

School Breakfast Grant Application

This grant opportunity is available to school districts who are interested in expanding [school breakfast](#) with grab & go meals. Funding is competitive and will be awarded based on strength of plan and potential impact. If approved, the proposal described in this Funding Application is subject to modification by New England Dairy & Food Council. Modifications will be communicated electronically to the school district. This funding Application, including any modifications communicated by New England Dairy & Food Council, will be incorporated into a Letter of Agreement to be signed by New England Dairy & Food Council, the school nutrition director and school district official, and will govern the terms of the funding.

These grants are made possible by the dairy farm families of New England. Proposals should increase access to school meals and promote dairy sales. Incomplete applications and those with vague answers will not be considered for funding.

If approved, you must provide baseline data before funding is distributed. Schools that receive funding must submit pictures and complete all follow-up reporting for their new program. Delinquent schools will not be considered for future funding.

District Information

District Name: _____

Which milk processor do you use? _____

Applicant Name: _____

Director Name: _____

Applicant Email: _____

Director Phone: _____

Applicant Phone: _____

Director Email: _____

Contract Management Company: _____

Current Contract Expiration Date: _____

School Nutrition Office Address: _____

Program Proposal

Provide a detailed plan for serving breakfast to your students. Include your service locations, your methods for keeping milk cold, and how you will use the selected marketing strategies below to promote your program.

Check off each marketing strategy you plan to use to promote your new program (Check all that apply):

- Share menus with students and parents through district email or portal.
- Hold lucky tray or bag contests
- Share about your breakfast program through PA announcements and on social media. List your social media handles below.

Facebook: _____

Instagram: _____

TikTok: _____

LinkedIn: _____

This grant will come with some giveaway items to incentivize your students. How will you use these items with your program?

School Information: (Each school must have a separate budget.)

School Name: _____

Free & Reduced Percent: _____

List milk flavors and fat levels offered: _____ Enrollment: _____

Current Meal Participation:

Current average daily meals served during each occasion?

Breakfast: _____ Lunch: _____ After-school Meals/Snacks: _____

Current total average number of milks served each day for all meal occasions: _____

Proposed Meal Participation:

Start Date: _____ (Must be at least 2 months after application deadline.)

How many **additional** meals do you plan to serve per day once the changes go into effect?

Breakfast: _____ Lunch: _____ After-school Meals/Snacks: _____

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Equipment Needs:

This grant includes one of two [grab & go cart options](#); please choose the option you prefer.

Grab & Go Cart (\$3,000 value)

Grab & Go Shelf Cart (\$700 value)

Describe how you will keep milk cold and monitor temperatures for meals served outside of the cafeteria. (Limit 100 words)

Please rate your administrator's level of support for this program. (Check 1,2 or 3)

1—They are open to trying the program.

2—They are supportive of the program.

3—They are supportive and will do everything to make it successful.

Continue to next page for next school.

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If you are applying for more than four schools, email dairygrants@newenglanddairy.com for a custom application.