



2020 Annual Report

Description of our Activities

At Rooted, we are committed to collaborations rooted in food, land, and learning. Rooted evolved from a desire to merge the strengths of two vibrant Madison organizations—Center for Resilient Cities and Community GroundWorks—committed to enabling people to grow and thrive in healthy, equitable, and sustainable neighborhoods. Our merger took effect on January 1, 2020. Rooted’s programs are devoted to increasing equitable access to land, fresh food, and learning opportunities in Madison and throughout Wisconsin. Our work includes urban farms, garden-based field trips, summer camps, community-based workshops and activities, youth garden and Farm to School resources for educators, support for community gardeners, and urban agriculture & youth garden education training programs.

Description of Types of Solicitation for Contributions

Rooted uses a variety of methods to solicit for contributions, looking closely at the interests of our existing donor base, philanthropic trend data, emerging partnership opportunities and ongoing outreach. Specific solicitations include direct mail, e-mail, newsletters, matching/challenge grants, and special appeals.

Chief Administrative Personnel

Chief administrative personnel for 2020 is Executive Director, Marcia Caton Campbell.

Financial Information*

Rooted is audited annually by Wegner CPAs, LLC; however, we will not have audited financial information for 2020 until late spring. The following financial information is unaudited and subject to change.

*Copies of the Rooted 2020 Annual Report are available to the public upon request. To request a copy, please contact us at 608.240.0409 or admin@rootedwi.org.

THANKS FOR HELPING US FEED FAMILIES!



This year, we were able to put fresh fruits and vegetables from Troy Farm, Badger Rock Neighborhood Center, and community gardens on more Madison tables than ever before.



Our boxes of farm fresh food from Troy Farm and our partners were distributed to an average of 85 income-qualifying families each week of the growing season. Additionally, an average of 70 families received a box of groceries each week for three months from Badger Rock Neighborhood Center, including produce grown on site.

Rooted donated thousands of pounds of vegetables grown at our farms and youth garden sites to local food pantries.



This year, the land that Rooted manages supported 229 families gardening in our community plots, including more than 150 low-income households.

Through the Gardens Network, Rooted helped to support 680 families access land to grow food at community gardens in Dane County, including 379 low-income households.



A big thank you to our partners!

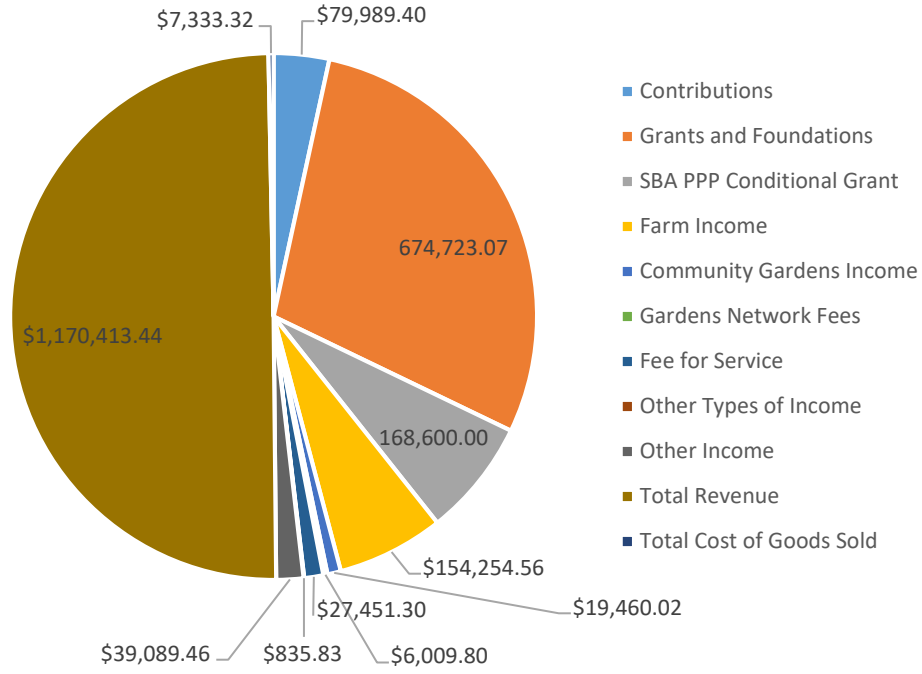


We couldn't have done this alone. This work was made possible thanks to important local partners, including:

Afro-culinary Diaspora Garden
American Girls Fund for Children
Bayview Foundation
Briarpatch Youth Services
Capital Times Kids Fund
City of Madison Community Development Division
CommonWealth Development
Community Action Coalition
COVID-19 Mutual Aid Garden
Dane County Timebank
Foundation for Black Women's Wellness
Federal Home Loan Bank of Chicago
Home Savings Bank
Irwin A. and Robert D. Goodman Foundation
Kiwanis Club of Downtown Madison
Lake View Elementary School
Packers Learning Center
REAP & Roots4Change
Second Harvest
Sherman Avenue United Methodist Church
Vera Court Community Center
The Vine Church

Full Disclosure of the Source and Use of Contributions

Revenue



Expenditures

