



# 2012 APPLICATION GUIDE

# HELLMANN'S® REAL FOOD STORY

Hellmann's® was founded on the principle of using real, simple ingredients – eggs, oil and vinegar. This year Hellmann's® is continuing to demonstrate its commitment to real food by championing the Real Food Movement – a mission to help get more real, fresh food on Canadian tables by inspiring families to smell, taste, touch and learn about the pleasure that comes from eating real food.

Through the Real Food Movement we have connected with Canadians in many different ways, including our Urban Gardens program, our Eat Real, Eat Local program, and now through our Real Food Grant program.

## SUPPORTING REAL FOOD

This year, we are continuing our Real Food Grant program with a renewed focus on initiatives that encourage families to learn about and experience real food. Hellmann's® is offering \$100,000 in Real Food Grants to support initiatives that bring Canadian families and kids together with real food in their communities.

### PLEASE NOTE

**ALL APPLICATIONS MUST BE RECEIVED BY  
AUGUST 9, 2012 AT 11:59:59 P.M. (ET)**



# WHO CAN APPLY?

## GRANTS ARE OPEN, BUT NOT LIMITED, TO:

- School based groups
- Community groups
- Families
- Individuals

Entrants must be Canadian citizens or legal residents, living within Canada. Entrants must also be over the age of majority.

## ELIGIBLE PROJECTS?

Hellmann's® Real Food Grants will fund projects that take place in Canada from April to November 2012. Our goal is to support programs that connect Canadians and their families to real food in an interactive way.

To be eligible, an initiative must achieve at least one of the following goals. Projects achieving all of these goals will have a stronger chance of receiving a grant.

## GOALS:

- Educate Canadian families and kids about real, fresh food
- Connect Canadian families and kids with real, fresh food through an experience or event
- Provide Canadian families and kids the opportunity to eat real, fresh food
- Inspire others to get involved in the Real Food Movement

## PROJECT EXAMPLES:

- A lunchtime food picnic at school
- A sandwich making demonstration at a local farmers' market
- A real, fresh food workshop for kids

## WHICH PROJECTS ARE NOT ELIGIBLE?

Grants will not be awarded to:

- Research-based studies
- Organizations that promote religious philosophies or teachings
- Organizations that promote political viewpoints or ideas
- Government organizations

Please note that funds are not available for staff wages, salaries, or volunteer honorariums.



# HOW TO APPLY

Applications must be submitted online through the application form available on:  
[www.realfoodmovement.ca](http://www.realfoodmovement.ca).

We cannot accept entries by mail, fax, or e-mail.

1. Review the application questions
2. Determine the appropriate Grant Cycle for your program
3. Fill out the *online* application form at [www.realfoodmovement.ca/latesttalk/grant-program/grant-application-form/](http://www.realfoodmovement.ca/latesttalk/grant-program/grant-application-form/)

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## GRANT CYCLES

Hellmann's® will be awarding grants over 3 separate Grant Cycles throughout 2012. For more information on Grant Cycles please visit the FAQ.

- First Grant Cycle for programs taking place in (April – June, 2012) deadline: March 9, 2012
- Second Grant Cycle for programs taking place in (June – August, 2012) deadline: May 10, 2012
- Third Grant Cycle for programs taking place in (September – November, 2012) deadline: August 9, 2012

## NEXT STEPS

A review committee consisting of Hellmann's® staff as well as external experts will evaluate applications. Only *successful* applicants will be notified via e-mail on March 22, 2012, May 24, 2012 or August 23, 2012 based on the Grant Cycle in which their program takes place.

## GRANT RECIPIENT RESPONSIBILITIES

- Manage and execute the project by November 30, 2012
- Obtain all necessary permits and approvals
- Submit photos, video, content for website updates, and a summary of your program
- Participate in promotional activities, if requested on behalf of Hellmann's®
- Ensure you have permission for the participants to use their likeness in any photos, videos or testimonials you provide to Hellmann's®

## NEED HELP?

Please visit the FAQ section of the Real Food Movement Grant Program should you have any questions about your application form or the Grant Program.

[www.realfoodmovement.ca/latesttalk/grant-program/faq/](http://www.realfoodmovement.ca/latesttalk/grant-program/faq/)

## ABOUT HELLMANN'S® CANADA

This year Hellmann's® is continuing to demonstrate its commitment to real food with significant initiatives designed to help Canadians find pleasure through real food. For more information, please visit [www.realfoodmovement.ca](http://www.realfoodmovement.ca).



# APPLICATION QUESTIONS

- 1. Type of group:**
  - a) School
  - b) Food Bank/Soup Kitchen
  - c) Family
  - d) Farmer's Market
  - e) Daycare
  - f) Camp
  - g) Other\_\_\_\_\_
- 2. What is the primary objective of your project?**
  - a) Educate kids about food
  - b) Educate families about food
  - c) Feed those in need
  - d) Have fun
  - e) Demonstrate cooking
  - f) Gardening
  - g) Other \_\_\_\_\_
- 3. What is the primary way participants will engage with food?**
  - a) Growing it
  - b) Eating it
  - c) Cooking with it
  - d) Observing preparation
  - e) Learning about it
  - f) Other\_\_\_\_\_
- 4. Have you applied for a Hellmann's® Grant in the past?**
  - a) Yes
  - b) No
- 5. If yes, did you receive a grant?**
  - a) Yes
  - c) No
- 6. Where will your project take place?**
  - a) School
  - b) Farmers' Market
  - c) Food Bank/Soup Kitchen
  - d) Daycare
  - e) Camp
  - f) Other\_\_\_\_\_
- 7. Will this be the first year for your program?**
  - a) Yes
  - b) No
- 8. Who are the main participants in your project?**
  - a) Children ages 0–3
  - b) Children ages 4–6
  - c) Children ages 7–14
  - d) Youth ages 15–18
  - e) Adults 19+
- 9. Will individuals have an opportunity to eat fresh food as part of your program?**
  - a) Yes
  - b) No
- 10. Please provide a concise description of your project, including how food will be incorporated and in what Grant Cycle your project will take place. (Max 100 words)**
- 11. Please provide a budget breakdown of how the funds be used? (Max 50 words)**
- 12. How will your project inspire others to eat real food? (Max 100 words)**

To read the full Grant Program rules and regulations, please visit the website:  
[www.realfoodmovement.ca/latesttalk/grant-program/rules](http://www.realfoodmovement.ca/latesttalk/grant-program/rules)

