



Since 1992, Willy Street Co-op grant programs have been making a difference in the quality of life for our community.

## 2025 APPLICATION

**Applicants are strongly encouraged to read this application carefully and in its entirety.**

**Willy Street Co-op's grant programs fund innovative, educational, and/or entrepreneurial endeavors that impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships and collaboration.**

### ❖ **What The Community Reinvestment Fund (CRF) Supports**

This fund supports developmental and educational endeavors that **promote food justice and/or access; create or develop cooperative businesses, sustainable agriculture, health and well-being; and advocate for social change** up to \$7,000 per grant awarded.

### ❖ **What Rooted in Our Community (RIOC) Supports**

#### **New Pilot Program in 2025!**

This fund is specifically for larger capital purchases/investments to support our local, sustainable food system up to \$10,000 per grant awarded.

Please know that you can apply for one or both grants; however, **only ONE, not BOTH requests may be selected for a grant.** A separate application and grant proposal form needs to be filled out if you are applying for both grants.

### ❖ **Who Willy Street Co-op Awards Grants To**

Grants are awarded to **nonprofits** and **cooperative organizations** benefiting Dane County with *priority given to organizations run, operated by, and/or benefiting marginalized groups and organizations with limited access to funding.* Preference may

be given to projects benefiting the Madison/Middleton metropolitan areas and organizations that have not been funded in previous years by any Willy Street Co-op grant program.

[See here for projects that were funded in last year's grant cycle.](#)

## ❖ About Willy Street Co-op Grant Programs

The Co-op Board of Directors has allocated up to **\$85,000 in total funding for 2025. \$65,000 for CRF and \$20,000 for RIOC.** Grants are competitive! Not all groups receive funding: in 2024, the committee received 40 CRF applications totaling \$123,927 in requests and awarded a total of \$65,000 to 22 organizations. The average award was \$2,955. Organizations may receive a partial award of the total they have requested.

# PROPOSAL GUIDELINES

If you have questions about the grant application, contact Liz Hawley, Education and Outreach Coordinator, at 608-512-6801 or by email at [l.hawley@willystreet.coop](mailto:l.hawley@willystreet.coop).

## How To Submit An Application

Organizations may submit only one of each type of grant (CRF & RIOC) application per year; however, **only ONE, NOT BOTH requests may be selected for a grant.** Applications that do not include all pertinent information, as follows, will be disqualified.

1. Fill in the **application form** and use it as the cover for your proposal (pages 5-6)
2. Respond to the **grant proposal** questions on page 7. This narrative proposal portion of your application may not exceed three pages.
3. Attach your organization's project **budget** and **IRS tax determination letter or Wis. Chapter 185 articles of incorporation** (see pages 2-4)
4. **Submit your full application as an attachment by email to [crf@willystreet.coop](mailto:crf@willystreet.coop).**  
(If you prefer to drop off your application at our Central Office, contact Liz Hawley at 608-512-6801 or [l.hawley@willystreet.coop](mailto:l.hawley@willystreet.coop) to make arrangements.)

❑ **The deadline for applications is January 31, 2025 at 11:59 pm. No exceptions.** ❑

You will get an email confirmation when we receive your application. The email will be time-stamped with the time that your application was sent, which confirms that we received it. Print or save the confirmation for your records. Applications submitted after the deadline will be excluded from consideration.

## Organization Verification

Our grants support documented non-profit organizations and cooperative organizations. Applicants must include a copy of your Internal Revenue Service determination letter indicating 501(c)(3) IRS status for your organization **OR** articles of incorporation indicating Wisconsin Chapter 185 cooperative status. A State of Wisconsin Tax Exemption Certificate is not proof of 501(c)(3) status.

If you are not a non-profit or co-op, as defined, **you may apply for a grant using a fiscal sponsor**. A fiscal sponsor is a 501(c)(3) nonprofit or a Wis. Chapter 185 cooperative that is willing to partner with an organization that does not have one of these statuses to receive a grant award and disburse it to the organization completing the project. Organizations who must use a fiscal sponsor:

1. 170(c)(1) government entities are not eligible to apply directly for Community Reinvestment Fund grants and must use a fiscal sponsor with proof of the proper status as a non-profit or co-op.
2. Public schools and other organizations that do not have proof of 501(c)(3) IRS or Wis. Chapter 185 cooperative status must apply for a grant using a fiscal sponsor. For schools, in many cases, parent-teacher organizations have proper 501(c)(3) certifications to act as fiscal sponsor.

**Important!** If you are applying using a fiscal sponsor, we require proof of the agreement with your fiscal sponsor. An attached letter or email from your fiscal sponsor's Executive Director or President or Board Chair indicating the fiscal sponsor's agreement will suffice.

Organizations making requests and their parent organizations (if applicable) must have a nondiscrimination policy. Any form of discrimination against any class including and not limited to those protected by local, state, or federal law is contrary to the principles and policies of Willy Street Co-op.

Organizations and their parent organizations (if applicable) that engage with animals as part of achieving their mission must have a policy of humane animal treatment. Willy Street Co-op refrains from funding organizations that use animals for the purposes of product testing or other research.

## Preparing Your Project Budget

1. Explain specifically how funds from the Co-op's grant program will be used.
2. On your budget sheet, indicate the **full cost of your proposed project**. If possible, include line items for what parts of the project will be funded by the Co-op's grant program and what parts will be funded by other sources, if any. Name other sources of funding AND indicate if the funding is confirmed or pending.
3. If you request **in-kind donations** from the Co-op (such as snacks, seeds, gift cards, water bottles), indicate that it is an "in-kind request." Please know, all requesting organizations looking for **in-kind donations are capped yearly at \$250**. This includes requests made throughout the year via the Donations Form found on our website.
4. **Important!** Indicate which items in your request are your **highest priority for funding** if the committee is only able to partially fund your request.
5. Finally, check your arithmetic to be sure the numbers add up!

## Willy Street Co-op Grant Awards

Grant applications are reviewed by a panel composed of members from the Board of Directors, staff, and Co-op Owners-at-Large, typically a group of 6-8. The review panel makes recommendations to the Willy Street Co-op Board of Directors. After the Board of Directors approves grant awards, **applicants will be emailed notification of their award status during the week of March 24, 2025**.

For organizations awarded a grant, an informal gathering with board members and the review panel will be held in April at Aubergine, 1226 Williamson Street. The date will be announced when awards are made.

Organizations receiving an award will also be informed of final report requirements for their grant project, including:

- Did the project fulfill the intended outcomes you expected when you wrote the proposal? How? Please include any reporting that is linked to the benchmarks you cited in the proposal.
- Did any unusual stories or fulfilling relationships develop in the process?
- Will this project continue or has it influenced other programming that you will offer in the future?
- Are there ways for the community to become involved with your project?

# APPLICATION FORM

Which grant are you applying for?      Community Reinvestment Fund      Rooted in Our Community

**Please know that you can apply for one or both grants; however, only ONE, not BOTH requests may be selected for a grant. A separate application form and grant proposal need to be filled out if you are applying for both grants.**

Applicant Organization:		Project Title:		Amount Requested: \$
Contact Person/Title:		Email:		Phone Number:
Street Address:		City:	State:	Zip:
Federal Employer Identification Number (FEIN):		Completion date for project ( <i>no later than 12/31/25</i> ):		Will the proposed project be able to proceed if the request is only partially funded?  Yes      No
Does the applicant organization have a policy to prohibit discrimination on the basis of age, race, color, sex, sexual orientation, gender identity, religion or atheism, national or ethnic origin or ancestry, citizenship status, political beliefs, veteran status, disability status, marital status, source of income, arrest record, conviction record, less than honorable discharge, physical appearance, genetic identity, familial status, student status, domestic partner status, receipt of rental assistance, refusal to disclose their social security number, homelessness, unemployment status, or any other category protected by local, state, or federal law?  Yes      No			If the applicant organization engages with animals as a part of achieving its mission, does the applicant organization have a policy of humane animal treatment and refrain from using animals for the purposes of product testing or other research?  Yes      No  Not applicable	
Is your Board and/or Administrative Leadership Team run by 51% or more Women; Black, Indigenous, and/or Persons of Color; LGBTQIA+; Veterans; or Persons with disabilities?  Yes      No			Is your project actively committed to improving outcomes for one or more of the groups below? Please check all that apply.  Women Black, Indigenous, and/or Persons of Color LGBTQIA+ people Veterans	

	Persons with disabilities	
	<p>Does your proposal benefit the residents of Dane County?</p> <p style="text-align: center;">Yes      No</p> <p>If yes, please list which cities/townships.</p>	
<p>Has this project been funded by Willy Street Co-op previously?      Yes      No</p> <p><b>Please be mindful to check 'Yes' if we have funded <u>similar iterations</u> of your 2025 proposed project in previous years.</b></p> <p><b>If yes:</b> What are your organization's plans to <b>develop sustainable funding</b> from other sources in the future? Why does your organization believe the Community Reinvestment Fund should fund this project again?</p>		
<p>Provide two references <u>from outside your organization</u> with their contact information. We may contact references to verify that your organization is qualified and able to undertake the proposed project.</p>		
Reference 1 Name/Title:	Organization Affiliation:	Email:
Reference 2 Name/Title:	Organization Affiliation:	Email:
<p><b>Signature of Applicant Organization's Executive Director/President/Board Chair:</b></p>		Date:
<p>Please print the name and title that is in the signature line:</p>		

# GRANT PROPOSAL

Your proposal should include responses to the following questions and must not exceed 3 pages and/or 1,000 words.

1. Provide a **brief** history of your organization, including how it is governed.
2. Please list ALL funding sources with approximate dollar amounts, not only for this project but for your organization as a whole.
3. Please provide a high-level summary of a few recent community programs the organization has offered. How do these programs demonstrate the organization's qualifications for undertaking this proposed project?
4. Outline your proposed project and explain the intended outcomes: who will benefit from your completed project and how?
5. What information or measurements will you use to evaluate your success?
6. What other organizations are involved in this project and what role will they play?

## BEFORE YOU SUBMIT

- Did you attach your 501(c)3 IRS tax determination letter OR Wis. Chapter 185 articles of incorporation if your organization is a cooperative?
- If you are using a fiscal sponsor, did you attach proof of the agreement with the fiscal sponsor?
- Did the Executive Director, President, or Board Chair sign the application form?
- Did you attach the grant proposal narrative?
- Did you obtain two references from outside your organization?
- Does your budget clearly define what line items are prioritized funding and in-kind requests, and do the totals add up correctly? **Please refer back to Page 3 under 'Preparing Your Project Budget' and confirm that your budget is filled out completely.**
- Submit each application separately as an attachment by email to [crf@willystreet.coop](mailto:crf@willystreet.coop).**

(If you prefer to drop off your application at our Central Office, contact Liz Hawley at 608-512-6801 or [l.hawley@willystreet.coop](mailto:l.hawley@willystreet.coop) to make arrangements.)

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