



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 goals while increasing dairy consumption. There are several opportunities listed below to provide equipment that best suits the school district's food service priorities. The goal is to support your efforts to provide nutritious meals and innovative ways to fuel your students throughout the school day and beyond.

GRANT EXPLANATION

The Moolah for Schools grant is a district application. You will have the chance to apply for individual school buildings within the application, customizing the grant to best meet each school's needs.

UNITED DAIRY INDUSTRY OF MICHIGAN COMMITMENT

- Equipment and marketing materials for specified school buildings within the district to support school food service needs while increasing dairy consumption
- Education, marketing and outreach resources for all school buildings,

SCHOOL DISTRICT COMMITMENT

- Commitment from Food Service Director
- Equipment is utilized at each intended school building designated on the grant application.
- Monthly data surveys, including:
 - Enrollment
 - Breakfast and Lunch Counts
 - Number of dairy offerings served (*i.e. lattes, smoothies, bubble tea or hot chocolate made with milk*)
 - Success Stories/Quotes
 - Photos
- School district's own investment in equipment to support innovation in school meals program.



CRITERIA

- Food Service Directors may apply for funding.
- Applications must be for a school district, with specifications designated per school building. Only one application per district may be submitted.
- 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 2024 – 2025 school year.
- Schools requesting equipment must serve at least one of the grades K-12.
- School districts are 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 district in Michigan.

APPLICATION STRUCTURE

Applicants should submit one application per school district. Application includes specific information for each school building within your district that you are requesting support. This includes, but is not limited to:

- Enrollment
- F/R % and CEP Status
- Monthly Breakfast & Lunch Counts for 2023-2024 School Year
- Current Dairy Offerings
- Estimated increase in ADP with new equipment

TIMELINE

The Moolah for School grant applications will be reviewed at two intervals. The application will remain open throughout both reviewed intervals and can be submitted at any time.

ROUND 1

March 14, 2024 - Application Opens

May 10, 2024 - Application Round 1 deadline

May 13-17, 2024 - Applications reviewed by UDIM

Week of May 20, 2024 - Funded applications for Round 1 notified

June 6, 2024 - Letter of Agreement due

June - August 2024 - Equipment ordered by UDIM

June - September 2024 - Equipment delivered (depends on school district & vendor availability)

September 2024 - June 2025 - Monthly Data Report* period

July 31, 2025 - Final Monthly Data Report* for 2024-2025 School Year due

TIMELINE (CONTINUED)

ROUND 2

November 22, 2024 – Application Round 2 deadline

November 25-December 3, 2024 – Applications reviewed by UDIM

December 6, 2024 – Funded applications for Round 2 notified

December 20, 2024 – Letter of Agreement due

January 2025 – Equipment ordered by UDIM

February - March 2025 – Equipment delivered

January - December 2025 – Monthly Data Report* period

January 31, 2026 – Final Monthly Data Report* due

*Monthly Data Report must be submitted by school district using UDIM reporting technology and includes, but not limited to:

- Enrollment
 - Breakfast and Lunch Counts
 - Number of dairy offerings served (i.e. lattes, smoothies, or hot chocolate made with milk)
 - At least three (3) Success Stories/Quotes
 - Photo(s)
- **Equipment will be ordered by UDIM once the Letter of Agreement is complete. It will be delivered to the school on the date agreed on by both parties, based on vendor availability. UDIM reserves the right to withdraw an approved application if Letter of Agreement is not completed.**
- Schools are expected to begin program implementation during the 2024-2025 school year upon receipt of equipment.

APPLICATION ASSISTANCE

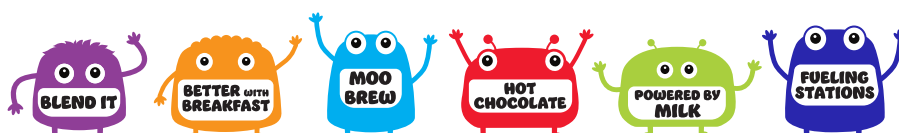
For technical assistance with the application, please contact Amiee Vondrasek (amiee@milkmearnsmore.org).

LETTER OF AGREEMENT/GRANT TERMS

- Grant awardees will be required to sign a Letter of Agreement within two (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 school designated in 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 (UDIM).
- Equipment/materials should be used to help improve access to and consumption of meals and milk served in school.
- School district 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 district.
- School district 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 UDIM 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 grant recipients 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 per school building. Individual school buildings are not required to select the same Option.
- Applicants have the opportunity to prioritize funding requests.
- UDIM may partially fund applications.
- Only complete applications will be considered for funding.





OPTION 1: 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 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: BREAKFAST IN THE CLASSROOM

OPTION 1

- Two [2-shelf Utility Cart](#) (44"L x 25 ½"W x 32 1/1" H) *500 pound capacity

OPTION 2

- Two [Metal Flatbed Truck](#) (24"W x 48"L) *2,000 pound capacity

OPTION 3

- (1 or 2) [Breakfast Transit Cart](#) with three shelves (63"H x 48"L x 18"W)

OPTION 4

- (1) [Hubert 36" "Grab & Go" Classroom Meal Delivery Cart](#) (36"L x 18"W x 69"H) with Cam GoBox Full Size, Cam GoBox Half Size, and four colored Nest & Stack Bins (25"L x 16"W x 8 ½"D) Colors may vary by in stock options.
- One [2-crate Rolling Cooler](#) (26" diameter, 32"H) Holds 160 half pint cartons

COOLERS for OPTIONS 1-3:

- (1-20) Soft Sided Insulated Cooler Bags
Please choose size and quantity. Maximum order quantity is 20 total bags.
 - [Insulated Milk Crate Bag](#) (15"L x 15"W x 14"H)
 - [Insulated Meal Bag](#) (16"L x 16"W x 6"H)

PACKAGE 2: GRAB & GO OR 2ND CHANCE BREAKFAST

OPTION 1

- [Hubert one sided cart with accessories](#) (73"L x 30"W x 56"H)
- (1) [2-crate Rolling Cooler](#) (26" diameter, 32"H) Holds 160 half pint cartons

OPTION 2

- [Hubert two sided cart for higher volume with accessories](#) (73"L x 30"W x 56"H)
- (1) [2-crate Rolling Cooler](#) (26" diameter, 32"H) Holds 160 half pint cartons

OPTION 3

- [Cold Sell Hot/Cold Cart](#) (97 ½"L x 30 ½" D x 55"H, with wings extended)

MARKETING MATERIALS:

All equipment options will come with a [breakfast implementation marketing kit](#). Click to [access instant downloadable resources](#) available now.

ESTIMATED VALUE: \$250 - \$6,000

Wraps included with all cooler, cart and refrigeration options.



OPTION 2: Powered by MILK

PURPOSE

This 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 – Milk Dispensers:

Hubert Refrigerated Bulk Milk Dispenser with magnet panels (choose one):

- [Double Valve, 12 gallon capacity](#) (27”L x 17 1/8”D x 39 ½” H)) with [4 shuttles for milk bags](#)
- [Triple Valve, 18 gallon capacity](#) (38 3/8” L x 17 1/8”D x 39 1/2 “H) with [6 shuttles for milk bags](#)

PACKAGE 2 – Mobile Milk Coolers:

Rolling Milk Coolers With Freezer Panels (no plug-in required – choose one):

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

Insulated Milk Bags (choose one):

- (1-20) [Cambro Cam GoBox® Milk Crate Box](#) (16 1/10”L x 16 1/10”W x 15 9/10”H)
- (1-20) [Hubert Insulated Milk Crate Bag](#) (15”L x 15”W x 14”H)

PACKAGE 3 – Glass Door Coolers (choose one):

- [Single Glass door Cooler](#) (27”W x 31.5”D x 81” H)
- [Countertop Cooler](#) (21.375” W x 25.5” D x 37.5” H)

PACKAGE 4 – Drop Front Milk Crate Coolers:

[Traditional drop front milk cooler](#) (choose one):

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

MARKETING MATERIALS:

All equipment options will come with a [marketing kit](#).

ESTIMATED VALUE: \$500 - \$6,200

Wraps included with all cooler, cart and refrigeration options.



OPTION 3: Moo Brew

PURPOSE

This funding will be used to create new beverage options for high school students. This is an opportunity to serve 8 oz. of milk with 2 oz. of coffee or tea 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 - HOT LATTES:

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

PACKAGE 2 - ICED LATTES or BUBBLE TEA:

DISPENSER OPTIONS (choose one):

- (1 or 2) Iced Latte [Cold Brew Brewer/Dispenser](#) - 3 gal
- (1 or 2) Bubble Tea [Cold Brew Brewer/Dispenser](#) - 3 gal
- (1 or 2) [Hubert 5 gallon Iced beverage dispenser](#)

OPTIONAL ICE MACHINE (choose one):

- [Hubert Small Ice Machine \(15"L x 24"W x 38"H, 58 lbs. per day, 36 lbs. storage bin\)](#)
- [Hubert Large Ice Machine \(24"L x 24"W x 39"H, 250 lbs. per day and 75 lb. storage bin\)](#)

OPTIONAL SERVICE CART:

- [Hubert Latte Mobile Cart & Condiment Kit](#) - 36" Cart, Panel Kit, 2-tier condiment holder, Cup/Lid holder
- [Hubert Bubble Tea Mobile Cart & Condiment Kit](#) - 36" Cart, Panel Kit, 2-tier condiment holder, Cup/Lid holder

MARKETING MATERIALS:

All equipment options will come with a [latte implementation marketing kit](#) or [bubble tea marketing kit](#). Click to access instant downloadable resources available now.

ESTIMATED VALUE: \$1,000 - \$3,900



OPTION 4: Hot Chocolate

PURPOSE

This funding will be used to start a hot chocolate milk program at mealtimes. This can generate new interest in mealtimes and offer a new variety of milk with meals at school.

BENEFITS

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

PACKAGE 1:

- › Hot Chocolate Self Heating & Dispensing Machine
- › [Cambro 5-gallon dispenser](#)

PACKAGE 2:

- › Two (2) [24 quart Stock Pot](#) (12.6" Dia x 11.4" D)
- › Two (2) [Cambro 5-gallon dispensers](#)

OPTIONAL SERVICE CART:

- › [Hubert Latte Mobile Cart & Condiment Kit](#) – 36" Cart, Panel Kit, 2-tier condiment holder, Cup/Lid holder

MARKETING MATERIALS:

All equipment options will come with a [hot chocolate implementation marketing kit](#). Click to access instant downloadable resources available now.

ESTIMATED VALUE: \$2,000



OPTION 5: Blend It

PURPOSE

This funding will be used to start or expand dairy-based smoothie offerings as part of a 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 1/2"L x 5"W x 33"H), 6-gallon bucket with spout
- OPTIONAL MOBILE ACCESSORIES:
 - (1-10) [Hubert Insulated Milk Crate/Smoothie Bag](#) (15"L x 15"W x 14"H)
 - (1-10) [Sterno Smoothie/Parfait Divider](#) *double layer, fits in insulated milk crate bag
 - [2-shelf Utility Cart](#) (44"L x 25 1/2"W x 32 1/2"H) *500 pound capacity

PACKAGE 2:

- [Vitamix XL™ 1.5 gal Programmable Speed Blender](#), (8 1/2"L x 19"W x 18 11/16"H)

MARKETING MATERIALS:

All equipment options will come with a [smoothie implementation marketing kit](#). Click to access instant downloadable resources available now.

ESTIMATED VALUE: \$850 - \$2,250



OPTION 6: Fueling Stations for Afterschool Programs

PURPOSE

This funding will be used to support after-school programs. Fueling stations offer a win-win for both students and food service. Students participating in sports, marching 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 middle or 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 fees for service or reimbursable meals.

PACKAGE 1 - Mobile Meal Cart:

- [Hubert two sided cart for higher volume with accessories](#) (73"L x 30"W x 56"H) with wrap
- OPTIONAL COOLER:
- (1) [Cold Sell Rolling 2-crate Barrel Cooler](#) with freezer panels and wrap

PACKAGE 2 - Cooler Options:

Choose one:

- [Single door glass cooler with lock and chocolate milk wrap](#)
- Rolling milk cooler options (no electricity needed):
 - (1) [Cold Sell Rolling 2-crate Barrel Cooler](#) with freezer panels and wrap
 - (1) [Rolling Barrel Cooler](#) (to be filled with ice) with wrap

MARKETING MATERIALS:

All equipment options will come with a [Performance Pack implementation marketing kit](#)

Click to access instant downloadable resources available now.

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

