



Helpful Tips for Preparing Your 10 Cents a Meal

Grant Application

Are you ready to improve the health of your students and support your local economy by bringing Michigan-grown fruits, vegetables, and legumes to your school district? 10 Cents a Meal for School Kids & Farms is here to help. The following tips have been organized to help you be as prepared as possible to begin the 10 Cents a Meal grant application process (officially called the Purchase of Locally Grown Fruits, Vegetables, and Legumes grant.)

Let's get started!

- **Eligibility:**
 - Location:
 - 10 Cents is now providing grant funds for school districts in Michigan Prosperity Regions 2, 4, 6, 8, and 9. That's 43 counties! Find out if your school lies within an eligible region by viewing this helpful [map](#).
 - National School Lunch Program (NSLP):
 - 10 Cents requires eligible school districts to have been participants of the NSLP during the previous school year and participate in the NSLP throughout the coming school year. To learn more about this program click [here](#).

- Free & Reduced Lunch
 - Your school **does not** need to meet a required percentage of free/reduced lunches.

Now that you know you're eligible, let's begin to gather some important information.

- **Gathering Information:**

- Budget:
 - How much money do you think you could spend on Michigan-grown fruits, vegetables, and legumes in the coming school year? Be sure to include all of September!
 - Think about how much you could buy in the fall, when farmers have a bounty of produce available. You can spend more of your grant dollars in the fall if you want. Remember, though: Michigan also grows storage crops like apples, potatoes, and carrots that are available all year. Many Michigan-grown products also are available in frozen and dried form. Don't forget dry beans!
 - 10 Cents provides schools up to 10 cents per meal in incentive match funding. The application will automatically calculate your school district's maximum possible grant through this helpful formula: **Previous Year October Breakfast and Lunch Meal Count X 10 (Months) X \$0.10 = Maximum Amount of Grant Funds Available**
 - Remember: This is match funding. You must spend at least double the amount of your grant on Michigan-grown fruits, vegetables, and legumes. (So, if your grant is \$10,000, you will spend a total of \$20,000, with \$10,000 of that coming from the grant. You would put \$10,000 on the budget page for maximum grant award desired).
 - You are not required to request a maximum grant. In the application, be prepared to tell MDE how large a grant you

would like to receive, recognizing that you will be expected to spend double that amount.

- If you are obtaining Michigan-grown fruits, vegetables, and legumes with the support of other programs – including the Fresh Fruit and Vegetable Program, Department of Defense Produce, the Unprocessed Fruit and Vegetable Pilot Program, or Hoophouses for Health – those transactions with invoices can be used as part of meeting your match requirement.

Reminder:

This is a competitive grant. Scoring will prioritize districts that demonstrate the greatest ability to **procure**, **prepare**, and **promote** Michigan-grown fruits, vegetables and legumes, and **plan** for related educational activities. *See the additional note below in the promotion and marketing section!*

○ **Procure**

- Create a list of all Michigan-grown fruits, vegetables, and legumes your district is currently using in school meals.
- Create a list of the locations where your district is currently purchasing its Michigan-grown fruits, vegetables, and legumes (ex. Direct from Farm, Food Hub, Distributor).

○ **Prepare & Menu**

- Create a list detailing all of the ways in which your schools incorporate Michigan-grown fruits, vegetables, and legumes into school meals (ex. Entrées, Soups, Salad Bars).
- Create a list of all preparation techniques used by your schools to incorporate Michigan-grown fruits, vegetables, and legumes into school meals (ex. Baking, Steaming, using Fresh or Frozen).
- Create a list of equipment used by your schools to prepare and serve Michigan-grown fruits, vegetables, and legumes (ex. Oven, Salad Spinner, Tilt Skillet).

○ **Plan Educational Activities**

- List the educational activities your school will carry out to support one or more of these project goals: 1. Promote

healthy food activities. 2. Increase student knowledge and consumption of Michigan grown products. 3. Have clear educational activities. 4. Involve parents or the community. 5. Connect to a school's farm to school procurement activities.

○ **Promote & Market**

*This year's scoring places particular importance on marketing and promotion (and also educational activities). Preference will be given to applicants with robust plans to **promote** and **market** Michigan-grown fruits, vegetable, and legumes; and **plan for educational activities** that engage students.*

- Create a list of ways in which you currently market Michigan-grown fruits, vegetables, and legumes (ex. Flyers, Taste Tests, Social Media).
- Think about: If you receive 10 Cents grant funds, how will you market the program and the food you purchase with it in ways that lead to increased student knowledge and consumption of Michigan-grown fruits, vegetables, and legumes?
- Think about: What are ways you could track or evaluate whether your promotion, marketing, and educational activities result in increased student knowledge and consumption of Michigan-grown fruits, vegetables, and legumes?

○ **Collaboration**

- Have you collaborated on farm to school activities with any neighboring districts, or shared information or strategies around locally grown fruits, vegetables, and legumes and/or this grant program? If so, write it down!

Now that you've gathered this information, completing the 10 Cents a Meal grant application will be simple!

Can't find the application for the grant? Please contact Liana Bennett at bennettL4@michigan.gov or call [517-241-5349](tel:517-241-5349).

And, if you need ideas for procuring, preparing, and promoting locally grown foods or planning related educational activities, visit tencentsmichigan.org and its [Tools for Schools](#) page, where useful resources have been specially curated to help you succeed.