

Grant Title: CHAMPIONS FOR HEALTHY KIDS

Area of Research: Support for community-based groups that develop creative ways to help youth adopt a balanced diet and physically active lifestyle.

Release and Expiration: 2007 release; January 16, 2008 expiration.

Application Deadline: January 15, 2008

Amount: \$10,000 per year. 50 awards.

Length of Support: 1 year.

Eligible applicants: 501(c)(3) and 509(a) status not-for-profit organizations and agencies.

Agency/ Department : General Mills Foundation

Summary: This funding opportunity supports 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. Grants will only be awarded to programs that address *both physical activity and eating habits*, since each contribute to the overall health of youth. The target audience must be youth between the ages of 2-18. A registered Dietitian (RD) or Dietetic Technician, Registered (DTR) must either be directly involved or serve as an advisor to the program to ensure the accuracy of program information. The proposal must include at least one nutrition objective and at least one physical activity objective. The proposal must reflect recommended practices of the *2005 Dietary Guidelines for Americans*, the American Dietetic Association, The Center's for Disease Control, and the President's Challenge Physical Activity and Fitness Awards program.

Detailed Information: <http://www.generalmills.com/corporate/commitment/champions.aspx>