

# REAP FOOD GROUP



2020 Annual Report



# 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,



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## 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

# 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](http://reapfoodgroup.org)





**\$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.

A man wearing a brown baseball cap, a maroon and grey plaid shirt, and black pants is harvesting yellow squash in a field. He is holding a brown plastic basket filled with yellow squash. The background shows a green field with rows of crops and a line of trees in the distance under a cloudy sky.

**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

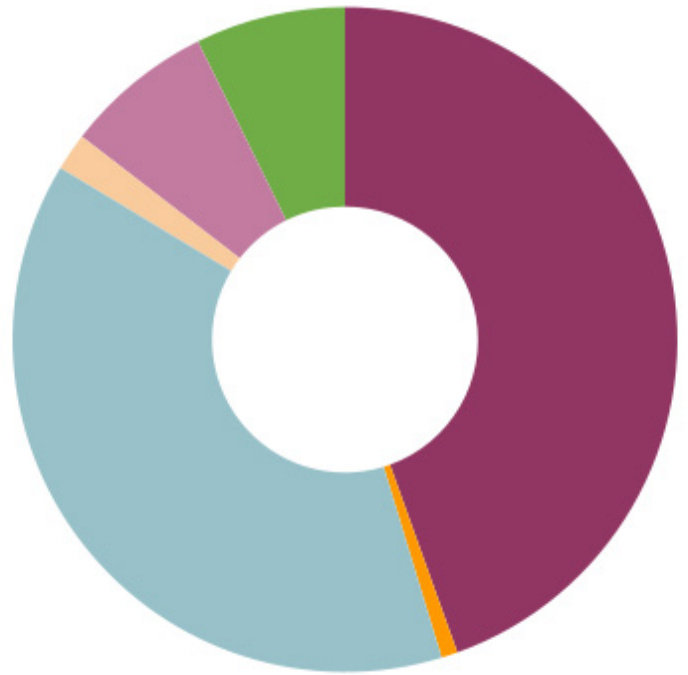
All of our in-person Farm to School education and efforts to bring local fresh food into school meals were put on hold in the spring of 2020 as schools adapted to home-based learning. During this time, REAP developed a virtual Farm to School curriculum for at-home learning. In the fall, REAP sourced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



# FINANCES

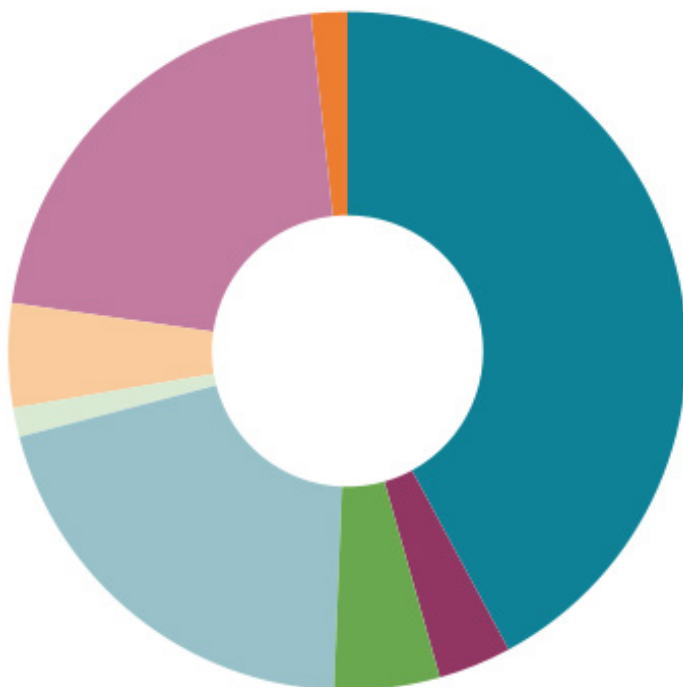
TOTAL REVENUE: \$758,379

- 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



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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
- Depreciation: \$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  
 Terese Allen & Jim Block  
 Madison Community Foundation  
 Topitzes Family Passthrough Fund

Susan Troller Cosgrove & Howard Cosgrove  
**\$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 Ambs & 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  
 Abbigail Kriebes  
 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 Quietto  
 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

***The most recent Annual Report  
 can be found on our website,  
[www.reapfoodgroup.org](http://www.reapfoodgroup.org).***