



Grant Overview Packet

OVERVIEW

United Dairy Industry of Michigan (UDIM) is proud to support Michigan schools by providing equipment and materials that will help meet school food service needs while increasing dairy consumption. There are a variety of opportunities listed below to provide the funding that best suits the school's food service needs. The goal is to provide innovative opportunities to your school and expand others to maximize the best service to students through school meals.

CRITERIA

- Personnel employed in the school nutrition department may apply for funding.
- Applications must be for a school building. Applications for a district will not be reviewed.
- School must participate in the National School Breakfast Program (SBP) and/or National School Lunch Program (NSLP) or equivalent USDA Child Nutrition Programs during the 2022-2023 school year.
- School must serve at least one of the grades K-12.
- Schools awarded based on geographic location, performance on previous grants, strength of application, opportunity to increase meal participation or Average Daily Participation (ADP) and number of grant applications received.
- Complete applications required for funding consideration.
- Must be a school in Michigan.

TIMELINE

The Moolah for School grant applications will be reviewed at two intervals during the 2022-2023 school year. Applications can be submitted at any time.

Application review periods for the 2022-2023 school year:

- July 8, 2022** – Application Round 1 deadline
- July 11-22, 2022** – Review of applications received by July 8th
- July 22, 2022** – Funded applications for this round notified
- August 5, 2022** – Letter of Agreement and Pre-Implementation data due
- August 8, 2022** – Equipment ordered
- October 2022** – Attend grant Food Service Director networking call (OPTIONAL)
- January – June 2023** – Site visit with UDIM representative
- September 30, 2023** – Marketing and promotion information due
- September 30, 2023** – Monthly grant reporting concludes



Application review periods for the 2022-2023 school year (continued):

- January 13, 2023** – Application Round 2 deadline
- January 16-27, 2023** – Review of applications received by January 13th
- January 27, 2023** – Funded applications for this round notified
- February 10, 2023** – Letter of Agreement and Pre-Implementation data due
- February 13, 2023** – Equipment ordered
- April 2023** – Attend grant Food Service Director networking call (OPTIONAL)
- September – December 2023** – Site visit with UDIM representative
- March 31, 2024** – Marketing and promotion information due
- March, 2024** – Monthly grant reporting concludes

- Funded applications for each round will be notified within two weeks of each application review period's conclusion.
- Letter of Agreement is due two weeks after grant status notification. All schools approved for funding will be required to sign a letter of agreement. Please see Letter of Agreement section for more information.
- **Equipment will be ordered by UDIM once the Letter of Agreement is complete. It will be delivered to school on date agreed on by both parties, based on vendor availability.**
- Schools are expected to begin program implementation during the 2022-2023 school year upon receipt of equipment.
- A UDIM equipment and program orientation must be completed. UDIM staff will coordinate with school nutrition department upon receipt of the Letter of Agreement and after equipment is delivered.
- UDIM staff will schedule a site visit to support program implementation.

DATA COLLECTION DUE DATES

- Pre-implementation data for the 2021-2022 school year is due within 30 days of grant award notification.
- Data reporting is due monthly using United Dairy Industry of Michigan reporting technology. Monthly data collection begins the first month after equipment is received and concludes after one year data is collected.
- Three photos, testimonials and/or interviews for use in marketing and promotional materials are due within one year from the date the letter of agreement is signed.
- Sustainability of implementation data will be collected for one-year post grant conclusion. Data is due monthly using UDIM technology.

APPLICATION ASSISTANCE

For technical assistance with the application, please contact Cortney Freeland (cortney@milkmearnsmore.org).

LETTER OF AGREEMENT/GRANT TERMS

- Grant awardees will be required to sign a Letter of Agreement within 2 weeks of grant approval.
- Funding recipient agrees to use the equipment/materials as outlined in the approved application and supporting Letter of Agreement.
- Equipment/materials received as part of the grant may only be used by the participating school that submits the funding application and Letter of Agreement.
- Equipment/materials may not be transferred to another school, institution or individual without prior written approval from the United Dairy Industry of Michigan.
- Equipment/materials should be used to help improve access to and consumption of meals and milk served in school.
- School agrees to promote meals served in school to students in a fun and inviting manner, via marketing, signage, newsletter and other resources determined by school.
- School agrees to work with key adult stakeholders and students (principals, administrators, teachers, custodians, parents, student groups) to support this initiative.
- Upon delivery, the school/district will maintain full ownership of the equipment and shall have responsibility for care and maintenance for the granted equipment for their useful life. All warranties will be provided to the school.
- All information provided to the United Dairy Industry of Michigan in connection with the Moolah for Schools funding application, including all related communication, is true, correct and complete.
- UDIM is not responsible for any claims, liabilities, losses or damages resulting from the purchase and use of items outlined in the grant.
- Failure to meet grant requirements will result in loss of future funding.

ADDITIONAL INFORMATION

- Items outlined in packages may vary due to availability, school sizing needs, etc. Upon grant selection, UDIM will work with individual schools to ensure they have the equipment that fits their needs.
- Promotional kit and signage is included with all equipment, where applicable.
- Schools may apply for one package in Options 1-6. Option 7 (On the Moove) is designed to support Options 1-6 and existing equipment and resources at schools. UDIM may partially fund applications. Please complete application in its entirety to ensure the grant review team has the information necessary to make a funding decision.





OPTION 1: Blend It

PURPOSE

This funding will be used to start or expand dairy-based smoothie offerings as part of reimbursable meals program and/or a la carte sales.

BENEFITS

- An opportunity to gain student participation by offering on-the-go menu items many restaurants offer.
- A way for students to enjoy a variety of fruit flavors and consume milk that they might not normally pair with their school meals.
- Provides calcium and other vitamins and minerals to make a nutrient rich drink for students.

PACKAGE 1:

- [Waring Commercial WSB65 18" Heavy-Duty Big Stix® Hand Held Immersion Blender](#) (5 ½"L x 5"W x 33"H), 5-gallon bucket with spout, [smoothie implementation marketing kit](#)

PACKAGE 2:

- [Vitamix XL™ 1.5 gal Programmable Speed Blender](#), (8 ½"L x 19"W x 18 ¼"H), [smoothie implementation marketing kit](#)

ESTIMATED VALUE: \$800 - \$2,000



OPTION 2: Better with Breakfast

PURPOSE

This funding will be used to purchase sustainable equipment that will help expand breakfast service and promote dairy products.

BENEFITS

- Alternative breakfast strategies can increase participation by making it more convenient for students to gain access to school breakfast.
- Students who participate in school breakfast show improved attendance, behavior, standardized test achievement test scores and decreased tardiness.
- School breakfast participants are more likely to consume diets that are adequate or exceed standards for important vitamins and minerals.

PACKAGE 1: TRANSIT CART & COOLERS

Transit Cart (choose one):

- [Two \(2\) Nordon Breakfast Transit Cart with 3 shelves](#) (63"H x 48"L x 18"W)
- [Two \(2\) Hubert Mobile Classroom Food Cart](#) (36"L x 18"W x 69"H) with 12 [Hubert Mobile Cart Nest & Stack Bins](#) (25"L x 16"W x 8 ½"D) Colors may vary by in stock options. Insulated cooler bags fit on bottom shelf.

Coolers (choose one):

- Cooler Bags
Please choose size and quantity. Maximum order quantity is 20.
 - [Milk Crate Bag](#) (15"L x 15"W x 14"H)
 - [Meal Bag](#) (16"L x 16"W x 6"H)
- [One \(1\) Cold Sell Rolling Cooler](#) (4 crate)
- [Cold Sell Rolling Cooler](#) (2 crate) Maximum order quantity is 4.

PACKAGE 2: BREAKFAST CART

Breakfast Cart (choose one):

- [Hubert one sided cart with accessories](#) (73"L x 30"W x 56"H)
- [Hubert two sided cart for higher volume with accessories](#) (73"L x 30"W x 56"H)
- [Cold Sell Hot/Cold Cart](#) (97 ½"L x 30 ½" D x 55"H, with wings extended)

ESTIMATED VALUE: \$250 - \$5,000

Breakfast marketing kit, signage and/or wraps included with all cooler, cart and refrigeration options.



OPTION 3: Moo Brew

PURPOSE

This funding will be used to create a freestanding coffee bar for high school students. This is an opportunity to serve 8 oz. of milk with 2 oz. of coffee and added flavorings that fit into your school's wellness policy.

BENEFITS

- Gain revenue by offering coffee flavor combinations that students may otherwise select offsite.
- Opportunity to increase the number of students who choose school meals to pair with a coffee beverage.
- Allows students that might not normally select milk with their school meals to consume milk.

PACKAGE 1:

- [West Bend® 100 Cup Aluminum Classic Urns Coffee Maker](#) (14 ½" Dia. x 23"H), [Cambro 5-gallon dispenser](#), [latte implementation and marketing kit](#)

PACKAGE 2:

- [Cold Brew Brewer/Dispenser - 3 gal](#), [Hubert 5 gallon Iced beverage dispenser](#), [latte implementation and marketing kit](#) Optional: Ice Machine
 - [Hubert Small Ice Machine](#) (15"L x 24"W x 38"H, 58 lbs. per day, 36 lbs. storage bin)
 - [Hubert Large Ice Machine](#) (24"L x 24"W x 39"H, 250 lbs. per day and 75 lb. storage bin)

PACKAGE 3:

- [Hubert 5 gallon Iced beverage dispenser](#) (up to 4), [latte implementation and marketing kit](#) Optional: Ice Machine
 - [Hubert Small Ice Machine](#) (15"L x 24"W x 38"H, 58 lbs. per day, 36 lbs. storage bin)
 - [Hubert Large Ice Machine](#) (24"L x 24"W x 39"H, 250 lbs. per day and 75 lb. storage bin)

PACKAGE 4:

- [Cambro Bar 540 Small Portable Beverage Bar](#) (54"L x 25 ⅞"W x 46 ⅛"H), [latte implementation and marketing kit](#)

ESTIMATED VALUE: \$1,000 - \$3,000



OPTION 4: Hot Chocolate

PURPOSE

This funding will be used to start a hot chocolate milk program at meal times. This can generate new interest in meal time at school.

BENEFITS

- Opportunity to increase milk consumption.
- Attract new students to breakfast and lunch programs.

PACKAGE 1:

- [Hot Chocolate Machine](#) (10.6 quarts, 42-8oz servings, 11.3" x 16.2" x 22.9"), [Cambro 5-gallon dispenser](#), [hot chocolate implementation and marketing kit](#)

PACKAGE 2:

- [Two \(2\) 24 quart Stock Pot](#) (12.6" Dia x 11.4" D), [Two \(2\) Cambro 5-gallon dispensers](#), [hot chocolate implementation and marketing kit](#)

ESTIMATED VALUE: \$2,000



OPTION 5: Powered by MILK

PURPOSE

The funding will be used to provide a more retail look to maximize the amount of milk consumed by students.

BENEFITS

- Boosts energy efficiency and sustainability by maximizing the amount of milk consumed by students.
- Enhances the experience by providing an innovative way to access milk in school.

PACKAGE 1:

Two (2) rolling cooler barrels, [milk marketing kit](#)
Options (choose one):

- [Cold Sell Rolling Cooler](#) (4 crate)
- [Cold Sell Rolling Cooler](#) (2 crate)

PACKAGE 2:

[AHT ACM Open Air Cooler with Night Curtain](#) (28.2"W x 28.4"D x 77.7"H), [milk marketing kit](#)

PACKAGE 3:

[IDW G-6c Countertop Cooler](#), (22.125"W x 21.125"D x 36.125"H), [milk marketing kit](#)

PACKAGE 4:

[Traditional drop front milk cooler with wrap](#), [milk marketing kit](#)

Options (choose one):

- 8 case
- 12 case
- 16 case
- Dual side, 12 case
- Dual side, 16 case

PACKAGE 5:

[Silver King Bulk Milk](#), [milk marketing kit](#)

Options (choose one):

- Double Valve 12 gallon (26½"L x 39½"W x 17⅞"H)
- Triple Valve 18 gallon (37¼"L x 17"W x 39½"H)

ESTIMATED VALUE: \$500 - \$5,000

Milk marketing kit, signage and/or wraps included with all cooler, cart and refrigeration options.



OPTION 6: Fueling Stations

PURPOSE

Fueling Stations offer a win-win for both students and food service. Students participating in sports, band, clubs or other extracurricular activities receive a nutritious third meal. Students may be able to perform and focus better with a meal prior to practice or competition. They are designed to bring after-school meal programs to high school students breaking down barriers ensuring students get a healthy meal.

BENEFITS

- › Students may be able to perform and focus better after a nourishing meal.
- › Families can feel confident that their student has access to a third meal and do not need to worry about needing to pack another meal.
- › Food service can create an additional revenue stream through fee for service or reimbursable meals.

PACKAGE 1:

- › [Hubert two sided cart for higher volume with accessories \(73"L x 30"W x 56"H\), performance pack marketing kit.](#)

PACKAGE 2:

- › [Single door glass cooler with lock, performance pack marketing kit.](#)

ESTIMATED VALUE: \$2,500 - \$5,000



OPTION 7: On the MOOVE

PURPOSE

This funding will be used to provide school meals on the move and meet the needs of individual school and district programs. The package is designed to support the evolving and changing delivery of school meals. Please choose items that help support mobile meals with your existing equipment and resources.

BENEFITS

- Alternate meal strategies can help meet new guidelines for meals in schools.
- Opportunity to increase participation in school meals.
- Increase access to school meals by bringing the meal to the students.

PACKAGE - CARTS:

Maximum order quantity is 10 total.

Meal Carts

- [Nordon Breakfast Transit Cart with 3 shelves](#) (63"H x 48"L x 18"W)
- [Hubert Mobile Classroom Food Cart](#) (36"L x 18"W x 69"H)
 - [Hubert Mobile Cart Nest & Stack Bins](#) (25"L x 16"W x 8 ½"D). Colors may vary by in stock options. Insulated cooler bags fit on bottom shelf. Maximum order quantity is 12.

Other Carts

- [Metal Flatbed Truck](#) (24"W x 48"L) *2,000 pound capacity
- [2-shelf Utility Cart](#) (44"L x 25 ½"W x 32 ½"H) *500 pound capacity
- [3-shelf Utility Cart](#) (44"L x 25 ½"W x 32 ½"H) *500 pound capacity

PACKAGE - CAMBRO CAM GOBOX BOXES & ACCESSORIES:

Maximum order quantity is 20 total.

- [Cambro Cam GoBox® Milk Crate Box](#) (16 ½"L x 16 ½"W x 15 ⅙"H)
- [Cambro Cam GoBox® Blue Plastic Half Size Camchiller®](#) (12 ⅘"L x 10 ⅔"W x 1 ⅓"H)

Maximum order quantity is 5 total.

- [Cambro Cam GoBox® Red Plastic Pan Carrier Dolly](#) (25"L x 17 ½"W x 7 ¼"H) Dolly carries an estimated 2-4 boxes each.



OPTION 7: On the MOOVE (continued)

PACKAGE - SIGNS:

Maximum order quantity is 4 total.

- [Cafeteria Floor Signs](#)

PACKAGE - ACCESSORIES:

Beverage Divider

The beverage divider can be used to hold smoothies, yogurt parfaits, hot chocolate milk or lattes. Choose divider based on insulated bag being used or ordered. Maximum order quantity is 10.

- [Sterno Parfait Divider](#) *single layer, fits in breakfast insulated bag
- [Sterno Smoothie/Parfait Divider](#) *double layer, fits in insulated milk crate bag
- [Cambro Insulated Beverage Holder](#) *set of 5, holds 15 each and can break apart to fit in smaller Cambro boxes

Heating & Cooling Accessories

- [Sterno® Microcore® Thermal Hot/Cold Pack](#) (8"L x 12"W) Order 1 per bag. Maximum order quantity is 20 total.

ESTIMATED VALUE: \$20 - \$2,500

