



11/18/10

Dean Foods Foundation
Grant Guidelines

Mission

At the Dean Foods Foundation, we support organizations and programs that ensure children in our communities have access to the healthy foods they need to grow and thrive, and that enhance their understanding of the importance of a balanced, nutritious diet – now and throughout their lives. In addition, understanding that a healthy food supply depends on the well-being and stability of our nation's farms, we partner with organizations that promote responsible agriculture.

Programs

Ending Childhood Hunger: An estimated 16 million American children are living with hunger.* In addition to devastating physical effects, research shows that hungry children suffer developmentally. Even mild hunger during critical growth periods impacts young children's behavior, school performance and cognitive development. As a leading producer of healthy food products, we feel obligated to provide children with nutritious food. We support programs and organizations that work to prevent childhood hunger and its effects, and provide hungry kids with access to healthy foods.

Teaching the Value of Nutrition: While millions of children live with hunger, many more suffer from the effects of poor nutrition. Nutrition-related health issues that once were considered adult concerns, including diabetes, heart disease and obesity, are now prevalent among our nation's children. They affect the physical health, development and academic performance of future generations. We believe a healthy diet that emphasizes nutrition, balance and moderation is essential for kids to live healthy and successful lives. We support organizations that teach at-risk children and youth the importance of maintaining a nutritious diet, including milk and dairy and/or soy products.

For the above program areas, we focus on organizations benefiting children and youth, age birth to 18 years.

Responsible Agriculture: The provision of fresh, nutritious food begins on the farm. Our commitment to ensuring that children have access to healthy food must start with supporting the stability and prosperity of our nation's agricultural system. We work with thousands of dairy and other farmers to produce high-quality food products, and we are committed to helping sustain this important element of the food industry and our nation's economy. We support programs and organizations that promote responsible agricultural practices and the future of farming through agricultural education.

Disaster Response: The Dean Foods Foundation also supports disaster response and relief efforts in times of crisis primarily in the communities where we do business. These gifts are initiated and determined by the Foundation's Board of Directors. We do not accept applications for disaster-related grants.



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On occasion, the Dean Foods Foundation may consider causes outside our stated program areas. Such grants will only be made at the initiation of the Foundation's Board of Directors.

Criteria

Dean Foods Foundation supports organizations that:

1. Are engaged in programs falling clearly under one or more of our program areas
2. Are charitable in purpose
3. Are established 501(c)(3)s, or are fiscally sponsored by a 501(c)(3)
4. Have a broad purpose and impact (are not just for personal benefit)
5. Are sustainable (have other sources of funding and are financially stable)
6. Are effective (have a history of excellence and credibility in the field)
7. Have been operating and providing relevant programs/services for at least three years
8. Operate in compliance with Dean Foods' non-discrimination policy
9. Impact the Dallas, Texas, area (home to our corporate headquarters) or are national in scope
 - o In the case of responsible agriculture, we may consider providing support in areas where we have operations or that are major dairy or commodity producing regions
 - o In the case of disaster response/relief, we may consider supporting organizations that are focused on communities where we have operations and/or employees

Ineligible Organizations/Projects

Dean Foods Foundation does not fund the following:

- Direct support, including travel funds, for individuals or families
- Religious or faith-based organizations, unless funding will directly benefit a program(s) fitting one of our stated focus areas, AND if the program(s) does not promote a specific religion or faith, AND is not restricted to populations of specific religions or faiths
- Film, music, television, video or media production, or broadcast underwriting
- Capital campaigns or endowments
- Operating support for schools or colleges/universities
- Athletic teams and fraternal, veteran, social, alumni or labor organizations (university alumni groups, sororities/fraternities, labor unions, exclusive membership clubs, etc.)
- Political campaigns or lobbying organizations, or organizations supporting the candidacy of a particular individual
- Sponsorship of fundraising events, including benefit dinners, auctions, sports competitions, etc. or goodwill advertising
- Disease-focused organizations, or those that work primarily to combat specific diseases or support those suffering from them, unless the program funded falls into one of Dean Foods Foundation stated program areas
- Activities of organizations serving primarily their own membership
- Organizations that are contrary in mission to Dean Foods Company



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Additional Restrictions

Local food pantries: Because we are a national partner of Feeding America and support its member agencies nationwide, we are unable to support individual neighborhood food pantries or feeding programs. These programs should contact Feeding America (www.feedingamerica.org) to learn how they can become affiliated with its network of food banks.

Product donations: The Dean Foods Foundation does not facilitate donations of Dean Foods Company products. Product donations are handled on a local basis and should be requested through Dean Foods local business units.

Disaster response: As stated above, grants made to support disaster relief efforts are initiated and determined by the Foundation's Board of Directors. Please do not submit requests for disaster-related grants.

Terms

During its two annual grant cycles, Dean Foods Foundation typically provides one-year grants to select organizations. The Foundation understands that childhood hunger and nutrition education programs take time to bear fruit. As such, it considers renewal grants to existing grantees based on continued adherence to Dean Foods' criteria, continued organizational effectiveness, and a high level of performance with the funds previously granted. The Foundation is also committed to funding new endeavors and may adapt its program focus areas from time to time, so there are no guarantees of ongoing funding. On an exceptional basis, we make multi-year grants.

Instructions

Please refer to the following calendar for deadlines and a general timeline of this process.

For unsolicited inquiries:

Interested organizations that meet the criteria of the Deans Foods Foundation should fill out the Letter of Inquiry (LOI) form completely and concisely. Submissions exceeding the one-page narrative limit will not be considered. Completed LOIs should be emailed to Dean Foods Foundation at giving@deanfoods.com. Pending availability of funds, LOI applicants that best meet the criteria and further the mission of the Dean Foods Foundation will be invited to complete a grant application. No phone calls, please.

For invited applications:

Invited applicants will receive separate instructions at the time of the invitation. Completed applications should address all questions posed and include all requested documents.



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Dean Foods Foundation Annual Grantmaking Calendar

Process	Spring Dates	Fall Dates
Letter of Inquiry (LOI) Due	March 31	Sept. 30
9-Month Progress Reports Due from Existing Grantees	March 31	Sept. 30
Invitation to Complete Grant Application	Notification by April 15	Notification by Oct. 15
Grant Application Due	May 15	Nov. 15
Award Letters Issued	By June 15	By Dec. 15
Grants Disbursed	By June 30	By Dec. 31

In the case of support of disaster relief efforts, the timeline above will be waived so that needs can be considered in a timely manner.

* Hunger, or food insecurity, is defined as lack of access, at times, to enough food for an active, healthy life; also, limited or uncertain availability of nutritionally adequate foods (Source: Feeding America/USDA).