

2024–2025 Let's Eat Healthy Community Grants Request for Proposals

Application Period: September 27 to October 31, 2024
Online application only. To apply visit: <https://bit.ly/LEHGrants>

Overview

The Let's Eat Healthy Community Grant program advances the activation of Dairy Council of California's [Let's Eat Healthy Initiative](#), engaging champions to empower healthier children and families by investing in great ideas and partnerships to meet the needs of local communities. This funding program advances innovative and collaborative solutions to improve nutrition education, dairy agricultural literacy and access to nutritious foods that include milk and dairy.

Criteria

- Proposals must be consistent with the values of [Let's Eat Healthy](#) and align to at least one Let's Eat Healthy [strategic framework](#) goal and objective.
- Projects must address at least one of the following proposal priorities:
 - Improve nutrition security through accessibility of milk and dairy foods as part of any of the following: federal child nutrition programs, school environment or community setting.
 - Food literacy that supports dairy agricultural literacy as part of farm-to-school efforts.
 - Nutrition education that focuses on integrating educational programs as part of food access programs.
 - Nutrition education that focuses on enhancing nutrition programming within any of the following settings: school environment, child care or community. Projects may address the following:
 - Campaign activation promoting milk and dairy foods.
 - Promotion of milk and dairy foods through cultural foods, traditions and food literacy programming.
 - Engagement of youth ambassadors leading nutrition education, dairy agricultural literacy and/or nutrition security projects that promote dairy.
 - Engagement of a university dietetic program supporting a school wellness, nutrition education and/or nutrition security project that promotes dairy.
- Projects must demonstrate effective utilization of solutions and [educational tools](#) provided by Dairy Council of California.

- Projects must be completed by December 31, 2025 which includes implementation and submission of evaluation data and final report.

Eligibility

- Applicants must represent a legal entity in California (school, district, nonprofit, local government, community organization, university, etc.).
- Applicants must align to the values of Let's Eat Healthy that guide the collective impact of the Let's Eat Healthy community.
- Applicants must either represent or collaborate with organizations that align with at least one of the following sectors outlined in the Request for Proposals' funding tracks: Child Nutrition, Community Health and School Wellness (see below).

Funding Track: Child Nutrition

Let's Eat Healthy believes the Universal Meals Program and other federal child nutrition programs (e.g. CACFP, Summer Meals, etc.) are essential nutrition security programs that provides children access to vital nutrients to support optimal growth and development and academic achievement. Federal nutrition standards provide children access to a variety of wholesome foods, including milk and dairy, vegetables, fruits, whole grains and lean protein, through healthy, culturally inclusive meals offered at schools and child care centers.

Proposal priority areas:

- Nutrition security projects that enhance the accessibility of milk and dairy foods as part of federal child nutrition programs or within the school environment.
 - Proposals may include projects that implement [Smarter Lunchrooms Movement of California](#) or [Smarter Mealtimes Movement of California](#) strategies, or support establishment or enhancement of school pantries that include access to milk and dairy foods.
- Food literacy projects that support dairy agricultural literacy as part of farm-to-school efforts.
 - Proposals may include projects that implement [Let's Eat Healthy Together: Explore Dairy](#) or [farm-to-you programs and activities](#) promoted by Dairy Council of California, or support professional development of dairy's role in sustainable nutrition and health.
- Nutrition education projects that focus on enhancing nutrition programming within the school setting or child care environment.
 - Proposals may include expanding access to science-based [nutrition education](#), promoting nutrition, activating [Let's Eat Healthy campaigns](#) or implementing a food literacy program inclusive of milk and dairy foods.
- Engagement of youth ambassadors leading nutrition education, dairy agricultural literacy and/or nutrition security projects that support dairy.

- Proposals may include projects that target activation of student nutrition advisory councils or school student body, or engagement of Career Technical Education programs including culinary or agriculture education.
- Engagement of a university dietetic program in the school environment supporting a nutrition education, dairy agricultural literacy and/or nutrition security project that promotes dairy.
 - Proposals may include school meal transformation projects, activation of nutrition-focused local school wellness strategies, activation of a [Let's Eat Healthy campaign](#), coordination and/or delivery of [direct nutrition education](#), etc.

Funding Track: Community Health

Let's Eat Healthy believes community-based nutrition interventions play a vital role in supporting the health and well-being of diverse populations. By incorporating culturally informed and evidence-based strategies within nutrition education and food access programs, individuals are supported in developing and maintaining health-promoting behaviors across the life span.

Proposal priority areas:

- Nutrition security projects that enhance the accessibility of milk and dairy foods in the community setting.
 - Proposals may include enhancing food access programs for children and/or families.
- Nutrition education projects that focus on integrating educational programs as part of food access programs.
 - Proposals may include expanding access to science-based [nutrition education](#), promoting nutrition, activating [Let's Eat Healthy campaigns](#) or implementing a food literacy program.
- Nutrition education projects that focus on cultural foods, traditions and food literacy projects that include milk and dairy foods.
 - Proposals may include utilization of any of the following resources: [Cooking With Families: A Creative Twist on Familiar Foods](#), [Let's Eat Healthy Together: Explore Dairy](#), and [Let's Eat Healthy Together video episodes](#).
- Engagement of youth ambassadors leading nutrition education, dairy agricultural literacy, and/or nutrition security projects that support dairy.
 - Proposals may include a food literacy project and activation of at least one of the following required campaigns: National Dairy Month (June 2025) or World School Milk Day (September 24, 2025).
 - Proposals may include implementation of the following resources: [Let's Eat Healthy Together: Explore Dairy](#) or [farm-to-you programs and activities](#).
- Engagement of a university dietetic program in the community setting supporting a wellness program, nutrition education and/or nutrition security project that promotes dairy.
 - Proposals may include coordinating or leading a food access project, delivering [direct nutrition education](#) to the community, etc.

Funding Track: School Wellness

Let's Eat Healthy empowers school communities and partners to strengthen local school wellness policies and systems in California to support student whole child health and academic achievement. Promoting and preserving practices that establish healthy school nutrition environments and access to nutritious food—including milk and dairy—help support nutrition security.

Proposal priority areas:

- Nutrition education projects that focus on integrating educational programs as part of food access programs.
 - Proposals may include expanding access to science-based [nutrition education](#), promoting nutrition, activating [Let's Eat Healthy campaigns](#) or implementing a food literacy program as part of a food access program.
- Nutrition education projects that focus on cultural foodways and food literacy to demonstrate dairy's cultural inclusivity.
 - Proposals may include utilization of any of the following resources: [Cooking With Families: A Creative Twist on Familiar Foods](#), [Let's Eat Healthy Together: Explore Dairy](#), and [Let's Eat Healthy Together video episodes](#).
- Nutrition education projects that foster environments that support healthy eating through campaign activation promoting milk and dairy, including the activation of at least one of the following required campaigns: National Dairy Month (June 2025) or World School Milk Day (September 24, 2025).
 - Proposals may include supplemental [Let's Eat Healthy campaigns](#) and resources.
- Engagement of youth ambassadors leading nutrition education, dairy agricultural literacy and/or nutrition security projects that promote dairy.
 - Proposals may include projects that target activation of student nutrition advisory councils or school student body, or engagement of Career Technical Education programs including culinary or agriculture education.
- Engagement of a university dietetic program in the school environment supporting a nutrition education, dairy agricultural literacy and/or nutrition security project that promotes dairy.
 - Proposals may include activation of nutrition-focused local school wellness strategies, activation of a [Let's Eat Healthy campaign](#) or coordination and/or delivery of [direct nutrition education](#).

Selection Process

- Completed [online applications](#) must be submitted by 11:59 p.m. PDT, Thursday, October 31, 2024.
- All applications will go through a panel review including Dairy Council of California staff and partners.
- Selected applicants will be required to schedule one phone interview at the discretion of Dairy

Council of California. Phone interviews will be scheduled between November 18, 2024, and December 9, 2024. Eligible final applicants will be contacted by email the week of November 11, 2024, to schedule the phone interview.

- Applicants will be notified via email of their acceptance status by the week of January 6, 2025.
- Dairy Council of California will manage funding disbursement for accepted proposals. The disbursement funding formula may be subject to change at the discretion of Dairy Council of California. Funding will be issued in three payments:
 - Payment #1: 50% of awarded funding to be issued by January 24, 2025
 - Payment #2: 25% of awarded funding to be issued by May 5, 2025
 - Payment #3: 25% of awarded funding to be issued by October 24, 2025

Funding Availability

- \$30,000 total is available to be awarded. Dairy Council of California plans to fund 3-6 awards.
- Proposals for community grants may request up to \$10,000.

Questions? Contact Sonia Fernandez Arana, Let's Eat Healthy Program Manager, at sfernandez@dairycouncilofca.org.

2024–2025
Let's Eat Healthy Community Grants
Application Worksheet

Contact Information

Please include two contacts who will provide oversight and/or co-lead the project.

Name of School/District/Organization:

Address:

County:

Primary Contact (Lead)

Name:

Position:

Phone:

Email:

Secondary Contact (Co-Lead)

Name:

Position:

Phone:

Email:

This grant requires the submission of a W-9 form. If awarded, will you be able to provide a tax ID number for your school/district/organization upon request?

Yes

No

Project Overview

Please select the funding track:

Child Nutrition

Community Health

School Wellness

Title of Project:

Amount of Grant Funding Requested (up to \$10,000): \$ _____

Estimated Project Time Frame:

Start Date (Month/Year):

End Date (Month/Year):

Please select the setting in which the grant project will be implemented. Check all that apply.

- School/District
- Child Care Center
- Community
- Other (list)

Please list the counties where the grant project will be conducted.

The funded project must demonstrate activation of the Let's Eat Healthy Initiative. Project must align to at least one Let's Eat Healthy [strategic framework](#) goal and objective.

Please select the Let's Eat Healthy goal area(s) and key objective(s) the grant project aligns to. Check all that apply:

- Nutrition Security Goal
 - Increase access to child nutrition programs
 - Foster environments that support healthy eating
 - Support a sustainable, equitable, safe, nutritious and affordable food supply that meets nutrition science standards

- Nutrition Education Goal
 - Ensure consistent, science-based nutrition education resources
 - Expand to new locations for nutrition education
 - Use culturally informed nutrition resources

- Collaboration Goal
 - Build ambassador network

Please select the proposal priority area(s) the project aligns to. Check all that apply:

- Nutrition security that enhances the accessibility of milk and dairy foods as part of any of the following: federal child nutrition programs, school environment or community setting.
- Food literacy that supports dairy agricultural literacy as part of farm-to-school efforts.
- Nutrition education that focuses on integrating educational programs as part of food access programs.
- Nutrition education that focuses on enhancing nutrition programming within any of the following settings: school environment, child care or community. Project may address the following:
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- Engagement of a university dietetic program supporting a school wellness, nutrition education and/or nutrition security project that promotes dairy.

Project Description

Please describe the target audience, including the age group of those impacted by the project. (1,000-character limit)

Provide a brief description of the priority project area, including purpose and how the target audience will be impacted. (1,000-character limit)

Based on the project description, what is the intended goal and overarching desired outcome of the project? (1,000-character limit)

Provide an overview of methodology and key project activities expected to be conducted for each target audience as part of the project implementation. (1,000-character limit)

Briefly describe the science-based educational tools that will be utilized as part of the project, including resources provided by Dairy Council of California. Please specify for each target audience. (1,000-character limit)

Please list any project collaborators that you foresee contributing to the project phases, including planning, designing, executing and evaluating. Collaborators may include internal and external school/district/university/local government entity/community partner, etc.

Type of Collaborator (administrator, educator, staff, parent, youth, community partner, health professional, other)	Briefly describe role of collaborator on the project; include expected project contributions

Let’s Eat Healthy, funded by Dairy Council of California, values partners who believe a sustainable, daily healthy eating pattern that includes dairy along with vegetables, fruits, whole grains and lean protein can help close the nutrient gap and promote optimal health and well-being. Please describe how the project will promote dairy, including alignment across key activities as part of the project implementation. (1,000-character limit)

Project Plan and Budget

Project Objectives: Please list at least two objectives, outcomes and evaluation methods. Objectives must be specific, measurable, achievable, relevant and time bound.

Measurable Objective (Example: Conduct 2 educational campaigns at 10 schools in 1 district by December 2025.)	Expected Outcome/Reach (Example: Educate 1,250 K–6th grade students across 10 schools, reaching 50 classrooms.)	Evaluation Method (Example: student surveys)

Project Activities: Please list key activities that will be implemented as part of the project for each target audience. Provide a general timeline for when each activity will be accomplished and indicate who will implement each activity.

Target Audience	Project Activity	Timeline (month/year)	Who Will Implement (applicant, collaborator, other)

Budget: Please estimate project expenditures by category.

Category	Amount	Brief Justification of Expense and/or Link to Key Activity
Stipends (maximum 10% of budget for staff, para-professional, consultant, parent, youth leader, etc.)		
Food (maximum 25% of budget)		
Materials, Supplies		
Training		
Promotion		
Equipment (maximum 50% of budget)		
Other (please list):		
TOTAL (must equal amount of funding requested)		

In-Kind Contributions: Please provide a list of in-kind financial support you anticipate will be leveraged to support the project; include a dollar estimate for each in-kind contribution listed. (1,000-character limit)

Project Sustainability Plan: Please indicate how the project will be sustained after the grant period.

Project Activity	Sustainability Plan

Funding Guidelines and Terms

In order to submit this application:

- Read the guidelines, terms and restrictions below.
- Check the box below to indicate you have read and agree to the terms.
 I have read and agree to the terms below.

By submitting this proposal, I agree on behalf of my school/district/organization that I will ensure financial responsibility for how funds are used to meet the deliverables of the project as outlined in this application. I confirm the above information is true and complete to the best of my knowledge.

Funding Guidelines and Terms

- Applicants represent an entity in California (school, district, local government entity, nonprofit/community organization, university, etc.).
- Applicants must use the funds to target individuals and communities in California.
- Applicants must commit to engaging in actions that advance the collective impact of Let's Eat Healthy.
- If awarded a grant, grantees will be notified via email by the week of January 6, 2025.
- If awarded funds, the school/district/organization must comply with all reporting requirements, including progress check-ins, submission of midterm and final reports and sharing of project evaluation data documenting outcomes of the funded project.
- Projects must be implemented and evaluated by December 31, 2025.
- Failure to comply with the reporting requirements may prohibit a school/district/organization from receiving future funds.
- Grant recipients are committing to acknowledge partnership with Let's Eat Healthy.

Funding Restrictions

Funding may not be used for any of the following purposes:

- To influence legislation or influence the outcome of any public election.
- To carry on, directly or indirectly, any voter registration drive.
- To make any grant to any other individual or organization.
- To undertake activities not supported within the grant scope of work. Any changes to the use of funding must first be reviewed and approved by Dairy Council of California.
- To pay for food sold at school to students, or to subsidize food or the cost of meals served to children under federal child nutrition programs.
- To purchase computers or other general tech equipment. (A technology request must be supported with a strong case that it is central or essential to the proposed project.)

Equipment Restrictions

- Funding may not be used to support kitchen infrastructure plans to implement universal meals or other federal child nutrition programs.

- Funding may not be used to cover or supplement purchasing of equipment that is eligible for California Department of Education Kitchen Infrastructure and Training funds.
- Eligible equipment for grant funding may include the following:
 - Kitchenware items valued at \$100 or less, including knives, cutting boards, pots/pans, hot plates, etc.
 - Small appliances valued at \$1,000 or less, including small refrigerator, portable oven, air fryer, blender, ice cream maker, cooler, etc.
- Commercial-grade walk-in refrigerators, beverage coolers, etc. are not eligible items for purchasing.

Signature:

Date:

Apply at <https://bit.ly/LEHGrants>. Closing date for application is 11:59 p.m. PDT, Thursday, October 31, 2024.

Questions? Contact Sonia Fernandez Arana, Let's Eat Healthy Program Manager, at sfernandez@dairycouncilofca.org.