



**“Breakfast Anytime, Anywhere”
2010-2011 Expanding Breakfast Grant Application
Western Dairy Association**

Grant applications may be completed and submitted on line at:
<http://westerndairyassociation.org/schools/breakfast/>

Traditionally, school breakfast has been served in the school cafeteria before the school day begins. However, for various reasons students may not participate in traditional cafeteria breakfast programs. Schools experience increased breakfast participation when an Expanded Breakfast Program, as defined in this grant application, is implemented. For more information and tools about Expanded Breakfast programs, visit our website at www.westerndairyassociation.org/schools/breakfast.

(Please print or type)

School/District Nutrition Director: _____

School Kitchen Manager: _____

School District: _____ School Name: _____

Address of School: _____

City: _____ State: _____ Zip: _____

Fuel Up to Play 60 Program Advisor: _____

Phone (_____) _____ Fax(_____) _____

Email Address _____

Which method is best to reach you? _____

Grades to be served _____ School Enrollment _____

Current ADP Breakfast _____ Percent free/reduced _____

Average breakfast milk served _____ Current ADP lunch _____

Description of your current breakfast program:



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What Expanded Breakfast option do you intend to offer?

- Breakfast in the classroom - *breakfast served in the classroom*
- Grab ‘n go breakfast - *meal carts/ breakfast bags in high traffic areas*
- Breakfast after first period - *a healthy break after the day begins*
- Breakfast on the Bus - *breakfast served on the bus ride to school*
- Breakfast at the Bell - *breakfast served in entry of school*
- Other (please describe in detail) - _____

On average, what percent of students do you expect will participate in breakfast with this expanded service? _____

Implementation Plan (please complete the following)

Establish Measurable Goals - What goals do you intend to achieve?

Identify Target Audience - What steps will you take to gain support from administrators, teachers, classified staff, parents and students?

Assess strengths and weaknesses - Anticipated barriers/challenges to achieving objectives and strategies for overcoming them? (Barriers may include, but are not limited to: extra staffing requirements, tracking student participation, excess trash, increased need for storage of food and cooler for milk.)

Barrier/Challenge	Strategy

Develop Expanding Breakfast Strategies - How will you market or promote your new breakfast program to increase participation?

Line Item Budget- Detail all expenses (equipment, promotion, other costs). *Remember funds may not be used for food or labor.*

Expense	Quantity	Unit Cost	Total Cost
Total Requested			

Implementation Strategies - Provide plans (“who, what and when”) of implementation and promotion. Please include Kitchen Manager, FUTP60 advisor(s) and FUTP60 team members.

Date	Strategy	What is Needed	Who is Responsible

Evaluation - How will you evaluate your success? What information will you track?
 With what percentage increase of breakfast participation will you be satisfied?

FUTP60 Program Advisor Signature _____ Date ____/____/____

FUTP60 Program Advisor Signature _____ Date ____/____/____

Kitchen Manager Signature _____ Date ____/____/____

SNS Director Signature (if applicable) _____ Date ____/____/____

School Principal Signature _____ Date ____/____/____

** Please note that the application deadline is **December 1, 2010**. Applicants are encouraged to submit the application as soon as possible for priority consideration. Program must be implemented during the 2010-2011 school year.*

Return grant application no later than **December 1, 2010** to:

Tami Anderson, RD
 Senior Director, Child Nutrition Fitness Initiative
 Western Dairy Association
 12000 Washington St. Ste. 175
 Thornton, CO 80241 fax-303-451-0411

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