



## **2021 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. 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 and 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 2021 is Executive Director, Marcia Caton Campbell, PhD.

### **Financial Information\***

Rooted is audited annually by Wegner CPAs, LLC; however, we will not have audited financial information for 2021 until late spring. The following financial information is unaudited and subject to change.

\*Copies of the Rooted 2021 Annual Report are available to the public upon request. To request a copy, please contact us at 608.240.0409 or [admin@rootedwi.org](mailto:admin@rootedwi.org).

Thanks to generous support from community members like you, Rooted spent 2021 growing with Madison communities.

60,000



Rooted helped to put more than 60,000 lbs of fruits and vegetables grown at Rooted farms and educational gardens and donated by partner groups in Madison homes. This fresh food went to income-qualified families free of charge.

Troy Farm distributed 78 boxes of fresh produce to income-qualified families each week for 20 weeks. That's 1,560 boxes of food! From January until July, 1,000 lbs of food each week went to Madison families from the pantry at Badger Rock Neighborhood Center.

1,560



Rooted AmeriCorps Farm to School provided garden-based education support at 4 Madison public schools serving more than 1,000 children.

1600



More than 1,600 kids planted, gardened, harvested, and snacked with us at our youth farms and local schools.

Community gardens on land that Rooted manages or leases supported 850 families gardening, including more than 560 low-income households.

850



20



Rooted provided mentorship and a small stipend to 20 beginning garden organizers to help ensure that garden leadership stays part of the community.

Rooted's Urban Farmer Training Program employed 8 trainees who grew food alongside Rooted farmers and participated in weekly workshops.



Garden programs at Badger Rock Neighborhood Center, Goodman Youth Farm, and Troy Kids' Garden employed 12 high school students.

A big thank you to our partners!

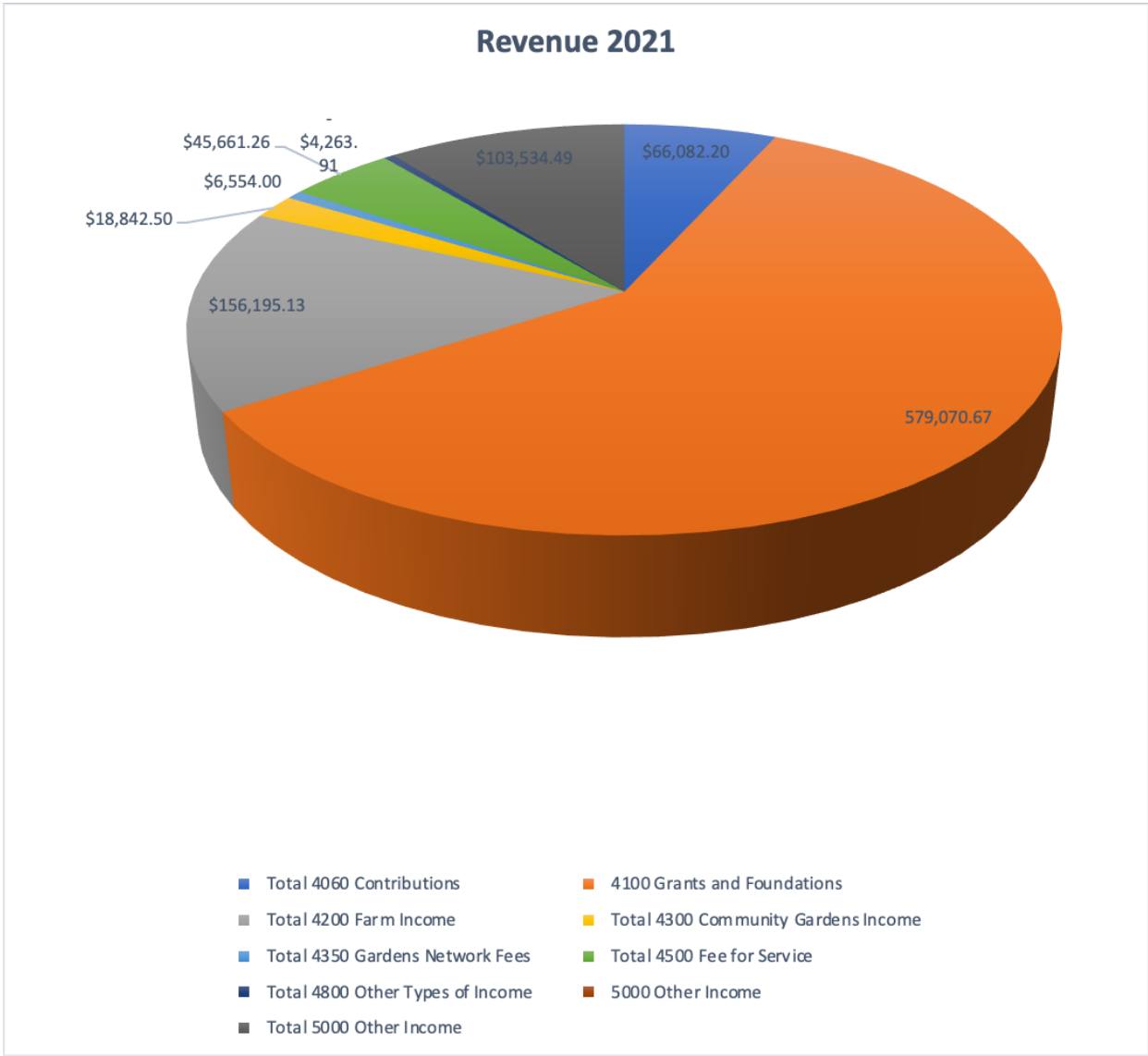
We couldn't have done this alone. This work was made possible thanks to important local partners, including:

American Girl's 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 COVID Relief Grants  
 Dane County Timebank  
 FairShare CSA Coalition  
 Federal Home Loan Bank of Chicago

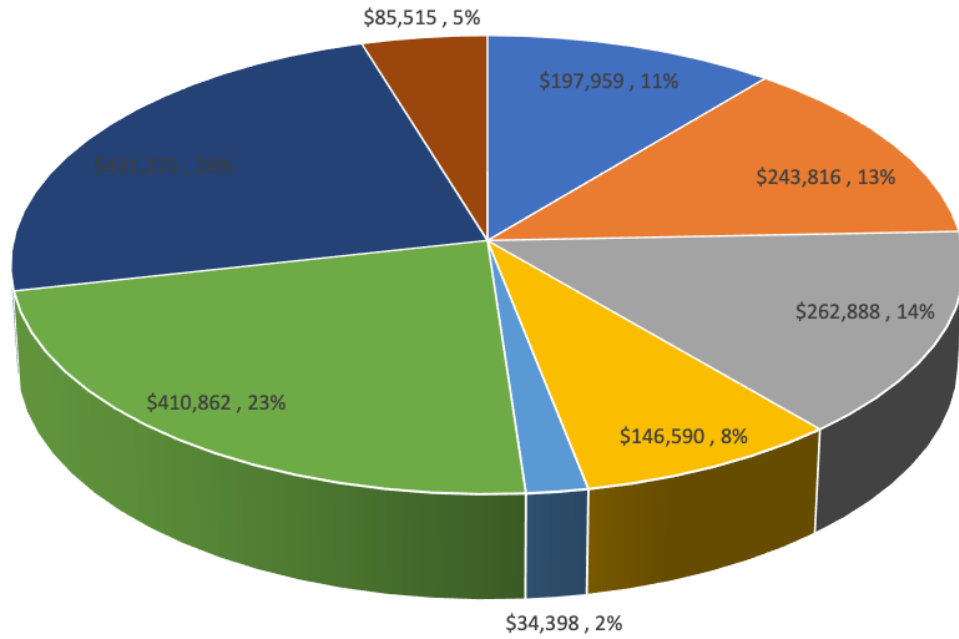
Foundation for Black Women's Wellness  
 Healthy Food For All  
 Home Savings Bank  
 Irwin A. and Robert D. Goodman Foundation  
 Kiwanis Club of Downtown Madison  
 Lake View Elementary School  
 Madison Area Food Pantry Gardens  
 Packers Learning Center  
 REAP & Roots4Change  
 Second Harvest  
 Sherman Avenue United Methodist Church  
 TradeRoots  
 Vera Court Community Center  
 The Vine Church  
 West Madison Agricultural Research Station



**Full Disclosure of the Source and Use of Contributions**



## 2021 Expenses



- Youth and School Gardens
- Troy Farm
- Farm to School
- Community Gardens
- CLT Innovation
- RRC Programming
- Management
- Fundraising