

FROM THE DIRECTOR

For over 20 years, REAP has been making the case that a just, sustainable and local food system can shape community, a local economy and an environment that benefits everyone. 2019 may feel like a million years ago, but our vision is more relevant today than ever: we envision a southern Wisconsin where good food, grown well, is accessible to all. Take a look at a few of the ways that in 2019, REAP partnered with farmers, restaurants and institutions, community groups and our public schools to make that vision a reality.

We've seen so much of what's been disrupted during this 2020 pandemic that points to how our food systems clearly weren't working for everyone before. As we begin to think about how to recover from this public health crisis, creating food systems — infrastructure, access and policies — that work for everyone must be part of the solution.

Stay safe and healthy,



Helen Sarakinos REAP Executive Director

MISSION STATEMENT

Our mission is to **transform** communities, economies and lives through the power of **good food**.



Building the next generation of healthy eaters through youth education

FARM TO SCHOOL

1,172 elementary students received lessons dedicated to nutrition, healthy eating, agriculture, and how local food systems support healthy citizens and economies thanks to our AmeriCorps Farm to School Educators.

Thank you so much for providing this incredible experience for my class and helping them understand how many amazing food choices come from right down the road!

Kasey Thompson Leopold Elementary School

Strengthening and amplifying community-led solutions to food system challenges

SUMMER FOOD PARTNERSHIP

REAP partnered with Raices Para El Cambio/
Roots4Changeto host summer food ambassadors and
the UpRoot by REAP food truck at two free lunch sites
in Madison and provide hands-on educational activities,
access to cutlurally-relevant wellness resources and
lots of taste tests of fresh, local food during summer
months when children were out of school.

[REAP]'s mission of growing a healthful, just and sustainable food system, of good food, grown well and accessible to all, is part of the definition of who we are in this magnificently fertile and caring place in the world.

Neil Heinen WISC-TV NEWS 3

Educating and **connecting** local and sustainable **farmers** and **everyone** from institutional to individual buyers

PILOT PROCESSING PROGRAM

In partnership with Madison College's culinary department, we used their beautiful, state of the art kitchen facilities to source and process over 11,300 pounds of organic, WI-grown broccoli and cauliflower for anchor institutions including UW Health, UW Madison Dining and the Madison Metropolitan School District. This fresh food was used in >39,000 meals for students, hospital patients, and staff.

With the work REAP is doing to get fresh processed vegetables to institutions — it is hard work to coordinate and get enough labor, but to watch that happen, and to know we [Madison College] are helping to make that happen — that's a pretty big deal to us.

Paul Short Madison College

an to us.

MMSD SNACK PROGRAM

in the 2018-2019 school year, we purchased over \$65,000 of local fruits and vegetables from 19 sustainable farms within 100 miles of Madison to provide 5000 students in MMSD with a weekly fresh, WI-grown snack. Growers also participate in "Farmer in the Classroom" so kids can meet the people who grow their food.

It's really fun to do a big harvest like that and imagine so many kids eating the veggies we grow! Thanks for helping kids learn about bok choy and daikon!

> Eric Elderbrock Elderberry Hill Farm

Educating consumers so they can be **advocates** for actions and policies that support an **equitable**, **just** and environmentally **sustainable** food system

FARM FRESH ATLAS

In 2019, 30,000 copies of our Farm Fresh Atlas of Southern WI went into the hands of WI residents and visitors. 94% of surveyed consumers said the Atlas increased their knowledge of where to buy local foods in WI. 80% of surveyed producers said Farm Fresh Atlas increased their sales.

The Atlas was always on my desk for quick access whenever I wanted a local source for something.

former hospital food buyer

Celebrating with community around good food

BURGERS AND BREW JUNE 1, 2019
850 attendees

HERITAGE ON THE HILLSIDE SEPTEMBER 22, 2019
100 Attendees

FARMS TO SCHOOL NIGHT OUT OCTOBER 2, 2019

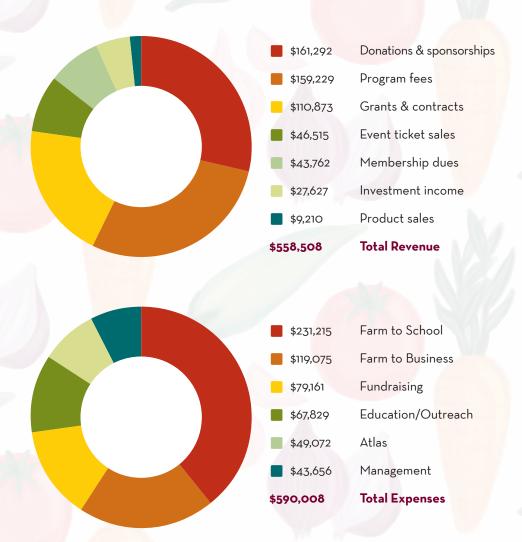
6 participating restaurants

HARVEST GALA NOVEMBER 3, 2019
120 attendees

FARM FRESH ATLAS MEET & GREET DECEMBER 3, 2019



FINANCES



DONORS

Grants

Blooming Prairie Foundation City of Madison Madison Rotary Foundation Steve Stricker American Family Insurance Foundation The Eviue Foundation, Inc. United States Department

of Agriculture University of Minnesota (NCR-SARE Grant)

Wisconsin Partnership Program

\$5.000 and Above Anonymous

Brooks Point Foundation Community Shares

of Wisconsin

David S. Bourne Foundation Healthy Dane Funders: Group Health Cooperative, SSM Health, UnityPoint Health-Meriter and UW Health

Heartland Credit Union Madison Community Foundation NessAlla Kombucha

Roth Cheese

Vivek & Robin Swaminathan

The Madison Gas and Electric Foundation

\$2,500 to \$4,999

Give Back Foundation Great Dane Pub and Brewing Company Sitka Salmon Shares Susan Troller Cosgrove & Howard Cosgrove TASC Tri-North Builders Wollershiem Winery, Inc

\$1,000 to \$2,499

Terese Allen & Jim Block Alliant Energy Foundation Anonymous Heather Clefisch & Nate Zolik CUNA Mutual Group Foundation Phyllis Davis Carla & Mike Di Iorio Food Fight Restaurant Group Godfrey& Kahn, S.C. Andrew & Anne Hanson Lorne Hillier

Hoyos Consulting, LLC International Foodservice Editorial Council Jane & Joel Kohlwey Perkins Coie Foundation Perkins Coie LLP Prime Urban Properties Helen Sarakinos & Jake Vander Zanden Joe & Mary Ellyn Sensenbrenner Sub-Zero Wolf Foundation Nick & Judith Topitzes Wisconsin Grass-fed

Beef Cooperative

It's obvious REAP's mission is important. Bringing healthy, fresh, locally grown foods to our schools and communities while supporting our local farmers is a huge part of what make Wisconsin a great place. We all benefit from keeping the farm-to-table cycle local

Anna Stern, Tri-North Builders

Kristin & Russell Lemmon

\$500 to \$999

Banzo Kay Bloedorn Steve & Sarah Cantley Cummings Christensen Family Foundation Electrical Consultants, Inc. Elizabeth Frautschi Kyle George Sage Goellner Jean Haughwout & Jon Keevil

Pam & Craig Heilman

lan's Pizza

Lombardino's Juan & Maria Ruiz Losada Nordic Consulting Partners, Inc. Promega Corporation Anne Reynolds & Tom Liebl Claire Rynders Leah & Bill Sandholm R. Martin Smith Eric & Sandra Statz Synergist Networking Group Drew Howick & Jan Lottig Meg & Mark Vander Zanden Doug & Jen Wilson Wubben Kavanaugh Restaurant Supply Rosemary Zurlo-Cuva Mary & James Klein Knapp & Frank Cuva

\$250 to \$499

Mark Allen & Judy Fisher American Online Giving Foundation Linda Balislie Edward & Janet Batton Jason Batton & Amy Kasper Kennedy Bill & Cyndi Brasserie V Steve & Linda Brick Michael Clark Mark Consigny Romeo Dais

Deja Food, LLC Sarah Dekraay & Charlie Higley Elizabeth Eberle Sarah Elliott Fuegos

Susan Glad-Anderson & Dennis Anderson Noel & Beth Goeddel Graduate Madison

Brenda & Claudio Grattor Nicholas Guries

> Zak Hanlon Harvest Restaurant

> > Pam Heaney

Andrew & Mary Stelletello Howick

Mrill Ingram & Gates Agnew Matthew Kalscheur

Scott & Mary Kolar Joe Krupp & Diana Grove

Martin & Erin Mathias Merchant Madison

Morris Ramen

Pasture & Plenty Michael Quieto

Carrie Romant & Karl Nibblink Shelley Safer & Neil Komesar

> Salvatore's Tomato Pies Schoenleber Family

Charitable Gift Fund Stacy Schultz & Steve Olson

Terry Sivesind Summit Credit Union Lara Sutherlin & Grant Sovern The Cooper's Tavern

The Old Fashioned

The Statehouse Tribe 9 Foods

UW Credit Union Water Tower Clean & Coat, Inc.

Wegner CPAs Amy Wurf \$100 to \$249 Grant Abert Betsy Abramson & David Seligman Julius & Hilde Adler Agrace Hospice and Palliative Care Ann Albert Todd Ambs & Beth Wentzel Jerry & Ruth Apps Jacob & Kristin Barnes Sandy Bell & Brian Duffy Alvssa & Brad Beno Andra Berns Bleu Mont Dairy Karen Boettner Jim & Elizabeth Bradley Joan Braune Sam Breidenbach & Jeannine Ramsey Lvnn Brown Julie Butler

Kathryn & Bryan Cahill

Elizabeth Campbell

Cris Carusi and Larry Cutforth

Erin Ceillo & Aaron Olver

Brett Christensen

Christina Clancy

Jolene Clark

Pam Clinkenbeard

Karen & Alan Crossley

Mary Czynszak-Lyne

Nancy & Peter Daly Matt D'Amour Mike Davis Ross & Penny DePaola Lorie Docken Door Creek Orchard Craig Dreikosen Charlene Drumm & Loren Denlinger Thomas & Joan Dunn Heidi Eimermann Marc Eisen & Connie Kinsella Nan Enstad Nan Fey Sara Finger Anya Firszt David & Barbara Flesch Belle & Clayton Frink

Carol Froistad

Lynn Gardner

Claire Gervais & David Blouin

Sue Goldwomon

Grampa's Pizzeria

Kristin Groth & Ed Jepsen

Miriam Grunes & Daniel Einstein

Lori Grzenia

Colette Harbort

Neil Heinen & Nancy Christy

Dana Hellgren

Zachary Henkel

Karen & Donald Hester

Brian Hullinger

Jill Jacklitz & Barbara Chusid

Randy Jackson

Neal & Paige Janquart

Graham & Erin Jonaitis

Lee & Rosemary Jones

Madeline Kallgren

David Kiefer

Rochelle Klaskin

Heidi Konkel

Earl Kori & Robbie

Andrew Kotila &

Heather Foreman Bill Studtmann & Ashley Dobbs Kelly Lagman Steve & Julie Stumbras Neela & Swami Swaminathan Leslie & Tim Lazarcik Bill & Cheryl Tesnow Katherine & Andrew Leaf Sharon Lezberg & Brian Yandell Rachel & John Lohr Lee Maddox Madison Food Explorers Julie Mares & Gary Schlichting Mary McKenzie Julia McMurray & Mark Trewartha Brenda & Carv McNatt Dan Melanz & Hannah Wente Carolyn Meyer Lauri Morris & James Cole Anja & Andy Mueller Susan O'Brien Barb & Dave Okonski

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Peter Ostlind

Bobbi Peckarsky & Steve Horn

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Pilch & Barnet, Inc

Eric Ptasnik

Buck Rhyme

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Heather Rizzo

Lauren and Kyle Rudersdorf

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Anne Saracino

Christine Schelshorn

& James Danky

David Schram

Kerry Schumann

Tasha Scott

Michale Shaw

Sean Size

Michael Steele

Amy Stella

Joan & Steven Ziegler

Jim Adney & Melissa Kepuer Anne Altshuler & David Sulman Brian Andersen Alice Anderson Brian Arndt

Adam Barr Wendy Beck Jessica Becker Katie & Richard Beilfuss

Hundt-Bergan Michael Betlach Noah Bloedorn Dianne & Charles Boardman

Mark Bradlev June Brooks

Melissa Stiles Steve Stroyny Diana Cohen & Wes Slaymaker Shelby Connell Brandon Day Fran Degraff

Andrew Wallman Sally Weidemann & Chuck Mitchell

Allison Werner Sharon White

Roger & Kristi Williams Jane & Gary Woodward

Nancy Troller

Bethany Turke

Gail Van Haren

Teresa Vilmain

Forrest & Sarah Woolworth Working Draft Beer Company

\$45 to \$99

Sue Allen & Bruce Dethlefsen

Michael Bell & Diane Mayerfeld Harold Bergan & Susan

Laura Bub Kathryn & Dennis Burke

Denny Caneff Peter & Marsha Cannon

Ellen & Michael Carlson Jeff Carter

Katie Cavanaugh Melissa & Mo Cheeks Shirley Cherkasky CIRC

Erica Koepsel

Lori Leland

Leon Lindberg

Little Tibet Madison

Jennifer Losaw

Lawrence & Stephanie Lowden

Amanda Luebke

Allan & Susan Luskin

John Marshall & Mona Johnson

James Marx & Mary Lyons-Marx

Tom McDonald

Amanda Meloy

Julie Meyer & Tony Fernandez

Jennifer Mook

Susan Moran

Marianne Morton

Maria Muniagurria

James Myrland

Maxine & Shawn Nehmer

Jen Neuls

Lynnea Nielsen

Samar Nijim

Daniel O'Brien

Erin O'Brien

Amy Olejinczak

Mark Olinger

Stephanie Olivares

Burke O'Neal

Pledgling Foundaton

Mary Ploeser

Beth & Jack Porter

Potter's Fine Foods

Sally Probasco & Topf Wells

Joseph Ranney

Carol Ridderbusch

Althea & Bryan Dotzour Suzette Duhr

Julie Eckenwalder James Eggler Ela Orchard

> Brianna Fiene Amber Fiene

Patricia & Randy Farney

James Friedman & Jessica Carrier

Erica Fry

Sharon & Warren Gaskill Gentle Breeze Honey

Genevieve Gibbs-Benesh Robin & John Greenler

Rod & Nancy Hagan Jessica & Kendall Harrison

> Healthgrades Jane Henning

Ronnie Hess Aaron Heugle

Tom & Lynn Hirsch Susan & Les Hoffman Allison Hudack

Cheryl Hytry-Weisensel Delinda Johnson

Susan Knoedel

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Steve & Rita Reischel Jenny Jones Salvor Jonsdottir & Jon Arnason M.C. Reisdorf & Val Hodgson

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Wells Katherine Courtney & Bryan Rooker Sandra & Harold Klabunde Susan Roquitte Sharon Klatwitter Allen Roscoe

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Cindy Van Pelt

Jason Watling

Jill Watson

Carol Weidel

WI Dept. of Public

Instruction Sunshine Fund

Tracey Wood

Sansun Yeh

Steve Youngbauer

Jim & Nancy Youngerman

Mike & Laura Zach

Shawynn Zaremba

Donations in Memory

of Kathy Trudell

Dan and Ro Bartel

Eric Hans Bauman

Jim Block and Therese Allen

Anne Bosch

Jessica Calkins

Phyllis Davis

David Eskinazi

Virginia Evangelist

Susan Greenler

Mary Hamel

Mary Jo Harris

Michael Heikens

Lorne Hillier

Barb and Arnold Jansen

Holly Jorgenson

Patrick Kirsop

Sharon Klawitter

Kathy Lipp

Kris McKinney

Montgomery Associates:

Resource Solutions LLC

Lori Peterson

Donations in Memory of Jerry Dryer

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Russ Lemmon (Treasurer) Sharon Lezberg (Secretary) Adam Barr Heather Clefisch Jill Jacklitz Andrew Hanson Steve Stumbras Nic Mink Susan Troller Cosgrove

Lauren Rudersdorf

Copies of the most recent annual report are available to the public on our website