



Madison Food Policy Council

2021 Healthy Community Food Systems Fund
Grants Program - Background Letter

City-County Bldg – Rm. 403
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Madison, Wisconsin 53703
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Dear Applicant,

The City of Madison Food Policy Council is excited to offer the 2021 Healthy Community Food Systems Fund –Grants Program (HCFSF-GP), which provides funding to community-based organizations that are creating a healthier food system in Madison and addressing the increasing food insecurity and food access disparities that community residents are facing during the COVID-19 pandemic. The 2021 City of Madison Budget includes \$150,000 in grant money to be awarded in 2021. The maximum amount of any one grant will be \$25,000.

Priority is given to proposals that:

- **Meet clearly defined community food insecurity and/or access needs**
 - Proposal outlines who is served, how they are served, and how community-based input on need/impacts were obtained
 - Proposals are not limited to COVID-19 responses but applications that are meeting a critical community food need brought on by COVID-19 will **receive priority status in funding deliberations**
- **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 [Food Access Improvement](#) areas of Madison
 - Program involves collaboration with community members
- **Include a plan for evaluation of program success and impact**
 - Program makes food access or food insecurity improvements that can be tracked and measured

NOTE: If your program addresses food retail access or if you are a food retail business please consider exploring and applying for the [Healthy Retail Access Program](#). Additionally, the [Healthy Food for All Children 10-year Plan](#) is a document developed in 2012, which provides strategies on community food systems work as it relates to food insecurity and food access, which applicants may find useful.

To apply, please download and complete the application form [here](#). **Applications are due on Monday, March 1, 2021 by close of business (5:00PM).** If you have any questions as you fill out the grant application, please contact George Reistad at (608) 572-7281 (work cell). Submit your application to the Mayor's Office via email:

George Reistad – Food Policy Director
Madison Food Policy Council Email Account
mfpc@cityofmadison.com

The City of Madison will host a virtual pre-submittal meeting for interested groups and organizations to discuss the grant application and explore potential collaboration opportunities with other organizations in attendance. Interested applicants are strongly encouraged to attend this virtual meeting:

Pre-Submission 2021 Healthy Community Food Systems Fund - Grants Program Information Meeting
Tuesday, January 26, 2021 – 5:00 PM
Virtual Meeting

Sincerely,

Erica Anderson
Chair, Madison Food Policy Council

George Reistad
Food Policy Director, Office of the Mayor

Commented [RG1]: Need to update City SEED Grants webpage for 2021 once HCFSF program is authorized/finalized

Commented [RG2]: Discuss and finalize application timeline and due date

Commented [RG3]: Finalize timelines/logistics