

DQ[®] Cares Product Grant Program

Program Background and Grant Criteria

American Dairy Queen Corporation (ADQ) believes in giving back to the communities in which we live, work and do business – as both a corporation and system of more than 7,000 DQ restaurants in the U.S., and more than 20 countries around the world.

Each year, the DQ Cares Corporate Giving Program provides financial support to nonprofit organizations in our local community in Minnesota. Through grants and volunteerism, ADQ supports several local nonprofits, all aligned to our mission of supporting youth and families so they can reach their full potential.

Through the **DQ Cares Product Grant Program**, ADQ grants iconic Dilly[®] Bars and certificates for Dilly[®] Bars For A Year to nonprofit organizations that support youth and families in the Twin Cities metro region of Minnesota.

The following information will help you determine if your nonprofit organization is eligible to apply for our **DQ Cares Product Grant Program**. If your organization fits the below criteria and requirements, we welcome you to fill out a grant application.

ADQ is seeking to support nonprofit organizations that fit the following criteria with this Product Grant:

- 1) Nonprofit organizations that have a focus on supporting youth and families so they can reach their full potential, including at least one of the following:
 - Removing barriers and creating opportunities for children to achieve their potential
 - Promoting safe, healthy, nurturing environments where children can thrive
 - Offering educational, recreational and mentor opportunities
 - Supporting residents of low-income communities and meeting basic needs
- 2) Nonprofit organizations that align with our corporate Mission, Vision and Values.
- 3) Nonprofit programs and events serving the greater Twin Cities metro area.
- 4) Nonprofit programs and events that allow ADQ to be recognized for its contribution to the organization for greater visibility of *DQ Cares* in the Twin Cities community.
- 5) Nonprofit programs and events that make a positive impact within the community.

Requirements for Application:

- 1) Your organization must be a nonprofit with 501(c)(3) tax-exempt status.
- 2) Your organization must have a focus on supporting youth and families so they can reach their full potential.
- 3) Your organization must help children and their families located in the greater Twin Cities metropolitan area (Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington counties).

American Dairy Queen will NOT consider Grant Applications that:

- 1) Submitted by nonprofit organizations that do not directly work with or benefit youth and families.
- 2) Support organizations outside of the greater Twin Cities metropolitan area.
- 3) Support individuals, schools, third-party fundraisers, government, political or religious organizations. Organizations fitting this description may instead wish to contact a local *Dairy Queen* franchisee who may be willing to support your organization.
- 4) Support for-profit organizations.

Application Timeline:

- Applications accepted via email (DQCares@idq.com) on an ongoing basis
- Product Grants Award Notification/Decline within two weeks of application receipt
- Product Grants awarded as budget allows through calendar year
- Product Grants must be redeemed within the timeframe indicated

Product Grant Options:

There are two options for the *DQ Cares* Product Grant Program (if awarded).

OPTION 1 – TREATS FOR NONPROFIT PROGRAM OR EVENT ATTENDEES: An eligible nonprofit organization may request to have a pre-determined amount of *Dilly* Bars donated to be picked up at the *DQ* Home Office in Bloomington, MN, to be given out at a specific nonprofit organization program or event to be consumed by the attendees. **MAXIMUM REQUEST: 360 *Dilly* Bars (5 cases).**

Please note: *Dilly* Bars **may not be sold** at the program/event to raise funds for the organization. Product Grant Recipients must be able to pick up the *Dilly* Bars from the *DQ* Home Office located at 8331 Norman Center Dr., 8000 Building Suite 700, Bloomington, MN 55437, between 2-4pm on Thursday and be able to keep the product frozen until the *Dilly* Bars are served at the event or program to maintain product integrity.

OPTION 2 – “*Dilly*® Bars For A Year” SILENT AUCTION ITEM: An eligible nonprofit organization may request a *DQ DILLY BARS FOR A YEAR* certificate donated as a silent auction item for a fundraising program or event. *DQ* will provide a *DQ DILLY BARS FOR A YEAR* certificate for the silent auction and the specific instructions for how the winner can claim their prize at the *DQ* Home Office. *DQ DILLY BARS FOR A YEAR* equals one case of 72 *Dilly* Bars (12 Boxes of 6 *Dilly* Bars) that must be picked up as an entire case. Winners can select from one case of Chocolate, Cherry or Butterscotch *Dilly* Bars.

DQ[®] Cares Product Grant Application

Please review the *DQ Cares Product Grant Program* Grant Criteria and Eligibility Requirements before filling out the below application. Applications will only be accepted via email at DQCares@idq.com.

If awarded the *DQ Cares Product Grant*, recipients must use the awarded product for the purpose described in the grant application completed by the nonprofit organization.

A follow-up report and/or pictures of the program or event is appreciated after the program or event.

PART ONE: GRANT APPLICATION DATA

Organization Name: _____

Contact Name: _____

Contact Phone: _____ Contact Email Address: _____

Organization Address: _____

PART TWO: NONPROFIT ORGANIZATION INFORMATION

Please answer the following questions to determine if your organization is eligible for a *DQ* Product Grant:

1) Is your organization a nonprofit with tax-exempt status 501(c)(3)?

- Yes EIN: _____
 No

2) Is your organization located and serve a population in the greater Twin Cities metropolitan area?

- Yes
 No

3) Please indicate which county your headquarters is located:

- Anoka
 Carver
 Dakota
 Hennepin
 Ramsey
 Scott
 Washington

4) Briefly describe how your organization focuses on addressing the needs of children and families.

Please place an "X" next to the category that best defines your organization and provide detail of your organization's mission and the population you primarily serve in the Twin Cities community below:

- Removing barriers and creating opportunities for children to achieve their potential
 Promoting safe, healthy, nurturing environments where children can thrive
 Offering educational, recreational and mentor opportunities
 Supporting residents of low-income communities and meeting basic needs

Please describe how your organization provides opportunities to children and families so they can reach their full potential.

Please describe how your organization promotes diversity, equity, and inclusion in the communities you serve.

5) Please indicate the group(s) that is/are the primary focus of your organization:

- Infants/Toddlers
- Pre-school
- Elementary
- Middle School
- High School
- Post-Secondary
- All age children
- Parents
- Children and Parents Together (Families)
- Other: _____

6) Please review the *DQ* [Mission, Vision and Values](#). How do the *DQ* Values align with those of your organization? (Please select 2 and briefly describe.)

7) Please describe the specific program or event for which you are requesting this Product Grant. What is the date of the event? What is the purpose of the event? Who will be attending the event? How will this Product Grant impact your program or event?

8) If awarded this grant, how will the *DQ* Cares Corporate Giving product contribution be recognized at the above program/event? (e.g., *signage, mentions in invitation, or event program*)

PART THREE: PRODUCT GRANT OPTION REQUEST INFORMATION

9) Select which Product Grant option you are requesting with this Product Grant Application. (See Page 2 of this application for details on the two options.)

OPTION 1 – TREATS FOR NONPROFIT PROGRAM/EVENT ATTENDEES

NUMBER OF DILLY BAR CASES REQUESTED: _____
(72 Dilly® Bars per case; maximum request is 5 cases/360 Dilly® Bars)

PRODUCT PICK-UP AND STORAGE QUESTION:

Are you able to pick up the Dilly® Bars from the DQ office located in Bloomington, MN, and keep the product frozen until the Dilly Bars are served at the event or program to maintain product integrity?

- Yes
- No

REQUESTED PICK-UP DATE AND TIME: _____

*Note: Pick-ups are **only available Thursdays from 2-4pm***

OPTION 2 – “Dilly® Bars For A Year” SILENT AUCTION ITEM (Certificate awarding winning bidder 1 case of Dilly Bars to be picked up from DQ home office in Bloomington, MN. 1 case equals 72 Dilly Bars)

**PART FOUR:
APPROVALS AND SUBMISSIONS**

Save and send completed grant application to DQCares@idq.com with DQ Cares Product Grant Application in the subject line.

If you have any questions regarding the grant application process, please contact DQCares@idq.com.

You will receive e-mail confirmation of approval/denial from American Dairy Queen Corporation within two weeks of submitting your application. Grants will be awarded throughout the year as our budget allows.