are all of the community members who hear or read about *Summer Bounty* in our service club presentations, building tours, grant applications, e-newsletters, Facebook posts, and on our website. Most broadly, if we can establish *Summer Bounty* as a sustainable element of our summer camp, we can offer our experience as a model for other neighborhoods across the City and beyond.

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

Children have been influencing choices in the MCC Children's Garden since that partnership began many years ago. Last year's SEED Grant helped us learn from adults in our pantry which garden items they want more of, which they want to know more about preparing, and what elements made a recipe worth trying. Last year we learned from young people that while we had increased their willingness to try new food items, we hadn't yet discovered a recipe that kids loved to eat AND wanted to make at home. We continue to refine which questions we ask and how/when we collect answers so we can offer the most appealing options paired with simple enough instructions to influence healthy choices at home as well as in our building.

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

Madison continues to struggle to bring fresh, healthy food to low-income neighborhoods. *Summer Bounty* addresses this challenge by building capacity, interest, and confidence among children, teens, and families, not just in growing, tending, and harvesting fresh fruits and vegetables, but also in seeking out recipes, planning well-balanced meals/snacks, and preparing foods that might not otherwise be on the menu in participating households. Most summer campers are from low to very low income households and/or Section 8 public housing communities. They represent richly diverse races and ethnicities, predominantly African American, Latino, Caucasian and Southeast Asian. For elementary campers, this is a new opportunity to contribute to others. For middle school campers, this reinforces early interest in culinary arts as a springboard for future training and employment. *Summer Bounty* might serve as an intergenerational model for closing the summer gap for low-income children in neighborhoods across the city.

**PART IV: EVALUATION (20 POINTS)**

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

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

1. *Summer Bounty* “meal boosts” are sent home with at least 30 campers’ families in each of the project’s 8 weeks to make up for the absence of the school meal program during summer
2. Families take home information they need to transform garden produce into healthy meals
3. Elementary and middle school campers learn about the origins of food, cooking with healthy ingredients, and making balanced, nutritious meals and snacks
4. The LCEC keeps learning about what kids learn in our programs

10. 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 program goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

1. Weekly participation at (or above) 30 families
2. Weekly newsletter includes MyPlate basics and simple recipe(s)
3. Staff/volunteer observations in the garden: planting, watering, weeding, harvesting
4. Staff/volunteer observations in the kitchen: knife handling, measuring and chopping techniques, reading recipes and converting for larger groups, reading nutrition labels
5. Survey responses: what young people liked from the take-home pack, what they disliked, whether they would make it at home, and if they like to eat healthy snacks

**PART V: FINANCIAL NEED (25 POINTS)**

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

SEED funds will be used to: supplement the garden's fresh fruits and vegetables with complementary foods (dairy, meat, meat substitutes, and whole grains) and healthy beverages; purchase re-usable take-home containers; purchase a small collection of essential cooking utensils (mixing bowls, measuring cups, knives) for each cooking club participant who completes the summer; provide a small stipend to a dietetics intern or community mentor to work with campers in grades 4-7 on planning, preparing and packaging take-home packs; and provide a few hours per week of essential staff time for project coordination/supervision (one staffer each for elementary and middle school, 4 hours each per week for 8 weeks). In-kind and financial contributions round out the project's 2018 budget.

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

SEED funding is essential to this project's start-up. Our partnership with MCC ensures that our campers will enjoy activities in the garden and bring fresh produce back to the Center. Today we're seeking SEED funds to make sure that food gets home to families who need it. The LCEC is scrappy. We maximize the use of food resources, yet access and funding gaps remain. *Summer Bounty* addresses critical summer gaps creatively, engages young people from garden to table, and offers a unique opportunity for the SEED Grant program to support the early stages of a project that will take on a life of its own.

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

For several years the Breakfast Optimist Club has funded the MCC Garden coordinator position; they are likely to do so again in 2018. In-kind contributions from MCC and its garden volunteers make the gardening aspect of this project sustainable. Remaining cash costs for gardening and use of our space will be secured through the LCEC's individual donors. This application for SEED funding will ensure that our campers' garden harvests go home to low-income families in a way that supports curiosity and healthy choices year-round.

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

A 2018 SEED Grant would allow us to establish *Summer Bounty* as an essential component of our summer camp, build our collection of stories and photos of the project's impact, and use those stories and photos to find a long-term funding partner who believes in connecting children and food – either from among our current donors or by discovering a new funding partner (business, neighborhood association, service club).

<b>BUDGET SUMMARY (5 POINTS)</b>				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Complementary foods and healthy beverages to round out “snack packs” (\$3/child x 90 children x 8 wks)	\$2,160	\$2160	\$0	
Take-home containers	\$400	\$400	\$0	
“Cooking Essentials Gift Pack” for young people who complete the summer cooking club	\$240	\$240	\$0	
Supervision/ coordination of young people in garden and kitchen (4 hrs/wk x 8 weeks for 1 elementary and 1 middle school camp program staffer)	\$955	\$955	\$0	
Assistant director (16 hrs total for project survey collection/analysis)	\$455	\$0	\$455	
UW dietetics intern or community mentor (stipend for educational component re: nutrition/cooking)	\$400	\$400	\$0	
MCC Garden Coordinator (stipend for educational component in the garden)	\$1,000	\$0	\$1,000	
MCC Garden seeds/plants, equipment, supplies, volunteers	\$1,400	\$0	\$1,400	
Space costs (use of LCEC, commercial kitchen, etc.)	\$1,273	\$0	\$1,273	
<b>TOTAL</b>	<b>\$8,283</b>	<b>\$4,155</b>	<b>\$4,128</b>	<b>\$0</b>

<b>PERSONNEL CHART</b>		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Program Staff (one each for elementary and middle school)	.015 each (.03 total)	\$13.93 (\$14.92 incl taxes)
Assistant Director	.0075	\$22.28 (\$28.45 incl tax/benefits)
<b>TOTAL</b>	<b>.0375</b>	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.

#### PART V: DISCLAIMER AND SIGNATURE

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

Signature: Paul Terranova, Executive Director

Date: 2/28/2018



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto: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

Michael Fields Agricultural Institute and the Mellowhood Foundation are submitting a collaborative proposal for this year's SEED Grant in an effort to support Mellowhood's HOODS initiative through developing three outside-the-classroom lessons for MFAI's Growing Urban Leaders in Food Systems (GULFS) curriculum. The Harvesting Ownership & Outcomes to Develop Stability initiative (HOODS) is Mellowhood's next level of youth employment programming with an emphasis on youth-led business development and project ownership. The initiative will work with low-income youth of color in the Meadowood neighborhood to maintain their community garden, engage in various neighborhood outreach projects, further develop academic and life skills, and launch their youth-led Mellowhood Hots hot pickle business.

MFAI began working with the Mellowhood Foundation last year, tailoring our GULFS lessons to equip youth with the frameworks to comprehend food systems issues and take on youth-led projects, using food as the catalyst to influence important circumstances in their lives. With its outdoor education focus, GULFS Outside builds on our original GULFS curriculum, which is designed and tested for implementation in classroom environments. While we propose to develop and pilot three lessons this summer with and for Mellowhood youth, we will also design those lessons to be implemented by other existing and potential partners across community organizations and schools in Madison and Milwaukee; over time we aim to build cohorts of youth around their food systems projects. This grant lets us begin that process.

The SEED Grant's broad requests for proposals offers our organizations an opportunity to collaborate creatively and develop synergy across our agendas. We request \$9,500 to be split between our organizations to help launch the HOODS youth-led business initiative and develop three lessons of the GULFS Outside curriculum.

### PART I: APPLICANT INFORMATION

Title of Proposal: GULFS and HOODS Summer Collaboration

Amount Requested (max. \$10,000): \$9,500

Agency/Organization/Group Name (Please provide the full, legal business name): Michael Fields Agricultural Institute (MFAI)

Address: W2493 County Rd ES, East Troy, WI 53120

Contact Person (Name): Devon Hamilton

Telephone number: 323-578-6164

Email: dhamilton@michaelfields.org

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

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

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

## **PART II: PROJECT DETAILS (20 POINTS)**

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

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

Growing Urban Leaders in Food Systems (GULFS) is an engaging youth-centered curriculum designed to develop youth leaders in food systems change. Focused in Madison and Milwaukee, we aim for youth to learn constructive ways to create tangible change, supporting their families' and communities' well-being through a food systems lens. While the curriculum's current form is designed for in-classroom use, community partners such as the Mellowhood Foundation have expressed the need for lessons suitable to outside education. With GULFS Outside, we will create three non-classroom lessons, complementary to Mellowhood's HOODS (Harvesting Ownership & Outcomes to Develop Stability) gardening and entrepreneurial initiatives, and designed to deeply engage students in becoming leaders both in their academic and community contexts. These lessons intend to encourage young leaders of color in Southern Wisconsin to pursue work in food systems change-making by engaging them in real-world opportunities to address food system inequities and consider job creation opportunities.

### 2. Which thematic areas will the project/program address? (Check all that apply):

- Employment
- Garden/farming
- Education
- Food pantries/emergency food assistance
- Food recovery/waste reduction
- Food business and entrepreneurship
- Farmers markets/farm stands
- Other (please describe):

3. 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)

MFAI is principally partnering with the Mellowhood Foundation to develop and pilot three lessons for their HOODS program and Mellowhood Hots youth-inspired and youth-led business initiative this summer. These lessons will help youth recognize their roles within the food system, providing the foundation to develop their Mellowhood Hots initiative. Following program evaluation this summer, we will continue developing relationships with schools and community organizations interested in using the curriculum, eventually building cohorts of youth across Southern Wisconsin invested in food systems change. Other groups invested in GULFS include our in-classroom work with the UW-Madison PEOPLE Program, our growing relationship with Madison's Badger Rock Middle School, Milwaukee's Vincent High School, and interested community organizations in Milwaukee and Madison's East and North sides, including Mentoring Positives, EMCC, and Groundwork Milwaukee. Additionally, we will explore piloting of GULFS in other Madison middle schools and East and LaFollette high schools.

### **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*

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

- Specific neighborhood(s), please list: The Meadowood Neighborhood and potential cohorts of students in other neighborhoods including Madison's East, South, and North sides in the future.
- 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):

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

MFAI's and the Mellowhood Foundation's collaboration on this proposal will serve the Meadowood neighborhood in several ways. Our request includes funds to employ three out of HOODS's twelve youth this summer. These youth work several days a week in the neighborhood community garden, where GULFS lessons will help connect their physical work to a greater understanding of the value of community, self-empowerment, career planning, and the systemic relationships between issues around race, economics, and the environment through a food systems lens. Additionally, the development and launch of their youth-led Mellowhood Hots community-change project is included in our budget and supported by the lessons we will create. These lessons will provide youth opportunities to meet leaders of color in their local food system, tackle community food systems issues as they relate to their project, and share their experiences and insights with each other and their families.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

Youth in the Meadowood neighborhood are the primary beneficiaries of this proposal, as they'll be the ones receiving education, employment, and program support. The Mellowood Foundation's model supports family/community employment and involvement in youth activities, ensuring that the youth's initiatives will be both impactful to and supported by the neighborhood. While this proposal is written for GULFS lessons to be piloted this summer in the Meadowood neighborhood, the impact of their success and evaluation will resonate across various Madison communities as these lessons will be used by other existing and anticipated community partners across South, East, and North Madison, as well as Milwaukee. Our vision for GULFS is to eventually build a cohort model where we connect partner organizations adopting our lessons to each of their respective youth groups, creating a space where youth can connect through sharing their projects, ideas, and experiences with one another.

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

MFAI worked with the Mellowood Foundation, UW Extension, and Good Shepard Church during the summer of 2017 to familiarize ourselves with our respective programs and needs, piloting a handful of GULFS activities with their youth. Since the Mellowood Foundation employs and works directly with residents of the Meadowood neighborhood, MFAI has been fortunate to foster relationships directly with community members that continue to strengthen as we approach another summer of collaboration. These relationships are integral to the successful co-development of a curriculum that will encourage constructive conversations among all involved members of the community and facilitate lessons that engage Mellowood youth in discourse with food system change agents across Madison. We will showcase the youth-led, community-developed work at the end of the program to members of the neighborhood and various other community and food system stakeholders across the Madison area, engaging Meadowood families in food system change through their youth.

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

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

#### PART IV: EVALUATION (20 POINTS)

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

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

Our deliverable goals are to:

- Develop three non-classroom lessons to use in the Mellowhood neighborhood this summer and eventually with other community organizations youth groups through a cohort model. These lessons will help youth leaders to: 1) understand and recognize the importance of where their food comes from; 2) determine why it matters by engaging with experts in the community; and 3) identify and plan projects and initiatives that are important to them and their community. These lessons will directly correspond to the content of our existing in-classroom GULFS lessons, "What is Food Just-us?," "Where Does My Food Come From?," and "Know Your Farmer, Know Your Food."
- Assist in the development of youth-led community change projects through the launch of the Mellowhood Hots business initiative.
- Host a culminating event to celebrate and share the products of the youth's summer initiatives with the greater Madison community.

10. 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 program goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

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

- Measures
  - Develop three non-classroom lessons
  - Engage at least 12 youth
  - Successfully launch Mellowhood Hots
  - Youth understand concepts around health, nutrition, and the food system and their intersection with race, economics, and the environment
  - Evaluate the lessons through the following methods
- Evaluation methods
  - *Engagement Surveys:* We will survey students prior, during and after the program, using evaluative metrics to track and determine how young people are engaging with the curriculum and meeting project goals.
  - *Community Feedback:* At the culmination of the project, students will present their learnings and projects for community members and other stakeholders to evaluate and provide critical-friends feedback.
  - *Self-Analysis:* Students will reflect on their experience through written, spoken or video means, assessing their own levels of growth and learnings throughout the program.

## PART V: FINANCIAL NEED (25 POINTS)

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

Our proposal requests to divide the funds between our two organization's programs. Our major expenses include youth employment funds and time for our GULFS curriculum developer Nicodemus Ford (see below)

- \$3,000 for employing GULFS curriculum developer
- \$3,000 for employment of three out of twelve youth positions for Mellowhood's HOODS initiative
- \$1,000 for *Mellowhood Hots* project launch
- \$1,000 for MFAI overhead
- \$600 for culminating youth recognition community event
- \$500 for GULFS curriculum publishing costs
- \$400 for MFAI administrative support

Mr. Ford is a certified teacher who led the development and growth of a Detroit student-centered high school, worked for the Bill and Melinda Gates Foundation's Alternative High School Initiative, NYC Department of Education, and other initiatives building capacity and developing programming for youth organizations, county offices, and school districts to design equitable student outcomes for all students.

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

Since the creation of GULFS nearly two years ago, we've worked hard to secure small amounts of funding to develop our lessons. But it is hard to find youth education grants that support curriculum/programming development as well as implementation. We have moved forward despite funding limitations, but our progress has been slow, because of these funding constraints. The SEED Grant's unique request for proposals offers MFAI the opportunity to dynamically respond to our community partner's requests for outdoor education lessons, supporting the employment and launch of the Mellowhood youth-led initiatives and boosting our GULFS's appeal for future funding opportunities through strengthening our ability to partner with other organizations. This funding will help build GULFS into both the teaching and community development resource educators desire for in and out of the classroom.

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

Michael Fields Agricultural Institute

- Match funds:
  - \$5,000 large donor to MFAI
  - \$3,000 USDA grant to create UW Madison School for Urban Agriculture, for which Mr. Ford will also be consulting for
  - \$1,800 MFAI
- Previous Funding
  - Forward Community Investments Game Changer Grant
  - Regional Community Food Project

Mellowhood Foundation

- Madison Community Foundation
- Community Development Block Grant

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

Once our lessons are developed and piloted this summer with the Mellowhood Foundation, we will continue outreach efforts to our existing and potential partner organizations with a product to show. A number of organizations have been interested in collaborating with us in seeking grants, which will be made easier by having both in-classroom and GULFS Outside curriculum created. Building on this year's successes and feedback, we will apply for additional funding opportunities that support the implementation and improvement of our curriculum across communities in Southern Wisconsin.

<b>BUDGET SUMMARY (5 POINTS)</b>				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Youth Employment Funds	\$12,000	\$3,000	\$0	\$9,000
Curriculum Developer	\$6,000	\$3,000	\$3,000	\$3,000
GULFS Coordinator	\$1,500	\$0	\$1,500	\$0
Mellowhood Hots Project Launch	\$1,000	\$1,000	\$0	\$1,000
MFAI Overhead	\$1,000	\$1,000	\$0	\$1,000
Culminating Youth Recognition Event	\$600	\$600	\$0	\$600
GULFS Curriculum Publishing Costs	\$500	\$500	\$0	\$500
MFAI Administrative Support	\$400	\$400	\$0	\$400

<b>PERSONNEL CHART</b>		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Curriculum Developer		\$40/hr, consultant fee
GULFS Coordinator/MFAI Assistant Policy Director	\$40,000	\$19.23
<b>TOTAL</b>		

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.

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

Signature: Devon Hamilton

Date: 2/26/18



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

### COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

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

The SEED grant will provide an additional healthy afternoon snack on Mondays, weekly food project supplies, two bilingual cookbooks, kitchen utensils, and storage containers for students and families involved in Madison School & Community Recreation programs at Nuestro Mundo Community School. MSCR runs two afterschool programs at NMCS - Safe Haven and Puma Scholars, which provide childcare and academic enrichment opportunities for participants. During the 17-18 school year, we have served 90 students total. 62% of families enrolled in MSCR programs using Spanish registration forms and nearly 90% of our families are considered low-income.

This funding is vital to the initiation and success of this project because our total yearly supply budget is \$1,000. This project would impact some of our most vulnerable students who come from socioeconomically disadvantaged households that often lack access to adequate, nutritious food. Due to language barriers or neighborhood culture, their families may not have knowledge of healthy recipes or possess the necessary kitchen utensils and airtight containers that will help in the preparation and storage of healthy foods at home.

Through engaging nutrition programming and providing tangible resources, we intend to be the catalyst for positive change and empowerment. We will demonstrate to students through exposure to new, nutrient-dense foods, that healthy doesn't mean expensive and that food preparation can be easy and enjoyable. We will instill a sense pride in their learning by creating a personalized tool (a bilingual cookbook of recipes made in afterschool) to take home that then will positively influence behaviors outside of school. We know that families respond to their students when they are excited about their learning, so the take-home tools provided to caregivers (cookbooks and kitchen utensils) will allow families to build and maintain healthy habits together, ultimately positively impacting everyone's overall well-being and success in life.

### PART I: APPLICANT INFORMATION

Title of Proposal: Healthy Snacks and Fun Friday Food Projects for MSCR Nuestro Mundo Afterschool Students

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

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

Madison School & Community Recreation (MSCR)

Address:

Nuestro Mundo Community School, 902 Nichols Rd.

Monona, WI 53716

Contact Person (Name): Rachel Deterding, MSCR Elementary Afterschool Director
Telephone number: 608-628-8096
Email: <a href="mailto:rachelkathleendeterding@gmail.com">rachelkathleendeterding@gmail.com</a>
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
<b>PART II: PROJECT DETAILS (20 POINTS)</b>
<i>The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.</i>
1. What is the proposed project/program and what does it seek to accomplish?  This project will provide a healthy snack on Mondays and nutritional education via self-selected healthy recipes that students in MSCR at NMCS will make and share with their peers. Classrooms will receive stipends to purchase student-selected materials, and these recipes will be in personalized cookbooks for kids to use with their family's future home cooking endeavors.  We will engage adult caregivers by providing resources - cooking utensils to aid in the replication of healthy recipes (measuring cups/spoons, airtight containers, etc.) and a bilingual cookbook called <u>Good and Cheap: Eating Well on \$4 a Day</u> ( <u>Bueno y Barato: Alimentate bien a \$4 al dia</u> ). These recipes fit within the typical budget for families using FoodShare. ( <a href="https://cookbooks.leannebrown.com/good-and-cheap.pdf">https://cookbooks.leannebrown.com/good-and-cheap.pdf</a> , <a href="https://books.leannebrown.com/bueno-y-barato.pdf">https://books.leannebrown.com/bueno-y-barato.pdf</a> )  This will allow for the creation and maintenance of healthy family behaviors, which will contribute to everyone's well-being and success in school and life.
2. Which thematic areas will the project/program address? (Check all that apply):  <ul style="list-style-type: none"><li><input type="checkbox"/> Employment</li><li><input type="checkbox"/> Garden/farming</li><li><input checked="" type="checkbox"/> Education</li><li><input type="checkbox"/> Food pantries/emergency food assistance</li><li><input type="checkbox"/> Food recovery/waste reduction</li><li><input type="checkbox"/> Food business and entrepreneurship</li><li><input type="checkbox"/> Farmers markets/farm stands</li><li><input type="checkbox"/> Other (please describe):</li></ul>
3. Who are you working with on this project/program? (e.g. funders, potential participants, other organizations or groups offering services in the same area, and/or governmental bodies)  We will be providing bilingual nutrition programming during afterschool hours to approximately 90 students in grades K-5 at Nuestro Mundo Community School during the 18-19 school year. MSCR, a department of Madison Metropolitan School District, runs the afterschool program in the school building. MSCR staff will lead the cooking activities using that the students have selected with their classroom and students will share their food creations with their peers. Recipes will be sourced from reputable organizations, like UW Extension. Adult caregivers for

NMCS MSCR afterschool students will also receive educational tools and supplies to support the creation and maintenance of healthy habits within their family.

### **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*

4. 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):

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

The project will benefit MSCR afterschool students Nuestro Mundo Community School, which has students who live all over the city of Madison and surrounding suburbs (all neighborhoods in Madison and also other cities in Dane County). Many of our students live in the Buckeye Rd. and Moorland Rd. neighborhoods, but anyone in the city of Madison can apply to have their student attend, although non-native Spanish speakers are only allowed to enroll up until 1st grade. Outlying areas, like Monona and Cottage Grove, also have slots reserved at the school. Currently we have students from both Monona and Cottage Grove enrolled in Safe Haven and Puma Scholars. We anticipate the geographic diversity of our students to be similar next school year.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

We anticipate that 90 students and their families enrolled in MSCR afterschool programming (Safe Haven and Puma Scholars) will be impacted by issues related to this proposal. Currently, about 90% of families served in MSCR afterschool are considered low-income, and 62% of families registered their students using a Spanish form.

Afterschool racial demographics are reflective of the demographics of the school as a whole (found here: <https://nmcs.madison.k12.wi.us/files/profiles/nuestro-mundo-profile.pdf>), and are listed below:

- African American: 1%
- Asian: 1%
- Hispanic/Latino: 63%
- White: 29%
- Multiracial: 4%
- English Language Learners: 62%
- Low Income: 57%
- Students with Disabilities: 10%

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

This will be a new program for NMCS students and families. Students will receive an additional healthy snack every Monday, to be served during the last 30 minutes of our program, right before many of them take a bus route home that can take up to an 1.5 hours to complete (the last students do not arrive home until almost 7pm).

Students will prepare a healthy food project once a week using a class-selected recipe sourced from reputable nutrition publications. They will also create a bilingual recipe book to take home to support future food endeavors in their homes. Families will receive a bilingual cookbook, Good and Cheap: Eating Well on \$4 a Day (Bueno y Barato: Alimentate bien a \$4 al dia), which includes recipes that fit within the typical budget of a household on FoodShare (\$4/day) and necessary kitchen utensils and airtight container for storage.

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

MSCR programs at NMCS serve a diverse population (2/3 Hispanic/Latino, 90% low-income, and 100% bilingual in Spanish/English). These activities and resources will create equity of opportunity for students and adult caregivers, outlined below.

Students will engage in hands-on, self-selected cooking projects with exposure to new foods/instill a sense of pride in their accomplishments. This level of excitement will contribute to healthy family habits.

While all caregivers have a desire for their children to be healthy, families of color at NMCS face significant obstacles in this journey: limited neighborhood access to affordable nutrition, need for food preparation utensils, limited knowledge of healthy cooking techniques, or simply lack of time to research recipes, due to balancing multiple jobs to provide for basic necessities. We will reduce these barriers to wellness for families by providing a kit of tools that will empower them to lead healthy lives.

#### **PART IV: EVALUATION (20 POINTS)**

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

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

1. Using SEED grant funds, we will serve 90 students in grades K-5 and their families.
2. 90% of participants will exhibit improved attitudes about healthy food (for example: going from “healthy food is gross/cooking is boring/eating healthy is expensive” to “it’s yummy/ fun/inexpensive”)
3. 90% of participants will demonstrate increased development of growth mindset (belief in one’s ability to learn and grow) relating to healthy eating habits. (For example, participants will answer a series of fixed and growth mindset statements, like “Only people who have a lot of money can afford to eat healthy” vs. “Anyone can eat healthy if they have the tools to learn how”)

10. 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 program goals listed above. (NOTE: these measures will be used in the SEED grant follow up evaluation form)

1. Through pre- and post-surveys administered to participants, 90% will demonstrate improved attitudes about healthy foods and increased growth mindset relating to healthy eating habits. (For example - rating on a five point scale: “Eating healthy is fun.” “Eating healthy doesn’t cost a lot of money” “Only people who have a lot of money can afford to eat healthy” “Anyone can eat healthy if they have the tools to learn how”)
2. Through anecdotal data collected from MSCR staff in the form of “success stories”, 100% of stories will exhibit improved attitudes about healthy foods and increase growth mindset relating to healthy eating habits. (For example - a story about a student who hated broccoli at the beginning of the year but now loves it.)

3. Through success stories collected from adult caregivers of students, 100% of stories will exhibit improved attitudes about healthy foods and increased growth mindset relating to healthy eating habits.

#### PART V: FINANCIAL NEED (25 POINTS)

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off of the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

SEED grant funds will be used to purchase a healthy snack through MMSD food service for 90 children every Monday for 30 weeks, food for a weekly cooking project, and kitchen utensils for caregivers. See below for the financial breakdown:

- .80/snack/child/Monday for 25wks = \$2160
- \$50/family for kitchen utensils x 90 students = \$4500
- \$3700 for food/7 classrooms/25 weeks = \$148/class for 25 weeks, or \$21.14/class/week

MSCR will provide in-kind donations of staff time for cooking activities, printing costs for the personalized cookbooks (with recipes the students have selected), and printing costs for the bilingual cookbook Good and Cheap: Eating Well on \$4 a Day (Bueno y Barato: Alimentate bien a \$4 al dia) that will go to all families.

If additional funds are necessary to complete the project, we will seek supplementary financial support from Nuestro Mundo Inc. or WEA Trust.

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

While MSCR does provide a budget to fund Safe Haven and Puma Scholars, our supply budgets between both programs combined are \$1,000. Most of our program budget goes toward staffing costs, followed by transportation costs to take students home on a bus every day. (We spend \$15,000/year in transportation alone). We simply do not have money allocated for supplies to this large of a scale. The SEED funds are crucial for initiating this program.

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

MSCR has operating budgets for both the Safe Haven and Puma Scholars programs. We can supplement some funding, on a limited basis, if necessary. We have no other matching funding sources currently, although there is a possibility that we could solicit some limited matching funds from our adopt-a-school partners (Latino Chamber of Commerce and WEA Trust), or Nuestro Mundo's version of a Parent-Teacher Association, classed Nuestro Mundo Inc.

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

It could be possible to re-allocate funds from either the Safe Haven or Puma Scholars budgets to support continuing this project in the future. Budget revisions are typically due every spring for the following fall and, if we are awarded this grant, sustainability of the project would be a budget priority for the 19-20 school year.

Another possibility would be to solicit funding from our adopt-a-school partners, Latino Chamber of Commerce or WEA Trust. Nuestro Mundo, Inc. (our charter school's version of a PTA) sometimes does fundraising for our school, so they could be a potential venue for funding for future years.

<b>BUDGET SUMMARY (5 POINTS)</b>				
Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Monday snack	.80 x 90 kids x 25 wks = \$1,800	\$1,800	\$0	N/A
Kitchen utensils and airtight containers	\$50/family x 90 = \$4,500	\$4500	\$0	N/A
Food project supplies	\$21.14 x 7 classrooms 3 25 wks = \$3700	\$3,700	\$0	N/A
MSCR staff time to plan and lead activities	30 hrs x \$13 = \$390	N/A	\$390	N/A
Printing costs for 90 cookbooks of student-selected recipes	\$5/book = \$450	N/A	\$450	N/A
Printing costs for <u>Good and Cheap: Eating Well on \$4 a Day / Bueno y Barato: Alimentate bien a \$4 al dia</u>	\$10/book = \$900	N/A	\$900	N/A
<b>TOTALS</b>	<b>\$11,740</b>	<b>\$10,000</b>	<b>\$1,740</b>	<b>\$0</b>

<b>PERSONNEL CHART</b>		
Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Director (1)	40 hrs/week	\$16.00
Assistant Director (1)	15 hrs/week	\$14.00
Program Leaders (7)	15 hours/week	\$13.00

<b>TOTAL</b>	1750 hrs (25 weeks worth of work)	

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

^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.

**PART V: DISCLAIMER AND SIGNATURE**

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

Signature:      Rachel K Deterding

Date: 2/26/18

February 26, 2018

Mayor Paul R. Soglin  
Mayor's Office  
210 Martin Luther King Jr Blvd Rm403  
Madison, WI 53703

Dear Madison Food Policy Council:

Neighborhood Food Solutions is a new non-profit, launched by the South Madison Farmers' Market, dedicated to expanding food access and food education and training programs in the South Madison area. We are submitting our proposal for funding through the SEED grant in order to help with some initial costs of setting up programming and preparing land for farming. The funding will go towards our PEAT (Program For Entrepreneur Agricultural Training) program which works with youth aged 8 to 15 and our Man Up program for returning citizens aged 16 to 27. These programs focus on developing agricultural entrepreneurship skills and expanding access in low access areas to local produce and products.

Neighborhood Food Solutions will increase food access in the Madison area by targeting low access areas of South Madison and expanding markets to those areas. Our markets will be accessible to low income individuals and families because of EBT acceptance and the Double Dollar program. Our programming will support job skills development and promote business and entrepreneur leadership among youth and reentering citizens. We will also be reinforcing healthy food options among youth through educational programming centered on nutrition, healthy and active lifestyles, and agricultural practice.

Neighborhood Food Solutions is not currently funded through the city and if funding is received, funds will be matched either through a New Farmer Grant that is pending approval or through an investor and aid from the South Madison Farmers' Market. This project expands on previous SEED Grants earned by the South Madison Farmers' Market by focusing on setting up a secure camp to locate the programs, development of this land, and setting up a new barn classroom on the site. Once this initial set up cost is covered then the program will be continuously funded through other donations and partnerships to sustain the program. Our programs will address food access in low access and low income neighborhoods throughout South Madison and increase food entrepreneurship among youth and reentering citizens. This will be measured through successful addition of new markets and successful startup of CSA program, successful recruitment of new vendors at markets, tracking number of patrons at markets and their demographics, and entrance and exit surveys for individuals and their families who are involved in our programming. This grant proposal is made possible through the collaboration of Capital Area Regional Planning Commission, Madison College, Dane County Planning and Development, The Family Place, and Nehemiah Man Up Project.

Sincerely

*Robert Pierce*

Robert Pierce  
(NFS Manager)

*Malissa Dietsch*

Malissa Dietsch  
(PEAT Youth Corp Coordinator)



## 2018 City of Madison SEED Grant Application

Deadline: Monday, February 26, 2018 (4:30PM)

Submit to George Reistad, Food Policy Coordinator: [greistad@cityofmadison.com](mailto:greistad@cityofmadison.com)

### COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

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

### PART I: APPLICANT INFORMATION

Title of Proposal:

PEAT (Program for Entrepreneurship and Agricultural Training) Youth Corp and Summer Camp

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

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

PEAT (Program for Entrepreneurship and Agricultural Training) Youth Corp and Summer Camp

Address:

**Robert Pierce**

4508 Thurston Ln

Fitchburg, WI 53713

**Malissa Dietsch**

2500 Fiedler Ln Apt 2

Madison WI, 53713

Contact Person (Name): Malissa Dietsch

Telephone number: (608)960-5023

Email: [Malissad@capitalarearp.org](mailto:Malissad@capitalarearp.org)

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

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

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

## PART II: PROJECT DETAILS (20 POINTS)

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

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

PEAT Youth Corp and Summer Camp/Man-Up is a program geared at working with youth ages 8-15 and young adults ages 16-25. The program focuses on developing agricultural entrepreneurship skills and expanding access to areas within South Madison deemed food insecure. Through this program we are aiming to accomplish the following:

- Provide youth the opportunity to explore the science of growing, business, financial literacy, healthy living, and community building.
- Assisting in developing local business among working age youth and young adults ages. This component of the program also works with returning citizens as they begin the process of reintegration within our community.
- Expanding access to fresh foods throughout South Madison

Expanding general awareness to the community about health

2. Which thematic areas will the project/program address? (Check all that apply):

**Employment**

**Garden/farming**

**Education**

Food pantries/emergency food assistance

Food recovery/waste reduction

Food business and entrepreneurship

**Farmers markets/farm stands**

Other (please describe):

3. 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)

- CARPC: Funded SMFM/NFS with Plan4Health Grant in fiscal year 2015/2016/2017. CARPC is dedicated to assisting in the sustainability of programs, coordinator will work to provide data and access to grant writing.
- Madison College(Mark Deill): Assist in curriculum for developmental and business education. Focus will

be on financial literacy, development of business plan, and budgeting. Funder for greenhouse.

- The Family Place (Carolyn Bradt): Donation of 2 acres of land for growing operation that will be used for youth programing along with allowing full access to the general estate that includes use of the barn as a classroom, pond for fishing, access to home for product development as well as pool and cabin for summer recreation activities.

Nehemiah Project (Anthony Cooper – Man-Up): Partnership focuses on returning citizens.

### **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*

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

**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):

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

The PEAT(Program For Entrepreneur Agricultural Training) Youth Corp Summer Camp/ManUp aims to further serve residents of South Madison neighborhoods in the following capacity:

- Youth programing centered around growing and healthy habits – youth mentoring centered around the science of growing and the science of food. Program will include life skills such as healthy eating, positive life habits, and entrepreneurship. Will serve youth ages 8-15.
- Youth community service/community building – youth will focus on community engagement through development of volunteer projects, hosting community festivals, and back to school backpack giveaway.
- Developing opportunities for entrepreneurship for both youth and citizens returning from incarceration – throughout the duration of the program youth and returning citizens will work with NFS to grow produce that will be used to develop healthy produce. Participants will act as vendors at the farmers market and will participate in special programing with an emphasis in business operation. This program will serve working age men of color ages 16-25.
- Further expanding access to fresh produce for low income families – as PEAT/ManUp works to develop more vendors NFS will explore partnerships with other community organizations to expand farmers market into other neighborhoods. Target neighborhoods include Leopold and Allied.

6. Who (individuals or groups), could be impacted by the issues related to this proposal?

- Youth ages 8 to 15 will participate primarily in the education components of the program. Expected impacts look to address childhood obesity that disproportionately affect children of color in low income communities.
- Young adults ages 16 to 25 will participate primarily in the education and business component. Expected impacts include addressing health outcomes, lifestyle choices, and providing effective employment and revenue through business activities.
- Returning Citizens who are re-joining our communities after incarceration. Expected impacts include mentorship to help restructure lives as individuals look to reintegrate. Steady employment that can be used to provide for self and families. Continued support in developing business skills that can be used to develop multiple streams of income as a means to address poverty and avoid recidivism.
- Neighborhood residents who reside in south Madison communities will have access to more produce at affordable prices as we increase the number of growers and vendors. Also will benefit from more education on how to lead healthy lifestyles.

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

- Farmers Markets; South Madison Farmers Market/Neighborhood Food Solutions hosts 4 community markets a week. Sunday markets serve as a community day at Labor Temple where residents have access to wide variety of produce vendors, natural/handmade health products, life coach and massages, and family brunch
- Community Events: SMFM/NFS host 5 community celebrations a year including Mothers Day, Fathers Day, Juneteenth, Labor Day, and End of the year celebration.
- NFS Retreat: NFS will host a series of retreats with stakeholders and community members at The Family Place farm to educate people about the programs, provide mini-seminars on growing, healthy eating, and benefits of exposure to nature.

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

With limited access to healthy foods low income families of color are often times faced with high rates of obesity and diabetes. These diseases can be easily combated with healthier diets and more exercise, improving health outcomes. Although access to fresh food is a barrier, culture also plays a role. The PEAT Program aims to address cultural habits by:

- Promoting healthy eating amongst youth. Habits learned early can lead to better health in adulthood.
- Providing support to families on how to access and use fresh foods

#### Promoting business

Targeted neighborhoods suffer from low-income and high levels of unemployment (primarily men of color) PEAT combats issues of employment and income in the following:

- Financial literacy
- Promoting entrepreneurship through business education and development

Providing the opportunity for product development and vending

#### **PART IV: EVALUATION (20 POINTS)**

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

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

Education:

- Participants will have moderate to advanced understanding of healthy eating and living
- Participants will have increased knowledge about financial literacy and planning
- Participants will have increased knowledge about how to successfully plan, start, and manage a business

Business

- Development of 3 to 5 new businesses stemming from PEAT and Man-Up
- Increased number of vendors of color selling at farmers markets with a minimum new vendors per year
- Increase number of patrons acquired through development of marketing and promotional materials
- By end of year two participants in PEAT and ManUp will have sustained revenue and profit
- Double number of patrons throughout the season

Community

- Increase community awareness through knowledge sharing led by youth participants
- Expansion of farmers markets. SMFM currently operates markets in 3 locations in Bram's Addition and the Badger Rock neighborhood. By the end of growing season NFS aims to expand the markets into the Leopold and Allied neighborhoods through the development of community partnerships. Increase access.

**Long-term Goals**

- Development of strong partnerships for operation and selling of items produced by participants
- Retain new growers for a minimum of 3 seasons -NFS will track yearly participation of new growers by cohort.

10. 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 program goals listed above. (*NOTE: these measures will be used in the SEED grant follow up evaluation form*)

Education:

- Participants will take an entrance and exit survey at the beginning of each session. Parents will also be surveyed to see if there youth education influences family as a whole.
- Topics measured will include:
  - Science of growing
  - Creating balanced diets
  - Understanding of how nutrients interact with body
  - Budgeting
  - Bookkeeping
  - Effective marketing
- Each participant will be develop a business plan that will be scored using a rubric designed by business education professors

Business:

- Coordinators for NFS/SMFM will track vendor participation for each market
- Each ManUp Participant will keep detailed books tracking operation costs, revenue, profits, and loss

Community:

- On market days student assistants and organizers will have a structured system to track number of

patrons, race, and gender. Tracking EBT to determine reach of low income families.

#### Long Term Goals

NFS will evaluate effectiveness of partnerships with various organizations and track number of new partnerships, length of partnership, and turnover.

### **PART V: FINANCIAL NEED (25 POINTS)**

*The following questions are in regards to the use of SEED grant funds and overall project/program 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 /program get off the ground), where there is a demonstrated expectation that city funds will be matched by another source, and plans for going forward/program sustainability. Please answer questions in no more than 150 words*

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

The funds from this grant will be used to increase food access in the following ways:

#### **Infrastructure Development**

Neighborhood Food Solutions has acquired 2-3 acres of new land to be used for growing. This land will specifically be allocated to new growers and youth corps members. Development stage for newly acquired land requires soil mitigation to ensure soil is in prime condition to produce maximum potential yield. Anticipated cost include

- The cost of rototiller to plow land
- Cost of transporting developed soil and compost from current location. Built into the cost is the price of rental for both moving truck and tractors

#### **Programming**

- Barn conversion into classroom that can hold 20 students. This will include the purchase of tables, chairs, bookshelves, and other items to be used for storage. (Barn is already insulated and heated)
- Academic material for youth corps program including backpacks, folders, workbooks, and writing utensils
- Various cooking materials to be used in recipe development and creation of a neighborhood healthy foods cookbook
- Cost for transporting youth
- Program coordinator

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

project/program. Please

SEED Grant funds will assist Neighborhood Food Solutions to form a partnership with "A Family Place" in the form of a land donation. Approximately half of the funds will be used in infrastructure development in creating a viable agriculture project that is needed to secure additional funding and investment. The following actions will have to occur in order for the launch of the program to be successful:

- Neighborhood Food Solutions secures funds for soil remediation and infrastructure development
- MOU signed between "A Family Place" and "Neighborhood Food Solutions" for land agreement based on acquisition of adequate amount of funding for:
  - land development
  - Hoop houses for 3 season growing

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

In support of this proposal Neighborhood Food Solutions has secured the following funding support for project development:

- The Family Place: A 15 acre estate located southwest of Madison and zoned as agricultural has donated 2-3 acres of land at a cost of \$6,000/year. A barn on the property will also be made available for classroom instruction at a cost of \$2400/year. This is contingent on securing needed funds needed for soil mitigation.
- Application submitted to USDA for New Farmers Grant of up to \$5000. If received will be used to match Seed Grant.
- Investor Mark Deill: will provide funds for construction of greenhouse on property for year round growing at a cost of \$15,000; contingent on development of complete operation
- Partnership Commonwealth Development to fund \$10,000 in support of 5 participants

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

Much of the initial funding received from the SEED Grant will serve the purpose of fulfilling start-up cost for expanded growing operations and PEAT Youth Corp. Initial startup costs for land development ranges from \$4000 to \$5,000 and will not need to be repeated. Continued operating cost is projected to be between \$10,000 to \$12,000 per year. Revenue and fundraising are key components in funding future operation costs.

Operating costs will be covered by the following:

- SMFM will donate a portion of the vendor fees to finance Neighborhood Food Solutions
- Youth participating in PEAT Youth Corps will work throughout the growing season to develop recipes for products that will be sold at the market. Once products are developed and tested in the markets solicitation for vendors looking to sell locally grown produce and products will begin. SMFM currently vends to many grocery stores and restaurants within the city and region.
- Participants when developing products will also seek neighborhood recipes for production of a South Madison cookbook that will be sold at markets. Funds from cookbook will directly fund PEAT program activities and operating costs.
- Develop various fundraisers that will be used to support PEAT Program activities and events
- Solicit local neighborhood business to sponsor efforts

### BUDGET SUMMARY (5 POINTS)

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Program Coordinator	\$7,200	\$2,800	\$4400 (SMFM)	0
Farm Manager	\$8400	0	\$8400(SMFM)	0
Compost	\$3000	\$2000	\$1000 (SMFM)	
Transportation Cost-compost	\$500	\$500	0	0
Tractor/Truck Rental Rental	\$2000	\$2000		
Education Material- Backpacks, notebook, writing utensils	\$250	\$250	0	0
Education Materials- Classroom Table(4) 8 foot tables	\$250	\$250	0	0
Education Materials- Classroom- chairs(10)	\$200	\$200	0	0
Program Transportation -12 weeks	\$1200	0	\$1200 (SMFM)	0
Youth Worker Stipends	\$7,000	\$2000	\$5000 (new farmers grant)	0

### PERSONNEL CHART

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

Robert Pierce	F.T.E	\$15/hr
Malissa Dietsch	P.T.E	\$13/hr
<b>TOTAL</b>		

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

**^Note: All employees involved in programs receiving City of Madison funds must be paid the established Living Wage as required under Madison General Ordinance 4.20. The Madison Living Wage for 2018 is \$13.01 per hour.**

**PART V: DISCLAIMER AND SIGNATURE**

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_