Grant Title: GENERAL MILLS - CHAMPIONS FOR HEALTHY KIDS GRANT

Funding Opportunity Number: N/A

Agency/Department: General Mills Foundation.

Area of Research: Develop creative ways to help youth adopt a balanced diet and physically active lifestyle.

Release and Expiration: N/A

Application Deadline: Annually in December.

Amount: Maximum Award: $10,000. Number Of Awards: 50.

Length of Support: One year.

Eligible Applicants: Not-for-profit Organizations 501c(3); Health Departments; Government Agencies; Schools and School Districts; Native American Tribes. Programs should be focused towards youth ages 2-18. The program should incorporate physical education and nutrition education. A registered dietician or registered dietetic technician must oversee the delivery of the nutrition education.

Summary: The General Mills Foundation, in partnership with the American Dietetic Association Foundation and the President's Council on Physical Fitness, developed the Champions for Healthy Kids grant program in 2002. Each year since inception, the General Mills Foundation awards 50 grants of $10,000 each to community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle. The goal of the General Mills Champions for Healthy Kids grants is to encourage communities in the United States to improve the eating and physical activity patterns of young people, ages 2-18. Grants will be awarded to nonprofit organizations and agencies working with communities that demonstrate the greatest need and likelihood of sustainable impact on young people's nutrition and activity levels through innovative programs. Community-initiated programs aimed at improving nutrition and physical activity levels with youth can have a long-term impact on young people's health and well-being. Grants will only be awarded to programs that address both physical activity and eating habits, since each contribute to the overall health of youth.

Detailed Information: