

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

#### FUNDING DETAILS

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

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

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

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

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

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

#### COORDINATION/COLLABORATION

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

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

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

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

#### PERSONNEL CHART

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

TOTAL

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

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

#### BUDGET SUMMARY

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

#### DISCLAIMER AND SIGNATURE

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

Signature Joseph W. Mingle

Date 02.13.15