

HELPING OUR CHILDREN ONE MEAL AT A TIME THE SILENT HERO GRANT

Request for Applications (RFA)

Issued: October 1, 2009

Deadline: December 1, 2009

According to the 2007-2008 FRAC School Breakfast Scorecard on an average day, 8.5 million low-income children participated in the National School Breakfast program and 18.4 million low-income children participated in the National School Lunch program.

Where do those 9.9 million low-income children eat breakfast?

The mission of the *got breakfast?*® foundation is to ensure that every child, regardless of background, starts the school day with a nutritious breakfast in order to learn, grow and develop to their fullest potential.

got breakfast?® aims to increase access to breakfast programs to help fight obesity raise test scores and improve overall health.

The Silent Hero Grant Program will award up to \$100,000 in grants. Public schools, non-profit private schools or 501 (c)(3) non-profit organizations participating in the National School Breakfast Program are eligible to apply.

FUNDING COSTS CAN INCLUDE:

- Serving equipment
- Staffing needs
- Food procurement
- Marketing materials
- Promotional items
- Nutrition Education material



DEADLINES AND QUALIFICATIONS

- Grants will range between \$2,500 to \$10,000
- Applications will also be accepted for smaller amounts than those listed above.
- Must be a public school, non-profit private school, or 501(c)(3) non-profit organization participating in the National School Breakfast Program
- Any non-profit organization must be in good standing with the Internal Revenue Service
- You must also agree to participate with any press release or promotional event with *got breakfast?* or Eastside Entrees staff*.
- Must ensure that 100% of grant monies received from the *got breakfast?* Foundation are used for the intended purposes submitted in the grant application
- Incomplete/incorrect applications will not be considered
- Successful grant recipients must be willing to provide progress reports during the program
- Evaluation report forms will be provided to the successful grant recipients

**Purchase of East Side Entrees products will not be required.*

Finalists will be notified by January 15, 2010 and will be asked to sign a Memorandum of Understanding that delineates the requirements for the grant.

PROJECTS ARE SELECTED BASED ON

- Projects are to be based on alternative breakfast service options.
- Priority selection will be given to programs creating a breakfast program where one did not exist before.
- Alternate breakfast options include:
 - universal breakfast
 - breakfast-in-the-classroom
 - grab and go service
 - any type of breakfast delivery option other than the standard breakfast cafeteria service line
- Operational strength of the applicant organization will be a consideration.

got breakfast?®

- The likelihood of a sustainable program will also be reviewed as part of the evaluation process.

FUNDS DISTRIBUTION

- First installment of 20% upon receipt of completed memorandum of understanding
- Second, third and fourth installments of 20% each upon receipt of quarterly evaluation report
- Final installment of 20% upon receipt of project evaluation report

All applications must be submitted via the foundation's website at info@gotbreakfast.org.

Applications must be received by 5:00 P.M. Eastern Standard Time on December 1, 2009. Late applications will not be accepted. Applicants will be notified of their award status after January 15, 2010. A public announcement of all winners will be made by February 1, 2010.

