

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,



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

A person wearing a black cap, a blue face mask, and a black t-shirt is standing behind a long row of open cardboard boxes. They are packing various fresh produce items, including leafy greens and root vegetables, into the boxes. The boxes are arranged in a line on a wooden floor, and the background shows a light-colored wall.

\$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

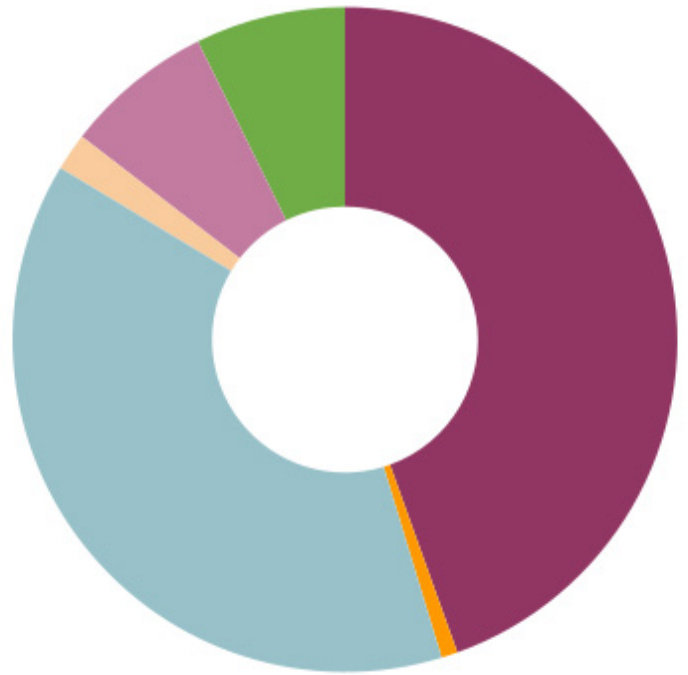
servings of fresh
snack sourced for
MMSD Market
Boxes in November
& December

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.

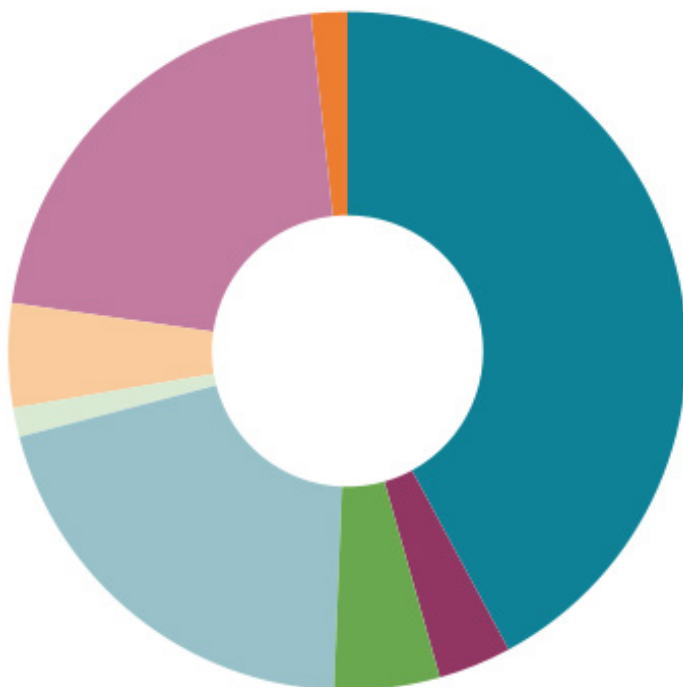
FINANCES

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



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

Johnson Block & Company

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 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