

February 18, 2016  
Colin McReavy  
President - The Campus KitchenProject  
619 W Mifflin St.  
Madison, WI 53703

Dear Food Policy Council,

The Campus Kitchens Project at the University of Wisconsin-Madison is excited to submit this request for your review. Our primary objective is to supply short-term relief through service of regular meals, with a vision towards implementing innovative long-term solutions that focus on education, training, and addressing food insecurity on a multifaceted and more impactful level. Our program is currently lacks the space and equipment necessary to recover, store, cook and transport food efficiently. We're looking to secure more funding in order to overcome these barriers and expand our services.

Our proposal seeks 900 dollars to purchase additional operating supplies, rent industrial kitchen space and cover costs of transporting food. Supplemental funding will provide an avenue to establish a fruitful collaboration with two new community partners. The expansion will result in the recovery of larger quantities of food, and open up the ability to serve more meals to individuals in designated "areas of focus." Receiving support from the Madison Food Policy Council will also bolster our goals towards launching several long-term initiatives. With support from our collaborative partners, we will be implementing more educational programs and workshops aimed at addressing the root causes of food insecurity.

According to a report released by The Food Recovery Network, college campuses collectively throw out a total of 22 million pounds of uneaten food each year, The Campus Kitchens Project (CKP) at UW-Madison was born out of a rising concern about food waste at UW-Madison, particularly in the dining halls. Like most entities that serve food on a large-scale basis, there are typically discrepancies between production and consumption. Unfortunately, since our dining halls have had no effective channels of food reallocation, the excess food was discarded every night. With six large-scale dining facilities, the aggregate food waste was shockingly high.

In response, a group of passionate students developed a program aimed at recovering leftover food, and redistributing it to economically disadvantaged students and food insecure community members.



The goal was to become a reliable channel through which excess food could be used to help meet the needs of struggling individuals. We currently work with one community partner (Porchlight), and two on-campus programs (CEO, FASTrack). With only a semester and a half of work, the program has recovered nearly 2,000 pounds of excess food, and served around 500 individual meals to those in need.

We're very proud of continued efforts to alleviate hunger on Campus. We currently work with The Center for Educational Opportunity (CEO) and the FASTrack program. Both groups provide monetary assistance for low-income students, and provide them with resources and support. For students of low-income backgrounds, grants and scholarships can only help offset the cost of tuition, but housing, books and the rising cost of living, provide an enormous challenge. This problem arises during a very critical point in a young individual's life. Living independently and managing your own finances for the first time can be both a scary and difficult task and having to worry about where your next meal will come from only exacerbates the stress. The result is an overwhelmed, and overlooked demographic of food insecure students on college campuses.

The Wisconsin Hope Lab recently found that 1 in 5 low income students had gone hungry in the last 30 days due to a lack of money, 13% said they had experienced a form of homelessness in the last year and over half were at risk for those conditions. A majority of these students had financial aid and jobs, but it wasn't enough. The real issue presents itself in the fact that it's virtually impossible to succeed academically while under such strenuous conditions. When you're hungry and focusing on where your next meal will come from, your grades will suffer. Obtaining a degree opens countless doors into a more promising future, but can be almost unfeasible under such conditions.

Our meals provide these students security and temporary relief, but we also work on finding long-term solutions to this growing problem. In collaboration with our partners, we have built a network of community resources and educational opportunities related to job skills, budgeting and finances, nutrition education, basic cooking/meal prep, and gardening. Our long term mission is to help disadvantaged students navigate the demanding landscape of college on a low-income, while setting them up to obtain degrees and preparing them to be successful after graduation.

In the coming months we hope to begin working with the two community partners located in "areas of focus" as indicated by the food access improvement map. The UW Odyssey Project is an educational program tailored for economically disadvantaged adults in the Madison area. The Odyssey project works on getting these community members on the right track towards receiving a college degree. We're also hoping to re-establish a working partnership with The Goodman Community Center. We previously served a meal on Thursday during their pantry hours, but had to pause operations due to financial constraints. With support from the Food Policy Council we hope our expansion to these community partners will have a substantial impact on the Madison community.

Thank you for the opportunity to submit our proposal. We appreciate your consideration.

Colin McReavy



## 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

<b>Title of Proposal</b>	The Campus Kitchens Project: Fighting Food Insecurity Through the Reallocation of Excess Food	<b>Amount Requested: \$900 (max. \$10,000)</b>
<b>Agency/Organization/Group Name</b>	The Campus Kitchens Project at UW-Madison	
<b>Contact Person</b>	Colin McReavy	<b>Telephone #:</b> 608-469-3141
<b>Address</b>	619 W. Mifflin Madison, WI 53703	<b>Email:</b> <a href="mailto:Colin.McReavy@gmail.com">Colin.McReavy@gmail.com</a>
<b>Is your group a 501 (c)(3)?</b>	YES <input checked="" type="checkbox"/> X	NO <input type="checkbox"/>
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input checked="" type="checkbox"/> X	NO <input type="checkbox"/>
<b>If no to above, do you have a fiscal agent?</b>	YES _____	NO <input type="checkbox"/>

### PROPOSAL SUMMARY

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

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

1) Expand food pantry hours to accommodate working families.

The Food Pantry at the Goodman Community Center is operational three days a week, and they serve hot meals on two of those days. However there isn't a reliable meal provider on Thursdays, which results in a significant drop in shoppers during that day. For many individuals, the meal they receive at the pantry is an important and somewhat a routine staple of their daily food intake. Finding time and transportation to get to the pantry can be cumbersome, so it's often more worth going when you can also receive a meal.

Through providing meals on Thursday, we hope to give individuals and families who rely on these hot meals another opportunity to shop throughout the week. It gives them more flexibility in planning their trips and may work better in their weekly schedules.

2) Support job development for food insecure households.

At nearly every level of academic ability, low-income students are far less likely to finish their college education than their wealthier peers. It can be incredibly challenging trying to balance the demands of full time academics while also dealing with financial and food insecurities. Almost 2/3 jobs require a college degree and making sure that these individuals finish their program is of paramount importance.

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

Our targeted population is strictly low income, food insecure members of the Madison community. We provide this demographic with complete, nutritious meals through the reallocation of leftover food from the dining halls on campus.

We currently serve weekly meals to two low-income student groups at UW-Madison. During those events we provide one hot meal and always give them the option of taking home "to-go" meal boxes for later on. This relieves some of the burden of trying to afford and cook nutritious meals. The impact lies in the fact that more time can be spent on academics, which ultimately leads to higher graduation rates for low-income students.

In addition to the student body, we regularly take meals to The "Porch Light" community shelter. As mentioned above we also hope to resume operations with the pantry at the Goodman Community Center, as well as the UW Odyssey project. Through these partnerships we will provide meal security for members of the greater Madison community.

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

We pride ourselves on being more than a "middle man" who picks up and drops off food. Campus kitchens Project strives to take a more holistic approach, establishing connections with our fellow community members by serving in person meals. As a result, our efforts require an industrial size kitchen space in which we can prepare a large-scale meal. We also recover food 1 to 2 days before our meals, so we need refrigeration storage space in between recovery and cooking. A lot of our ongoing operational cost is renting kitchen space. Expansion requires recovering larger amounts of food, and thus renting space more often.

Expansion will also require the purchase of additional supplies. Currently, use our own pans/trays to hold the food we recover, which can add up to over 100 pounds on any given night. Recovery of more food from additional dining halls requires more supplies to accommodate the additional volume.

Our motto is "student powered hunger relief," because we are comprised of student volunteers. We currently work with three partners all located on campus (FASTrack, CEO and Porchlight) because our student workers deliver everything on foot. The two expansion partners we are proposing are both off campus locations in "areas of focus." Therefore, we seek out funds for transportation costs in order to reach and provide meals for our new partners.



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

Our primary goal is to expand meal service into two separate "areas of focus" as indicated by the food access improvement map. The UW-Odyssey project meets on the south end of park street, and the Goodman community center is located on the east side of Madison. By focusing on these specific geographical areas our efforts will have the greatest impact on food insecurity.

The Odyssey project meets every Wednesday and the Food Pantry at Goodman is open every Thursday. We use an industrial scale to weigh and record the exact amount of food recovered, and then we track the amount of individuals we serve. We compile all of our data into monthly reports, which allow us to quantitatively measure the impact we are having. We are specifically aiming to recover an additional 200 pounds of food a week while serving an additional 100 individual meals a week.

In terms of our on campus efforts, we will continue working with the student body to address the issue of food insecurity while promoting academic success. In addition to weekly meals, we are currently creating a series of online, cooking demonstration videos using low cost ingredients. We're also collaborating with campus and community partners to host a series of lectures and workshops relating to nutrition, meal planning, food budgeting, and food preparation. We hope to measure the long-term success of our efforts by observing increased graduation rates for students of economically disadvantaged backgrounds.

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

At nearly all age levels, the Madison community harbors large disparities in food access and nutritional consumption. Attainability of fresh, healthy food is largely governed by socioeconomic status, leaving low-income individuals to deal with food insecurity. It's been well documented that these differences in food access lead to larger health disparities over time and educational disparities in the case of students. Recent studies have shown that the four-year graduation rate for low-income students at public universities is only 24%. At some schools this is nearly 40 percentage points lower than their wealthier peers. Lower graduation rates means less job opportunities and lower earnings after college.

There's no doubt that food access plays a critical role in academic success. Brooke Evans is UW student who's had many struggles with homelessness and food insecurity. "I was shamefully worrying about food, and shamefully staring at the clock to make it out of class in time to get in line for the local shelter when I should have been giving my undivided attention to the lecturer. When this is what college is like, is it any wonder that students drop out?" said Brooke in recent NY times piece. Subsidized food programs exist in high schools, but are completely eliminated at the college level. Our meals provide some security to students like Brooke, knowing that they can count on a full, nutritious meal on a regular basis.



## FUNDING DETAILS

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

The UW-Madison student government has an annual "green-fund" which allocates money for student lead sustainability initiatives. We were recently chosen as one of the 2016 recipients to receive funding.

We were also chose to be the recipients of a benefit dinner hosted by the 'Madison Womenade Foundation." We received a handful of private donations that will help support our initiatives in 2016.

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

Through segregated fees, our student government is able to offer annual, renewable grants for student lead projects. Next year we will reapply for funding in order to continue operations. We will also apply for various other grants offered in the Madison Community.

## COORDINATION/COLLABORATION

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

We're very fortunate to be partnering with the Center for Educational Opportunity and the FASTrack program at UW-Madison. Both of these programs have the infrastructure and personnel needed to implement and provide a wide variety of resources and educational opportunities specifically for low-income students. Our collaboration with these programs supports our goal of developing innovative, long-term solutions to food insecurity. During our meals students receive information about job opportunities, resume building, financial assistance, budgeting, etc.



## PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
<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 2016 is \$12.83 per hour.

## BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Kitchen/Storage Rental Fee	800	500		
Supplemental food	100	0		
Gas Expenses	100	100		
Transportation pans and bags	200	150		
Short Term Supplies	100	50		
Programming initiatives (including advertizing)	100	100		



**DISCLAIMER AND SIGNATURE**

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

Signature     Colin McReavy

Date     2/18/16





## How Can You Help?

**Come to Allis Garden Workdays / Potlucks**

\* 2nd and 4th Tuesdays of the month, 4:00-6:30 - beginning in April. We complete tasks in the school (and eventually the community) gardens, ending with a shared potluck picnic.

If weather is questionable, it's wise to call in advance to check with Carol (469-2678).

### OTHER IDEAS

- \* Offer your fundraising skills.
- \* Sign up to be a mentor or mentee.
- \* Help us connect to other community supporters.

## Allis School Heritage Community Garden Initiative 2016



A program to create a community garden at Allis Elementary to pass along the heritage of gardening



For updates

Contact Carol Shank

469-2678 or  
ctshank2gm@gmail.com

Help us bring dreams into life.



Allis School  
HERITAGE Community  
Garden Initiative

Coordinator: Carol Shank (469-2678)  
Advisor: Joe Muellenberg, UW-Ext.  
Members: Principal Sue Abplanalp,  
Vince Busenbark, Kirsten Johnson,  
Terese and Tom Ladell, Steve Hurst,  
Mary Knapp, George Rothdrake, and  
others





## Together We'll Get It Done!

### What is being planned?

- ✿ We will match mentor (experienced) gardeners with mentees (garden beginners -- either school families or students with parental approval)
- ✿ Pilot year (2016), use existing "School Garden," sharing some of fall harvest with school programs
- ✿ Ultimately, create 9-10 plots at the NE end of the schoolyard solely for use of community gardeners
- ✿ In-ground plots, 20 x 20 or 10 x 15
- ✿ Sharing shed and tools with School Garden Program
- ✿ Workdays, picnics, workshops.

### What will mentors & mentees do?

- ✿ Garden (organically) their own plot
- ✿ Build a cross-cultural friendship
- ✿ Attend workdays & workshops
- ✿ Grow food for their families
- ✿ Pay a small maintenance fee
- ✿ Help at least 4 hours over the summer in the "School Garden"
- ✿ Sign an application & agreement

### What is the role of the mentor?

- ✿ To spend at least 1 hour, every other week guiding a mentee through the process of planning, planting, maintaining, and harvesting a garden.

## The Timeline

### Design Process

- Committee drafting Garden Rules, Applications, Fees, Garden Map
- Consulting Alderman David Ahrens regarding water link-up during Buckeye 2017 reconstruction Map

- February 2016 - initial OK given by Principal and Building & Grounds personnel

### Fundraising

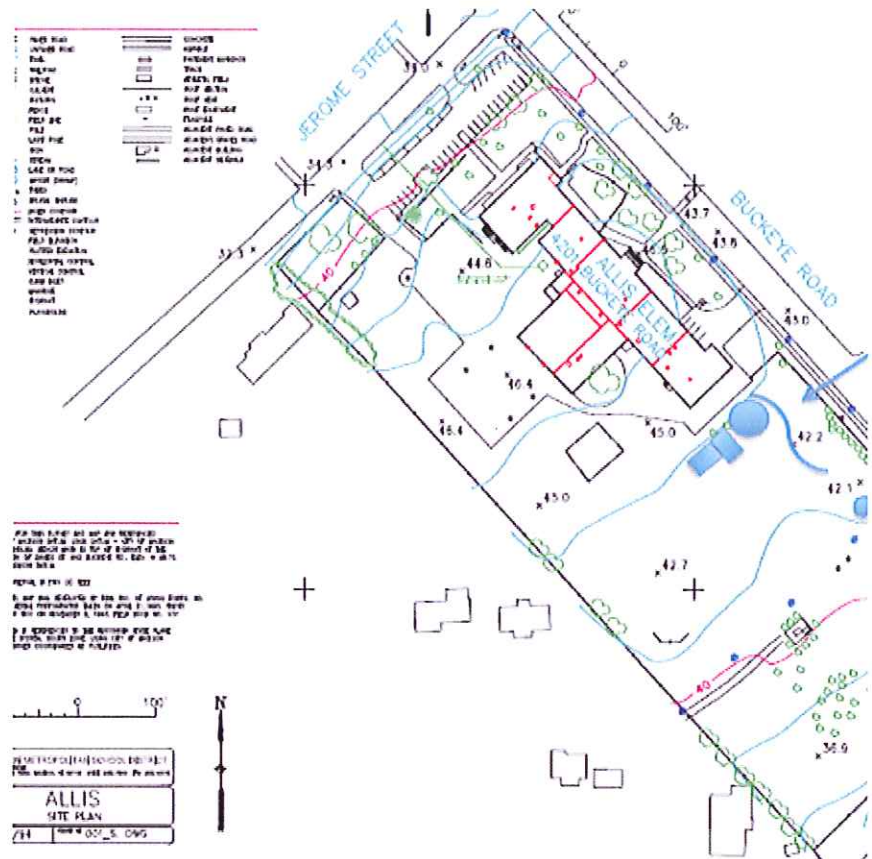
- Ongoing

### Board of Education Approval

- End of April application



ASHCGI map 2016.pdf

[Sign In](#)

To: Mark Woulf, Food and Alcohol Policy Director  
From: Carol Troyer-Shank, Allis School Garden Coordinator  
Date: February 18, 2016  
RE: SEED Application by Allis School Heritage Community Garden Initiative (ASCHGI)

Please accept our SEED Grant application for \$5,356.00. Using a mentorship model, experienced gardeners will coach beginning gardeners, thus building a new community garden--Allis School Heritage Community Garden. We will garden together, hold picnic-workshops about organic gardening, and build bridges between ethnic and income groups. We'll provide transportation as needed to ASCHGI events.

The ASHCG Initiative aligns perfectly with SEED goals:

- We will serve families in a "food desert", south of the beltline, drawing from our ethnically diverse school community-- 75% low income, 30% African American, 24% Hispanic, 6% Hmong, 27% White, and 12% multi-racial.
- We will collaborate by asking Master Gardener Volunteers to be mentees. We'll network with Middleton Outreach Ministries, Allis Elementary staff, Lake Edge Neighborhood Association, UW-Extension for programming.
- We are concurrently fundraising from Madison Area Master Gardeners Association, the Healthy Classrooms Foundation, and others, with \$2,200 already secured from Wisconsin Medical Society and a local business.
- We will measure impact by keeping data on pounds of veggies harvested and hours invested by the gardeners.
- Year 1 gardeners will prepare the site and revise agreements and organizational structure to plan ahead for Year 2 and beyond.

Our principal and buildings and grounds administrators have given preliminary approval. We will keep you apprised of progress after our April hearing before the MMSD Board of Education. Since other MMSD community gardens exist (Vera Court Community Gardens, Lincoln, Midvale, and Badger Rock), we are hopeful.

Thank you for considering our request. We look forward to partnering with you to "birth" the Allis School Heritage Community Garden at 4201 Buckeye Road, Madison, Wisconsin.

Attachments: SEED Application, PDF map, PDF brochure, PDF Gardener Application form



## 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

<b>Title of Proposal</b>	Allis Elementary Heritage Community Garden Initiative	<b>Amount Requested:</b> \$ 5,356.00(max. \$10,000)
<b>Agency/Organization/Group Name</b>	Allis School Heritage Community Garden Initiative	
<b>Contact Person</b>	Carol Troyer-Shank, Garden Coordinator	<b>Telephone #:</b> 608-469-2678 (c)
<b>Address</b>	4201 Buckeye Road, Madison, WI 53716	<b>Email:</b> ctshank2gm@gmail.com
<b>Is your group a 501 (c)(3)?</b>	YES	
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input type="checkbox"/>	
<b>If no to above, do you have a fiscal agent?</b>	YES _____	NO <input type="checkbox"/>

### PROPOSAL SUMMARY

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

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

The Allis School Heritage Community Garden Initiative (ASHCGI) addresses multiple areas outlined in the 10-year plan of United Way of Dane County's Healthy Food for All Children: increasing family self-sufficiency to access healthy foods, increasing neighborhood capacity for affordable food choices, and promoting community participation. The Healthy Food for All Children Plan highlights the correlation between poverty and the lack of access to healthy foods, which can lead to poor health outcomes, including obesity and diabetes. The ASHCGI would increase access to healthy, organic foods for the predominantly low-income residents of South Madison in the Allis Elementary attendance area, who would become the "student" gardeners of their own plots in the AHCG. Because these families do not live within walking distance, this initiative includes funds to provide transportation to Allis School for work days and workshops offered by the ASHCGI.

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

Our target population for the "mentee" portion of the project will be drawn from Allis Elementary families. Our school population demographics include 30% African-American, 6% Asian, 24% Hispanic, 12% multiracial, 27% white, with 74% of our families being low-income. Many of these families live south of the beltline, near the sewage treatment plant but far from garden and grocery store access. Half of our community gardeners will be drawn from this pool of school families.

For the beginning gardeners, the ASHCGI represents a unique opportunity to harvest local, organic produce at very low cost. With free coaching, workshops, tools, plants, and seeds, they will have everything needed to be successful first-time gardeners. This could easily free up \$100 or more in their food budgets over the summer. In addition to benefiting from increased physical activity, they'll learn about nutritional benefits of eating a variety of vegetables. Youth participants in these families will contribute economically to their family, learn life-long skills, and potentially start a "work resume" that they may be able to parlay into cash jobs as teens.

To coach these "student/mentee" gardeners, we will also seek experienced gardeners living near Allis Elementary School, giving preference to those trained as Master Gardener Volunteers and to those who have volunteered in our ongoing School Garden program.

All participants will benefit from the unquantifiable but invaluable enrichment of building friendships and understanding across economic and cultural boundaries.

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



In 2016, the ASCHGI will use funds to construct the in-ground community plots for the Heritage Community Garden. Water access, our biggest need and budget item, will begin with construction of the garden-to-terrace water lines, installation of a meter box and a yard hydrant (purchased with Wisconsin Medical Society funds). To minimize costs and maximize Madison City resources, connection to the city main will occur during Buckeye Road reconstruction scheduled by the city for 2017. We will construct a 3' high fence (critter deterrent) with a gate around the ASHCGI site. If funds permit, we will supplement the soil with a load of compost.

In Year 1, ASCHGI gardeners will use existing School Garden raised beds at Allis. Several free workshops will be presented to facilitate the mentoring process, with topics like "planning your garden", "water and weed management techniques" and "cooking and preserving greens". We will pay for transportation (as needed), some food, and a small honorarium for the workshop presenters.

To coordinate administration, the budget includes 20 hours of staffing for the ASCHGI @ \$12.85/hr. The Coordinator will organize meetings of gardeners, oversee the construction of the garden site, arrange for workshop presentations, collect data, and prepare grant reports.

If funds stretch, we will purchase tools, and mulch, to supplement those being shared by the School Garden program. Seeds and plants will be provided through cooperating partners (Middleton Outreach Ministries, Oregon Correctional Institution), or by local contributors.

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

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The ASHCGI addresses the following goals: increase food access for Allis Elementary multiethnic, low-income, minority families, many of whom live in one of Madison's south side food "deserts"; remove transportation barriers for accessing the garden; increase cross-cultural friendships in Madison; create an economic role for elementary school youth; extend the outreach mission of Allis Elementary School to include organic gardening education.

To evaluate effectiveness we will collect the following data:

- number of pounds of produce harvested by families;
- number of hours spent in the community garden and in the school garden per gardener;
- number of hours youth (ages preschool - teens) invest in the community gardens
- number of rides provided for mentee gardeners;
- number of gardeners attending workshops.

In addition, we will survey beginning knowledge and ending gardening knowledge from all community gardeners.

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**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

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The primary purpose of ASHCGI is to increase access to local, organic food for our low-income school families. We also seek to address economic disparity by providing transportation as needed for Allis families living far from the garden site, (and from local fresh produce stores).

In addition to making food available to more families, In Year 1, this project will share produce with the entire school, with its 74% low income population, for the October Garden Celebration during the annual School Open House.

At the core of this change project, however, is the goal of building cross-cultural, cross-economic relationships--an urgent priority for the city and schools of Madison. We hope cultural barriers will be overcome when working friendships develop across classes and cultures, between mentors and mentees, while they share the joyful labor of producing and consuming fresh organic food together.

#### **FUNDING DETAILS**

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

The SEED Grant is essential for providing water access and for the creation of gardens to the Allis School Heritage Community Garden site. Without water access, the gardens will not be successful. We have already secured funding for our yard hydrant with hose and water jug hook-ups. Middleton Outreach Ministries has promised seeds and some plants. In addition, a local business is donating \$200 to create a table/bench for our gardens. The "pathway" mentioned below would be extend a wellness pathway to connect the existing School Garden to the ASHCG.

We anticipate continuing to seek community support through in-kind contributions (seeds and plants through MOM and Oregon Correctional Institution), through donations (local businesses), and through small contributions of local organizations (not limited to but including gardening groups, neighborhood associations, and businesses). In addition, the annual fees of the gardeners will be used to cover water usage costs.

Below is our funding plan for additional financial support this project:

Fall 2015- Wisconsin Medical Society - secured: \$2000 for Yard Hydrant/station with hose and jug-filling attachments

Spring 2016 - Madison Area Master Gardener Association - Seeking \$500 - Tools, compost

Spring 2016 - Middleton Outreach Ministry - donation of plants and seeds - promised

Spring 2016 - Oregon Correctional Institution, Horticultural Program - donation of plants

Spring 2016 - Healthy Classrooms Foundation - Seeking \$2000 for pathway to ASHCG

Spring 2016 - Local neighbor - Seeking \$2000 - support for water access costs and/or access pathway

Spring 2016 - Whole Foods - Seeking in-kind food donations for workshops

Spring 2016 - Lake Edge Neighborhood Association - support for water access, pathway, or workshop costs

Summer 2016 - Gardener fees (\$15 x 10) - water access charges



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

**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 Allis Green Team has a long history of collaborating with other agencies on garden projects. Most recently, in 2014-15 we expanded our School Garden and started a school orchard when we were one of 6 lucky schools to participate in the GROW Coalition, a partnership program with Community Groundworks, Sustain Dane, UW-Extension, and MMSD. For more than 4 years, UW-Extension Master Gardener Volunteers have donated gardening services, even assisting with fundraising. UW-Extension Youth Program leader Joe Muellenberg is currently advising this project and in 2014-15 supervised construction of Aldo Leopold benches by the Grow Academy students in Oregon. We have been awarded grants by Madison Area Master Gardeners Association, Madison Herb Association, Home Depot, and Whole Kids Foundation. For 3 years, we've benefited from plants donated by the horticultural program at the Oregon Correctional Institution. We have worked with local businesses who have donated goods or services ( Creama Cafe in 2014; Paradigm Gardens in 2014-2016; Ace Hardware; Java Cat). For years, we have shared the garden with MSCR summer school students and with Safe Haven (after school) programs.

The support of our school principal, staff, and PTO are vital to garden programming at Allis. With the help of the Allis Parent Liaison, we are reaching out to engage Allis families in this ASCHG Initiative. The Allis teaching staff helps to publicize the project and identify potential participating families; throughout the school year, they engage their students in educational outdoor activities, and serve as active volunteers at garden work days.

We take our mission very seriously to "grow minds, bodies, and friendships" through our garden program, welcoming strong partnerships with local and national organizations.

**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Coordinator	20 hrs - coordinating meetings, workshops	12.83
<b>TOTAL</b>	\$ 256.00	

\*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 2016 is \$12.83 per hour.

#### BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Other Revenues In-Kind Support <i>Bold = \$ secured</i> <i># = request in process</i>	Remaining Funding Gap (if any)
Water access - yard hydrant/station)	200.00	0	(Wisc. Med. So - 2015/16) 2000.00	0
Water - 2016 city fees application & inspection	250.00	0	#LENA (\$100) + ASHCG fees (\$150)	250.00
Water - excavation, meter box, contractor	3500.00	3500.00		
Compost - 1 delivered load, 15 cu yards	850.00	600.00	# Madison Area Mast. Gar. Assoc.: \$250	250.00
Workshop honorarium 3 x \$50.00	150.00	150.00		
Transportation (10 days x 2 trips x 2 @ \$20)	800.00	800.00		
Fencing	0	0	Donations - neighbors	
Staffing: Project coordinator	256.00	256.00		
Copying costs - brochures & signage	50.00	50.00		
Food for workshops			Donations - # Whole Foods	
Seeds & plants	0	0	donations - MOM, OCI	
Tool caddy & additional garden forks	250.00	0	# MAMGA - 250.00 Healthy Classrooms	250.00
Collapsible picnic table/bench	200.00	0	<b>local donor - \$200.00</b>	
Pathway extension (from school to orchard)	2000.00	0	#Healthy Classrooms Foundation \$2000.00	2000.00
<b>TOTALS</b>	<b>10,306.00</b>	<b>5356.00</b>	<b>2200.00</b>	<b>2750.00</b>



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**DISCLAIMER AND SIGNATURE**

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

Signature

Carol J. Troyer-Shank

Date

February 18, 2016

# Allis School Heritage Community Garden - 2016 season

## Application for Participation

4201 Buckeye Road, Madison, WI 53716

info: Carol Troyer-Shank at 608-469-2678



Name \_\_\_\_\_ Date \_\_\_\_\_

Mailing Address (street, city, zip) \_\_\_\_\_

Email address \_\_\_\_\_ Phone \_\_\_\_\_

Which role do you want? ☐ Mentor Gardener ☐ Mentee/Student Gardener

### 1. Relationship to Allis Elementary School - check all that apply

- ☐ Parent for \_\_\_\_ years with student(s) in grade(s) \_\_\_\_\_ with teacher(s) \_\_\_\_\_
- ☐ Staff member at Allis for \_\_\_\_ years
- ☐ Master Gardener Volunteer at Allis for \_\_\_\_ years
- ☐ Volunteer in \_\_\_\_\_ program at Allis (ex. garden, tutoring)
- ☐ Neighbor of Allis School for \_\_\_\_ years

### 2. Names and ages of other family members who will have your permission to work in your garden plot:

Name	Age / grade level

### 3. Transportation: Will you want assistance with transportation to come to garden workshops?

- ☐ Yes ☐ Maybe / sometimes ☐ No

### 4. Garden Experience: How many years have you grown vegetables in a garden or container?

- ☐ 0-1 ☐ 2-4 ☐ 5 or more

### 5. Community Gardening: Have you been a member of a community garden before?

- ☐ No ☐ Yes \_\_\_\_ years ☐ Currently on a waiting list at \_\_\_\_\_

### 6. Why do you want to participate in ASHCG? \_\_\_\_\_

### 7. (Optional) Demographic information - which demographics describe you and/or members of your family:

(check all that apply) ☐ African-American ☐ Mixed race ☐ Hispanic ☐ Hmong ☐ White ☐ Other

*I hereby apply to be part of the Allis School Heritage Community Garden Agreement. Joining will mean....*

- *I/my family will be paired with another gardener for the season--each partner with our own garden plot.*
- *Tools and many free seeds and plants will be provided.*
- *I will work in my garden plot at least 1 hour every 2 weeks and participate in at least one free workshop.*
- *I will volunteer at least 4 hours during the summer to maintain School Gardens and to construct the Allis School Heritage Community Garden in the NE corner of the school yard.*
- *I will determine who uses the produce from my assigned plot from May to August, and will share some of the produce for a School Garden Celebration at the School Open House in the fall of 2016.*
- *I will read and sign the ASHCGI garden rules and agreements and pay \$15.00 by May 15, 2016.*

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





## LINDBERGH ELEMENTARY SCHOOL

4500 Kennedy Rd. ● Madison, Wisconsin 53704-1298 ■ 608.204.6500 ▼ <https://lindbergh.madison.k12.wi.us/>

Salvador Velasco, Principal

Jennifer Cheatham, Ed.D., Superintendent of Schools

Feb 12, 2016

Madison Food Policy Council  
City-County Building, Room 403  
210 Martin Luther King Jr. Boulevard  
Madison, WI 53703

Dear SEED Grant Selection Committee,

I write in enthusiastic support of REAP Food Group's SEED Grant proposal: Healthy Cafeteria Makeover Project at Lindbergh Elementary School. As the principal at Lindbergh School, I see first-hand how so many of our students are in critical need of nutritious food and wellness education, and are dependent on the school for these services. Charles Lindbergh School currently serves 217 diverse learners of Asian, Latino, African American, and White ethnicities of which 69% are low income, and who consequently have limited access to healthy eating opportunities at home.

The addition of a salad bar to our cafeteria would allow students to choose from multiple fruit and veggie options every day. REAP Food Group has worked with many other MMSD schools to bring salad bars into their cafeterias, and schools have seen changes in the eating habits of their students. REAP's partnership in this effort will bring experience and knowledge to our school, as we work to make healthy changes for our students. Every day, I witness how several students make poor eating choices because they don't have access to healthy foods such as fresh vegetables, and REAP's assistance in changing the cafeteria environment at our school will be a great benefit to our kids.

In addition to the salad bar, we are very excited about the other cafeteria makeover components of the project. The chance to have REAP work with our staff, PTO and students in creating a cafeteria environment that reflects our wellness values is a wonderful opportunity for us. REAP has the full support of our school and PTO, who will work alongside REAP to coordinate the makeover events, provide parent volunteers, and ensure that the efforts initiated by this project will continue into the future.

By providing our students with a salad bar and opportunities to have access to fresh vegetables my goal is to create an environment for all of our students that encourages healthy habits that last a lifetime.

Thank you very much for your consideration of this project for our students.

Sincerely,

Salvador Velasco Jr., Principal  
Charles Lindbergh Elementary School

# 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



## APPLICANT INFORMATION

<b>Title of Proposal</b>	Healthy Cafeteria Makeover Project at Lindbergh Elementary School	<b>Amount Requested: \$4,945 (max. \$10,000)</b>
<b>Agency/Organization/Group Name</b>	REAP Food Group	
<b>Contact Person</b>	Natasha Smith	<b>Telephone #: 308-310-7833</b>
<b>Address</b>	306 E. Wilson St. #2W, Madison, WI 53703	<b>Email: natashas@reapfoodgroup.org</b>
<b>Is your group a 501 (c)(3)?</b>	YES <input checked="" type="checkbox"/> <input type="checkbox"/>	NO <input type="checkbox"/>
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input checked="" type="checkbox"/> <input type="checkbox"/>	NO <input type="checkbox"/>
<b>If no to above, do you have a fiscal agent?</b>	YES <input type="checkbox"/> <input type="checkbox"/>	NO <input type="checkbox"/>

## PROPOSAL SUMMARY

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

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

This proposal directly addresses multiple short-term goals in the 10-year plan:

1) "Improve and expand cold storage at schools that serve youth snacks and meals."

This project will improve the versatility of cold-storage at Lindbergh Elementary School by repairing a sink that will allow fresh produce to be served on a salad bar each day.

2) "Coordinate between current programs for nutrition and engagement with food to serve children in Madison institutions in a more comprehensive way."

REAP has worked with Madison Metropolitan School District for several years to get salad bars installed and running at 30 school sites. This project will bring the salad bar program to Lindbergh, engaging their school population in this District-wide effort, which has provided daily produce options to thousands of Madison children.

3) "Training and support for staff to promote healthy eating and active living."

This project will include cafeteria makeover components where REAP staff will help Lindbergh create a healthy and educational cafeteria environment. This will include staff training regarding Smarter Lunchrooms concepts, and student and staff educational engagement.

4) "Provide healthy food choices."

This is the core of our effort. The changes made with this project will result in a variety of fresh produce items served on a daily basis to all students enrolled at Lindbergh Elementary. Students will also receive nutrition education that will encourage consumption of healthy foods.



**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.).**

Lindbergh Elementary is a high-need school, population 218 K-5 students. 75% of Lindbergh students qualify for free- or reduced-price meals. As such, these students are both particularly dependent on school meals for nutrition, and more likely than non-qualifying students to participate daily in the school lunch program. In addition, 71% of students at Lindbergh are children of color. This project will have a direct impact on low-income minority children.

The attendance area of Lindbergh School also overlaps with one of the areas of focus on the City of Madison Food Access Improvement Map. Lindbergh is located on the North side of Madison. As the City has identified this area as a target for food access improvement, this project is a simple way to improve access to healthy and high quality food for many children in that area.

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

SEED Grant funds will go towards:

- Physical equipment needed for the salad bar: pans, utensils, and a cart for the Lindbergh kitchen. A separate donation has been secured for the salad bar unit itself.
- Educational cafeteria makeover components. This includes REAP planning the makeover with Lindbergh staff and PTO and coordinating a poster and student art event so that Lindbergh students and parents can be involved in the vision for the cafeteria makeover.
- REAP staff time for REAP Farm to School Program Director to work with MMSD Food Service and Business Services staff to ensure sink repair, salad bar installation, and training of food service staff. This will include analyzing the cafeteria set-up and determine changes that can be made that will encourage healthy choices.
- REAP staff time and AmeriCorps match to plan and lead assemblies for all students to introduce them to their new cafeteria set up as well as a kickoff event during school time where a local-produce tasting and educational activities will be provided to students. REAP knows from experience that serving nutritious food is not as effective as serving nutritious food *with* accompanying educational components. We would like to do both at Lindbergh in order to have a greater impact on student wellness and nutrition.

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

The goals of this project are to:

- Increase access to healthy foods for Lindbergh students,
- Increase consumption of fruits and vegetables via the salad bar,
- Increase student knowledge about healthy eating habits, specifically locally-grown fruits and vegetables,
- Increase Lindbergh staff awareness and knowledge of how best to encourage healthy habits in their school,
- Increase involvement of staff and parents in the school cafeteria environment, specifically in their involvement in health-focused messaging. This project will be particularly valuable to REAP and MMSD in piloting this "Cafeteria Makeover" concept, which we hope to replicate at other schools around the district.

We will measure these outcomes using student lunch participation data, available through the MMSD Food and Nutrition Department. We will also track participation and student engagement in our cafeteria makeover events. Staff and parent involvement will be tracked by keeping note of how many adults are actively involved in events and trainings. We will also have access to feedback from teachers and food service staff to ensure efforts are working. We will take photos before and after the cafeteria makeover efforts to capture a visual representation of the changes.

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

Students getting school lunch at Lindbergh have a limited amount of choice in the current system – there are two "hot lunch" options to choose from each day, which each come with an accompanying "cold pack" (perhaps containing carrot sticks, an apple sauce cup, etc. What the salad bar provides is the opportunity for students to choose up to 5 fruit or veggie options from the bar each day. Because students choose which items they want, they are more likely to eat their food. Low income students often have less access to (and lower consumption of) fresh produce, than their higher-income peers. As the majority of Lindbergh students are low-income students of color, this intervention will reduce the disparities that these children face. Furthermore, these children also have less access to choice in the food that they eat – both through the school meal program and often in their home environments. By allowing students a daily choice of fresh produce, this proposal will address both issues of consumption and autonomy when it comes to food. All students deserve to consume fresh healthy produce and deserve to be able to have an element of choice. This will lay the groundwork for these students making healthy choices as they become middle schoolers, high schoolers and adults.

Through the cafeteria makeover and educational components of the project, we seek to bring wellness education, nutrition awareness and excitement to students who may not have these experiences in other areas of their lives.



## 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.**

There are contractor installation costs associated with repairing the 3-compartment sink at Lindbergh so that it can be used for salad bar service. The contractor costs will be between MMSD Building Services and MMSD Food and Nutrition Services. This is a matching amount of \$900.

A donation has been secured through Let's Move Salad Bars to Schools and provided by Alsum Farm and Produce for the salad bar unit itself. This is a matching amount of \$2,300.

REAP Food Group is committing an in-kind match of \$500 worth of staff time to the project, provided there is City funding to move forward.

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

This proposal asks for equipment funding, which will be able to be used for many years to come. The funding for the makeover and educational components will not need to be sustained as REAP will work with and train Lindbergh staff to carry on the efforts into the future. The educational messaging materials (posters, labels, etc.) created will be able to be used into the future as well.

## COORDINATION/COLLABORATION

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

REAP Food Group has a longstanding strong partnership (The MMSD Farm to School Project) in place with MMSD Food and Nutrition regarding farm to school efforts. We have worked together to bring local foods into Madison classrooms and cafeterias for many years, and continue to do so. We have also worked together to get salad bars up and running in 30 MMSD schools. Lindbergh would be #31 and counting.

REAP also has a strong relationship with Lindbergh School. Lindbergh has participated in REAP's Farm to School Snack Program for several years, which provides a weekly locally-grown fruit and veggie snack each Thursday. REAP Farm to School Educators have also taught classroom lessons at Lindbergh for several years. This cafeteria effort would build on and complement both the Farm to School Snack Program and the classroom lessons. Lindbergh principal, staff and PTO are supportive and excited about working together with REAP on this project.

**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
REAP Farm to School Program Director	2%	\$20.19
REAP Farm to School Program Coordinator	5%	\$16.83
<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 2016 is \$12.83 per hour.

**BUDGET SUMMARY**

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (If any)
Salad bar pans and utensils	\$495.00	\$495.00		
Transport cart	\$650.00	\$650.00		
Contractor labor (plumbing repairs)	\$900.00	\$0.00	\$900.00	
Cambro salad bar unit	\$2,300.00	\$0.00	\$2,300.00	
Cafeteria makeover supplies (hanging posters, labels, fliers for families, etc.)	\$500.00	\$500.00		
Local food tasting supplies (for kickoff event)	\$200.00	\$200.00		
Wages	\$2590.00	\$2,090.00	\$500.00	
Benefits	\$510.00	\$510.00		
AmeriCorps Match (to perform educational and kickoff activities)	\$500.00	\$500.00		
	<b>\$8,645.00</b>	<b>\$4945.00</b>	<b>\$3,700.00</b>	



**DISCLAIMER AND SIGNATURE**

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

*Miriam Granov, Executive Director*

Signature

*2-19-16*

Date



*Nourishing the Links Between Land and Table*

306 E. Wilson St. #2E • Madison, WI 53703 • 608-310-7836

February 19, 2016

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

Dear Mr. Woulf,

REAP Food Group is excited to partner with Madison Metropolitan School District and Lindbergh Elementary School on this SEED Grant proposal. "Healthy Cafeteria Makeover Project at Lindbergh Elementary School" is an initiative to bring about multiple changes to the Lindbergh school cafeteria environment, including a new salad bar. These changes would improve access to healthy fruits and vegetables for all 218 Lindbergh students.

Lindbergh is a school of particular need, with 75% of students qualifying for free/reduced meals and students of color making up 71% of the school. In addition, the attendance area of the school is overlapping with an 'area of focus', as identified by the City of Madison Food Access Improvement Map. By improving daily access to healthy food for children within that location, this project will contribute to the City's access improvement goal for the area. In order to realize lasting food access improvement, it is imperative to focus efforts on children and families.

REAP applied for a SEED grant with similar focus in 2014, focused on salad bars, which continues to provide healthy produce every day to students at Orchard Ridge and Lincoln Elementary Schools. We see this project as a new proposal because it is a completely new school, with a separate population of students, also in need of access. We also see this project as an expansion of our 2014 SEED efforts as we are adding cafeteria makeover and educational components to this proposal, which will provide students with programming to complement their new salad bar. These additional components are focused on involving Lindbergh staff, students and families in a process to re-envision their school food environment and make collective and conscious changes centered around nutrition and wellness.

REAP has partnered closely with MMSD for over a decade, working to improve access to fresh, locally-grown food in schools. We now have salad bars operating daily in 30 MMSD schools. The Lindbergh site needs sink repairs and equipment before it can operate a salad bar. From our vast experience, we know that salad bars increase student consumption of produce and student access to a variety of produce every day at school - that is at least 175 days of access/year.

We look forward to working with Lindbergh school staff, principal and PTO to carry out this exciting project to transform the school cafeteria. On behalf of the Lindbergh students who stand to benefit, we hope you consider this proposal.

Sincerely,

Miriam Grunes, Executive Director





02/19/2016

To: Madison Food Council  
From: Karen Menéndez Collier  
Executive Director of Centro Hispano  
Mariela Quesada Centeno  
Director of Adult Programs Centro Hispano of Dane County

Dear Council,

We are pleased to submit the project **Cooking Traditions at Centro** as part of the 2016 SEED grant cycle. This new project is an expansion of the existent series of workshops "Let's get healthy this Summer" ("Pa'Ponerse Saludable este Verano"). This series are part of our Wellness Initiative at Centro, where we emphasize activities to strategically meant to increase involvement and knowledge about the complexities of food systems and food security in the Latino community.

In 2015, a total of 36 families participated in our summer workshops and 17 families completed 16 hours each of participatory educational opportunities. In addition, many organizations in the city working in different areas of the food system collaborated and served as a resource to the community. Here is an excerpt from a conversation about foodways and culture captured in one of last year's workshops: *"Centro's staff asked everyone [the participants] if their diets had changed after moving here. Participant A said that his diet changed because he used to live with his mom and his mom would always make handmade tortillas every day. Participant B, shared that her family used to eat more organic food, but after moving to the US her diet has more fats and sugar."*

This funding proposal at Centro is a result of our current success and Centro's strategic position in the city. We want to gain deeper understanding of the state of food security and resiliency mechanisms operating inside the Latino community, as an essential step to create targeted prevention and procurement interventions.

The project's programmatic objective is to deliver at least 3 outdoor cooking classes a month from June to September at Centro Hispano and Lincoln Elementary, in collaboration with REAP, the Farley Center, and local cooks who are passionate about community. The educational value of this project lies on its synchronicity with other on-going and new activities at Centro and Lincoln Elementary, which will not only enrich the engagement component of the project. Some of these activities at Centro include: nutrition classes taught in Spanish by an Extension Nutrition Educator, and Play n' Learn sessions three times a week in collaboration with the Madison Metropolitan School District. In coordination with the cooking classes, Centro will continue to expand its Wellness Initiative with a series of health education workshops with topics related with cancer prevention, field trips to local farms, community pharmacies, and herb gardens.

The SEED grant will allow setting the foundations for the outdoor cooking area and future cooking classes during the summer. Currently, leadership is seeking funding



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opportunities to convert the Wellness Initiative into a stable program, which will allow to the strategically allocate yearly funds into these activities. It is important to understand that creating safe spaces for communities of color to gather is not an easy task. For Latinos, specifically, some of the challenges are beyond language and transportation barriers; they include another key factor: the cultural heterogeneously of its people. Hence creating spaces where people from different countries, regions, educational levels, professional or trade background are able to openly talk and share histories requires a special kind of expertise, commitment, and reputation- characteristics found only in a few organizations in the city; Centro Hispano being in the center.

We hope the Dane County Food Council deems Centro's proposal worth of funding for this 2016 SEED Grant cycle. Please do not hesitate to contact me with any question related with this proposal or our Wellness Initiative.

*Sincerely,*

Executive Director of Centro Hispano of Dane county

Director of Adult Programs at Centro Hispano of Dane County

ps- This poem gives a glimpse of the richness found in South Side of Madison

*A scream for peace! (¡El grito de paz!)*

*I can see Centro Hispanos' wall beautified by the spilled soul of a Guatemalan Artist*

*From South Park Street to University Avenue are the overwhelming smells and sounds of Latin cuisine and culture.*

*Este es mi Madison*

Tomy Tepepa. Career Specialist at Centro Hispano



# 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



## APPLICANT INFORMATION

<b>Title of Proposal</b>	Cooking Traditions at Centro	<b>Amount Requested: \$6,500</b> (max. \$10,000)
<b>Agency/Organization/Group Name</b>	Centro Hispano, Inc	
<b>Contact Person</b>	Karen M Collier	<b>Telephone #:</b> 608-442-4010
<b>Address</b>	810 West Badger Rd. Madison, WI 53713	<b>Email:</b> karen@micentro.org
<b>Is your group a 501 (c)(3)?</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<b>If no to above, do you have a fiscal agent?</b>	YES _____	NO <input type="checkbox"/>

## PROPOSAL SUMMARY

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

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

Telling the story of a community through the active participation of growing food and cooking together is an organic process. The project assumes that harnessing community's views about food, culture, health, and the acculturation process in Madison WI, during the process of preparing a meal, can be used as a way to better understand some of the mechanisms used by the community to overcome social, health and cultural inequalities.

The way this project aligns with the Dane County's Healthy Food for All plan is by understanding that sustainable change is not possible without the active participation of communities affected by health and food access inequalities. In order, for communities to actively participate and self-organized, they need to be engaged by trusted organizations and leaders. Specifically, organizational trust is a big issue in underserved populations, and it takes many years to be built and nourished. The role Centro Hispano and Lincoln Elementary play in the south side of Madison is essential. We will work collaboratively to ensure that the project's goals are realistic and sustainable beyond this funding. These goals include: 1) *community engagement and support of mutual neighborhood resources to run healthy food programs throughout a calendar year*, 2) *coordination between Centro and Lincoln's current programs for nutrition and engagement with food*, 3) *training and support for staff to promote healthy eating and active living*, and 4) *support for intergenerational, culturally appropriate programs at community centers*.

**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.).**

Centro Hispano is the largest non-profit provider of Latinos in Dane County. City data shows, there are an estimated 22,027 residents in the residential zip code encompassing Centro Hispano, with African American and Hispanic population percentages significantly above the average. This area is also a hot spot for Latinos, and it overlaps the border between two cities where Latinos have a growing presence - 7% in the city of Madison and 17% in the city of Fitchburg. In 2010, the majority of Latinos in Dane County reported having Mexican heritage (73%), 14% were Puerto Rican and the remaining (13%) represented Latinos from the rest of Latin America. Currently, Centro serves approximately 6,000 Latino clients per year, with close to 300 families served through school-based programs.

Current socio-demographic data of the Latino population in our city reflect great social and economic disparities, which are correlated with poor health outcomes, food insecurity, and lower educational attainment when compared with White non-Latinos. Looking at data for Latinos in the neighborhoods surrounding Centro the percentage of economically disadvantaged students is high: Badger (75.2%), Burr Oaks (90.9%), Malborough (91.5%), when compared to Madison on average (48.2%) and that median household incomes are low, Badger (\$39,882), Burr Oaks (\$27,162), Malborough (\$39,017), versus for Madison (\$53,958). Wisconsin data shows striking inequalities affecting Latino communities, from poverty rates twice the rest of the population, to a low percentage of health care coverage when compared with White-non Hispanics, Black-non Hispanics, and American Indians (65%, 91%, 82%, and 89%, respectively).

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

These funds will allow Centro and Lincoln Elementary to hire a summer intern to work on the planning, implementation, and evaluation of the program. In addition, monies will be used to purchase materials and ingredients needed for the cooking classes. Hiring an intern will increase the partners' capacity to create the synchronicity with other on-going activities; which will not only enrich the engagement component of the project, but it will provide cross-pollination opportunities for other audiences served at the center and the school. The project is based on the evidence-based knowledge recognizing that behavioral change is an accumulation of exposures, increase self-efficacy strategies, and coping mechanisms- hence this project is intentionally planning to expose participants to different entry points of the food system: as growers (gardens), as consumers (farmers market), as caregivers (cooking classes), and stewards (by self reflection and storytelling).

As a whole the vision of the collaboration between Centro Hispano and Lincoln Elementary is to increase community members' knowledge of the importance of healthy eating habits by providing tools to access healthy foods- by breaking some of the obstacles families currently face. Some of Centro's current ongoing activities include: nutrition classes taught in Spanish by an Extension Nutrition Educator; Play n' Learn sessions three times a week (we are planning to put the light table with the seedling in their room); series of health education workshops with topics related with cancer prevention, cooking classes, as well as field trips to local farms.



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

The overarching goal of this project is to empower the community served by Centro Hispano and Lincoln Elementary, by using storytelling, gardening, and cooking activities as vehicles to share their foodways and stories about resiliency. The main objective of the outdoor kitchen is to expand the existent program Let's get healthy this Summer, by creating an on-going series of workshops focused on gardening, cooking, and community engagement. Last year, Centro created an educational video to promote the program ([https://www.youtube.com/watch?v=Af\\_kDq4z96k](https://www.youtube.com/watch?v=Af_kDq4z96k)).

The program is design to be a series of summer workshops taught by local cooks, nutritionists, and community members, using cultural sensitive learning and facilitation tools. Workshops will take place at Centro Hispano and Lincoln Elementary gardens and outdoor kitchens. Two specific learning objectives include: 1) to increase the knowledge about gardening and cooking techniques, and 2) to open spaces where people can practice and learn about their traditional foodways.

The evaluation plan include two frameworks: the food systems and health disparities model (Journal of Hunger and Environmental Nutrition at <http://www.tandfonline.com/doi/pdf/10.1080/19320240903337041>), and the Empowerment Evaluation Framework ([http://www.atsdr.cdc.gov/communityengagement/pdf/pce\\_report\\_chapter\\_7\\_shef.pdf](http://www.atsdr.cdc.gov/communityengagement/pdf/pce_report_chapter_7_shef.pdf)). Evaluation work will use mixed-methods (quantitative and qualitative data) to conduct formative, process, and outcomes evaluation. Pre and post surveys will be developed for evaluating food initiatives and community engagement activities. In addition, the community garden and culinary testing kitchen will evaluated the Community Food Projects Evaluation Tool developed by the National Research Center, Inc (see [http://nesfp.org/sites/default/files/uploads/cfp\\_evaluation\\_toolkit.pdf](http://nesfp.org/sites/default/files/uploads/cfp_evaluation_toolkit.pdf)). Specifics indicators will be develop to fit the nuances of our project.

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

To achieve a more diverse, fair and economical sustainable food systems and reduce health inequalities, it is crucial to craft and maintain more learning opportunities for communities of color, minority farmers, women, and food entrepreneurs. Beyond this point, these opportunities need to be designed using cultural appropriate approaches, and at the same time providing opportunities for leadership development within communities of color. This program, although small in scope, is deep in community connections, and its design addresses the nuances and particularities of a community and intentionally aims to harness the assets the people most affected by a broken food and health care system (cultural richness, social network of support, food procurement strategies, family norms, foodways, among others.) In addition, one of the gaps found in programs addressing food insecurity in communities of color, is the lack of comprehensive evaluation methods and adequate metrics able to assess the effectiveness of interventions or programs targeting to improve health outcomes (beyond biometrics). This program is building on knowledge from past data and evaluation assessments created for our specific population; hence, it expects to reveal more accurate and culturally sensitive results that can help shape future initiatives in the city.

## 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.**

This specific project is part of Centro Wellness Program. Currently, Centro has funds from the city to pay a part-time Wellness Coordinator and through a Corporation for National & Community Service, we have one full time Americorp VISTA- working on our food initiatives. Together with the Director of Adult Programs- there are three staff designated to plan, implement, and seek further funding opportunities for the Wellness Program.

In addition, Centro received a \$2,500 donation for Meriter-Unity Point Health to compensate a farmer to assist in the garden activities- which will be vital for the cooking classes.

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

Centro Hispano is actively looking for funding to support the Wellness Program for 2017. Food access activities and initiatives will be folded into the overall program.

## 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.).**

Centro Hispano is located in the mist of South side Madison and it has been providing services to the community for 31 years. Inside its doors, Centro offers a computer laboratory for community members, rents offices to vital organizations, such as the Latino Chamber of Commerce, the umbrella organization for the newly formed Latino Professionals Association; Joining Forces for Families, Schools of Hope, Dane County Restorative Courts, RE-Generation Groups, and YWCA Restorative Justice Program. In addition, Centro offers a wide array of programs for the community: from Career Pathways with our Certified Nursing Assistant Program, General Employment, Immigration Services, General Support, Jail Diversion Program, and Youth Programs. The make-up of our funding includes: UnitedWay of Dane County, Dane County, the City of Madison, Madison School District, and private funders.

Specifically, for our Wellness Program, Centro has leverage private and university funding to start creating its foundations. Through this funding three main projects had started: El Mercadito de Centro (Farmer's Market), a community and teaching garden, and educational workshops about healthy eating and food entrepreneurship. These projects have involved the active partnership of seventeen organizations in the city of Madison, plus the US Department of Agriculture and MarketLink (manage Supplemental Nutritional Assistance Program payments). We are collaborating with REAP to use a lot of the educational materials they have created in their Farm to School Program. With no doubt, these projects at Centro represent at seed worth replanting- and we are fortunate to have community support and skilled volunteers as fertile soil to allow its expansion and further growth.



## PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Director of Adult Program	0.10	\$31.25
Wellness Program Coordinator	0.30	\$14.42
Wellness Program Americorp VISTA	0.60	* VISTA position is paid by Federal Government and it is a stipend
<b>TOTAL</b>	1.00	

\*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 2016 is \$12.83 per hour.

## BUDGET SUMMARY

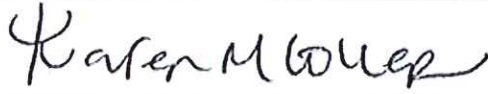
We are requesting funding to cover the added expenditures to running this collaboration with Lincoln Elementary. As an In-kind Centro Hispano will contribute staff time for this project, although we are requesting financial support to hire an Intern whose main role will be to help with coordinating Centro Hispano's efforts with Lincoln Elementary.

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
General Supplies and equipment	\$1,400	\$1,400	\$0	
Food expenses	\$ 2000	\$2,000	\$1,000	
Marketing materials	\$200	\$200	\$0	
Garden leader	\$2, 500	\$0	\$2,500	
Cooks incentives	\$ 1,100	\$600	\$500	
Intern salary	\$ 2,300	\$2,300	\$0	

**DISCLAIMER AND SIGNATURE**

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

Signature

Handwritten signature of Karen M. Wheeler in cursive script.

Date 02/18/2016





DSS COMMUNITY CENTER INC  
FELICIA DAVIS  
P.O. 14657  
MADISON, WI, 53716  
(608) 577-4571  
[DSSCCINC@GMAIL.COM](mailto:DSSCCINC@GMAIL.COM)

Madison Food Policy Council SEED Grant  
C/O Mark Woulf: Food and Alcohol Policy Director  
210 Martin Luther King Jr. Blvd Room 403  
Madison, WI 53704  
[mfpc@cityofmadison.com](mailto:mfpc@cityofmadison.com)

Dear SEED Grant Council,

DSS picked up the Brentwood Garden Program in order to redesign the program and provide the organizational structure that this program will need in order for it to become a more sustainable program. BG4E will take place as a DSS summer program in collaboration with Briar Patch, FEED Kitchen, and Dane County UW-Extension. However, we do not have the funding we need to get the program off the ground.

The program aims to increase food security and community development, while providing youth employment experience, gardening, food production knowledge, team building and leadership skills. The program includes community gardening plots for residents. Families that struggle to provide healthy foods for their families will have access to the produce that is grown by the end of the summer season.

Our program is not currently funded by the City of Madison. Brentwood Gardens for Empowerment is not new to Brentwood but can be provided (through the SEED Grant) as a new program by DSS. DSS only needs help through the SEED Grant in order to get the program off the ground. Multiple organizations are collaborating on this program. The program demonstrates positive impact on minority and low income families. I would like to thank you for taking time to consider our proposal.

Sincerely,

Felicia Davis

# 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



## APPLICANT INFORMATION

<b>Title of Proposal</b>	Brentwood Community Garden's	<b>Amount Requested: \$ 8,000 (max. \$10,000)</b>
<b>Agency/Organization/Group Name</b>	DSS Community Center Inc.	
<b>Contact Person</b>	Felicia Davis	<b>Telephone #: (608) 577-4571</b>
<b>Address</b>	PO BOX 14657 Madison, WI 53708	<b>Email: dssccinc@gmail.com</b>

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

YES ☒

NO ☐

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

YES ☒

NO ☐

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

YES \_\_\_\_\_

NO ☐

## PROPOSAL SUMMARY

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

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

The Healthy Food for All Children 10-year plan identifies various strategies, objectives and programs to improve and increase access to a consumption of healthy food by all children in Dane County. This project addresses several short term programs, policies, and actions.

- (1) *Identify Land Available for growing food:* The Brentwood Gardens for Empowerment project is located behind Brentwood's low-income, temporary housing area. Despite soil amendments to the gardens, there still are deficiencies in the soil and/or location. DSS will conduct soil tests to identify any soil deficiencies and will consult with Dane County UW-Extension horticulture staff to improve production. In addition, DSS will explore additional neighborhood sites that might be appropriate for gardening.
- (2) *Increase job skills for food insecure households:* The BG4E project is, in part, a job training program for young people. Youth improve their job skills through the program, and also bring in some funds for the family. Adults who volunteer with the program will also gain experience and training through their involvement.
- (3) *Training and support for staff to promote healthy eating and active living:* DSS staff have, to date, supported after school youth programming to enhance opportunities for youth to reach their potential. By taking on the BG4E project, DSS staff are committing to promoting healthy eating and active living, and will incorporate these principles into all DSS programs.
- (4) *Support for intergenerational, culturally appropriate programs at community centers:* DSS is embedded in the Brentwood community, and engages both adults and youth in activities and programs. The community gardens will be a site where people of all ages, backgrounds, and cultures share labor and food. It provides opportunities for elders to learn from youth and youth to learn from elders.



**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 BG4E program is focused primarily on the northern part of the Brentwood neighborhood- the 20% or so of the area that contains the most densely populated housing and the highest concentrations of poverty. The data reported below was taken from the 2010 Dane County Census data for the Brentwood Neighborhood. The limitations to the census data result from the fact that the 4-block area of poverty in Brentwood is counterbalanced by relative affluence in the remaining portion of the neighborhood, thus masking the nature of the problem and skewing data on income and opportunity.

There are 57 apartment buildings in the 4 block area with over 400 units that consist of;

- 27% African American, 68% Caucasian, other races/multiracial 12% (City of Madison 2010 Census Data). There is a high turnover rate in this area of the community therefore creating a shift in the demographics year by year.
- Census data identifies 217 children then living in Brentwood. 183 (84%) were estimated to live in the low-income rental units in the northern part of the neighborhood
- Income per capita is 4.5% less than the Madison average.
- Median household income is 21.4% less than the Madison average.
- The poverty level in Brentwood is 69.4% greater than the Wisconsin average (Capital Area Regional Planning Commission, 2013 data).
- 18% of adults have less than a high school education, which is high, given that the City's "risk threshold" for this factor is 13%.
- Minority and low income families that qualify for Public assistance (free and reduced lunch, Food Share, and/or (WIC) Infant and Children nutrition program).

This program creates a tremendous impact for African American and low income families in Brentwood by;

- Providing youth employment opportunities for youth ages 14-17
- Increasing access to healthy foods for families and children
- Providing Education and training for youth and families that participate in the BG4E program
- Promoting healthy eating and providing basic knowledge about how to grow healthy foods
- Providing program opportunities during out of school times for under privileged youth in the underserved Brentwood Community

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

Funds from this grant increases food access by helping DSS implement the Brentwood Garden for Empowerment Program. The BG4E program is not new to Brentwood but will be provided as a new program by DSS Community Center. The Brentwood Community Garden will create the necessary infrastructure we need to increase community cohesion. This program provides youth employment opportunities and community garden plots for residents that would like to participate in the gardening program. The program aims to increase food security, increase community development, give youth employment experience and build knowledge. Families that struggle to provide healthy foods for their families will have access to the produce that is grown by the end of the summer season.

Staffing for the BG4E program includes; 2 (part-time) Childcare Professional Youth Supervisors that have some Early Childhood Education or experience working with youth. A Program Coordinator that focuses on the implementation and design of the program as well as sustaining funding for the upcoming years. The program Coordinator is also responsible for recruiting residents to volunteer, registering residents that would like to participate in gardening their own plot, creating a plan to expand the gardening program including locating available land in the Brentwood Neighborhood in order to increase the BG4E Garden locations.

Funding will also be allocated towards education and training cost. Training through 4C's (Community Coordinated Child Care) will be provided for Youth Supervisors to assure they have the skills needed to work with youth. Community residents have been recruited in order to facilitate trainings on how to garden and grow vegetables. Equipment and supplies are required in order to implement the program and a soil test will be conducted. DSS will rent FEED Kitchen in order to provide a space for youth to cook the food that grows from the gardens.

Youth workers (rising 8<sup>th</sup> – 10<sup>th</sup> graders) are employed to work and upkeep the community garden under the supervision of DSS staff. Youth Stipends are provided to Youth Workers for their time spent working in the garden and in the community. The BG4E project provides youth with job readiness and life skills through gardening and community service activities. Youth workers are responsible for maintaining the community gardens by growing, preparing and processing food. Youth workers are also responsible for mentoring residents and youth that participate in gardening their own plots. Youth workers will attend educational trainings provided by DSS in collaboration with UW-Extension and Briarpatch. BG4E is an eight week program that takes place during the summer months. Youth are required to work 3 days a week.



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

Goals of the proposal:

- (1) Improve food production and food access for low income households in the Brentwood Community.
- (2) Provide an employment experience for young people that teaches job skills, leadership/engagement skills, and practical knowledge of food production and preparation.
- (3) Increase access to land, supplies, and training for Brentwood neighborhood community members (with a focus on low-income apartment dwellers) so that they will be successful at gardening, and household nutrition and health are improved through improved access to healthy food and the physicality of gardening activities.

Measuring outcomes: The Program Coordinator, with support from Dane County UW-Extension staff and summer intern, will evaluate the program throughout the season (and make adjustments in real time) for continuous learning and improvement. The following evaluation methodologies will be utilized:

- (a) Track Brentwood youth and resident participation in gardening activities
- (b) Record harvests from the garden and how the harvests are utilized (e.g., family food preparation, sales, youth food preparation, distribution to neighbors)
- (c) Conduct pre- and post- interviews with participating youth and adults to determine changes in consumption of fresh produce and changes in knowledge over the course of the season
- (d) Recorded observations from Dane County Extension summer intern about youth engagement and learning
- (e) End of season group discussion to learn from youth and adult participants about how the program affected them (ripple mapping evaluation).

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

The program aims to increase food security and community development, while providing youth employment experience, gardening, food production knowledge, team building and leadership skills. BG4E is a community garden project that is located behind Brentwood's low-income, temporary housing area. The program includes community gardening plots for residents. Families that struggle to provide healthy foods for their families will have access to the produce that is grown by the end of the summer season.

The Garden program acts as a mechanism for community development and healthy food access in Brentwood. This proposal seeks to create community cohesion and bring residents together by creating opportunities for community engagement and increasing the amount of community involvement. Low income minority youth are provided with youth employment opportunities that will provide extra income for financially insecure households. This program will empower residents to beautify their community and increase community involvement. This program creates a sense of ownership for residents in the community and brings together a really diverse group of incomes, races and ages. This proposal impacts the community by creating diversity. By creating diversity and providing services to low income minority families in Brentwood we reduce disparities.

Providing financial resources to DSS will contribute to decreasing the proclivities of disadvantaged youth who participate in the program. Youth are steered towards education and knowledge of self being less prone to engage in illegal behavior and activities that drain the city resources. Resources which could be used for city development and improvement. By building up DSS you will be building up the community and its citizenry.

**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.***



DSS is seeking funding through foundations, organizations, corporate giving, grants and donations through fundraising activities. DSS has received funding support in the past from Evjue Foundation, Cuna Mutual and Community Foundation; we anticipate their support in the future. Briarpatch plans to provide 4 youth workers and assistance with staffing through another grant program (as funding allows). We have also located new funding sources that align with our programs.

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

DSS has a strategic plan that focuses on fundraising in order to sustain funding for the organization and implementation of programs for the next three to five years (including applying for the AmeriCorps State and National Grant & Spark Plug Foundation). Since the existence of DSS we have been focusing on building relationships in the community with organizations that provide funding and assistance to help new organizations get off the ground. After creating trust, a good track record and serving Brentwood with diligence we are confident that we will have the funding we need to run this program on a more long term basis. We are very confident that we will not need assistance from the SEED grant next year.

**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.).***

BG4E will be provided in collaboration with Briarpatch, Dane County UW-Extension, and Northside Planning Council: Healthy Foods for All & Feed Kitchens, the Northside NRT (Neighborhood Resource Team), Brentwood Village Association and Brentwood residents. Dane County UW-Extension will support the program in the following ways: (1) student intern support on program planning and grant writing; (2) assistance in designing evaluation methodologies; (3) providing a curriculum on positive youth development; (4) providing a part-time summer student intern (10 hours/week) to implement youth development curriculum and support gardening activities. It should be noted that, the student intern cannot replace the job duties and responsibilities of a staff person; (4) providing expertise and occasional support from horticulture educators, (5) providing lessons on food preparation, safe handling, nutrition and budgeting.

DSS has a strong relationship with Northside Planning Council. Northside Planning Council acts as a mechanism to help create sustainability and long-term partnerships for DSS Community Center in order to better serve the Brentwood Community. Northside Planning Council has a lot of resources that would benefit and enhance the program. Collaboration with FEED Kitchen and Healthy Foods for All will be essential to this program. DSS will rent FEED kitchen at a non-profit rate in order for youth workers to have access to a kitchen. Youth workers and middle school youth that participate in the BG4E program can volunteer to help pack food with Healthy Food for All. Youth will learn how food is recovered and repacked for food pantries. Youth will also learn about food waste, food access and food security.

Brentwood Residents have been recruited to volunteer and help teach youth how to maintain a garden. DSS staff attend NRT meetings monthly and plans to seek support from the NRT. The Brentwood Village Association has the ability to connect DSS to resources and assist in community building. Warner Park Recreational Facility donates space as needed.

**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Program Coordinator	13.5%	\$16.00
Child Care Professional Youth Supervisor	5.8%	\$14.00
Child Care Professional Youth Supervisor	5.8%	\$14.00
8 Youth Workers	10 hours/week (seasonal youth position; stipend, not salaried)	\$800.00 stipends per youth
<b>TOTAL</b>	25.1%	

\*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 2016 is \$12.83 per hour.

#### BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Program Coordinator	\$4,480.00	\$4,480.00		
2 Child Care Professional Youth Supervisors	\$3,360.00			\$3,360.00
Taxes	\$1,200.00	\$1,200.00		
8 Youth Workers	\$6,400.00		\$3,200.00	\$3,200.00
Supplies (including compost, building supplies, plant material, cooking materials)	\$1,000.00	\$1,000.00		
Tools & Equipment	\$300.00	300.00		
Education & Training	\$700.00	700.00		
Soil Testing	\$120.00	\$120.00		
FEED Kitchens Casual user fee & kitchen rental	\$200.00	200.00		
<b>Total</b>	<b>\$17,760.00</b>	<b>\$8,000.00</b>	<b>\$3,200.00</b>	<b>\$6,560.00</b>



**DISCLAIMER AND SIGNATURE**

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

Signature Felicia Davis

Date February 8, 2016

**BAYVIEW FOUNDATION, INC.**

*"The International Neighborhood"*



601 Bayview Triangle  
Madison, WI 53715  
Tel. (608)256-7808  
Fax (608)256-2386  
[www.bayviewfoundation.org](http://www.bayviewfoundation.org)

Madison Food Policy Council  
City-County Building, Room 403  
210 MLK Jr. Blvd.  
Madison, WI 53703

February 19, 2016

Dear Members of the Madison Food Council:

Bayview Foundation, Inc. is an affordable housing development located in the heart of Madison, close to downtown and near the University of Wisconsin. Bayview is home to 277 residents, primarily immigrants and refugees from ten countries. Situated in the middle of the housing complex is the Bayview International Center for Education and the Arts where meaningful and relevant educational, social, and recreational programs take place.

Bayview families are extremely hard working and resilient. However, household incomes are extremely low and 100% of Bayview youth qualify for MMSD's Free and Reduced Price Meal program. In addition, an estimated 75 Bayview households (74%) pick up food from the monthly food pantry hosted at Braxton Place. Given these statistics, anecdotal stories and staff observations, Bayview Foundation realizes that much still needs to be done in order to adequately and healthfully address food security issues at Bayview.

The purpose of the attached SEED Grant application is to increase access to healthy foods for Bayview residents, especially children and families. In addition, the programs outlined in "Growing Healthy Bayview Families" includes integrated educational programming, food literacy, cultural preservation and culturally appropriate food options.

Thank you for your time and considering Bayview's 2016 SEED grant application. Let us know if you have any questions or need clarification on any of the planned initiatives.

Regards,

Alexis London  
Community Programs Manager



## 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

<b>Title of Proposal</b>	Growing Healthy Bayview Families	<b>Amount Requested: \$7,350</b> (max. \$10,000)
<b>Agency/Organization/Group Name</b>	Bayview Foundation, Inc.	
<b>Contact Person</b>	Alexis London, Community Programs Manager	<b>Telephone #:</b> 608-256-7808
<b>Address</b>	601 Bayview, Madison, WI 53715	<b>Email:</b> 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 ☐

### 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 Qu**

Bayview families are extremely hard working and resilient. However, household incomes are extremely low and 100% of Bayview youth qualify for MMSD's Free and Reduced Price Meal program. In addition, an estimated 75 Bayview households (74%) pick up food from the monthly food pantry hosted at Braxton Place. Given these statistics, anecdotal stories and staff observations, Bayview Foundation realizes that much still needs to be done in order to adequately and healthfully address food security issues at Bayview. Using a variety of programming strategies, Bayview's proposed "Growing Healthy Bayview Families" initiative addresses the following two priority goals outlined in Community Plan to Increase Access to Healthy Foods for All Children:

- Increase access to healthy and fresh food
- Increase culturally appropriate food choices and integrated educational programming

Specifically, Bayview has developed a holistic approach to addressing the food access needs of its families and the programs outlined below will 1) Ensure that locally grown fruits and vegetables are available, especially within Community Center program for children and working families, 2) Develop a healthy food curriculum, and 3) Initiate a plan to integrate healthy and culturally appropriate snacks and meals.

Bayview families have a long history of gardening and preparing fresh meals; however, given the economic challenges faced by many Bayview residents, healthy eating combined with an integrated approach to healthy living, is not always a priority. The initiatives outlined in Question #3 support Bayview families and children, recognizing the need for additional healthy food options within programming, food education, expanded pantry choices, community meals prepared using seasonal fruits and vegetables and cultural preservation.

**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.).**



Bayview Townhouses is located at 601 Bayview in Madison and is situated in Madison's "Triangle" neighborhood. The "Triangle" refers to a historic neighborhood bounded by Regent Street, West Washington Avenue and Park Street. It once was the home of the Greenbush neighborhood, an Italian enclave, but was cleared for urban renewal in the mid-1960s. The area now features affordable housing developments and medical facilities. The housing developments primarily serve people with disabilities, low-income residents, immigrants and refugees.

Bayview provides affordable housing for 102 families with very low to moderate income from over 12 countries. The specific ethnic groups residing at Bayview include: Hmong (53.1%), other Asians (Laotian, Vietnamese, Cambodian, and etc. 28.1 %), Hispanic (12.5 %), Black or African American (4.7%), and Whites (1.6%). The average household income is \$12,000-\$14,000. Of the 277 residents of Bayview, 10% are ages five years and under, 30% are ages 6 to 18, 35% are ages 19 to 55 and 25% are over the age of 55. The "Growing Healthy Bayview Families" program will primarily impact Bayview families with children (approximately 60% of the total population at Bayview). An additional group of adults and seniors will also be impacted since the produce harvested in the proposed Farm to Pantry Teen Camp will be preserved and canned and, ultimately, distributed within Bayview's sparse winter food pantry.

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

The funds received will increase food access at Bayview through the four initiatives outlined below.

**Children's Family Heritage Garden**

A weekly program for children grades 1 to 5 that integrates organic gardening with storytelling and cultural preservation.

**"What's in Our CSA Box?"**

A healthy snacks and education-focused program that uses locally grown, organic vegetables and fruits. Youth will prepare simple, culturally appropriate snacks (i.e. celery with chili pepper and lime juice). This program includes a field trip to the CSA Farm.

**Farm to Pantry Teen Camp**

An in-depth gardening program to where teens receive training in gardening, farming, food safety and sanitation, food preparation, and food preservation. Produce harvested will be transformed into salsa, jams, chutneys and pickled vegetables, and saved for distribution in Bayview's food pantry program.

**Family Meals**

Bayview's families with children will break bread together four times per year. All meals will be prepared at Bayview by a Madison chef, using local, seasonal ingredients. The meals will be served family style and children and families will have the opportunity to enjoy a wide variety of culturally appropriate food choices while enjoying conversation and building a sense of community among Bayview families.

Specifically, SEED funds will be used to partially pay for a part time Garden and Food Specialist to be hired to coordinate, plan and facilitate the Children's Family Heritage Garden, "What's in Our CSA Box?" and the Farm to Pantry Teen Camp programs. In addition, funds will be used to purchase gardening supplies and equipment, food preparation and canning supplies, CSA farm membership, field trip transportation fees and the costs associated with hosting quarterly free family meals.

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

Bayview's proposed "Growing Healthy Bayview Families" aims to achieve the following outcomes:

- Involve 24 Bayview youth in expanded educationally focused programming centered on gardening, healthy food preparation, cultural preservation and food literacy.
- Involve eight teens in an in-depth, hands-on gardening and food training program that teaches tangible skills such as soil preparation, planting, pruning, weeding and harvesting. Culinary skills to be learned include: knife safety, sanitation, food preparation and preservation.
- Serve 200 healthy and fresh meals prepared at Bayview by an area chef using local, seasonal ingredients. Approximately 50 Bayview children and family members will participate in the quarterly Family Meal program.
- Preserve and distribute a minimum of 100 jars of preserved produce harvested and canned by teens involved in the Farm to Pantry Teen Camp.
- Increase awareness of where food comes from, how it's grown and distributed, and how to make healthy choices when it comes to meals and snacks.

The programs will be evaluated through attendance logs. Bayview's goal is for at least 32 Bayview children and teens to attend 75% of all garden and food education programs. In addition to attendance logs, staff will record observations regarding youth engagement, focus and attention during program lessons and assigned tasks (weeding, canning, etc.). Staff will also note student engagement and skills acquisition through observation and pre and post skills inventory surveys (to be distributed to participating youth at the beginning and end of the program). Attendance logs will also be taken during the family meals and at the Bayview food pantry. At the end of the program, youth and families will complete brief evaluation forms rating the meals, ingredients used, choices offered, as well as how well the program fostered a sense of community and cultural pride centered on food.

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

Bayview's proposal addresses food disparity and access at a fundamental level. Children and teens will become part of the food production process and will produce food that will, in turn, feed themselves, their peers, family members and the community as a whole. The garden and food education focused programming will infuse a new ethos of sustainability, healthy eating, and food literacy into Bayview's ongoing youth and family programs. The preserved and canned goods that come from the Farm to Pantry Teen Camp will be saved and distributed to families who come to Bayview's weekly food pantry. These items will be especially necessary in the winter months when pantries are sparse and access to healthy produce is limited.

The Family Meals will provide a much-needed opportunity for Bayview youth and their parents/caregivers/guardians and siblings to come together for healthy meals made from locally sourced and seasonal ingredients. The meals will feed up to 50 unduplicated family members four times per year. All of the meals will be served "family style" so that everyone at the table has access to a wide variety of food choices and options. In addition, the meals will be prepared with the cultural backgrounds of Bayview families in mind. A local chef will work with Bayview staff and youth to plan and prepare meals that link fresh ingredients with culturally appropriate spices and flavors.

Providing access to loads of fresh produce and educating youth about where food comes from and how to grow organic, culturally-focused produce will help Bayview families thrive and decrease their concerns regarding how to gain access to quality, healthy food options.

**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.**

UnityPoint Health-Meriter has become an early partner in Bayview's proposed "Growing Healthy Bayview Families" program. UnityPoint Health Meriter staff not only pledged financial support (\$4,200) for the programs, but gave Bayview permission to use their newly created garden plot (on Meriter property bordering South Park St.) for the Food to Pantry Teen Camp. The partnership with UnityPoint Health Meriter also includes use of their Café kitchen (located in the hospital) for culinary skill building workshops and canning sessions. They will provide staffing expertise and support.

Though UnityPoint Health-Meriter's pledge is not contingent on securing city funds, the holistic program proposed in this application will not have the impact required without city funds. Only a small component of this proposal will be capable without city funding.

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

Bayview plans to use this project as a pilot initiative and will evaluate its success and impact at the end of the program. With a partnership secured with UnityPoint Health-Meriter, Bayview will provide evidence of the program's successes and ask for additional funding in order to continue the entire program in the future. Additionally, Bayview will seek supplemental financial support from Select Speciality Hospital and Dean & St. Mary's since both entities neighbor Bayview.

**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.).***

In order to implement this program, Bayview will expand its existing youth program offerings to include the Children's Family Heritage Garden, Farm to Pantry Teen Camp and "What's in Our CSA Box?" healthy snacks program. Bayview children and teens will participate in all three educationally based initiatives. Bayview staff will register participants in spring 2016 and expects that approximately 24 youth ages 7-12 will participate in the Children's Family Heritage Garden and "What's in Our CSA Box?" programs and eight teens will participate in the Farm to Pantry Teen Camp. The Family Meals program will also be integrated into Bayview's existing youth programs, adding an essential component to increase access to healthy, culturally appropriate food while simultaneously connecting an estimated 50 unduplicated Bayview family members while building a sense of community.

UnityPoint Health-Meriter has pledged financial support for the programs, as well as given Bayview permission to use their new garden plot that borders South Park Street. This garden will be used specifically for the Farm to Pantry Teen Camp program and will be planted with fruits and vegetables that will be preserved. The partnership with UnityPoint Health Meriter also includes use of their Café kitchen for culinary skill building workshops and canning sessions.

In fall 2015, Bayview initiated a partnership with Wisconsin Action for Sustainable Healthcare (WASH) and Sustain Dane. Both organizations are interested in working with Bayview to develop and implement strategies to make Bayview a healthy, safe and sustainable home for its residents and neighbors.

**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Community Programs Manager	FTE	\$25.00
Outreach Coordinator	PTE	\$18.50
Garden and Food Specialist	PTE	\$15.00
<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 2016 is \$12.83 per hour.

#### BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Salaried Personnel, including Community Programs Manager and Outreach Coordinator (program coordination)	\$4,500	\$0	\$3,100 Bayview Foundation, Inc. (in-kind); \$1,400 UnityPoint Meriter	
Garden and Food Specialist	\$3,500	\$2,500	\$1,000 UnityPoint-Meriter	
CSA Membership (20 weeks) and transportation for field trip to farm	\$900	\$900	\$0	
Gardening tools and supplies	\$700	\$200	\$500 UnityPoint-Meriter	
Garden soil and organic matter	\$350	\$350	\$0	
Canning supplies	\$400	\$200	\$200 UnityPoint-Meriter	
Printed materials and office supplies (binders)	\$200	\$100	\$100 UnityPoint-Meriter	
Family Meals – Visiting Chef	\$1,200	\$1,200	\$0	
Family Meals – ingredients and supplies (i.e. reusable serving dishes, cups, flatware)	\$900	\$900	\$0	
Incentives for teens (value of \$250 each)	\$2,000	\$1,000	\$1,000 UnityPoint-Meriter	
<b>TOTALS:</b>	<b>\$14,650</b>	<b>\$7,350</b>	<b>\$7,300</b>	



**DISCLAIMER AND SIGNATURE**

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

Signature

Alexis London, Community Programs Manager



Date 2/19/16



**Goodman**  
Community Center

February 18, 2016

Dear Food Policy Council Members,

We are extremely privileged to have the opportunity to receive a third SEED Grant from the City of Madison Food Policy Council for the Goodman Community Center's Healthful Access Program. Funding by the City of Madison has assisted in launching and sustaining the Healthful Access Program for two years which has resulted in an improved local food network healthy lifestyle for our community members. We seek continued financial assistance in order to expand on this successful program.

The Healthful Access program increases access to and consumption of healthy food for children and families in Dane County in the following ways:

- Cooking demonstrations with produce and commodity food
- Expanding access to the Fritz Food Pantry
- Connecting local farmers with populations that have difficulties accessing fresh produce
- Providing job skills and employment opportunities for teens in food-insecure households
- Serving nutritious meals at no cost to low-income families

Priority should be given to the Healthful Access Program for meeting the criteria listed on the 2016 SEED Grant Application. We have match the SEED Grant funding in 2014, 2015 by community partners and will continue to do so if selected in 2016. By increasing consumption and access to healthy foods for low income families in Dane County we are able to improve our local food network. Tracking inventory with questionnaires make measuring our success simple.

Thank you very much for your time and consideration.

Sincerely,

Jon Lica

Goodman Community Center

Food Pantry Coordinator/Corporate & Events Associate

608.204.8049

[jon@goodmancenter.org](mailto:jon@goodmancenter.org)





## Madison Food Policy Council

### 2016 SEED Grant Application

City-County Building, Room 403  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703  
Phone: (608) 266-4611  
Fax: (608) 267-8671  
[mayor@cityofmadison.com](mailto:mayor@cityofmadison.com)  
[www.cityofmadison.com](http://www.cityofmadison.com)

December 21, 2015

Dear Applicant,

The City of Madison Food Policy Council is excited to offer the 2016 "SEED" Grants, micro-grants to support new and recently emerging projects or programs that support access to healthy food in our community. The City of Madison Budget includes \$50,000 in grant money to be given out in 2016. The maximum amount of any one grant will be \$10,000. Attached is the application for the Madison Food Policy Council "SEED Grants" where you are asked to supply details of your proposal. **Priority is given to those proposals that meet the following criteria:**

- Project or program is not currently funded by the City of Madison
- If previously funded through SEED or the City of Madison, project or program is new or a clear expansion of previous application
- The request for funding is limited to one year
- There is a demonstration that city funds will be matched by another source
- Multiple groups or organizations are collaborating on the project or program
- The project or program can demonstrate positive impact on minority and/or low-income populations and account for disparate impact in a demonstrable way
- The requested amount is intended to cover a short-term funding gap or to help a project get off of the ground
- The project or program makes improvements to the food system that can be tracked and measured

December 21, 2015

Page 2

Each proposal must address one of the “short-term programs/policies/actions” outlined in the [Healthy Food for All Children 10-Year Plan](#). This plan, which was developed in 2012-2013 by Community Action Coalition for South Central Wisconsin and United Way of Dane County, through support by the Goodman Foundation, outlines many different strategies to increase access to healthy foods for all children in Madison and Dane County.

Please provide a cover letter with your application that explains why you are submitting the proposal, how your proposal would increase food access in our community, and how your proposal meets the criteria listed above. Submit your application to the Mayor’s Office via email ([mfpc@cityofmadison.com](mailto:mfpc@cityofmadison.com)), by mail or hand-deliver (210 Martin Luther King, Jr. Blvd. Room 403), c/o Mark Woulf, Food and Alcohol Policy Director; **applications are due on Friday, February 19, 2016, by 1:00pm**. Applications submitted via standard mail must be postmarked no later than Wednesday, February 17, 2016.

The City of Madison is hosting a pre-submittal meeting for interested groups and organizations to discuss the grant application and explore potential collaboration opportunities with other organizations in attendance. Potential applicants are strongly encouraged to attend the pre-submittal meeting, information below:

**Pre-Submission SEED Grant Information Meeting**

Catholic Multicultural Center  
1862 Beld Street, Madison, WI 53713  
Tuesday, January 26, 2016  
6:00pm

If you have any questions as you fill out the grant application, please contact Mark Woulf at (608) 266-4611.

Sincerely,  
Nan Fey  
Chair, Madison Food Policy Council

Mark Woulf  
Food and Alcohol Policy Director  
Office of Mayor Paul R. Soglin



# 2016 CITY OF MADISON **SEED** GRANTS

Madison Food Policy Council



## APPLICANT INFORMATION

<b>Title of Proposal</b>	Healthful Access Program	<b>Amount Requested: \$8,006</b> (max. \$10,000)
<b>Agency/Organization/Group Name</b>	Goodman Community Center	
<b>Contact Person</b>	Jon Lica	<b>Telephone #:</b> 608-204-8049
<b>Address</b>	149 Waubesa St Madison, WI 53704	<b>Email:</b> jon@goodmancenter.org
<b>Is your group a 501 (c)(3)?</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
<b>If no to above, do you have a fiscal agent?</b>	YES _____	NO <input type="checkbox"/>

## PROPOSAL SUMMARY

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

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

1. Expand food pantry hours to accommodate working families.
2. Development of innovative pantry programs that use demonstrations/recipe development with produce and commodity food.
3. Creation of network of individuals/teams to plan healthy and culturally appropriate menus at the Goodman Community Center.
4. Provide childcare and transportation for demonstrations/recipe development.
5. Recruit and support neighborhood resources to run healthy food programs.
6. Adoption of collaborative communication strategy and public information campaign around healthy eating and active living.
7. Support job development for food insecure households.
8. Increase job skills for food insecure households
9. Coordination of enrollment process for food access programs.
10. Coordinate between current programs for nutrition and engagement with food to serve children in Madison institutions in a more comprehensive way.

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

Our proposal targets low income children and families in Dane County. Accessing healthy food is a significant issue for most low income families so an inherent emphasis will be placed on food insecure populations. Low income families face the challenge of regularly providing a balanced diet to their children which is vital for children's healthy development and academic success.

Over 90% of GCC participants earn below the county median income, with over 75% categorized as low or extremely low for a family of four. 85% of our childcare participants receive partial to full scholarships while our middle and high school academic achievement programs are offered free of charge.

The ethnic diversity breakdown for our 4K-12 programs are as follows:

50% Black/African American  
16% White/Caucasian  
11% Multi-Racial  
9% Hispanic/Latino  
1% Asian  
13% Other

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

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

A community brunch will take place quarterly to bring several populations to the same table. We will recruit all GCC program participants and their families to attend. We will open our food pantry during the same time and offer brunch to food pantry recipients. We will open this meal to the public community as well. These brunches will offer health and nutrition information, cooking demonstrations and conduct wellness activities.

Most of our family engagement events draw more than 150 people so we expect to reach at least this many people per community brunch. This will serve at least 600 healthy meals to families in need while offering educational activities geared towards improving health and wellness for all ages.

This brunch will occur on Sunday mornings and be prepared by our teen catering company, Working Class Catering, effectively creating more employment opportunities for our teens. It also creates more job-skill training and educational opportunities for our teens.

With few food pantries open on Sundays, expanded food pantry hours will likely reach 20-30 households per quarter and serve nearly 100 annually.

Eight community cooking classes continue to teach families the importance of healthy eating habits and enabling them the skills to create such habits. Learning how simple it can be to prepare healthy food for one's family is a huge step in breaking cycles of unhealthy living. It teaches participants what to look for in a grocery store as well.



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

The goal of the Healthful Access Program (HAP) is to increase access to and consumption of healthy foods for children and families in Dane County. The HAP will utilize the policies recommended in the United Way's Healthy Food for All children Community Plan to break down barriers between Dane County families and healthy food options. The Goodman Community Center proposes to accomplish this by offering a community brunch prepared by teens that provides health and wellness demonstration and activities while opening up the food pantry. In addition to the quarterly community brunch and health expo we will continue to offer community cooking classes with hopes that the small demonstrations during brunch will attract more participants to classes.

Sign-in sheets will track participants in community brunches as well health and wellness activities. Pre and post questionnaires will be completed by brunch participants regarding their health and wellness choices as a result of attending events.

With the expanded pantry hours we expect an increase of 20-30 households served per quarter and this will be measured by current food pantry record keeping methods. This also collects demographic information such as age, household size, employment status and use of social benefit programs.

Pre and post questionnaires will be completed by class participants from nutrition courses to determine increase in healthy food consumption.

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

With children from low-income families generally twice as likely to be overweight and such a large portion of GCC program participants represented as low-income youth, it's imperative for their long-term health to learn healthy eating and living habits at an early age. It's also critical for their parents to learn how they can break their unhealthy habits, develop improved eating habits and enhance not only their own health and wellness but that of their entire family as well. The better

Childhood obesity rates are highest among non-Hispanic black girls and Hispanic boys which account for nearly 30% of youth GCC program participants. A concentrated effort to develop healthy lifestyles for young people of diverse backgrounds is necessary for closing the racial disparity gaps over the coming years.

## FUNDING DETAILS

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

Our primary funding source will continue to be community donations. The amount of support we receive through this avenue coupled with city funds will enable us to significantly increase the access to healthy food options for children and families in Dane County. We will continue to utilize grants via USDA community good projects.

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

GCC is in an excellent position to provide both programmatic and fiscal oversight to this project. GCC has a solid reputation in the community for developing high quality programs and for being accountable to stakeholders and participants. GCC has had the pleasure of participating in several large scale local and national evaluations in addition to the ongoing measurements that occur within every program. Through participation in regular evaluation, staff and Board know that the programs make a difference in the lives of those served. GCC had been awarded a number of federal and local grants and has been successful in administering them. These include: 19894 Federal Safe Haven Grant, 1996 HHSD Girl Power grant, 1992 and 1996 Drug Free Communities, 2001 Dept. of Education Mentoring Grant. Several grants were citywide, so the center managed for multiple sites. The Center also manages federal grant funds administered through the State of Wisconsin including four Community Learning Center grants. Overall the Center manages 54 separate revenue streams, most of which require tracking, reporting and evaluation.

## COORDINATION/COLLABORATION

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

Our relationship with stakeholders is efficient, effective and mutually beneficial. Our neighborhood collection program, Foodworks, enables people in the community to donate food with having to individually transport goods to GCC. The interest for volunteering in the food pantry is so high that we have a waitlist for each shift and an even higher demand for volunteering at the Center on weekends. In harvest season we procure over one thousand pounds of fresh produce each week from local farmers, community garden groups and our neighbors. Our annual Thanksgiving Basket Program has over 60 organizations and businesses coordinate food drives and we receive monetary donations from over 2000 different members of the community. These community minded groups are pleased to help because of our reputable food pantry operation. The Healthy Food for All Children Community Plan developed by the United Way Delegation is the impetus for our proposal and city funding for this innovative programming will only improve on the positive relationship currently established with our supporters and participants.



## PERSONNEL CHART

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Food Pantry Coordinator	F.T.E.	
Childcare Staff	L.T.E.	
Catering Coordinator	F.T.E.	
Catering Staff	L.T.E.	
FYI Fitness Instructor	L.T.E.	
FYI Nutrition Education Specialist		
<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 2016 is \$12.83 per hour.

## BUDGET SUMMARY

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Brunch Food Costs	3200	3200	Vermont Valley Community Farms	
Brunch Staff Costs	2600	2600	TEENworks	
Brunch Cooking Demo Costs	400	400	Fit Youth Initiative Grant	
Catering Chef	800	800		
Cooking Class Food Costs	800	800	Vermont Valley Community Farms	
Cooking Class Childcare Costs	206	206		
FYI Nutrition Education Specialist	Covered by other revenue sources		Fit Youth Initiative Grant	
FYI Lead Fitness Instructor	Covered by other revenue sources		Fit Youth Initiative Grant	
Food Pantry Coordinator	Covered by other revenue sources			
Cooking Class Instructors			Slow Foods Madison	
Food Pantry Volunteers				
Other Income			Woodman's & Willy Street Co-Op	

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**DISCLAIMER AND SIGNATURE**

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

Signature

A handwritten signature in black ink, appearing to be "Jr. Lr.", written over a horizontal line.

Date

2/18/16



Healthy Food for All  
1209 Sherman Ave.  
Madison, WI 53704

February 18, 2016

Madhavi Krishnan  
Square Harvest  
4809 Hillview Terrace  
Madison, WI 53711

Dear Madhavi,

Healthy Food for All is pleased to support your City Of Madison SEED Grant application which proposes to develop an app for the purpose of announcing and claiming excess produce and prepared food. Healthy Food for All is also committed to working with you in an advisory role as you develop, test, and launch the app.

Operating out of FEED Kitchens on Madison's Northside, Healthy Food for All is a project dedicated to increasing low income families' access to nutritious food by procuring, cleaning and distributing fresh produce donations and rescuing prepared food from large cafeterias and repacking it into family-sized containers.

Our very model is predicated on the premise that there are vast quantities of food right here in our community that is going to waste. Reclaiming that food, giving it a light processing touch, and distributing it through well thought out systems can give struggling families high quality, nutritious meal options as well as save tons of waste from our landfill. While there are currently systems in place to capture potential food waste, these systems are arcane and in need of updating. The issue of food waste is on the forefront of policy and community discussions right now which makes the development of the app you are proposing very timely and the release of the app, once developed, will be well received by both food vendors and emergency food providers.

In its short existence, Square Harvest has proven to be a successful model for the purchase and delivery of local foods and is a welcome addition to our local food system. We are excited that you have chosen to take the basis for the applications that drive Square Harvest and apply them to the social enterprise of helping prevent food waste and feeding families in our community that are struggling to put meals on their table. We look forward to working with you on this project and wish you the bet.

Sincerely,

*Chris Brockel*

Chris Brockel  
Executive Director

# Vitruvian Farms

---

2727 B U.S. Hwy 51  
Mc Farland, WI 53558  
(414) 704-5379  
tommy@vitruvianfarms.com

February 16, 2016

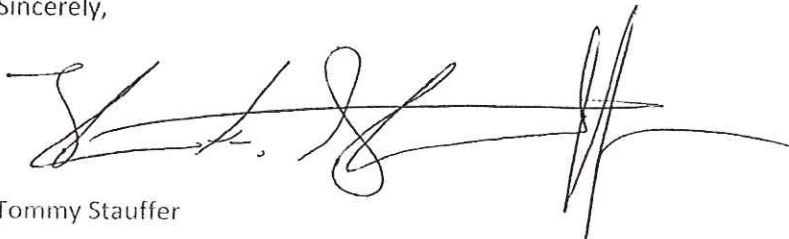
I am writing to add support to Square Harvest's proposal for Madison's SEED grant to develop an app to reduce food wastage and improve food access.

Vitruvian Farms is a local farm just outside of Madison, Wisconsin. We primarily sell to restaurants and grocery stores in the Madison and surrounding areas, but also do some direct to consumer sales as well. This year, we plan to grow our reach into non-profit and donation work. We believe that food is the bedrock of a community, and thus, high-quality, local food can have a major influence. Our ability to donate produce effectively is key to the future success of our farm.

We are highly supportive of Square Harvest in developing an app to make it easy and accessible for farmers like us who want to donate fresh, perishable food in a timely fashion so it reaches people in need on time. We expect to use this app and share with other local farmers who believe in giving back to the society and communities in need of access to fresh food.

We encourage full support of this initiative. Thank you for your consideration .

Sincerely,

A handwritten signature in black ink, appearing to read 'Tommy Stauffer', with a long horizontal line extending to the right.

Tommy Stauffer

Owner, Vitruvian Farms





From,  
Square Harvest  
Madison, WI

To,  
2016 City of Madison SEED Grants  
Madison Food Policy Council

We are submitting to SEED grant to develop an app to connect and co-ordinate food donation and distribution in our community thereby improving food access and reduce food waste.

Healthy Food for All Children Community Plan lists **Lack of Coordination** as one of the most important issues towards making healthy food accessible for all. Lack of systematic co-ordination is slowing down the rate at which we create large scale change to the critical systems in food distribution. In many cases, fresh food goes to compost or worse landfill due to lack of co-ordination at the right time. Given fresh food has very limited time to get from the farm to the distribution center (and to families who need them), the problem of lack of co-ordination has really reached a point of critical importance. By building an open app, we will connect and co-ordinate individuals and organizations working towards making fresh food accessible and reduce food waste. Healthy Food for All School Children also has an objective to "Improve and expand infrastructure for movement, storage, production and processing/transformation to maximize availability of fresh food". The development of an integrated app will help increase the capacity of the existing infrastructure in the movement of fresh foods.

Our app will create an integrated solution for sharing real time availability of fresh food and streamline the operations for organizations that collect food and distribute to local food pantries and meal programs. Farmers, organizations and individuals who want to donate food can post it online, thereby saving time. We believe making it easy for people to donate food will increase the amount of food being donated. Organizations and volunteers who are interested in collecting the food can monitor the website and/or get notifications in the form of emails/texts thereby having access to real-time availability of food. This will help pantries save a lot of time and resources that they currently spend in reading through multiple emails every day, sorting through them to find food they need and may eventually find out that they have already been donated or worse, wasted since they couldn't reach the farmer on time. It will improve efficiency of these organizations thereby saving time and money in the long run enabling them to use these resources to further serve the community members. The app will also provide a space for community members to discuss needs, co-ordinate volunteers and doing pickups using optimized routes.

We believe the app will improve equal access to fresh food to pantries and neighborhoods that currently find it challenging to source fresh food for its members. People of color and low-income will greatly benefit from more access to fresh food. Finally, it will reduce food waste by connecting people in a timely fashion.

This project is not currently funded by the City of Madison. The request for funding is limited to one year and we expect to generate income to sustain the project on its own in a year. We are collaborating with healthy food for all and local farmers to develop the app and train users (see support letters). The project will directly benefit minority and/or low-income populations by improving access to fresh food. The results of the project will be tangible and measurable by the number of users, website traffic and number of transactions.

Sincerely,  
Madhavi Krishnan  
Founder, Square Harvest



## 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

<b>Title of Proposal</b>	An open app to improve fresh food access and reduce food wastage	<b>Amount Requested: \$9924 (max. \$10,000)</b>
<b>Agency/Organization/Group Name</b>	Square Harvest Inc	
<b>Contact Person</b>	Madhavi Krishnan	<b>Telephone #:608-695-0243</b>
<b>Address</b>	4809 Hillview Terrace, Madison, WI-53711	<b>Email: madhavi.krishnan@gmail.com</b>

<b>Is your group a 501 (c)(3)?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
<b>Is your group Incorporated under Chapter 181 Wisc. Stats.?</b>	YES <input type="checkbox"/>	NO <input checked="" type="checkbox"/>
<b>If no to above, do you have a fiscal agent?</b>	YES <input type="checkbox"/> Self _____	NO <input type="checkbox"/>

### PROPOSAL SUMMARY

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

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

This project directly addresses the important issue concerning access to Healthy Fresh Food as listed in Healthy Food for All Children Community Plan - **Lack of Coordination** - by building an open app that will connect and co-ordinate individuals and organizations working towards making fresh food accessible and reduce food waste. The app will help increase the capacity of the existing infrastructure in the movement of fresh foods there by improving and expanding the current infrastructure for movement, storage, production and processing/transformation to maximize availability of fresh food. We have a great network of individual community gardens, farmers, businesses and organizations who donate food, but there is not adequate coordination on a systematic basis. Given fresh food has very limited time to get from the farm to the distribution center (and to families who need them), the problem of lack of co-ordination has really reached a point of critical importance. This lack of coordination is slowing down the rate at which we create large scale change to the critical systems in food distribution. It takes a lot of time and resources to find fresh food at the right time, co-ordinate pickups and deliveries using volunteers and finally distribute among local food pantries. Unfortunately, in many cases, the food goes to compost or worse landfill due to lack of co-ordination at the right time. Our app will create an integrated solution and streamline the operations for organizations that collect food and distribute to local food pantries and meal programs. It will improve equal access to fresh food to more communities with lesser resources. Finally, it will reduce food waste by connecting people in a timely fashion.



**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 Department of Public Health Madison & Dane County finds that there are a number of areas in the city that are food deserts. Ethnically diverse neighborhoods are disproportionately more likely to also be food deserts. While not every low income child is hungry, almost all hungry people are low income because they simply cannot afford to buy enough food, cannot afford nutritious foods or cannot grow enough good food of their own. By increasing amount of fresh food being donated and improving access to fresh food for various organizations that distribute food, this app will directly benefit people of low income and color.

Currently, if an individual or an organization want to donate fresh food, they have to find a nearby pantry and call when the pantry is open or leave a message. Many pantries have different working hours and may not be able to get the message on time. Also, as a farmer or local business, it is hard to co-ordinate delivery or pickups. On the other side, mass email lists are used to share the information about food availability. There is no real-time list of what is actually available. Hence, pantries may waste a lot resources reading through multiple emails every day, sorting through them to find food they need and may eventually find out that they have already been donated or worse, wasted since they couldn't reach the farmer on time.

An easy to use website (that will save time of finding information and making calls) will encourage more people to donate food thereby increasing the amount of food coming into the system. It will increase the capacity of food banks, food pantries, meal sites, food pantry gardens, and other food outreach programs that work to alleviate hunger and malnutrition. It will improve efficiency of these organizations thereby saving time and money in the long run enabling them to use these resources to further serve the community members.

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

This project is IT intense with the focus on developing an intuitive, easy to use app that can scale to the needs of our community. While we expect to generate income in a year (see below), this SEED grant program will be beneficial to develop, grow and improve food access now. The fund from this grant will help develop and maintain the website for a year. It will also help staffing and training users in the community.

- We budget 50 hours of research, 50 hours of design and 200 hours of website development and testing for this project. That totals to 300 hours of web development time. We request 10% of the web developer time in the budget. 90% of the time will be in-kind contribution. We budget \$1500 for web developer at the rate of web development is \$50/hour. To place this in context, a software developer would charge at the rate of \$30 to \$200 per hour – see [http://www.payscale.com/research/US/Job=Software\\_Consultant/Salary](http://www.payscale.com/research/US/Job=Software_Consultant/Salary) (we have budgeted an hourly rate of \$50);
- We request for one part time staffing who will monitor incoming posts and approve new accounts (only appropriate verified post will go online to prevent spams). We budget \$5824 for this position that will be 8 hours a week at 14/hour for 12 months.
- We budget an amount of \$2000 in marketing to reach local organizations, training new users, general costs of operating the business and indirect costs.
- We budget some \$600 for website hosting and maintenance for 12 months.

Total amount requested: \$9925 ; In-Kind contribution: \$13,500

The company currently has a cash balance of \$10,000 based on personal money. The budget is adequate and reasonable. It balances the time of the company founder and staff at financially responsible rates.



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

Goals: Improve food access and reduce food waste by developing an easy to use online app where people can post and share availability of food. Create an easy to use intuitive interactive solution for timely coordination and distribution of fresh food donations.

Metrics – Our metrics are measurable:

- 1) Number of posts made per month (we expect to have 20-100 posts per month depending on the season).
- 2) Number of views on posts per month (we expect to have 50 views or more per day)
- 3) Number of successful transactions per month where successful transaction means the food was donated before waste.
- 4) Number of user who use the service.

If we meet our objectives, the results will be direct and tangible. The number of food pantries and programs who will benefit from the app will be over 50. The number of households with access to fresh food will be 10,000 or more households in the Madison area at the end of April 2017.

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

Access to healthy food is an extremely complex system and a number of significant efforts are happening in our community to address the issue of healthy food gap. These efforts comes from organizations of all sizes, resources and experiences. We are also seeing many new food pantries open in our community every month, especially focused on specific populations. For example, just this year, Madison East High School and UW Madison opened a food pantry for their students. Ethnically diverse neighborhoods are disproportionately more likely to also be food deserts. Food pantries hours of operation are driven by when volunteers are available as well as local philosophy. Hence, gaining access to healthy food is particularly hard. We believe, an open online app will save tons of food that would otherwise be wasted, to be redirected to families in need. An easy to use website will increase amount of food coming into the system. A website that is open to all provides equal access to all food pantries to get fresh food will hugely benefit all the organizations serving underserved communities. This will also reduce racial and economic disparities by serving all communities and improving food access. This app will strengthen the great partnerships of many government and community organizations deeply committed to feeding children and families in Dane County and improve the health and wellbeing of our community through improved access to healthy food.



## 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.**

None.

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

In one year, we expect the website operations to be streamlined and staffing to be minimal by automating most of the posting and maintenance tasks. We expect the website to generate income. There are two ways to generate income from the website:

Paid Ads

- 1) Paid Ads and sponsored posts
- 2) Charge membership for some exclusive features to members. Example, chefs will pay an annual fee to get notifications on seasonal specialty products like mushrooms.
- 3) We will provide premium features like optimal routes for multiple pickups/deliveries.

We want to keep the website completely FREE for food donations and pantries.

## COORDINATION/COLLABORATION

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

We met with CAC and Healthy Food for All and discussed extensively their operations and the problem of co-ordination they face on a daily basis in their operations. These two organizations that are deeply involved in the recovery and movement of excess produce and prepared food. In these meetings, we gained an understanding of how the current system works, sought advice on how an app can integrate into and improve that system, and sought advice on how the new system can be rolled out. CAC also coordinates the Dane County Food Pantry network which gives us a ready platform to train emergency food providers on using the new system. We also currently work with over 15 local farms directly, many of whom have expressed interest in using this app. We plan to work with River Pantry, Second Harvest and local business and farms like Promega, Vitruvian Farms, Crossroads Community Farm (with whom we already have working relationships).

See attached support letter from Chris Brockel from Healthy Food For All and Tommy Stauffer from Vitruvian Farms.

**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Web Developer	20 hours total	50
Manager	20%	14
<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 2016 is \$12.83 per hour.

**BUDGET SUMMARY**

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
Web Development	15,000	1500	13,500	0
Staffing	5824	5824	0	0
Marketing, Training & Operations	4000	2000	2000	0
Website hosting and maintenance	600	600	0	0
Total	25424	9924	15,500	0

**DISCLAIMER AND SIGNATURE**

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

Signature Madhavi Krishnan

Date 02/19/2016



**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Web Developer	20 hours total	50
Manager	20%	14
<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 2016 is \$12.83 per hour.

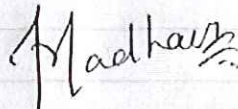
**BUDGET SUMMARY**

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Marketing, Training & Operations	4000	2000	2000	0
Website hosting and maintenance	600	600	0	0
Total	25424	9924	15,500	0

**DISCLAIMER AND SIGNATURE**

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

Signature Madhavi Krishnan



Date 02/19/2016

Mellowhood Foundation  
5726 Balsam Road #1  
Madison, WI 53711  
February 18, 2016

SEED Grant Committee  
c/o Mark Woulf  
Madison Food Policy Council  
City-County Building, Room 403  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703

Dear SEED Grant Committee,

Attached is a proposal from the Mellowhood Foundation which details an innovative way to increase equitable access to healthy foods for children and families, increase the capacity of neighborhoods and communities to support affordable and healthy food choices, and provide meaningful work experience for youth in southwest Madison. The PAID Program (Preparing Assets for Integration without Dependency) is a collaborative effort between the Mellowhood Foundation and Dane County UW-Extension staff.

PAID participants will be youth ages 7-12 from the Meadowood and Hammersley neighborhoods who will work 10 hours a week. They will plant, maintain, and harvest fresh vegetables for the neighborhood at the Hammersley Community Garden. The youth will distribute produce from that garden to local senior citizens, food pantries, and the Meadowood and Theresa Terrace Community Centers. They will also help with general maintenance of the Meadowood Park garden, Hammersley Community Garden green space, the East Madison Community Center and Glendale Elementary Gardens. UW-Extension will provide horticulture, nutrition, financial literacy, and work skills education.

We look forward to hearing from you, and welcome any questions you may have.

Sincerely,



Tutankhamun (Coach) Assad  
President, Mellowhood Foundation



## 2016 CITY OF MADISON SEED GRANTS

Madison Food Policy Council



### APPLICANT INFORMATION

Title of Proposal	<b>PAID (Preparing Assets for Integration without Dependency)</b>	Amount Requested: <b>\$9984</b> (max. \$10,000)
Agency/Organization/ Group Name	<b>Mellowhood Foundation</b>	
Contact Person	<b>Tutankhamun (Coach) Assad</b>	Telephone #: <b>608-520-7034</b>
Address	5726 Balsam Road #1 Madison, WI 53711	Email: <b>coachassa.ta@gmail.com</b>
Is your group a 501 (c)(3)?	YES <input checked="" type="checkbox"/> xx	NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input checked="" type="checkbox"/> xx <input checked="" type="checkbox"/>	NO <input type="checkbox"/>
If no to above, do you have a fiscal agent?	YES _____	NO <input type="checkbox"/>

### PROPOSAL SUMMARY

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

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

The Mellowhood Foundation employs a holistic approach in serving minoritized communities and neighborhoods. Our proposal responds to both **increasing equitable access to healthy foods for children and families** and **increasing the capacity of neighborhoods and communities to support affordable and healthy food choices**. The PAID Program (Preparing Assets for Integration without Dependency) is a collaborative effort between the Mellowhood Foundation and Dane County UW-Extension staff. PAID began as a pilot program during the summer of 2015.

PAID participants will be youth ages 7-12 from the Meadowood and Hammersley neighborhoods who will work 10 hours a week. They will plant, maintain, and harvest fresh vegetables for the neighborhood at the Hammersley Community Garden. The youth will distribute produce from that garden to local senior citizens, food pantries, and the Meadowood and Theresa Terrace Community Centers. They will also help with general maintenance of the Meadowood Park garden, Hammersley Community Garden green space, the East Madison Community Center and Glendale Elementary Gardens. UW-Extension will provide horticulture, nutrition, financial literacy, and work skills education. In addition, to enhance reading skills, each youth will be paid for 2 hours a week for academic work required as a part of being in the program.

The youth will also begin a new entrepreneurial project to create a value-added food product called "Mellowhood Hots," a hot pickle product to be produced in the neighborhood. UW-Extension will help them develop a business plan and assign work responsibilities so that it may become a future revenue source for PAID.

**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.).**

All youth selected to participate in PAID will be from the underserved Meadowood and Hammersley neighborhoods. The program is an intensive introduction to work with academic components. We employ youth ages 7-12 who are most susceptible to gang targeting. We seek to counter this with self-awareness modeling, true work ethic of both responsibility and accountability. Youth read three hours each week for a total of 13 hours of engagement weekly.

The PAID program youth (12) earn \$8.25 an hour, one dollar more than minimum wage in order to create a value-for-value mentality. We support them in the realization of their own self-worth and self-awareness which allows them to reset their perceptions of boy-hood and adulthood. We reinforce to the youth that a viable life is an objective that needs to be planned for and education is the critical component of upward momentum. The youth are required to adhere to a strict dress code, use mandated work supplies, be punctual, put a percentage of their earnings into their own bank account weekly, and be not only team members but also citizens both before and after working in the community. These are the unwavering requirements of the Meadowood Foundation.

To promote adequate progress in students' reading capability, a certified teacher will advise and assist in assessing participants' reading levels so that the weekly reading is, in itself, reinforcing to the participants.

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

The Meadowood neighborhood is located in one of the four designated food deserts of Madison. Lack of easy access to healthy food choices is exacerbated by the lack of affordable transportation options for many low-income residents.

PAID is a win-win program, a program that will not only increase access to healthy food that is actually grown in their own neighborhood but will also work with youth from the neighborhood who often have limited options for entry jobs and give them a meaningful way to spend their summer.



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

Goals:

- To provide meaningful summer employment to low-income youth in the Meadowood and surrounding neighborhoods
- To grow and distribute vegetables to local senior citizens, Good Shepherd food pantry, and the Meadowood and Theresa Terrace Community Centers.
- To enhance reading and comprehension skills of program youth.

Outcomes will be measured in the following ways:

- The amount of food produced and distributed in the neighborhood
- The response to the different neighborhood distribution channels to understand which are most effective in getting fresh produce to the most number of people
- Number of targeted youth redirected from prior disruptive patterns of behavior
- Increased self-esteem demonstrated by 80% or higher work attendance rate
- Academic curiosity demonstrated through problem-solving on the job
- Teamwork skills shown through peer-to-peer communication

**Question 5: Please take some time to describe the potential ways that your proposal seeks to reduce disparities in our city; racial, economic or otherwise.**

The Mellowood Foundation is a grass roots non-profit located in the neighborhoods including and surrounding Meadowood. Its mission is to **to empower undervalued youth and families by using mentoring and modeling to develop emerging leaders.** It builds on the *assets* of these neighborhoods. This proposal is consistent in supporting youth workers in the realization of their own self-worth and self-awareness which allows them to reset their perceptions of boy-hood and adulthood. This program is an opportunity reinforce to the youth that a viable life is an objective that needs to be planned for and that service to the community and education are critical components of upward momentum. The age group we are targeting is important, as PAID becomes a viable alternative to getting involved in gang activity.

## FUNDING DETAILS

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

The Mellowhood Foundation has been encouraged by both CUNA Mutual Foundation and the Kids' Fund to submit proposals to support their activities. As noted on the budget page, portions of this project are intended to be covered through those resources.

We are also indebted to UW-Extension, which is providing invaluable in-kind support and expertise to this project.

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

The Mellowhood Hots project of developing a hot pickle product for sale is something that will take several years to produce revenue: in 2016, the plan will be developed. In 2017, the produce for the product will be grown; sales can begin after that. We anticipate that this will contribute to PAID, but will be an insufficient source of funding for this program to continue to grow and offer opportunities to youth in the Meadowood and Hammersley neighborhoods.

The Mellowhood Foundation will apply for other funds and secure private donations from the community to continue and expand this worthwhile program.

## 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.).***  
***161 words***

Mellowhood Foundation is based in the Meadowood neighborhood and serves southwest Madison. Its President, Coach Assad, lives in the neighborhood and has engendered the trust of residents through his work with young people. He has been working diligently over the past three years to develop relationships with other groups providing services in the neighborhood. He has a good working relationship with UW Extension, staff of Joining Forces for Families, the Meadowood branch of the Madison Public Library, among others. Justified Anger has supported one of the neighborhood initiatives of the Mellowhood Foundation. Assad is also working with CUNA Mutual Foundation and Evjue Foundation who have actively encourage the Mellowhood Foundation to apply for funds to support their work in the community.

In addition to Coach Assad, Mellowhood Foundation's Board of Directors include Marianne Morton of CommonWealth Development, Rev. Winton Boyd of Orchard Ridge UCC, Art Robinson, Sally Stix who represents the Meadowood Neighborhood Association, Jason Joyce of the Capitol Times, Percy Brown, Jr. and Barbara Hummel.



**PERSONNEL CHART**

Title of Staff Position	F.T.E. *	Proposed Hourly Wage^
Program Director	16% (24 hrs/week for 14 weeks)	\$16.62/hour
<b>TOTAL</b>	\$5584	

\*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 2016 is \$12.83 per hour.

**BUDGET SUMMARY**

Budget Expenditures	Total Project Costs	Amount of City Dollars Requested	Amount of Other Revenues/In-Kind Support	Remaining Funding Gap (if any)
8 youth @12 hrs/wk for 12 wks	\$9504	\$9504		
Garden tools, plants, seeds			In-kind support from UW Extension	
Food for youth workers	\$600		Requesting from 1000 Friends	
Uniforms, gloves, and rain gear for 8 youth @ \$60/youth	\$480	\$480		
Academic materials			In-kind support from Madison Public Library (Meadowood branch)	
Reading level assessment of participants	\$500		Requesting from CUNA Mutual	
Transportation to work sites (1 time/wek, 2 cabs/wk for 12 wks @ \$60/round trip	\$720		Requesting from CUNA Mutual	
Expertise to develop the business plan for Mellowood Hots			In-kind support from UW Extension	
Program administration and supervision	\$5584		Requesting from CUNA Mutual	

#### DISCLAIMER AND SIGNATURE

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

Signature



Date

2-18-2016





**Dane County**

5201 FEN OAK DRIVE, SUITE 138  
MADISON WI 53718-8872  
608/224-3700 VOICE  
608/224-3727 FAX  
711 WI RELAY

Cooperative Extension  
<http://dane.uwex.edu>

Mark Woulf  
Mayor's Office  
210 Martin Luther King, Jr. Boulevard  
Madison, WI 53703

Dear SEED Grant Committee,

Dane County UW-Extension is excited to partner with The Mellowood Foundation to continue the P.A.I.D. Program in 2016. This program aligns with UW-Extension's mission to provide education to the public as well as our effort to work in and support minoritized communities in Dane County.

In 2015, we were honored to work with the Mellowood Foundation to found the P.A.I.D Program. As a result of UW-Extension's support, youth participants helped to reestablish the Hammersley Community Garden, learned to plant and maintain their own vegetable plots, and provided services to other community gardens across the city. The program quickly proved to be an effective way to teach neighborhood youth job skills preparedness and help them realize their potential to become positive role models and active citizens in their community. We look forward to expanding this innovative program in 2016 to reach more youth in the Meadowood neighborhood.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Muellenberg". The signature is fluid and cursive, with a large, stylized "J" and "M".

Joe Muellenberg  
Horticulture/4-H Program Coordinator