



2015 Summer Feeding Funding Application

OVERVIEW

Midwest Dairy Council will award selected applicants up to 5 summer feeding toolkits containing an insulated bag, travel cart and marketing tools valued at approximately \$285 each to Open SFSP Sponsors that are planning to increase participation in their Summer Food Service Program (SFSP). The materials and equipment are designed to support the service of cold milk, assist with marketing outreach and introduce the community and kids to Fuel Up to Play 60.

A maximum of 5 toolkits to 5 designated summer feeding sites per Sponsor are being offered. Each Toolkit contains: one (1) insulated bag, one (1) travel cart, (1) FUTP60 banner, one (1) USB flash drive containing free marketing tools, and one (1) \$100 VISA card for printing free marketing materials.

PARAMETERS AND CRITERIA

The Midwest Dairy Council Summer Feeding equipment and materials are available only to:

- Open SFSP sponsors in Minnesota, South Dakota, North Dakota, Iowa, Illinois, Nebraska, Kansas, Missouri, Eastern Oklahoma, and Arkansas.
- Selected open sites receiving materials and equipment from Midwest Dairy Council must meet state governmental oversight requirements.
- SFSP open sites must offer meals for a minimum of four weeks.
- SFSP open sites must use the resources and marketing materials provided on USB flash drive, FUTP60 banner, insulated bags with FUTP60 logo, and travel cart to increase participation and support the service of cold milk to participants.

EVALUATION AND SELECTION PARAMETERS

- Applications will be evaluated and selected by Midwest Dairy Council staff.
- Selection will be based on need and use of provided resources to keep milk and dairy cold.
- Preference will be given to SFSP sponsors submitting a plan to increase community outreach for participation growth by at least 25%.
- Applications due **Friday, May 15, 2015 at 11:59 p.m. CST**. Late or incomplete applications will not be accepted.
- Successful applicants will be notified by Tuesday, May 26, 2015.
- Shipment date of toolkits will be approximately June 1, 2015.

Completed applications must be postmarked or received electronically by **Friday, May 15, 2015 at 11:59 p.m. CST.**

Mail completed applications to:
Midwest Dairy Council
Attn: SFSP Application
8645 College Blvd. Suite 250
Overland Park, KS 66210

Or, email completed applications to:
midwestdairyCouncil@midwestdairy.com
Subject Line: SFSP Application

2015 Summer Feeding Needs Assessment

Summer Food Service Sponsor Information

Contact Name: _____

Contact Title: _____

Name of SFSP Sponsor: _____

Street Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Business Office Contact: _____ Phone: _____

Tax Identification number: _____

Indicate which sites you are requesting toolkits:

Maximum of 5 toolkits to 5 designated summer feeding sites per Sponsor.

Each Toolkit contains: one (1) insulated bag, one (1) travel cart, (1) FUTP60 banner, one (1) USB flash drive containing free marketing tools, and one (1) \$100 VISA card for printing free marketing materials.

SFSP Site Information

Name of Site #1: _____

Contact Name: _____

Title of site contact: _____

Street Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Briefly describe how the insulated bag and travel cart will be utilized:

2014 Summer Feeding Site Participation (total meals): _____

2015 Summer Feeding Site Participation Goal (total meals): _____

What are the approximate dates of service at this SFSP site (minimum 4 weeks):

Starting Date: _____ Ending Date _____

Are you increasing your days of operation this year? Yes No

If Yes, by how many days? _____

SFSP Site Information

Name of Site #2: _____

Contact Name: _____

Title of site contact: _____

Street Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Briefly describe how the insulated bag and travel cart will be utilized:

2014 Summer Feeding Site Participation (total meals): _____

2015 Summer Feeding Site Participation Goal (total meals): _____

What are the approximate dates of service at this SFSP site (minimum 4 weeks):

Starting Date: _____ Ending Date _____

Are you increasing your days of operation this year? Yes No

If Yes, by how many days?

SFSP Site Information

Name of Site #3: _____

Contact Name: _____

Title of site contact: _____

Street Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Briefly describe how the insulated bag and travel cart will be utilized:

2014 Summer Feeding Site Participation (total meals): _____

2015 Summer Feeding Site Participation Goal (total meals): _____

What are the approximate dates of service at this SFSP site (minimum 4 weeks):

Starting Date: _____ Ending Date _____

Are you increasing your days of operation this year? Yes No

If Yes, by how many days? _____

SFSP Site Information

Name of Site #4: _____

Contact Name: _____

Title of site contact: _____

Street Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Briefly describe how the insulated bag and travel cart will be utilized:

2014 Summer Feeding Site Participation (total meals): _____

2015 Summer Feeding Site Participation Goal (total meals): _____

What are the approximate dates of service at this SFSP site (minimum 4 weeks):

Starting Date: _____ Ending Date _____

Are you increasing your days of operation this year? Yes No

If Yes, by how many days? _____

SFSP Site Information

Name of Site #5: _____

Contact Name: _____

Title of site contact: _____

Street Address: _____

City/State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Briefly describe how the insulated bag and travel cart will be utilized:

2014 Summer Feeding Site Participation (total meals): _____

2015 Summer Feeding Site Participation Goal (total meals): _____

What are the approximate dates of service at this SFSP site (minimum 4 weeks):

Starting Date: _____ Ending Date _____

Are you increasing your days of operation this year? Yes No

If Yes, by how many days? _____

How do you plan to raise community awareness and/or directly recruit families and children in need to participate in your SFSP feeding sites? Include use of USB flash drive containing free downloadable marketing resources (Banner, marketing flyers, yard signs and a cold milk tip sheet). Please be specific and limit to 100-250 words:

Please add any additional information you would like to provide (special circumstances or factors that may have an impact on need in your service area):

By placing your initials in the box, applicant agrees to use all resources for the purpose of increasing participation and to keep milk cold during storage and serving. Selected applicants will complete an online survey at the end of the summer to report participation data, usage of funds, community outreach methods and effectiveness of the materials. Selected applicants will provide up to 12 electronic photos and signed Midwest Dairy Association consents showcasing the resources and success of funded sites. Required photo release form and *Photo Tip Sheet* will be provided.