

# City of Madison SEED Grants: Then and Now

A Brief Overview of Recommended Material Changes



#### **Overview**

- SEED Grants History
- SEED Grants Application Process
- Proposed Grant Material Changes
- Q&A



## **SEED Grants History**

- SEED Grants were created in 2014, with \$50,000 from Direct Appropriations within the City's budget, to serve as a funding source for smaller, new food access/food security initiatives spurring from non-profit and community-based orgs in the City
  - 2014 10 grantees (26 proposals; \$181,464.50 in requests)
  - 2015 9 grantees (13 proposals; \$82,998.04 in requests)
  - 2016 9 grantees (14 proposals; \$97,121.00 in requests)
  - 2017 11 grantees (15 proposals; \$116,663.00 in requests)
- TOTAL: 4 years; 39 grants; \$200,000 in funding

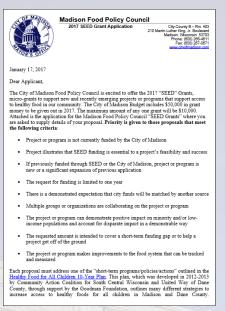


#### **SEED Grants Application Process**

- Mid-January Late Feb/Early March: Proposals accepted
- Late Jan/Early Feb: SEED Grants info session
- Late Feb/Early March: SEED Grant proposals due
- Key Materials
  - Application background letter (info on application process, review criteria)
  - Application
  - Grant scoring form (grant reviewers use to allocate points, make funding decisions)
  - Post-grant evaluation form (grantees fill out and submit after their project is finished)



#### **Application Background Letter**



2018 City of Madison SEED Grant Application Background The City of Madison Food Policy Council is excited to offer the 2018 SEED Grants, small grants to support new and/or emerging projects or programs that support access to healthy food in our community. The 2018 City of Madison Budget includes \$50,000 in grant money to be awarded in 2018. The maximum amount of Priority is given to proposals that;

• Demonstrate financial need

• Program is not currently funded by the City of Madison If previously funded through SEED or the City of Madison, program is an expansion of previous application AND there is demonstrated program success and effort made to increase funding from other sources / create sustainability in the program Address racial equity and social justice (see the City of Madison RESJ Initiative)
 Program can demonstrate positive impact on communities of color and/or low-income populations and account for disparate impact in a demonstrable way The program targets key <u>Food Access Improvement</u> areas of Madiso Program involves collaboration with community members Include a plan for evaluation of program success and impact NOTE: If your program addresses food retail access or if you are a food retail business please conside exploring and applying for the <u>Healthy Retail Access Program</u>. The <u>Healthy Food for All Children 10-year Places</u> is a document developed in 2012, which provides strategies on community food systems work as it relates food insecurity and food access, which applicants may find useful February 26, 2018 by close of business (4:30PM). If you have any questions as you fill out the grant application, please contact George Reistad at (608) 266-4611. Submit your application to the Mayor's Office via email (greistad@cityofmadison.com), or by mail/hand-delivery to: City-County Building - 210 Martin Luther King Jr. Blvd ATTN: George Reistad – Room 403 Madison, WI 53703 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 Pre-Submission SEED Grant Information Meeting 6:00pm, Wednesday, January 31, 2018 Meadowridge Library – 5408 Raymond Rd. Madison, WI 53711 Food Policy Coordinator

2017 2018

- Shorter 2-pages → 1-page
- Bulleted list of priority areas that proposals should address
  - Lines up with application sections and scoring form sections
- Removed requirement on using HFFA "short-term programs/policies/actions"
  - includes HFFA as a helpful guide for project strategies and objectives



#### **Application**

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2017	NTV OF MARKON	- CDANTC		2018 City of Madison SEED Grant Application Deaffine: Monday, February 26, 2018 (E-20FM)
	CITY OF MADISON SEE Food Policy Council	D GRANTS		COVER LETTER (500 words or less)
			Misco	Please provide a brief overview of your proposal which includes:  • How the project/proper interests to food scross in Miladion and who is suggested/served  The value of Digital for service from specified of the United Service and and the United Service and Service for Service for Service from Service for
APPLICAN	TINFORMATION		Amount Requested: \$	The MISCOLD was founding to report to the over the control of
Proposal		ľ	(max. \$10,000)	PART I: APPLICANT INFORMATION
Group Nar	rganization/ ne ovide the full,			Title of Prognast:
egal busir	ness name for ng contract.)			Amount Requested (max. \$10,000):
Contact	ng contract.)			Agency/Organization/Group Name (Please provide the full, legal business name):
Person			Felephone #:	Address:
ddress		Email:		Contact Person (Name):
				Telephone number:
				Enail:
your group a 501 (c)(3)?		YES III	NO III	Is your group a 501 (c)(3)? □ YES □ NO
				Is your group incorporated under Chapter 181 Wisg, Stats.? UPS NO
your group Incorporated under Chapter 81 Wisc. Stats.?		YES III	NO III	If no to above, do you have a fiscal agent?   VES   NO
				PART II: PROJECT DETAILS (20 POINTS)
f no to ab	ove, do you have a fiscal agent?	YES	NO III	The following questions are about the details of your project/program and your partners. We look to fur innocestor projects/programs around a variety of stematic areas. Presse assurer questions in no more the words.
		201	7	WITH IS IN THE AND ADDRESS OF THE AD

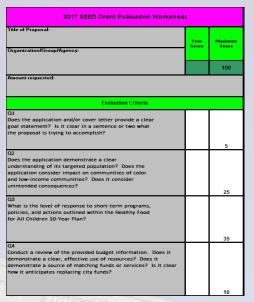
2017

2018

- Shorter: 7 pages → 6 pages
- Requires short (<300-word) cover letter to immediately establish project purpose for reviewers</li>
  - Vagueness establishing what proposal was addressing has been a problem in the past
- Application sections match up with background letter criteria
- Application section headers break out points per section
  - More transparent for applicant; can see weights of each section
- Puts explicit emphasis on Racial Equity and Social Justice (Part III)
  - Prioritizes projects within Areas of Improvement on the Food Access Improvement Map (adds 5 "Priority Points")
- Includes a section on evaluation, which requests goals and measures
  - These recorded goals and measures are used in the Post-grant evaluation form, sent near the end of the grant period



#### **Grant Reviewer Scoring Form**





PART I: APF	PLICANT INFORMATION			
Title of Pro	oosal:			
Name of or	ganization/group:			
Amount Re	quested (max. \$10,000):			
PART II: PR	DJECT DETAILS	20 Points		
1-2	We look to fund focused, innovative projects/programs around a variety of thematic areas	/10		
3	Project/program fulfills a need and collaborates with existing programs/systems	/10		
PART III: CO	MMUNITY IMPACT, RACIAL EQUITY, AND SOCIAL JUSTICE	30 Points + 5 Priority Pts if w/in Area of Focus*		
4	Priority given to projects/programs serving Madison neighborhoods identified as Food Access Improvement focus areas	/5*		
5-6	Describes who the program serves and where it operates	/10		
7-8	Priority given to projects/programs that integrate community collaboration and benefit communities of color, low-income communities	/ 20		
benefit communities of color; low-income communities  PART IV: EVALUATION  21				
9	Describes how members of target community will be/are engaged in project/program planning and implementation	/10		
10	Priority placed on projects/programs that impact under-served/under represented communities in Madison	/10		
PART V: FIR	IANCIAL NEED	30 Points		
11	We look for proposals that illustrate that SEED funding is essential to a project's feasibility and success	/10		
12	Particularly for a short-term funding gap or to help a project /program get off of the ground	/5		
13	Demonstration that city funds will be matched by another source	/5		
14	Describes plans for going forward/program sustainability	/5		
Budget Summary	Is the budget presented logical considering all project/program components and desired outcomes?	/5		
TOTAL	I .	/100		

2017

2018

- Scoring sections and questions line up <u>directly</u> with application sections and questions
  - Points per section and points per question broken out to make scoring easier for reviewers
  - 5 additional "Priority Points" given to projects within FAIM Areas of Focus



#### Post-Grant Evaluation Form

	POLICY COUNCIL NT EVALUATIONS	2018 Post-SEED Grant Evaluation Form
Please take a moment to help us evaluate the success an responses no later than Friday January 13th, 2017.	nd improve the SEED Grant program. Please submit your	Please take a moment to help us evaluate the success and improve the SEED Grant program. <u>Please submit your responses no later than 12/31/2018</u> .
Grantee Information		PART I: GRANTEE INFORMATION
Name		Name of program:
Name of Program  SEED Grant Amount		SEED Grant amount awarded: \$
Program Duration Email Is the Program Complete? If not, please call George Reistad, Food Policy Direct	eter at 608.766.4611 immediately	Agency/Organization/Group Name (Please provide the full, legal business name):
Please provide a short (2-4 sentences) description of the		Address:
	program or project.	Person filling out this form (Name):
		Role in program:
		Telephone number:
Please indicate the number of people served over	Please indicate the race/ethnicity of the	Email:
the duration of this program (Estimate if necessary):	population(s) served and percentage of those	PART II: OVERVIEW
□ 0-25 □ 25-50	populations served by the project:  Hispanic/Latino %	Program start date:
□ 50-100 □ 100-200	American Indian or Alaskan Native %     Asian %	Has the program ended? ☐ YES, Date ended: ☐ NO, Estimated end date:
Over 200     If specific number of people served is known, please indicate that number:	Black /African-American %     Native Hawaiian or other Pacific Islander %     White %	If project not completed by end of calendar year please call George Reistad, Food Policy Director at 608-266 4611
	□ Other%	Has the program changed at all from the description in the funding application?   YES   NO  If yes, please describe what changes were made and why:
Please indicate the total number of children (under age 16) served over the duration of the program (Estimate if necessary): n 0.25	Please indicate the estimated income range for people and families served: = 0.515,000 = 515,000,525,000	
age 10) served over the duration of the program (Estimate if necessary):  0.25  0.25  0.30-100  100-200  0 Over 200	people and families served:	Demographics of Population Served Please indicate the number of people served over the duration of this program (Estimate if necessary): 02.55-00 0.50-0.100
age 16) served over the duration of the program (Estimate if necessary): 0.25 0.25-50 0.50-100 0.100-200	people and families served:  □ 0.\$15,000  □ \$15,000.\$25,000  □ \$25,000.\$40,000  □ \$40,000.\$60,000	Please indicate the number of people served over the duration of this program (Estimate if necessary):  10-25  12-550  150-100
age 10) served over the duration of the program (Estimate if necessary): 10.25 12.5-50 150.100 1100.200 10 over 200 If specific number of people served is known,	people and families served:  □ 0.\$15,000  □ \$15,000.\$25,000  □ \$25,000.\$40,000  □ \$40,000.\$60,000	Please indicate the number of people served over the duration of this program (Estimate if necessary): 0.0-25 0.25-50

- Evaluation form retains demographic/population served info from 2016 form
- Additionally, the form now references back to submitted application (Qs 9 and 10) and requests updated data on stated benchmarks/measures to achieve project/program goals
  - Way to evaluate efficacy of funded projects/programs
- Form now includes a section on project/program sustainability
  - Provides insight on whether orgs were able to secure additional funding, long-term/multi-year funding for their projects/programs
  - Gauges the necessity of SEED Grant funds to continue the project/program

