



Helping Children Eat Healthier in the Communities That We Call Home

**The Dannon Company, Inc.
2012 Dannon Next Generation Nutrition Grant Application Form**

The Dannon Company strives to help people grow, live better, and get more out of life through tasty, varied and nutritional food products every day. We also believe that The Dannon Company can play a role in society beyond the production of nutritious, great-tasting foods. In the communities we serve, we are committed to helping people make informed food choices to improve their nutrition and health. Given the rising rates of obesity in children and the importance of developing healthy eating habits early in life, children are the focus of this year's grant program.

In 2012, Dannon will donate a grant of \$30,000 to one program nurturing healthy eating habits among children in each of the communities where a Dannon facility is located. To qualify, organizations must need funding for a current nutrition education program for children up to age 18 or be able to launch such an initiative by late 2012. Programs should be creative in their approach, involve community partners, include professional nutrition staff or consultants, and be designed to impact children's eating habits today for a healthier tomorrow. The initiative must also:

- Promote nutrition education to nurture healthy eating habits among children, including the consumption of low-fat yogurt
And
- Serve communities where Dannon facilities are located (Auglaize, Darke, Mercer or Shelby Counties, OH; Salt Lake County, UT; Tarrant County, TX; or Westchester County, NY)
And
- Be a program of a tax exempt non-profit according to Section 501(c)(3) of the IRS code, but not a private foundation as defined under Section 509(a).

Non-profit organizations wishing to submit proposals for consideration by The Dannon Company should fill out the attached application and also submit a written description of the program for which funding is being sought. Videotapes and other supplemental materials are strongly discouraged for this initial application. Additional information will be requested in the event that the program proposal is of interest to The Dannon Company.

At Dannon, we believe that *"A company's responsibility does not end at the office door or the factory gate, since its action affects the community as a whole."* These words were spoken by Antoine Riboud, founder of our parent company, Danone, in 1972. They continue to guide us today as we encourage healthy eating for tomorrow.

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Please fill in each of the following fields on this cover sheet:

Legal name of organization: _____

EIN Number: _____

This organization's tax status is: ____ 501(c)(3).

Contact Person: _____

Title of Contact Person: _____

Mailing address: _____

City, state zip: _____

Telephone number: _____

Fax number: _____

Email address: _____

Organization mission: _____

Web address for organization: _____

Program title: _____

Proposed start date: _____

Proposed end date: _____

Approximate project cost: _____

Number of children served: _____

Geographic area served: _____

Name of executive director: _____

Executive Director Signature: _____

Briefly describe your proposed program or initiative and provide answers to the following questions in a project summary:

1. Describe your organization's history, purpose, and goals; people served; geographic service area; and general accomplishments to date.
2. Define the problem in your community that you wish to address and the solution you are proposing to reach through your nutrition education program, including measurable objectives.
3. Name the nutrition curriculum you plan to use for this initiative. If this is a curriculum your organization has designed itself, please include a copy with your application.
4. What is the estimated number of children to be served by this grant? Also, define your target audience(s) of children to be served – preschool, elementary school, middle school, or high school ages.
5. What is your timetable for all project implementation, communication and evaluation? When do you plan to do your final evaluation?
6. What are the intended nutrition knowledge and behavior change results of this project? What tools will be used for pre- and post- evaluation? How will the results be clearly measured and evaluated by program staff and shared with Dannon?
7. How will other community partners be incorporated, if at all, into helping to encourage healthy eating habits?
8. Why is your organization uniquely qualified to deliver and evaluate this program? Also, please note if your organization has provided a children's nutrition education program in previous years.
9. If you are awarded the grant, how do you plan to continue the program at the conclusion of the grant period?
10. Please provide the biographies of the key staff, including nutrition experts, who will be involved in your nutrition education initiative. What are their qualifications?
11. Please provide a calendar of upcoming events for your organization in the coming year. This calendar should include key events and milestones for your organization related to the specific programming identified within this proposal. Please also indicate on this calendar key events or activities in which Dannon employees might volunteer.
12. Please provide record of any noteworthy media coverage your organization has recently received. Applicants for the 2012 Dannon Next Generation Nutrition Grants must be able to suggest program participants and their families or program staff members who will be able to speak publicly about their participation in a grant program. If awarded a 2012 Dannon Next Generation Nutrition Grant, your organization will be asked to host a public event to celebrate this award.

To complete your application, please include the following information in addition to your cover sheet and your written program description.

- Proposed project budget, including all other anticipated sources of income.
- Verification of the organization's certificate of tax exemption from the IRS as a 501(c)(3).
- Written verification of the organization's federal tax identification number (FEIN).
- A copy of the organization's operating budget for the current year.
- A copy of the organization's most recent annual report or 990 form.

Ineligible Requests

Unfortunately, Dannon is not able to support as many worthy causes as we would like. Dannon is not able to provide product donations or monetary support for:

- individuals
- endowments, professorships or scholarships sponsored by academic institutions
- political organizations or campaigns
- religious organizations
- membership organizations or labor groups/unions
- projects outside of the United States
- film or video projects
- fraternal or veterans organizations
- capital campaigns, construction or renovation projects
- advertisements, marketing projects or sports teams
- raffles, sporting events, testimonial dinners, or similar benefit programs involving the purchase of tables, tickets, or advertisements
- organizations that advocate or support policies that are inconsistent with Dannon's policies or discriminate based on race, color, national origin, ancestry, religion, creed, sex, age, marital status, disability, veteran status or any other status protected by applicable statute

If Your Organization Meets Our Grant Application Criteria

In order for us to consider your request, please complete the requested information and email it to us at DannonNutritionGrant@dannon.com by March 30, 2012.

Written proposals are also acceptable for consideration if received by March 30, 2012. Written proposals can be sent to:

Corporate Social Responsibility Department
The Dannon Company, Inc.
100 Hillside Avenue
White Plains, NY 10603

After you submit your brief proposal, we will send you an email acknowledgement. We will carefully review every proposal. Within twelve weeks of March 30, 2012, you will receive one of the following:

- A request for additional information.
- A letter informing you that your project cannot be funded at this time.

You can learn more about Dannon's commitment to help families live healthier, happier lives by visiting the Dannon Cares section of www.dannon.com. If you have further questions about Dannon's grant application process, we encourage you to call us at 914-872-8672. If your request does not meet these requirements, we are sorry that we will not be able to assist you. We acknowledge that there are many worthy projects to be supported; however, Dannon is only able to fund one (1) project this year in each of the communities in which a Dannon facility is located. We wish you the best of luck in securing the assistance you are seeking.