

Friends of *DQ* 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 system of over 5,700 DQ locations in the US, Canada and 16 countries around the world. We also believe in supporting our own home office community, the Twin Cities.

Each year, the DQ Cares Corporate Giving Program provides financial support to non-profit organizations in the Twin Cities through various financial grants and volunteer efforts – building long term relationships and programs to strengthen and nurture families and children that need it most in our community. Due to the large number of requests Dairy Queen receives each year we predetermine our monetary donations and must decline the other worthwhile organizations asking for financial support. However, we are very excited to introduce public grant applications for our brand new ***Friends of DQ Product Grant Program***.

This new product grant program is designed to support non-profit organizations in the Twin Cities Metro Area by providing organizations with our long-standing favorite DQ treat – The Dilly Bar! By providing these product grants to non-profit organizations, our hope is to bring thousands smiles and small fundraising support to the children and families who need it most in our community.

The following information will help you determine if your non-profit organization is eligible to apply for our new ***Friends of DQ Product Grant Program***. If your organization fits the below criteria and requirements, we welcome you to fill out an application for 2010 available grants.

American Dairy Queen is seeking to support with this Product Grant:

- Non-profit organizations that have a focus on communities in need most by strengthening families and promoting a safe, nurturing and healing environment for children and youth.
- Non-profit organizations that align with our corporate Mission, Vision and Values.
- Non-profit programs and events that focuses on the greater Twin Cities.
- Non-profit 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.
- Non-profit programs and events that produce measurable impact within the organization and community.
- Non-profit programs and events that will bring “Smiles and Stories” to the recipients of the product.

Requirements for Application:

- Your organization must be a non-profit with tax-exempt status 501(c)(3).
- Your organization must have a focus on communities in need most by strengthening families and promoting a safe, nurturing and healing environment for children and youth.
- Your organization must help children and their families who are located in the greater Twin Cities metropolitan area (Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington).

American Dairy Queen will not consider Grant Applications that:

- Organizations that do not directly work with and/or benefit children (defined as less than 18 years old).
- Support organizations outside of the greater Twin Cities metropolitan area.
 - *Organizations fitting this description are encouraged to contact your nearest Dairy Queen franchisee who may be willing to support your organization.*
- Support for profit organizations.
- Support individuals, social or religious clubs, government or political organizations.

Application Timeline:

- Applications accepted via email only between October 15, 2009 and November 15, 2009.
- Application Review period between November 15, 2009 and December 15, 2009.
- Product Grants Awarded between December 15 and December 31, 2009.
- Product Grants must be used within the 2010 calendar year.

Product Grant Options:

There are two options for distribution of the Friends of DQ Product Grant (if awarded).

OPTION 1 – TREATS FOR NON-PROFIT PROGRAM/EVENT ATTENDEES: An eligible non-profit organization may request to have a pre-determined amount of Dilly Bars donated to be picked up at the Edina DQ Home Office to be given out at a specific non-profit organization program or event to be consumed by the attendees at the event. **MAXIMUM REQUEST: 720 DILLY BARS (10 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 in Edina, MN between 8:00am – 4:00pm Monday-Friday and be able to keep the product frozen (to maintain product integrity) until the Dilly Bars are served at the event or program*

OPTION 2 – SILENT AUCTION ITEM: An eligible non-profit organization may request to have “DQ DILLY BARS FOR A YEAR” 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 highest bidder can claim their prize at the DQ Home Office. **DQ DILLY BARS FOR A YEAR = 72 DILLY BARS (12 Boxes of 6 Dilly Bars)**

American Dairy Queen - Mission Vision Values:



MISSION

To create positive memories
for all who touch DQ®

VISION

DQ® - the world's favorite
quick service restaurant



VALUES

Uphold Integrity We believe that integrity, honesty, and trust are essential to the success of our people and our business.

Foster Teamwork We believe in the strength of working together by respectfully sharing our resources, ideas, and knowledge.

Deliver Service We believe that providing excellent service to each other and to all customers is essential to our success.

Promote Growth We are committed to worldwide growth and profitability to positively impact our franchise owners, stakeholders, employees, and communities.

Appreciate Heritage We understand that our history is important to our future.

Embrace Change We strive for progressive thinking, fresh ideas and creativity to improve every aspect of our business.

Support Community We believe in giving back to the communities in which we live, work, and do business.