



Madison Food Policy Council

2015 SEED Grant Application

Office of Mayor Paul R. Soglin
City-County Building, Room 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703-3345
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mayor@cityofmadison.com

December 19, 2014

Dear Applicant,

The City of Madison Food Policy Council is excited to offer the 2015 “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 2015. 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;
- And, the project or program makes improvements to the food system that can be tracked and measured.

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 (mwoulf@cityofmadison.com), by mail or hand-deliver (210 Martin Luther King, Jr. Blvd. Room 403), c/o Mark Woulf, Food and Alcohol Policy Coordinator; **applications are due on Friday, February 13, 2015, by 1:00pm**. Applications submitted via standard mail must be postmarked no later than Wednesday, February 11, 2015.

Based on feedback from applicants in 2014, the City of Madison is hosting a pre-submittal meeting for interests 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 13, 2015

6:00pm

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

Sincerely,

Nan Fey
Chair, Madison Food Policy Council

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