



SEED Grants



City of Madison

SEED Grants Webpage

<https://www.cityofmadison.com/mayor/priorities/food/seed-grants>



Session Overview

- SEED Grant Overview and Historical Background
- Examples of Past Grantees
- Application Walkthrough
- Q's and Contact Information





SEED Grant Overview

- History
- Timeline Overview
- Explanation of Funding Process





Past Grantees

- [2014](#)
- [2015](#)
- [2016](#)
- [2017](#)
- [2018](#)





Application Walkthrough

- Key Materials
 - Application background letter (info on application process, review criteria)
 - Application
 - Post-grant evaluation form (grantees fill out and submit after their project is finished)



Application Walkthrough

Application Background Letter

City of Madison
Madison Food Policy Council
 2017 SEED Grant Application

City/County B – Rm. 403
 210 Martin Luther King, Jr. Boulevard
 Madison, Wisconsin 53703
 Phone: (608) 266-4611
 Fax: (608) 267-9671
www.cityofmadison.com

January 17, 2017

Dear Applicant,

The City of Madison Food Policy Council is excited to offer the 2017 “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 2017. 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
- Project illustrates that SEED funding is essential to a project’s feasibility and success
- If previously funded through SEED or the City of Madison, project or program is new or a significant expansion of previous application
- The request for funding is limited to one year
- There is a demonstrated expectation 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 the ground
- 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.

2017



2018 City of Madison SEED Grant Application Background

Dear Applicant,

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 any one grant will be \$10,000.

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 SESI 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](#). 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, 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 (grreistad@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
 Meadowside Library – 5408 Raymond Rd. Madison, WI 53711

Sincerely,

Nan Fey
 Chair, Madison Food Policy Council

George Reistad
 Food Policy Coordinator
 Office of Mayor Paul Sogin

Current Version

- 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 Healthy Food For All (HFFA) “short-term programs/policies/actions”
 - includes HFFA as a helpful guide for project strategies and objectives



Application Walkthrough

Application

2017 CITY OF MADISON SEED GRANTS
Madison Food Policy Council



APPLICANT INFORMATION

Title of Proposal	Amount Requested: \$ (max. \$10,000)
Agency/Organization/Group Name (Please provide the full, legal business name for the resulting contract.)	
Contact Person	Telephone #:
Address	Email:
Is your group a 501 (c)(3)?	YES <input type="checkbox"/> NO <input type="checkbox"/>
Is your group Incorporated under Chapter 181 Wisc. Stats.?	YES <input type="checkbox"/> NO <input type="checkbox"/>
If no.to.above, do you have a fiscal agent?	YES <input type="checkbox"/> NO <input type="checkbox"/>

2017



2018 City of Madison SEED Grant Application
Deadline: Monday, February 26, 2018 (4:30PM)

COVER LETTER (300 words or less)

Please provide a brief overview of your proposal which includes:

- How the project/program relates to food access in Madison and who is targeted/served
- The amount of SEED Grant funding requested and how the funds will be used
- Why SEED Grant funding is important to your project/program

PART I: APPLICANT INFORMATION

Title of Proposal:

Amount Requested (max. \$10,000):

Agency/Organization/Group Name (Please provide the full, legal business name):

Address:

Contact Person (Name):

Telephone number:

Email:

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

PART II: PROJECT DETAILS (20 POINTS)

The following questions are about the details of your project/program and your partners. We look to fund focused, innovative projects/programs around a variety of thematic areas. Please answer questions in no more than 150 words.

Current Version

- Shorter: 7 pages → 6 pages
- Requires short (<300-word) cover letter to immediately establish project purpose for reviewers
 - 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)
- 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



Application Walkthrough

Post-Grant Evaluation Form

MADISON FOOD POLICY COUNCIL
2016 SEED GRANT EVALUATIONS

Please take a moment to help us evaluate the success and improve the SEED Grant program. Please submit your responses no later than Friday January 13th, 2017.

Grantee Information

Name: _____
 Name of Program: _____
 SEED Grant Amount: _____
 Program Duration: _____
 Email: _____

Is the Program Complete? _____
If not, please call George Reistad, Food Policy Director at 608-266-4611 immediately.

Please provide a short (2-4 sentences) description of the program or project:

Please indicate the number of people served over the duration of this program (Estimate if necessary):
 0-25
 25-50
 50-100
 100-200
 Over 200

If specific number of people served is known, please indicate that number: _____

Please indicate the total number of children (under age 16) served over the duration of the program (Estimate if necessary):
 0-25
 25-50
 50-100
 100-200
 Over 200

If specific number of people served is known, please indicate that number: _____

Please indicate the race/ethnicity of the population(s) served and percentage of those populations served by the project:
 Hispanic/Latino % _____
 American Indian or Alaskan Native % _____
 Asian % _____
 Black /African-American % _____
 Native Hawaiian or other Pacific Islander % _____
 White % _____
 Other% _____

Please indicate the estimated income range for people and families served:
 0-\$15,000
 \$15,000-\$25,000
 \$25,000-\$40,000
 \$40,000-\$60,000
 Over \$60,000

2017



2018 Post-SEED Grant Evaluation Form

Please take a moment to help us evaluate the success and improve the SEED Grant program. **Please submit your responses no later than 12/31/2018.**

PART I: GRANTEE INFORMATION

Name of program: _____
 SEED Grant amount awarded: \$ _____
 Agency/Organization/Group Name (Please provide the full, legal business name): _____

 Address: _____
 Person filling out this form (Name): _____
 Role in program: _____
 Telephone number: _____
 Email: _____

PART II: OVERVIEW

Program start date: _____
 Has the program ended? YES, Date ended: _____ NO, Estimated end date: _____
If project not completed by end of calendar year please call George Reistad, Food Policy Director at 608-266-4611.

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: _____

Demographics of Population Served
 Please indicate the number of people served over the duration of this program (Estimate if necessary):
 0-25
 25-50
 50-100

Current Version

- 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



Application Walkthrough

- Competitive Grant Process
 - Other City funding sources
- Projects Rooted in Community
- Importance of Funding and Budgets
 - Thorough and logical budgets





Questions?

SEED Grants Webpage

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Please Contact: George Reistad, Food Policy Director

greistad@cityofmadison.com

608-266-4611