



Madison Food Policy Council

2020 SEED Grant Application Background Letter

City-County Bldg – Rm. 403
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
Phone: (608) 266-4611
Fax: (608) 267-8671
www.cityofmadison.com

Dear Applicant,

The City of Madison Food Policy Council is excited to offer the 2020 SEED Grants, small grants to support new and/or emerging projects or programs that support access to healthy food in our community. The 2020 City of Madison Budget includes \$50,000 in grant money to be awarded in 2020. 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 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 2, 2020 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 (**post-marked no later than Thursday, Feb. 27, 2019**) 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. Interested applicants are strongly encouraged to attend:

Pre-Submission 2020 SEED Grant Information Meeting
Monday, January 27, 2020
Central Library – Room 302 (201 W Mifflin St, Madison, WI 53703)

Sincerely,

Erica Anderson
Chair, Madison Food Policy Council

George Reistad
Food Policy Director, Office of the Mayor