

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 over 5,700 DQ restaurants in the U.S., Canada and 18 countries around the world.

Each year, the DQ Cares Corporate Giving Program provides financial support to non-profit organizations in our local community, 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 ADQ 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 offer a public grant application for our **DQ Cares Product Grant Program**.

This product grant program is designed to support non-profit organizations in the Twin Cities Metro Area by providing organizations with one of our long-standing favorite DQ treats – The Dilly[®] Bar! By providing these product grants to non-profit organizations, our hope is to bring thousands smiles and 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 **DQ Cares Product Grant Program**. If your organization fits the below criteria and requirements, we welcome you to fill out an application for 2016 available grants.

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

- 1) Non-profit organizations that have a focus on children and families in need most defined as:
 - Creating Opportunities for Special Needs children that may not otherwise exist
 - Promoting Safe, Healthy, Nurturing Environments where children can belong
 - Offering Educational, Recreational and Mentor Opportunities
 - Supporting Residents of Low Income Communities/Meeting Basic Needs
- 2) Non-profit organizations that align with our corporate Mission, Vision and Values.
- 3) Non-profit programs and events that focuses on the greater Twin Cities.
- 4) 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.
- 5) Non-profit programs and events that produce an impact within the organization and community.
- 6) Non-profit programs and events that will bring “Smiles and Stories” to the recipients of the product.

Requirements for Application:

- 1) Your organization must be a non-profit with tax-exempt status 501(c)(3).
- 2) Your organization must have a focus on children and families in need most.
- 3) 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:

- 1) Organizations that do not directly work with and/or benefit children (defined as less than 18 years old).
- 2) 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.
- 3) Support for profit organizations.
- 4) Support individuals, social or religious clubs, government or political organizations, public or private schools.
 - Organizations fitting this description are encouraged to contact your nearest *Dairy Queen* franchisee who may be willing to support your organization.

Application Timeline:

- Applications accepted via email between January 30 and December 16, 2016
- 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 2016 calendar year unless special arrangements are agreed upon prior to December 31, 2016
- **Applications available at <http://www.dairyqueen.com/us-en/Company/About-Us/>**

Product Grant Options:

There are two options for distribution of the *DQ Cares* 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 at 7505 Metro Blvd., Edina, MN between 8-11 am or 1-3pm 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* = one case of 72 CHOCOLATE *DILLY BARS* (12 Boxes of 6 *Dilly Bars*) that must be picked up as an entire case.



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.

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.

Note: If awarded the *DQ Cares Product Grant*, recipients must use the awarded product for the purpose described in the grant application completed by the non-profit organization. Any changes to the program or event must be approved by ADQ. A follow-up report on the program or event outcome is appreciated one month after the program or event ends.

PART ONE: GRANT APPLICATION DATA

Organization Name:

Contact Name:

Contact Phone:

Contact Email Address:

Organization Address:

PART TWO: NON-PROFIT ORGANIZATION INFORMATION
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Please answer the following questions to determine if your organization is eligible for a *DQ* Product Grant:

- 1) Is your organization a non-profit with tax-exempt status 501(c)(3)? Y/N
- 2) Is your organization located and serve a population in the greater Twin Cities metropolitan area? Y/N

Please indicate which county your headquarters is located:

Anoka, Carver, Dakota, Hennepin, Ramsey, Scott or Washington

- 3) Briefly describe how your organization focuses on children and families in need most – please place and “X” next to the category that best defines your organization and provide detail of your overall mission and/or purpose of your non-profit organization and the population you primarily serve in the Twin Cities community in the space below:

- Creating Opportunities for Special Needs children that may not otherwise exist
- Promoting Safe, Healthy, Nurturing Environments where children can belong
- Offering Educational, Recreational and Mentor Opportunities
- Supporting Residents of Low Income Communities/Meeting Basic Needs

- 4) 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: _____

- 5) Please review the *DQ* Mission, Vision and Values (located on page three of this document under the Grant Program Background and Criteria section). How do the *DQ* Values align with those of your organization? (Please select 2 and briefly describe.)

**PART THREE:
PRODUCT GRANT OPTION REQUEST INFORMATION**

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1) Choose the one *Dilly Bar* Distribution Option you are requesting with this Product Grant Application? Check One Option.

OPTION 1 – TREATS FOR NON-PROFIT PROGRAM/EVENT ATTENDEES

AMOUNT OF DILLY BARS REQUESTED:

_____ (Case Multiples of 72 - MAXIMUM REQUEST IS 10 CASES, 720 DILLY BARS)

PRODUCT PICK-UP AND STORAGE QUESTION:

Are you able to pick up the *Dilly Bars* from the *DQ* Home Office located in Edina, MN and able to keep the product frozen (to maintain product integrity) until the *Dilly Bars* are served at the event or program?

YES/NO

REQUESTED PICK-UP DATE AND TIME: _____

OPTION 2 – SILENT AUCTION ITEM

- 2) Please describe the specific program/event in 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?
- 3) If awarded this grant, what are some opportunities to help build awareness for the *DQ Cares Corporate Giving* product contribution at the above program/event? (*Signage, mention in invitation/press release, mention in event program ...*)

<p style="text-align: center;">PART FOUR: APPROVALS AND SUBMISSIONS</p>
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Save and submit completed grant application and email to adam.layne@idq.com with 2016 *DQ Cares* Product Grant Application in the subject line.

If you have any questions regarding the grant application process, please contact Adam Layne, Cause Marketing Manager at adam.layne@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 contributions budget allows.