

REAP FOOD GROUP



2020 Annual Report

REAP FOOD GROUP



Farm to School • Farm to Business • Farm Fresh Atlas

Since 1998, REAP Food Group has worked to transform community, economy and lives through the power of good food using education, technical assistance, policy advocacy and celebration. We envision a vibrant and just local food system where all people have access to good food, grown well.

To learn more about our programs, visit reapfoodgroup.org

FROM THE DIRECTOR

Dear Friends of REAP,

I will be honest, 2020 felt like a blur of responding and reacting (anyone else remember a famous *The Far Side* cartoon of an aggravated amoeba wife yelling at her amoeba husband, “stimulus-response, stimulus-response, don’t you ever think anymore?” Yeah, it felt like that). As we look back on how 2020 began and how it ended, with the bit of perspective that time affords, I want to share a few thoughts with our partners and supporters:

We kept our staff employed, healthy and functioning as a remote office while accomplishing big things - and for that I want to thank an amazing, dedicated staff, tireless public health officials and resilient community partners.

The years REAP has invested in building trust and relationships were **the biggest** asset we drew on when the pandemic hit. It allowed us to respond quickly to help families access healthy food and to help farmers find markets for their food in southern Wisconsin when the ground shifted beneath them.

This pandemic laid bare that our food system does a poor job of feeding people and our food supply chain is not resilient. REAP’s work to build a just, sustainable and accessible food system in southern Wisconsin is essential to food security and climate resilience. In crisis, we were able to cobble together an incredible mutual aid effort to ease the impact of COVID-19 on vulnerable residents, farmers and food growers. But stop-gap actions, no matter how inspiring they are, cannot be a substitute for (re)investing in infrastructure, technical knowledge and policy initiatives to build a strong and equitable good food system that can support Wisconsin residents when the next global crises strikes.

Even amidst huge hardship, this report highlights vital moments of grace and hope in 2020. We are truly grateful for what you helped make happen in a time of deep crisis and feel optimistic about the ways we can make our community stronger on the other side.

To a brighter year ahead,



2020 BOARD OF DIRECTORS

Nan Fey (Chair), Andrew Hanson (Vice-Chair), Sharon Lezberg (Secretary), Nic Mink (Treasurer), Adam Barr, Heather Clefisch, Mark Finando, Drew Howick, Emily King, Lauren Rudersdorf



\$142,283

Invested into locally grown produce through Farms 2 Families

6,000

Resilience Boxes delivered between April 2020 and May 2021

More than

240

families connected with through Farms 2 Families

In April of 2020, Farms 2 Families/Fondo de Granjas a Familias was created by a partnership between REAP, Roots4Change, and Rooted. The program purchased fresh, healthy, locally grown food from regional family farms and small businesses and delivered it to Madison-area Latino/Indigenous residents that were hard-hit by the pandemic.



53

Atlas listees who supplied WI-grown food to Farms 2 Families - 40% were BIPOC or women-owned

100

Farms and food businesses included in our Safer at Home guide

315

Individuals who attended a REAP event in 2020

Many farmers and food producers were seriously impacted by the pandemic. During this time, we supported our community by creating a Safer at Home guide to connect consumers to producers, held virtual conferences about pandemic resources, hosted fundraisers in partnership with restaurants, and successfully advocated for state relief payment to be available to a wider diversity of farms.



20

Virtual Farm to School lessons created by our Americorps Educators

Irene, Head Chef at MMSD, handing out market boxes filled with local food items sourced by REAP.

13,000

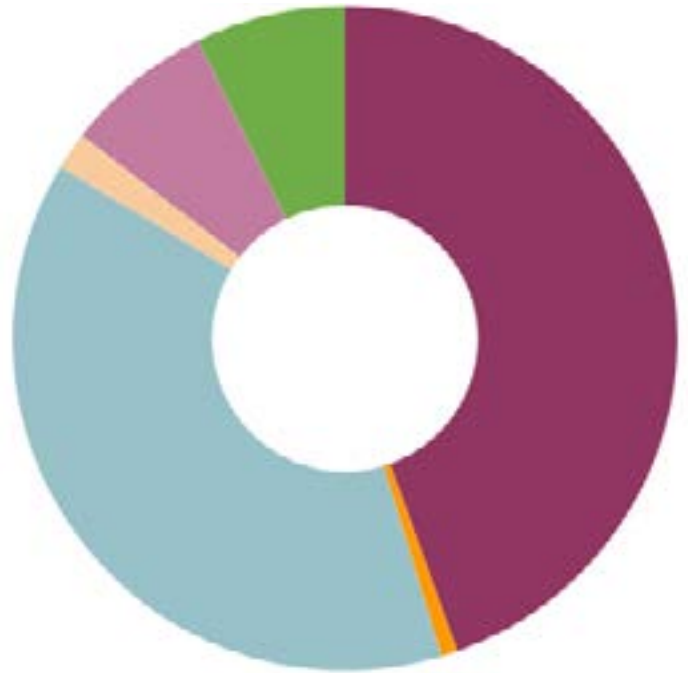
servings of fresh snack sourced for MMSD Market Boxes in November & December

All of our in-person Farm to School education and efforts to bring local fresh food into school meals were put on hold in the spring of 2020 as schools adapted to home-based learning. During this time, REAP developed a virtual Farm to School curriculum for at-home learning. In the fall, REAP sourced a local food item for Madison Metropolitan School District market boxes monthly so children had continued access to fresh and local produce.

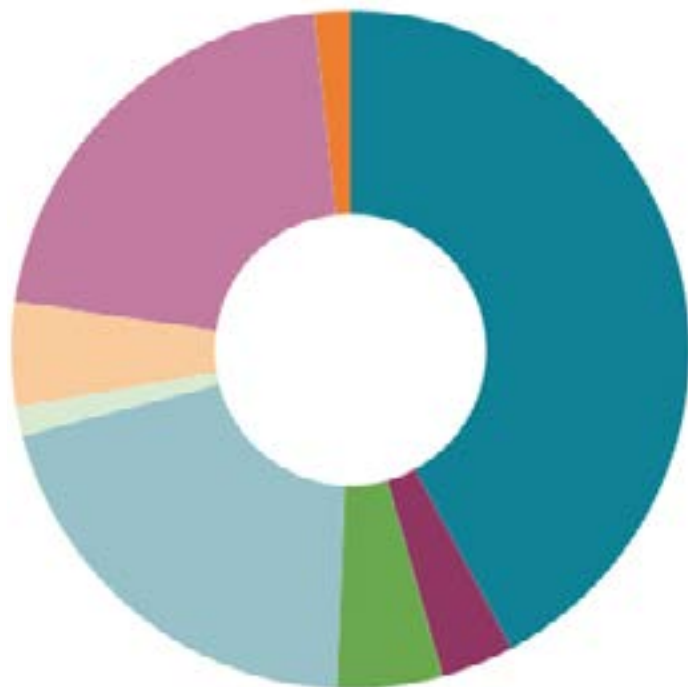
FINANCES

TOTAL REVENUE: \$758,379

- Donations & Sponsorship: \$337,556
- Event Ticket Sales: \$5,995
- Grants & Contracts: \$290,716
- Investment Income: \$13,811
- Membership Dues: \$54,957
- Program Fees: \$55,344



TOTAL EXPENSES: \$626,746



- Wages & Benefits: \$263,968
- Administrative Expenses: \$21,877
- Rent & Utilities: \$31,514
- Consultants & Stipends: \$127,125
- Meetings & Events: \$8,683
- Printing & Publications: \$31,105
- Food & Program Supplies: \$131,672
- Depreciaton: \$10,802

DONORS

Grants & Foundations

Alliant Energy Foundation
American Family Insurance Dreams Foundation
Blooming Prairie Foundation
City of Madison
Compeer Financial
Epic Charitable Fund
Hunger Task Force
Madison Metropolitan School District
Madison Rotary Foundation
Organic Valley
SAPPI North America, Inc
Steve Stricker American Family Insurance Foundation
TASC
United Way of Dane County
USDA
WEA Trust/Neu Gen
Wisconsin Farmers Union
Wisconsin Partnership Program
\$5,000 and Above
Anonymous
Bradshaw Knight Foundation
Community Shares of Wisconsin
David S. Bourne Foundation
Roth Cheese
Endres Manufacturing Company Foundation
Healthy Dane Funders: Group Health Cooperative, SSM Health, UnityPoint Health - Meriter, and UW Health
Heartland Credit Union
The Madison Gas & Electric Foundation
Perkins Coie Foundation
Salzwedel Family Fund
Joe & Mary Ellyn Sensenbrenner
Silver Lining Foundation
Sitka Salmon Shares
SPL Legacy Foundation
Vivek & Robin Swaminathan
Willy Street Co-op
Zendesk
\$2,500 to \$4,999
Anonymous
Brooks Point Foundation
Phyllis Davis
Johnson Block & Company

Madison Community Foundation
Topitzes Family Passthrough Fund
\$1,000 to \$2,499
Adam Barr
Heather Clefisch & Nate Zolik
Lynne Danielson
Claire & Mark Finando
Elizabeth Frautschi
Kristen & Rick Friedman
Susan Goldwomon
Karen Grimmer
David Hamilton
Anne & Andrew Hanson
Jean Haughwout & Jon Keevil
Mary Knapp & James Klein
Jane & Joel Kohlwey
Scott & Mary Kolar
Sharon Lezberg & Brian Yandell
Melissa & Phil Lindemann
Nic Mink
Mary Moore
Lauren & Kyle Rudersdorf
Helen Sarakinos & Jake Vander Zanden
Peter Schuck
Katherine Spring
Sub-Zero Wolf Foundation
Tribe 9 Foods
Meg & Mark Vander Zanden
\$500 to \$999
Anonymous
American Family Insurance Employee Match
Gail Louise & James Auerbach
Jason Batton & Amy Kasper
C&W Services
Steve & Sarah Cantley
Allison Crook
Cummings Christensen Family Foundation
Carla & Mike Di Iorio
Door Creek Orchard
First Business Bank
Pamela Heaney
Pam & Craig Heilman
Drew Howick & Jan Lottig
Hoyos Consulting
Robyn Lambrecht
Kristin & Russell Lemmon
Mad Local Food Group

Brenda & Cary McNatt
Vikash & Mandy Patel
Ka Fai Poon
Claire Rynders
Shelley Safer & Neil Komesar
Kerry Schumann & Fred Clark
R. Martin Smith
Spencer Real Estate Group
Sandra & Eric Statz
Kyle Stephan
Tri-North Builders
Tehshik Yoon
Rosemary Zurlo-Cuva & Frank Cuva
\$250 to \$499
Anonymous
David Adams
Mark Allen & Judy Fisher
Todd Amb's & Beth Wentzel
American Online Giving Foundation - Benevity
Wendy & Marshall Beck
Katie & Rich Beilfuss
Elena Bennett
Joan Braune
Sam Breidenbach & Jeannine Ramsey
Stephen & Linda Brick
CDW
Justin Chenevert
Michael Clark
Karen & Alan Crossley
Romeo Dais
Sarah DeKraay & Charlie Higley
Kathleen Doherty
Larissa Duncan
Nicholas Guries
Sarah Elliott
Maison Engel
Caleb Engel
Farley Center Farm
Nan Fey
Lailah Ford
Belle & Clayton Frink
Carol Froistad
Ciaran Gallagher
Jesse Ganz
Kyle George & Courtney Scanlan
Mindi Giftos
Carol Glaser
Jacob Grace

Miriam Grunes & Daniel Einstein
Karen & Donald Hester
Karen Hyun
Wyatt Jackson
Sheri Johnson
Rajeev Khanna
David Kiefer
M.B. King
Judith Kleinmaier
Lewis Koch
Abigail Kriebs
Gina Landucci
Jennifer Lattis
Renee Lauber & Graham Cody
Chris Lewis
William Litton
Erin Luken & Jason Beren
Madison Food Explorers
Dylan Martin
Megan Minnick
Michaela Moy
Sarah Murray
Heather Mustard
Erin O'Brien
Ray Pfeiffer
Michael Quieto
Wendy Rakower
Carrie Romant & Karl Nibblink
Joshua & Wonah Ross
Patricia Sammataro
Leah Sandholm
Anne Saracino
Sartori
Susan Schwaab
Janie & Matt Starzewski
Steve & Julie Stumbras
LeeAnn Sumner Ziegler & Benjamin Ziegler
Eleanor Terry-Welsh
Gof & Mary Thomson
Ann Elise Trafford
Elizabeth Valitchka
Anne Vandenberg
Cheryl Weisensel
Sharon & Jediah White
Benjamin Wolma
Forrest & Sarah Woolworth
Amy Wurf
Kevin Wyne