

CHOCOLATE MILK

Nature's Sports Drink Grant



Frequently Asked Questions

Grant Funds

Where will the grant checks be mailed?

Checks are mailed via UPS to the address on the Memorandum of Understanding (MOU) and requires signature. Checks CANNOT be made out to an individual. However, checks CAN BE mailed to an individual. We recommend you provide an address where someone will be available to receive the check AND make sure it gets delivered to you. Your home address is fine. The address for shipping is included in the MOU. If you are electing to mail your check to the school, please notify whoever receives the mail to expect the check and to deliver it to you.

What if we have funds left over after this season?

What do we do with the money?

We ask that you transfer leftover funds to another school sport for their use in purchasing chocolate milk. Or you can also use the money during your next sports season to sustain the program.

Are we required to send in receipts?

No, this grant is based on the trust and honesty system. The MOU we have you sign is an agreement that you will use the grant money only for its intended purpose, buying chocolate milk for your team and keeping it cold.

Can I use grant funds to purchase anything besides chocolate milk?

Grant funds can be used to purchase chocolate milk and resources needed by your team to transport chocolate milk and keep it cold. For example, if you need a large rolling cooler to keep your chocolate milk on ice and available after an away game, then purchasing a rolling cooler with grant funds would be an appropriate use of funds, as would purchase of ice.

Can we order the chocolate milk now even though we do not have our grant checks yet and use the funds later to reimburse ourselves for the chocolate milk?

Absolutely!

Grant Timeline

When can I expect to receive my funds?

Checks are sent via UPS approximately three weeks after the MOU deadline. Please note that checks will be sent to the address indicated on the MOU and require signature.

How long do I have to cash the check?

Checks must be cashed within 60 days or they will be voided and will not be reissued. If you do not receive the check in a reasonable period of time, notify us immediately so we can track the delivery of the check.

Purchasing Chocolate Milk

How do we go about purchasing the chocolate milk?

The easiest way to purchase chocolate milk for your athletes is to work with your school's foodservice department. The school's foodservice department is already purchasing milk for school meals, and allow you to get the discounted school price. They can add as part of their regular delivery. A few athletes pick up the chocolate milk from the foodservice department for practices and games. Other schools use their booster clubs, who purchase the chocolate milk using the grant money, and bring it practices and games. There is no particular brand or store from which you need to purchase chocolate milk. If you are unable to coordinate with your school food service department, many schools have been successful partnering with a local grocery store to place regular orders for chocolate milk or using a warehouse style store like Gordon's or Costco. Any fat-free or low-fat chocolate milk will work to support your athlete's nutrition.

Team Photos

When taking the photos of our chocolate milk celebrities, are you looking for individual photos, group photos, or both?

If you are going to submit a photo to receive your team posters, we do ask that you send in a picture of your entire team.

What format do the photos have to be in when we submit them?

The photos need to be a high resolution so that our graphic designer can make them look great in the poster layout. Each photo file must be at least 1 MB large. You will receive an email with a link to submit your team photo. Most recent cellphones take pictures in high resolution.

Is the photo verification form just signed by one person, or does every parent have to sign?

The photo verification form is part of the MOU and requires signing by one school administrator or coach. They should verify that the athletes in the photos all have a photo release form on file in the school office.



Team Photos continued

What are the photo guidelines?

- MUST be professional in nature (i.e. no shirtless photos)
- Include sports equipment in photos, practice jerseys/warm-ups preferred
- **We will only be using photos that include the whole team** (or most of the team) for the posters, so **please do not provide us with small group photos.**
- According to MHSAA rules, **official game jerseys/outfits cannot be used** in the photos. Practice jerseys, warm-ups or school shirts are encouraged.
- Please do not show milk brand logos showing in photos – labels can be covered by hand, turned around, etc.
- Often, when you upload photos onto a computer or send photos with your smart phone, you'll be asked what size file you'd like to upload for each image. Please make sure that you choose the **original, full-size (largest) photo files** for the pictures you'll be sending us.
- **The photo file should be at least 1 MB large.** If it is smaller, the photo will look grainy/pixelated on the poster. Please check the file size of your photo before uploading it to our website.
- 15mb is the maximum file size, with under 5mb being preferable.

Kits

What are the expectations for the promotional items? Do we have to use them all during the season or can we carry them over to future sports seasons?

This is an extremely flexible grant and is individualized for every school. If your school has chocolate milk promotional items left over after the season, please transfer them to another sport for their use, use in future seasons or use as giveaways for your outreach grant component.

When can we expect to receive our kit?

Kits are typically shipped three weeks after the MOU deadline. We do our best to ensure your team receives the kit prior to the team photo deadline. We also try to avoid shipping during building and school closures. Kits are shipped to the school address provided in your application.

Outreach

What is the Outreach component of the grant?

The intent of this component is to share the important nutrition milk and chocolate milk provides to people of all ages and the important role it plays in both fueling athletes. Depending on which option your team selects, you can help to educate your school/community or give back to your community.

How do we implement the Nutrition Outreach Component?

The Nutrition Outreach component is designed to help share with your school community the importance of using chocolate milk as part of your team's nutrition and how they can benefit from the nutrition of chocolate milk. Use your Nutrition Outreach Guide to help spark ideas about how to get the word out. Successful ideas include: present to a youth program in your community, surprise another team with chocolate milk, share PA announcements at school and games, post on social media, the options are endless!

How do we implement the Community Outreach Component?

Michigan's dairy farmers are committed to ensuring our food banks have nutrient rich milk available for their clients. The average family visiting a food bank receives one gallon of milk per year. This is one way to share the importance of milk and give back to your community. Using the Fuel Up with Milk School Challenge Guide, plan and execute your own milk drive. You raise funds that can then be donated to your local food bank or food pantry to purchase milk. If you aren't sure what food bank services your community, use the link on our guide which will make your donation to the Food Bank Council of Michigan. Those funds will be allocated to Michigan's food banks to purchase milk based on zip code. While you may not have a food pantry in your immediate area, you are likely competing against teams who may be food insecure and your donations can help.

Nutrition Education Resources

Where can I find information about sports nutrition and chocolate milk?

Milk Means More has lots of nutrition education resources for your athletes, parents, coaching staff, school and community. Please visit our website to access sports nutrition videos, free nutrition education resources and more. Your kit includes the Coach's Guide to Athlete Nutrition, a resource to coach your team through fueling for performance on the field, in the classroom, and more.

Press Release

What should we do with the press release template?

A school representative, typically the community representative in the administration office, can complete the sections specific to your school community and submit to local news outlets to share the good news about your grant.