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# ROOTED 2023 IMPACT REPORT



## Dear Rooted Community,

2024 got off to a great start as Ginny and I stepped into our co-leadership roles at Rooted, but we wanted to take a moment to reflect on the amazing work done by our staff in collaboration with our partners and community in 2023. It is also an opportunity to say thank you to our board for their support of our work, and to our former Executive Director Marcia Caton Campbell for leading us through a pandemic, the Badger Rock sale and Southside Elementary School construction, and growing into our purpose as we connect the community through food, land, and learning.

With the construction of Southside Elementary and our expanded space finished in September of 2023, we closed our satellite office on Madison's Northside and consolidated all of our team in our new office space at Badger Rock in November. Post-pandemic, this move provided an opportunity for our staff to come together again in person for meetings, lunch, and exploring how we can work across programs.

Our board of directors engaged with EQT by Design to lead us through a leadership transition process as we prepared for Marcia's departure. This allowed us to hear from staff and our board to gain insight into areas of improvement and opportunities and set us up to hit the ground running in 2024. We added three new board members to our board, State Rep Francesca Hong, Christopher Kilgour, and Azure Fudge Hart.

At Troy Farm, we installed a new solar array to support our need for electricity and ramped up our work with BIPOC growers in need of land. Our staff at Troy Kids' Garden took our Rooted in Culture program on the road to community centers in the neighborhood. Our farm team continued the Purpose Grown Project, born in 2020 as a result of the pandemic, resulting in our providing low to no cost produce to Northside community centers, churches, and school partners.

Our Goodman Youth Farm became Madison School Farm with the sunsetting of financial support from the Goodman Foundation, and began a more intentional collaboration with our Farm to School Program and MMSD which resulted in the Lettuce Project, a partnership that includes REAP Food Group. Our Community Gardens Network laid the groundwork for the Southeast Asian Seedling project, and we launched the Rooted in Land, Preserving through Generations podcast on WORT.



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Our Rooted in Urban Agriculture Youth Employment Program engaged youth across our programs at all of our land based sites and out in the community at large. Our youth applied for and landed a By Youth, For Youth grant, built a chicken coop, and added documentarians to their skillset thanks to Madison Out of School Time, providing financial support for them to document their annual summer conference.

In all of our work, we use food, land, and learning as the tool to connect the community. Like a kaleidoscope, we maintain our focus on our mission, with a wealth of people, partners, and programs coming together across the community.

In Community,

*Hedi L. Rudd*

Hedi Rudd  
Co-Executive Director

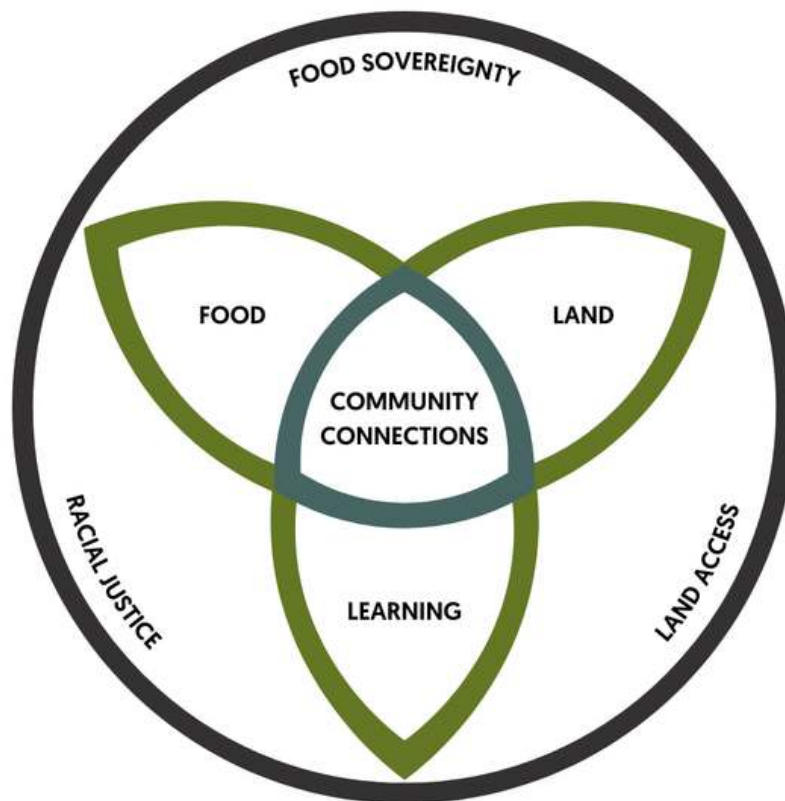
*VJ Hughes*

Ginny Hughes  
Co-Executive Director



# MISSION

Connecting community through food, land, and learning.



# VISION

Enabling people to grow and thrive in healthy, equitable, and sustainable neighborhoods. Our work is grounded in racial justice, food sovereignty, and land access.

# ABOUT ROOTED

Rooted grew out of the merging of two vibrant community organizations, Community Groundworks and Center for Resilient Cities. Since becoming Rooted in 2020 we have been fostering community connections through Food, Land, and Learning. We approach our work through a racial justice lens, and support food justice and food sovereignty in our communities through our work in food access, land access, and urban agriculture education.

Rooted manages a variety of sites and programs, primarily on the North, South, and East sides of Madison, as well as throughout Dane County. Community members of all ages, from children in Early Care programs to community garden elders, are reached by Rooted's wide ranging work.



## SITES

- Badger Rock
  - Neighborhood Center
  - Urban Farm
  - Community Garden
- Madison School Farm
  - School Farm
  - Community Garden
- Rimrock Community Garden
- Troy
  - Farm
  - Kids' Garden
  - Community Garden
  - Prairie & Food Forest

## PROGRAMS

- AmeriCorps Farm to School
- Badger Rock Middle School Gardening and Culinary Arts Class
- Community Gardens Network
- Farm to Early Care and Education
- Grow Academy
- Heritage Month Workshop Series
- Purpose Grown Project
- Rooted in Culture Cooking Club
- Rooted in Urban Agriculture Youth Employment
- Troy CSA & Markets
- Troy Farm Collaborative
- Virtual Workshop Series
- Wisconsin School Garden Network
- Youth Education Field Trips

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# ROOTED IN FOOD

Rooted's food-centered work in 2023 included growing thousands of pounds of fresh produce for the community at our urban farms, cooking with hundreds of students, lifting up traditional food ways during our heritage month celebrations, and providing assistance to dozens of community gardens so people can grow their own food.

## OVER 65,000 POUNDS OF PRODUCE GROWN

Last year Rooted grew over 65,000lbs of fresh produce for the community at our urban farms. The produce grown at Troy Farm, Madison School Farm, and Badger Rock Urban Farm was distributed to local neighborhood centers, food pantries, and markets.

## COOKING WITH OVER 1,000 STUDENTS

Many of Rooted's Youth Education programs include a cooking component, including our garden & culinary arts classes with Badger Rock Middle School, our field trips at Madison School Farm and Troy Kids' Garden, our Rooted in Culture Cooking Clubs at Northport and Packers Community Learning Centers, AmeriCorps-led cooking clubs at Lake View Elementary School and LaFollette High School, as well our work with youth at Grow Academy and our Rooted in Urban Agriculture Youth Employees.

## 13 HERITAGE MONTH COOKING WORKSHOPS

We invited 15 community guests and Rooted staff and board members to share their culinary heritage through 13 cooking workshops during Black History Month, Asian American and Pacific Islander Heritage Month, Latino and Hispanic Heritage Month, and Native American Heritage Month.

## OVER 4,000 COMMUNITY GARDEN PLOTS

There are 72 gardens in the Community Gardens Network across Dane County, with 4,125 plots for community members to grow food for their families. These include small plots, raised beds for greater accessibility for those with limited mobility, and large community farm plots for families who need more growing space.



## Purpose Grown Project

In 2023 Rooted continued the Purpose Grown Project, which provides produce to local community centers on Madison’s Northside. Produce for the Purpose Grown Project is grown at Troy Farm and distributed at Packers Community Learning Center, Sherman Church, Lakeview Elementary, Kennedy Heights Community Center, and Vera Court Neighborhood Center. In 2023 we switched from pre-packed boxes to offering market-style bulk produce to provide greater choice to community members, in addition to continuing to emphasize culturally-relevant produce.



**60,000lbs of produce grown at Troy Farm**

**2,500lbs of produce grown at Madison School Farm**

**2,500lbs of produce grown at Badger Rock Urban Farm**

## The Lettuce Project

Rooted piloted the first year of our Lettuce Project, a collaboration with MMSD and REAP to bring local, student-grown produce to school lunches. Lettuce seedlings were started by youth at Grow Academy and students at Mendota and Schenk Elementary Schools in Rooted's AmeriCorps Farm to School program, then later transplanted to Rooted's Madison School Farm. 350 heads of lettuce were harvested and included in school lunches throughout MMSD at the end of the 2023 school year.

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# ROOTED IN LAND

**We promoted land access in the past year through the nearly one hundred acres of land comprising the Community Gardens Network, providing farm space to new and BIPOC farmers in our Troy Farm Collaborative, and maintaining our land at Troy, Madison School Farm, and Badger Rock as public resources to the neighborhood communities.**

## COMMUNITY GARDEN LAND

The Community Gardens Network includes 66 acres of community garden land. In 2023 Rooted's Community Gardens staff established 16 new raised garden beds at Troy and Leopold Park Community Gardens, facilitated the incorporation of three community gardens into city systems, and helped directly plan and manage seven gardens serving 300 families, including the eight-acre Teb Hnub Ci (Sunshine Garden) in McFarland established for displaced HMoob household farmers.

## TROY FARM COLLABORATIVE

In 2023 Rooted continued to expand our Troy Farm Collaborative program. We provided land to five partners: FarmHer Greens, Occupy Madison, Youth Empowerment Initiatives, TradeRoots, and Troy Composting.

## ROOTED-MANAGED PUBLIC LANDS

Rooted manages four sites, which are open for public use and enjoyment in addition to Rooted programming. Troy Farm, Kids' Garden, Community Gardens, Prairie, and Forest have for decades been preserved as community green space. The Badger Rock Neighborhood Center, Urban Farm, and Community Garden are a community space for the neighborhood to visit and enjoy. Madison School Farm and Community Garden has been a feature of its east side neighborhood for many years. On the south side of Madison the Rimrock Community Garden provides two acres of forested lands with walking paths connected to the adjacent Lewis Nine Springs Natural Resource Area in addition to garden plots for the community.



## Southeast Asian Seedling Project

In 2023 Rooted began a Southeast Asian Seedling Project to make HMoob specialty crop seedlings more readily available in the Madison area. Many varieties of HMoob vegetables and herbs can only be acquired from other HMoob growers or family members, who may live as far away as Minnesota. Rooted is working to help make these seedlings available locally so growers do not need to travel long distances to get the plants they need. The seedlings are being grown at Troy Farm, and are sold in bulk to growers.



**10 community gardens managed or co-managed by Rooted**

**40 community gardens receiving support from Rooted staff**

**Troy Farm’s new solar array helps generate 13,100kw of solar energy**

## Rooted in Land, Preserving Through Generations

Rooted created a special multilingual radio feature on WORT 89.9FM community radio titled Rooted in Land, Preserving Through Generations. The series interviews several Wisconsin community garden elders about themselves and their gardens. They share stories of their lives and their journeys, and how they are passing on their traditions to a new generation.

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# ROOTED IN LEARNING

Learning with Rooted in 2023 took the form of our AmeriCorps Farm to School educators in eight schools, supporting the Wisconsin School Garden Network and Farm to ECE program across the state, our many virtual and community workshops for families, and working with students in our Youth Employment program, Grow Academy, Badger Rock Middle School, and many field trips.

## AMERICORPS FARM TO SCHOOL PROGRAM

We hosted five AmeriCorps Farm to School Specialists across two school years working in eight MMSD elementary and high schools: Crestwood, Elvehjem, Lake View, Lapham, Mendota, Leopold, and Schenk Elementaries, and La Follette High School. They taught gardening and nutrition classes, lead after-school cooking clubs, managed school gardens, and collaborated with MMSD school food service.

## STATE-WIDE GARDEN EDUCATION

Rooted manages the Wisconsin School Garden Network, connecting school gardens from across the state. The School Gardens Network and Rooted's Farm to Early Care and Education program provide a wide variety of resources to educators, many of which are authored by our Education Team. As of 2023, over 400 people downloaded our Roots in the Ground curriculum.

## COMMUNITY WORKSHOPS

Throughout 2023 we published twice weekly virtual workshops on a variety of cooking and gardening topics hosted by our Badger Rock team. Rooted's Troy Farm held 10 in-person community workshops with our Troy Farm Collaborative partners. These workshops were viewed and attended by dozens of families and community members.

## ROOTED YOUTH EDUCATION

Rooted reaches hundreds of students every year through a variety of programs. In 2023 we expanded our Rooted in Urban Agriculture Youth Employment Program to include more students and more locations, and partnered with other organizations to provide them new learning opportunities. Rooted continued to teach students at Grow Academy and Badger Rock Middle School, and hosted 177 field trips at the Troy Kids' Garden and Madison School Farm.



## The Coop

After the old Badger Rock chicken coop was damaged early in 2023 and several chickens sadly lost, our Rooted in Urban Agriculture Youth Employees created a plan to build a new and improved chicken coop for the Badger Rock flock. They applied for and received a By Youth, For Youth grant, designed and built the coop, and created a documentary about the process. Youth had the opportunity to learn about grant writing, designing an off-grid structure, all aspects of constructing the coop, and multimedia production.



**79 field trips and 744 total students visited Troy Kids' Garden**

**98 field trips visited Madison School Farm**

**44 community guests hosted Rooted Community Workshops**

## The Promise of Urban Agriculture

Rooted was part of the creation of a series of online urban agriculture courses with the Small Farms Program at Cornell University, which completed production at the end of 2023. The three courses focus on determining social identity within a community, design and management of a commercial urban farm, and commercial urban farming by nonprofit organizations. The courses were created for urban growers, along with an additional course for urban planners seeking to support urban farming.



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# COMMUNITY PARTNERS AND FUNDERS

Allen Centennial Garden  
American Girl's Fund for Children  
AmeriCorps Wisconsin  
Bourne Foundation  
Capital Times Kids Fund  
CEOs of Tomorrow, Inc.  
City of Fitchburg  
City of Madison  
Cornell University Small Farms Program  
Couillard Solar Foundation  
The Creator's Cottage  
Crossroads Community Farm  
Dane County  
Epic  
EQT by Design  
Evjue Foundation  
Fairshare  
Fountain of Life Church  
Goodman Community Center  
Goodman Foundation  
Griswold Family Foundation  
Healthy Food for All  
Hy Cite  
Hy-Vee Grocery  
Kennedy Heights Community Center  
Kiwanis Club of Downtown Madison  
Local Food Promotion Program  
Mad Cat Pet Supply  
Madison Community Foundation  
Madison Gas and Electric  
Madison Metropolitan School District  
Madison Public Library  
MadiSUN Backyard Solar  
Metcalf's Market  
Natural Resources Defense Council  
Neighborhood House  
Nemours  
Northside Farmers Market  
Northside Planning Council  
Northside Wellness Partnership  
Operation Fresh Start  
Otto Bremer Trust  
Packers Community Learning Center  
Public Service Commission of Wisconsin  
Realizing the Promise of Urban Agriculture  
REAP Food Group  
Renewing the Countryside  
Rosenlund Family Foundation  
Sherman Church  
Solar for Good  
Troy Composting Project  
USDA - Agricultural Marketing Service  
USDA - Farm to School  
USDA - Natural Resources Conservation Service  
United Way  
Urban Triage, Inc.  
UW Health  
UW-Madison Badger Volunteers  
UW-Madison Division of Extension  
UW-Madison Slow Food  
Vera Court Neighborhood Center  
Voit Farm  
Wild Gifting  
Wild Harvest Nature Connection  
Willy Street Co-op  
Wisconsin Department of Corrections  
Wisconsin Early Childhood Association  
WORT 89.9FM

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# WORKSHOP PARTICIPANTS

A very special thanks to the community experts and friends of Rooted who led community workshops and were Heritage Month guests.

Aaron Cutler  
 Aída Inuca  
 Amelia Paulino Segundo  
 Angelica Muñoz Medina  
 Annalisa Stevenson  
 Blia Tou Thao  
 Brad Herrick  
 Carol Giffin  
 Catrina Sparkman  
 Charisse Daniels  
 Claudia Irene Calderón  
 David Drake  
 Diego Miranda-Naxi  
 Elliot Gilfillan  
 Fabu Carter  
 Francesca Hong  
 Gene Delcourt  
 Gigi Todd  
 Heidi Figueroa-Velez  
 Houa Thao  
 Jasmine Banks

Jeanette Thunder  
 Jennifer White Eagle  
 Joey Rosas  
 Josey Chu  
 Julio Cachiguango  
 Kacy Zander  
 Kim Fruin  
 La Xiong  
 Lopau Vang  
 Lourdes Perez  
 Lucia Naxi  
 Mai V Thao  
 MaiSee Thao  
 Mario Garcia Sierra  
 Matilde Cachiguango  
 Mee Xiong  
 Mia Keady  
 Michelle Probst  
 Miranda Moon  
 Myra Guevara  
 Nicholas Ryan

Pa Thao  
 Pahoua Thao  
 Paulina Baker  
 Rachel Byington  
 Renesha Carter  
 Ruthanna Hutton-Okpalaeke  
 Ryan Dostal  
 Sara Pathasarathy  
 Sarah Altman  
 Sarah Kirk  
 Sei Kidau  
 Shadayra Kilfoy-Flores  
 Silas Valle  
 Sofia Martinez  
 Suzie Neas  
 Tessa Begay  
 Thomas Hickey  
 Va Pao Thao  
 Vam Kaim Thao  
 Yimmuj Yang  
 Yusuf Bin-Rella



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# GROWING INTO 2024

Rooted's founding Executive Director, Marcia Caton Campbell, retired at the end of 2023. With her departure, Rooted entered into a two year planned interim. Rooted directors Hedi Rudd and Ginny Hughes became our Interim Co-Executive Directors for 2024 and 2025 as Rooted embraces co-leadership and continues to grow into what we will become.

At the end of 2023 we paused our Community Supported Agriculture (CSA) program at Troy Farm in order to take time to assess our work at the farm. This pause is allowing our farm staff to focus more of their time and energies on the Purpose Grown Project and our Partner Growers program. We'll be seeking community feedback on the future of Troy Farm throughout 2024 to help determine how our work at Troy Farm can continue to evolve to meet the needs of the community and best live into Rooted's mission.

After many years of generous support to Rooted's Goodman Youth Farm, the Goodman Foundation spent down the last of its funding in 2023. Rooted renamed the farm Madison School Farm, in honor of our mission to make the farm an educational space for all Madison-area students.

With construction at Badger Rock reaching completion in late 2023, we are excited to be bringing back the Badger Rock Community Market in 2024. Rooted will be hosting local vendors and the Badger Rock Urban Farm stand in our new Neighborhood Center space. In-person Community Workshops are returning to Badger Rock in 2024 as well in conjunction with our ongoing Virtual Workshop Series. Now that Southside Elementary has moved in to the new building, Rooted is also extending our programming to elementary students going into 2024.





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## ROOTED 2023 SENIOR STAFF

Marcia Caton Campbell, PhD  
Executive Director

Ginny Hughes  
Deputy Director of Finance and Operations

Hedi Rudd  
Deputy Director of Community Engagement  
Badger Rock Neighborhood Center Director

Sheena Tesch  
Deputy Director of North Madison Programs

## ROOTED 2023 BOARD OF DIRECTORS

JOE SENSENBRENNER  
PRESIDENT

JIM BRADLEY  
VICE PRESIDENT

BRIGID ELLIOT-BOGER  
TREASURER

NICHOLAS HAYES  
SECRETARY

AZURE FUDGE HART

CHRISTOPHER KILGOUR

DEIRDRE GARTON

FRANCESCA HONG

HAL MAYER

MARY ELLYN SENSENBRENNER



## THANK YOU FOR SUPPORTING ROOTED

Our work is made possible by the ongoing generosity of our community. You can help further Rooted's mission and support the sites and programs you love by giving today!

To support Rooted year-round, join our Monthly Giving Program by making a recurring donation. Our monthly supporters help us grow into the future.

Follow the QR code or visit [www.rootedwi.org](http://www.rootedwi.org) to make a donation.

