

Chocolate Milk: Nature's Sports Drink is now the
High School
CHOCOLATE MILK GRANT

Are your athletes refueling with chocolate milk?

Chocolate Milk provides important nutrients high school students need to support muscle and bone development.



OVERVIEW

From 2011-2023, United Dairy Industry of Michigan (UDIM) offered the *Chocolate Milk: Nature's Sports Drink* grant to Michigan High School Athletic Teams. This popular program offered the opportunity to refuel a team with chocolate milk and support overall growth and development of growing teens.

The evolution of the *High School Chocolate Milk Grant* to a building-wide, multi-year approach will provide a more inclusive and sustainable opportunity to refuel ALL students after school: athletics, marching band, activities/clubs and more. The goal is to support your students' growth and development, education, as well as extracurricular activities.

FUNDING STRUCTURE

Grantees will be required to provide a sustainability plan for continued funding of the program for a minimum of 3 years. The financial and staff support from UDIM will be provided for three (3) school years. Grantees will be ineligible to receive the award more than once.

YEAR 1 – Full funding from UDIM (\$40/student involved in activities to purchase chocolate milk) + equipment to transport/keep milk cold, nutrition education training for coaches, teachers, and program support staff, nutrition educational materials and support to implement program.

YEAR 2 – 50% funding from UDIM + 50% match from school (\$40/student involved in activities to purchase chocolate milk), adding in additional students involved in participating clubs, marching band, etc. + continuation of education and support from UDIM.

YEAR 3 – 100% funding commitment from school to purchase chocolate milk, with goal of all clubs and after school activities included in program + continuation of education and support from UDIM.

YEAR	UDIM	SCHOOL
1	<ul style="list-style-type: none"> • 100% funding • Refrigeration Equipment • Nutrition education training for coaches, teachers, and program support staff • Educational materials • Support to implement program 	
2	<ul style="list-style-type: none"> • 50% funding • Educational materials • Support to implement program 	<ul style="list-style-type: none"> • 50% funding
3	<ul style="list-style-type: none"> • Educational materials • Support to implement program 	<ul style="list-style-type: none"> • 100% funding

CRITERIA

- Must be a school in Michigan.
- School building administrator must apply for funding.
- Applications must be for *one high school building*. Applications for a team, group, club or for a whole district will not be reviewed.
- Commitment from school building team to a minimum of 3 years of programming .
- Schools will be awarded based on percentage of student body reached, geographic location, performance on previous grants (if any), strength of application and sustainability plan.
- Complete applications required for funding consideration.

UDIM COMMITMENTS

- 3-year support, leading to school-wide program sustainability.
- Grant funding, based on student participation, to be disbursed 3 times per year.
- Equipment funding to support grant goals i.e. refrigeration for chocolate milk.
- Provide nutrition/sports nutrition training for coaches and staff.
- 1-3 nutrition/sports nutrition presentations each school year.
- Education, marketing, and outreach resources.

SCHOOL BUILDING COMMITMENTS

- Commitment from school building team, including Principal*, Athletic Director*, and Foodservice Director.*
 - Optional: Coaches, PTO/Booster Club, Club leaders, Band Directors, Choir Directors, Teacher(s), student ambassadors.
- Funding match in years two and three.
- Commitment to sustainability after the term of the grant (3 years), including a sustainability plan for at least two years following the completion of the grant.
- Updated budget estimates annually.
- Use cash grant to purchase chocolate milk.
- Nutrition/sports nutrition training for coaches and staff.
- Staff and student pre/post survey.
- Outreach activities (one of each per semester)
 - Community Outreach: Fuel Up with Milk School Challenge: School participates in a community service project to help raise money for their local food bank to purchase milk. Support kit will be provided; and
 - Nutrition Outreach: School team(s), group(s) or club(s) present an educational activity (presentation, posters, bulletin board, etc.) to peers or Elementary/Middle school students. Support Kit will be provided.
- Complete monthly and annual data surveys.
 - Chocolate milk purchases
 - Success stories
 - Challenges
 - Photos
- Completion of Letter of Agreement(LOA).

*required team members.

TIMELINE

MAY 1, 2023 – Launch application

JUNE 30, 2023 – Application deadline

JULY 3-14, 2023 – Application review by UDIM

AUGUST 1-11, 2023 – Pre-grant award review call scheduled with school team

AUGUST 14, 2023 (week of)– Grants awarded

AUGUST 21, 2023 (week of) - LOA and pre-implementation data deadline

AUGUST 28, 2023 – First round of funding disbursed, based on team, club activity enrollment

SEPTEMBER 2023 – Assessment of equipment needs and ordering of equipment by UDIM

NOVEMBER 15, 2023 – Second round of funding disbursed, based on team, club activity enrollment

JANUARY 12, 2024 – Provide matching plan/proposal to UDIM for 2024-2025 school year;
50% or more fundraising begins

MARCH 25, 2024 – Third round of funding disbursed, based on team, club activity enrollment

JULY 1, 2024 – Provide reporting match of 50% or more to UDIM

2023-2024 SCHOOL YEAR – Disbursement dates to be determined based on school and MHSAA calendars

JANUARY 10, 2025 - Provide matching plan/proposal to UDIM for 2024-2025 school year;
100% fundraising begins

MONTHLY – Reporting includes:

- Chocolate milk purchases
- Success stories
- Challenges
- Photos

ANNUALLY – Three (3) Nutrition/Sports Nutrition presentations

ANNUALLY – Completion of two (2) Nutrition Outreach AND two (2) Community Outreach Projects

**Apply for the High School Chocolate Milk Grant
at [MilkMeansMore.org/chocolate-milk-grant](https://milkmeansmore.org/chocolate-milk-grant).**

**Questions? Please contact Milk Means More at
(517) 349-8923 or chocolatemilk@milkmeansmore.org**