



June 24, 2024

Dear Friend,

When I joined REAP's board of directors in 2019, I did because REAP had been a changemaker for 20 years. I knew REAP from their farm to school work connecting students to local farmers and the Farm Fresh Atlas. **I knew REAP as a leader in the food system**, and was excited to see where the organization was going.

Then the COVID-19 pandemic hit. Through the pandemic, REAP continued to forge ahead and build new relationships with other organizations in the community attempting to navigate a strained food chain. We were involved with one group hoping to shed light on the vulnerabilities in the food system and create a food plan for Dane County. As conversations carried on, it was clear that people were looking to REAP to be the lead on creating this plan, but at the time, we were uncertain.



One cold January night, our executive director, Philip Kauth, was at our colleague, Dan Cornelius' farm, Yowela Farms. As their kids were running around with the farm goats, Dan asked Phil about the food plan and who was going to lead the process. Dan told Phil he hoped REAP would take the lead, because he knew REAP would be a voice of equity and make certain the plan was done the right way. Fast forward to the present, REAP is working with several organizations to create a food action plan for Dane County and intends to use this as an advocacy platform for systemic change.

At the same time, a group of individuals including chefs, restaurant owners, and food workers came together to form Dane County Food Collective. This group wanted to make sure the momentum addressing issues in the food industry would gain intensity instead of fading as the COVID pandemic eased. When the Collective approached REAP to be their fiscal sponsor, we jumped at the opportunity. We believed in their cause and mission and wanted to be part of the DCFC community that centers equity and advocates for policy change.



Scan the QR code to donate today! Your dollars will help fuel the ever-evolving programming that steadily builds a better food system for all.

Both the food plan and Dane County Food Collective are examples of how REAP has worked incredibly hard to earn the trust of many organizations and people in the community- and has succeeded.

REAP has an opportunity to be a voice for change and equity in the food system and an advocate for policy change. This has made me so proud to be part of REAP. At times we have been uncertain to take a leadership role, but we heard others encourage us to do so. This past year we have taken a leadership role in the Wisconsin Healthy School Meals for All coalition, expanded the Farm Fresh Atlas to a single statewide publication, and provided resources to food entrepreneurs and farmers through our food truck and hosting showcases.

As my time with REAP's board ends this summer, **I am so proud of REAP for its active stance on advocacy and equity, and how we have become a trusted organization in the community.**

Now, we are asking for your trust in our mission by making a donation this summer. When you donate to REAP, you are supporting an organization making a difference through advocacy and action – a core goal of the REAP Food Group founders that has come to fruition. I am excited to keep supporting REAP and am asking you to join me in helping the organization create lasting, systemic change. Make a gift today!

Thank you for your support,
Andrew Hanson
REAP Food Group Board Director



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@reapfoodgroup

MONTHLY GIVING

Join our REAP sustainers who provide the support needed to operate our programs year-round. In honor of REAP's 25 years, we are looking for 25 monthly donors to reach our goal. Will you join us?



@EatLocalFood

EMPLOYER MATCH

Double your impact! Does your employer have a matching gift program? Many employers will match charitable contributions made by their employees. Talk to your Human Resources department to find out what's available to you.



@REAP Food Group

LEAVE A LEGACY

Set up planned giving and leave a lasting impact on Wisconsin's local food system. Include REAP Food Group as a beneficiary in your will or trust.

Visit bit.ly/REAPSummerAppeal24 or use the attached envelope to make a donation.
Contact Efrat for more information at development@reapfoodgroup.org.