

# Customization Station Turn-Key Equipment Kit Grant Application

This application is for adding a [Customization Station food bar](#) to your menu, if you would like to start a different program please find the appropriate application on our [website](#).

This grant opportunity is available to school districts interested in providing new dairy options with their school meals. Funding is competitive and will be awarded based on strength of plan and potential impact. Schools with low enrollment, low free/reduced enrollment, and/or high budgets if approved may not receive full funding request. If approved, the proposal described in this Funding Application is subject to modification by New England Dairy & Food Council. Modifications will be communicated electronically to the school district. This funding Application, including any modifications communicated by New England Dairy & Food Council, will be incorporated into a Letter of Agreement to be signed by New England Dairy & Food Council, the school nutrition director and school district official, and will govern the terms of the funding.

**These grants are made possible by the dairy farm families of New England. Proposals should increase access to school meals and promote dairy sales. Incomplete applications and those with vague answers will not be considered for funding.**

**If approved, you must provide baseline data before funding is distributed. Schools that receive funding must submit pictures and complete all follow up reporting for their new program. Delinquent schools will not be considered for future funding.**

### District Information

District Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Which milk processor do you use? \_\_\_\_\_

Applicant Phone: \_\_\_\_\_

Director Name: \_\_\_\_\_

Applicant Email: \_\_\_\_\_

Director Phone: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

Director Email: \_\_\_\_\_

Where should your check be sent? (Name & Address):

**Check this box if your school district can accept electronically transferred funds.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Check box if you want the equipment sent to the address listed above.**

### Program Proposal

Provide a detailed plan for how you plan to serve the above-mentioned menu option to your students. Explain how each item in your budget will be used to carry out this plan? (Limit 250 words)

Check off each marketing strategy you plan to use to promote your new Customization Station program (can check more than one):

- Ask students to vote on their favorite toppings to include on Customization Station.
- Ask students to submit ideas for a new food bar concept and vote for the winner
- Ask students 13 and over to take photos of their bar creations and post them on Instagram and tag your program.
- Ask staff to take pictures of students' bar creations and share them in your school newsletter or website.
- Spread the word about your new Customization Station using our [social media sample posts \(page 7\)](#)

**School Information & Budget:** (Each school must have a separate budget.)

School Name: \_\_\_\_\_ Free & Reduced Percent: \_\_\_\_\_  
 Enrollment: \_\_\_\_\_ List milk flavors and fat levels offered: \_\_\_\_\_  
 Start Date (Date at least two months after application submission) \_\_\_\_\_  
 Current average daily meals served during each occasion?  
 Breakfast: \_\_\_\_\_ Lunch: \_\_\_\_\_ After-school Meals/Snacks: \_\_\_\_\_  
 Current total average number of milks served each day for all meal occasions: \_\_\_\_\_

Please enter the following information:

Food Bar Offering	Days Offered/per month	Est. Students Served	Est. yogurt oz. and/or cheese oz. used per portion
Yogurt Parfait Bar			
Mac and Cheese Bar			
Nachos Bar			
Tachos Bar			

How many **additional** meals do you plan to serve per day once the changes go into effect?

Breakfast: \_\_\_\_\_ Lunch: \_\_\_\_\_

How many additional milks do you plan to serve each day for all meal occasions: \_\_\_\_\_

Please select **two** Customization Station signs to help market the program.

Countertop:  Station sign:  Wall/Ceiling mount:

**NOTE:** Funds cannot be used to purchase food, except for taste testing of a new item and recipe contests. If you select one of the turn-key kits, no additional equipment funding will be provided.

EXPENSE CATEGORIES (Not all required)	Please list total amount needed for Expense Category	Please provide a detailed, itemized expense explanation
<b>Foodservice equipment</b> (commercial grade equipment, include shipping) <input type="checkbox"/> <a href="#">Turn-key Customization Equipment Kit</a> (Value: \$1300)	Leave blank if requesting Customization Station Equipment kit.	
<b>Student engagement</b> (taste tests, recipe contests, participation incentives, etc.): <i>Max \$.20 per student</i>	\$	
<b>Total amount Requested</b>	\$	

**Please rate your administrator's level of support for this program. (Check 1,2 or 3)**

- 1—They are open to trying the program.
- 2—They are supportive of the program.
- 3—They are supportive and will do everything to make it successful.

**Continue to the next page for next school.**

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If you are applying for more than four schools, email [dairygrants@newenglanddairy.com](mailto:dairygrants@newenglanddairy.com) for a custom application.