



Office of the Mayor
Satya Rhodes-Conway

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
www.cityofmadison.com

Memo: 2020 SEED Grants Funding Recommendation

Date: Monday, April 20, 2020
To: City of Madison Common Council
From: George Reistad, Food Policy Director

Members of the Common Council, below are the 2020 SEED grant recipients as recommended by the SEED Grants Work Group of the Madison Food Policy Council.

Please note that because of extraordinary circumstances due to COVID-19, a 'COVID-19 Addendum' was created and distributed to all 19 original 2020 applicants to provide an outlet to frame and request funding for organizational needs during the pandemic.

Additionally, because of the 3/17/20 Council adoption of [ORD-20-00034 – “Creating subdivision \(c\) of 33.01\(10\) of the Madison General Ordinances to prohibit meetings during an officially declared emergency or at the direction of the Director of Public Health Madison and Dane County unless authorized by the Mayor and Common Council President”](#), the Madison Food Policy Council was unable to meet for its regularly scheduled April 1 meeting.

Because of the urgency of community food needs during this pandemic, it is imperative to keep funding approvals on the timeline originally outlined to applicants so they receive funding in a timely manner to respond to the needs of City residents. Reviewers and staff have analyzed the applications and created funding recommendations that meet the critical needs of selected applicants.

Grocery Boxes and FoodBridge Grocery Support, *The River Food Pantry, Inc.*

- Up to \$5,000 to fund grocery boxes and FoodBridge Program packages (for seniors)
- *Serves all of Dane County (Based in Alder District 12)*

Local Meal and Produce Delivery: Connecting the Northside to its Community Farm, *Rooted WI, Inc.*

- Up to \$4,500 to fund staff time, meal and delivery costs for home-delivered meals and food boxes using local produce
- *Alder District 12*

Providing Meals to Elders during COVID-19 Emergency, *Independent Living, Inc.*

- Up to \$4,500 to fund home-delivered “Meals on Wheels” meals and staff time
- *Serves City-wide (Based in Alder District 11)*

COVID-19 Response Initiative, *Urban Triage Incorporated*

- Up to \$5,000 to fund grocery gift cards, groceries, food truck expenses for pick-up meals, and delivery/admin costs
- *Serves Alder Districts 6, 12, 17, 18 (Based in Alder District 6)*

Just Feeding Madison, *Madison-area Urban Ministry, Inc.*

- Up to \$3,000 to fund ingredients and staff time for Just Bakery to produce and donate >150 loaves of bread to area pantries
- *Serves multiple pantries City-wide (based in Alder District 17)*

FEED to Go: Feeding Lake View Community School Families during COVID-19, *Fiscal: Madison Northside Planning Council, Inc. c/o Lakeview Elementary School*

- Up to \$5,000 to fund 'Feed-to-Go' meals prepared by local chefs and distributed to residents in Northside neighborhoods
- *Serves Alder Districts 12 and 18 (Based in Alder District 12)*

People on Premises (POP) COVID-19 Grocery Delivery Program, *Mellowood Foundation, Inc.*

- Up to \$5,000 to fund staff time and personal protective equipment related to grocery delivery in the Meadowood, Hammersley/Theresa Terrace, Park Ridge, Wexford Ridge, and Prairie Hills neighborhoods
- *Serves Alder Districts 9, 19 and 20 (based in Alder District 20)*

Enhancing Food Access and Establishing Healthy Eating Habit through Early Childhood Education, *Young Men's Christian Association of Dane County, Inc.*

- Up to \$2,000 to fund meals through the YMCA Brown Bag Meal Program
- *Serves City-wide (Based in Alder Districts 15 and 19)*

Darbo Pantry Project Expansion Plan, *Center for Community Stewardship, Inc. c/o Darbo Pantry Project*

- Up to \$2,500 to fund staff time for a Project Manager and Distribution Coordinator for the expansion of the Darbo Pantry Project, which delivers bags of local produce to Darbo – and with the expansion - Truax residents
- *Serves Alder Districts 6 and 15 (Based in Alder District 6)*

COVID-19 Bayview Community Food Access and Distribution Program, *Bayview Foundation, Inc.*

- Up to \$3,500 to fund pre-packaged meals provided to Bayview-area residents
- *Alder District 13*

Food Emergency Initiative in support of Early Childhood Healthy Eating, *Kids Forward, Inc.*

- Up to \$4,500 to fund staff time and stipends for Early Childhood Education (ECE) providers to manage ECE food distribution program
- *Serves City-wide (Based in Alder District 4)*

Farm Manager Support for Madison Area Food Pantry Gardens' Forward Garden Expansion, *Madison Area Food Pantry Gardens, Inc.*

- Up to \$4,000 to fund staff time (farm manager) for food pantry gardens expansion
- *Serves City-wide (Based in Alder District 10)*

Creation of Mamie's Garden, *Urban League of Greater Madison, Inc. c/o 'Mamie's Garden'*

- Up to \$1,500 to fund "neighborhood harvest garden" establishment costs (materials, seeds, soil amendments)
- *Alder District 14*

Sincerely,



George Reistad, Food Policy Director
Office of the Mayor
City-County Building, Room 403
210 Martin Luther King Jr. Blvd.
Madison, WI 53703-3345
(608) 266-4611