

Smoothie Grant Application

This grant opportunity is available to school districts that are interested in providing [dairy based smoothies](#) with their school 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: _____

Applicant Name: _____

Applicant Email: _____

Applicant Phone: _____

Contract Management Company: _____

Food Service Office Address: _____

Which milk processor do you use? _____

Director Name: _____

Director Phone: _____

Director Email: _____

Current Contract Expiration Date: _____

Program Proposal

Provide a detailed plan for how you will serve smoothies to your students. Include your service locations, the meals during which smoothies will be offered, 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 smoothie program (Check all that apply):

- Have smoothie taste testing to introduce new flavors and build excitement around the program.
- Have students ["Name a Smoothie"](#) award prizes and put your favorite name on the menu.
- Use our [smoothie club cards](#), and reward students who purchase 10 smoothie meals.
- Host a "smoothie blend-off" contest. Check out our [blend off guide](#) to learn more.
- Spread the word about your smoothies using our [social media sample posts](#). List your social media handles below.

Facebook: _____

TikTok: _____

Instagram: _____

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 page.)

Name: _____

Free & Reduced Percent: _____

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: _____

Smoothie Plan:

Start Date (Date at least two months after submission) _____

How many ounces of milk and/or yogurt will be included per serving in your smoothies?

Milk: _____ Yogurt: _____

How many times a week do you plan to serve smoothies? _____

How many smoothies do you anticipate serving each time they are on the menu? _____

Proposed Meal Participation:

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

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

Equipment:

- This grant includes one [Turn-key Smoothie Kit](#), valued at \$780.
- Additionally, you will receive two signs to help market your program, please select **two** signs below.

[Countertop:](#)

[Freestanding banner:](#)

[Wall/Ceiling mount:](#)

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 another school.

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