



To submit an application, you must use the online version of the application which can be found on FuelUpToPlay60.com.

Fuel Up to Play 60 Special Breakfast Opportunity – 2019

With Funding from UnitedHealthcare

Overview

The Fuel Up to Play 60 Special Breakfast Opportunity will provide approved schools with \$2,000 in funding to enhance your current breakfast program or start a breakfast program, if not currently offered.

Application Due Date: Wednesday, February 27, 2019

This grant is provided by GENYOUth thanks to the generous support from UnitedHealthcare

Application Process

- Complete and submit the online application by Wednesday, February 27, 2019.
- The budget must outline expenditures for the full \$2,000.
- Applicants will receive notification of the application decision within six weeks of the due date.
- Schools awarded this grant will receive funding in spring of 2019.
- Schools will implement funding as soon as it is received and continue with breakfast program enhancements through the 2019-2020 school year.

Eligibility

Schools must:

- Be enrolled in Fuel Up to Play 60 for the 2018-2019 school year.
- Participate in the National School Lunch Program.
- Participate in the [School Breakfast Program](#) if the school has an existing breakfast program.
- Have a Fuel Up to Play 60 Program Advisor signed up at the school.
- Have submitted all required reporting if the school received Funds for Fuel Up to Play 60 in the past.
- Agree to implement the Fuel Up to Play 60 Healthy Eating Play: [Breakfast for Everyone – First Meal Matters](#) during either the 2018-2019 or the 2019-2020 school year.
- Inform the School Nutrition Manager and Principal of this application and they must be willing to support the implementation of the proposed breakfast enhancements.

Application Assistance

- You are encouraged to contact your [local Dairy Council](#) with questions about completing this application.
- For technical assistance with the application, contact the [Fuel Up to Play 60 Help Desk via email](#), or via phone (800) 752-4337, 9:00 am to 5:00 pm ET, Monday – Friday.

Contact Information

Applicant Information

- 1. Your Name:
- 2. Your Email Address:
- 3. Your Job Title:

School/District Information

- 4. School District:
- 5. School:
- 6. School Street Address:
- 7. School City:
- 8. School State:
- 9. School ZIP Code:
- 10. School Phone Number:
- 11. School Enrollment:
- 12. School's Federal Employer Identification Number:
(Note: This is a 9-digit number in the following format XX-XXXXXXX. Also called the Tax ID Number or the Federal EIN. It is NOT the same as tax-exempt number or State EIN)

If your Fuel Up to Play 60 Special Breakfast Opportunity application is approved:

- 13. To what school or school district should the check be made out?
Note: May NOT be an individual, the PTA/PTO, or other organization.
- 14. To whose attention should the check be sent?
- 15. Where should the check be mailed?

IMPORTANT: Please make sure this is a valid school or school district mailing address.

Note: Please supply a street address, NOT a PO Box.

- School or School District Name:
- Address 1:
- Address 2:
- City:
- State:
- ZIP:

General Information

16. Does your school participate in the National School Lunch Program?

17. Please identify the type of Breakfast Program your school currently provides. (check all that apply)

- Breakfast in the Cafeteria
- Breakfast in the Classroom
- Grab and Go Breakfast
- Second Chance Breakfast
- We do not currently have a breakfast program

18. Does your school participate in the School Breakfast Program?

19. What is the percentage of students at your school eligible to receive free/reduced price school meals?

20. Describe how you propose to enhance the school breakfast program your school currently offers, or describe a new breakfast program if breakfast is not currently offered. The description should include how this program will increase the number of students participating in breakfast. The description should also briefly describe how you will use the full \$2,000 in funding and should match the items you will include in the budget section of this application.

21. Describe how enhancing or starting the breakfast program at your school will make a difference in your school.

22. What is the AVERAGE number of students who CURRENTLY participate daily in school BREAKFAST?

Note: Enter the average number of students, NOT a percent. The number cannot exceed your total school enrollment.

23. How many students **IN TOTAL** would you expect to participate in breakfast once the breakfast enhancements are implemented?

Note: this number must be larger than the question above since here you are providing the projected total number of students participating in breakfast, not just the additional students who will participate.

Project Budget

Notes:

Outline your budget for the breakfast enhancements you propose implementing. All expenditures to promote and implement the enhancements should be listed in the budget boxes below. Your budget **MUST** account for the full \$2,000 in funding.

In COLUMN A, select a funding category for the items you will be purchasing.

In COLUMN B, provide a detailed description of the actual items you will be purchasing in that funding category, including the quantity for each item.

In COLUMN C, provide the total expenditure for that funding category.

Repeat the above steps until you have completed all items you will be purchasing. You may include multiple items in one line item, as long as they belong in the same category and it is clearly described in the Description column.

The total amount of your budget must equal \$2,000.

24. Budget

Note: For amount/value requested, use whole numbers only; no decimal points, no symbols (e.g., use 1000, not \$1,000.00)

(A)	(B)	(C)
Funding Category	Description of items, including quantities	Amount Requested <i>(Whole numbers only; no decimal points, no symbols. Example: 1000 not \$1,000.00)</i>
Dropdown with categories (See below)		
Dropdown with categories (See below)		
Dropdown with categories (See below)		
Dropdown with categories (See below)		
TOTAL (must equal \$2,000)		

Categories that will appear in the dropdown menu:

1. Cafeteria equipment for preparation of food (e.g., food prep equipment, yogurt pumps, smoothie blenders, etc.)
2. Equipment for cold storage of milk or other perishable items (e.g., coolers, insulated bags, refrigerators or freezers, etc.)
3. Equipment for transporting or serving food or beverages (e.g., breakfast cart, kiosk, wagon, food bar, etc.)
4. Sanitation equipment (trash cans, recycling bins, cleaning supplies, hand sanitizing dispensers, etc.)
5. Point-of-sale equipment or systems
6. Food for taste test activities (suggested budget not to exceed 60 cents per student)
7. Environmental improvements (permanent signs, menu boards, bulletin boards, pictures, paint, etc.)
8. Other (describe):

School Administrator/Staff Involvement

25. Fuel Up to Play 60 Program Advisors registered at your school include:

26. Is your school's nutrition manager aware of this application and willing to support the proposed enhancements to your school breakfast program??

School Nutrition Manager's Name:

School Nutrition Manager's Email Address:

27. Is your principal aware of this application and willing to support the proposed enhancements to your school breakfast program?

Principal's Name:

Principal's Email Address:

28. Part of your commitment to receiving this breakfast cart is to implement the Fuel Up to Play 60 Healthy Eating Play: [Breakfast for Everyone – First Meal Matters](#) during the 2018-2019 or 2019-2020 school year. Implementing your suggested breakfast enhancements will qualify for implementing this Play. Does your school agree to implement this Play?

29. Is your school food service program self-operated, or does your school use a food service management company?

30. Would other schools in your district be interested in enhancing their breakfast program? Please explain

31. Does your school agree to provide reporting at the end of the 2019-2020 school year to include: Average Daily Participation (ADP) for breakfast in 2018-19 and 2019-20, dairy sales (milk and yogurt), and the impact of the breakfast program enhancements?

Award Terms and Guidelines

- This application may only be submitted for schools, not individuals.
- Schools are eligible to apply for this funding if they have received other Fuel Up to Play 60 monies in previous years (from their local Dairy Council, GENYOUth Foundation, the NFL or other program supporters); however *schools must have submitted all required reporting for previous funding awards to be eligible for this program.*
- Schools are eligible to apply even if they have received other funding to support health, physical activity and wellness at their school.
- Applicants receive notification of the decision on their application within six weeks after the application deadline.

Reporting

Schools that are awarded funding must complete an online report at the end of the 2019-2020 school year to document the use and impact of the breakfast funding, along with supplying school meal metrics for the previous and current school year.

Failure to comply with the required reporting may prohibit your school from receiving future funding associated with Fuel Up to Play 60.

Other Terms

- All information provided in this application, including all related communications, is true, correct and complete.
- If your application is approved, the funding provided may only be used by the participating Fuel Up to Play 60 school that submits the Special Breakfast Opportunity application.
- The approved funding may not be transferred to another school, institution or individual without prior written approval of the Fuel Up to Play 60 funder.
- Schools receiving the Special Breakfast Opportunity funding agree to:
 - provide information about use funding if requested by the National Dairy Council, your local Dairy Council, GENYOUth Foundation, or UnitedHealthcare.
 - submit photographs and accompanying signed releases for promotional and informational materials, if requested.
 - share success, if requested, to demonstrate progress made toward creating a healthy and active school community.