



2022 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 2022 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 2022 until late spring. The following financial information is unaudited and subject to change.

*Copies of the Rooted 2022 Annual Report are available to the public upon request. To request a copy, please contact us at 608.240.0409 or admin@rootedwi.org.



Rooted spent 2022 growing with Madison communities:



Rooted is learning with MMSD!

Gardening and exploring cultural foodways remain central to **Badger Rock Middle Schoolers'** curricula. Our team of AmeriCorps members serve more than 1,200 students at 8 Madison public schools, who now have consistent access to garden, nutrition, and culinary arts education. And, our **Troy Kids' Garden** and **Goodman Youth Farm** hosted 157 field trips for more than 2,000 elementary and middle school students.



Rooted is supporting future leaders!

Our **Youth Employment Program** has grown employed 20 high school students who worked alongside Rooted staff and community mentors to develop job, leadership, and life skills in many aspects of the food system.



Rooted is increasing access to garden-based learning!

Our monthly statewide farm to school newsletter, **Growing Together**, provides resources to more than 6,000 people. Our farm to early care curriculum, **Roots in the Ground**, makes gardening and cooking with children accessible to more educators.



Rooted's markets are back!

At **Thursday Nights at Troy**, community members enjoy meals prepared by local chefs and the Troy Farm Stand always offers fresh, organic vegetables. The weekly **Badger Rock Community Market and Farm Stand** showcases vendors from UJAMAA Business Network—a community of entrepreneurs of color—hot food prepared local chefs, and fresh veggies grown by youth at Badger Rock Urban Farm.



Rooted is increasing access to land!

Community gardens on land that Rooted manages or leases support 850 households, 570 of which are low-income. Rooted provided mentorship and a stipend to 18 garden organizers to support community-led garden leadership. Rooted helps to provide land access to more than 20 small-scale subsistence and market farmers at **Anderson Farm County Park** and the **Hnub Ci Garden**.



Rooted is feeding families!

We helped to put more than 30,000 lbs of fruits and vegetables grown at Rooted farms and educational gardens in Madison homes. This fresh food went to income-qualified families free of charge.

Full Disclosure of the Source and Use of Contributions

