

Fuel Up To Play 60 Breakfast Grant Program

Sponsored by United Dairy Industry of Michigan and Michigan Department of Education

\$75,000 is now available to help Michigan K-12 schools improve or expand their breakfast programs!

By making breakfast part of the school day through alternative service options such as “Breakfast in the Classroom”, “Grab ‘n’ Go Breakfast” or “Breakfast After 1st Hour” more students can readily participate and benefit from the program.

Research shows that students who eat breakfast:

- Score better on standardized tests.
- Improve academic achievement.
- Have fewer health issues.
- Behave better in class.



Need help implementing a sustainable alternative breakfast program?

Schools interested in expanding their breakfast programs may apply to receive up to \$3,000 in funding. Visit www.FuelUpToPlay60.com for details on applying for funds. Grant Application Deadline is November 1, 2010.

Ideas for use of Fuel Up To Play 60 Breakfast Grant Funds:

Funds may be used to support a range of different breakfast-related activities such as: expanding breakfast programs, kick-off or launch of a new or expanded breakfast program, in-school breakfast promotions, student engagement or contests to motivate participation in breakfast, staff or family engagement to educate them on the importance of breakfast or for tracking and measurement of breakfast participation. For example:

- Equipment needed for implementation of “Breakfast in the Classroom”, “Grab ‘n’ Go Breakfast” or “Breakfast After 1st Hour” such as kiosks, carts, or insulated cooler bags
- Smoothie machines or blenders
- Vending machines for healthy, reimbursable meals
- Yogurt bar equipment
- Computers to record student participation
- Marketing materials such as: decorations and merchandising materials to promote new or expanded breakfast program
- Cafeteria enhancement such as: tables, chairs, light fixtures or paint to make the cafeteria more appealing (paint can be used to brighten dining space, add a mural with school mascot or provide inspirational healthy eating- physical activity messages)
- White boards, wall menus, signage to promote breakfast program
- Milk Coolers
- Prizes such as gift cards or school spirit gear for competitions to motivate student participation in breakfast
- Healthy foods for taste testing to improve breakfast menu options
- Food for breakfast cooking demonstrations

NOTE: Funds may not be used to purchase food to be sold to students.

**Questions? Contact United Dairy Industry of Michigan
@ 1-800-241-MILK(6455) or at udim.org**

