

# The Dannon Company – Monetary Donation Guidelines

We appreciate you considering Dannon as a partner for your charitable program or event. The guidelines here will provide you with the information you need to determine if your non-profit organization is one that fits Dannon's donation guidelines.

## Who Can Apply?

To be eligible to apply for a grant, a nonprofit organization must:

- Serve communities within 60 miles of where Dannon facilities are located: Minster, OH; Salt Lake City, UT; Fort Worth, TX; Portland, OR; or White Plains, NY
- Be recognized as a tax exempt non-profit under Section 501(c)3 of the IRS code and must be willing to submit tax status substantiation.

## What Do We Fund?

Although we accept other kinds of proposals, preference is given to requests that champion Dannon's mission to bring health through our products to the greatest number of people:

- **Nutrition & Health:** Supporting improvements in and a better understanding of good nutrition and contribution to the health and well-being of people and communities. Promote healthy living, particularly programs that educate children on nutrition and/or help them to lead healthier lives through nutrition and/or physical activity.

## What Don't We Fund?

Unfortunately, Dannon is not able to support as many worthy causes as we would like. Dannon is not able to provide product donations or monetary support for:

- Grants or direct support of individuals or families
- Sponsorships, prizes or similar benefit involving the purchase of tables, tickets or advertisement
- Any program that does not meet the IRS definition of a charitable purpose
- Organizations that advocate or support policies that are inconsistent with Dannon's policies
- Endowments, professorships or scholarships sponsored by academic institutions
- Political organizations or campaigns
- Membership organizations, service clubs or labor groups/unions
- Projects outside of the United States
- Film or video projects
- Fraternal and social groups or veterans organizations
- Advertisements, marketing projects or sports teams
- Organizations or causes that discriminate based race, color, national origin, ancestry, religion, creed, sex, age, marital status, disability, veteran status or any other status protected by applicable statute
- Any organizations which you and/or your family derive a benefit, will not qualify
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine:
  - Other faith-based community service organizations or schools may be considered eligible if their programs: (a) are open to all individuals in the community regardless of religious belief; (b) serve a secular purpose, such as food pantry, homeless shelter, or education; (c) do not require participation in prayer, worship, or other religious activities as a condition of receiving service(s) offered; and (d) do not use the individual donation or resulting match for religious purposes.

## About Dannon & Community Funding

At The Dannon Company, we aim to facilitate change for a positive future. We believe that people who choose to eat nutritious, great-tasting foods are helping contribute to a sustainable and healthy lifestyle.

By combining our mission to bring health to the greatest number of people through our products, the unique passion of our associates and our core competencies, we can contribute to positive change to our local communities.

For generations, Dannon has been committed to helping people lead a healthy lifestyle whether it be through our line of yogurt products or the resources we donate to local and national charities.

Our philanthropic focus for the Dannon Community Grants program is on funding nonprofits providing work within the communities where our employees live and work and help further our mission to encourage healthy lifestyles.

We are especially interested in supporting those charities with programs that encourage a healthy lifestyle for children.

# Monetary Donation Requests: Process & Required Materials

## The Request Process

1. Confirm your funding request meets the Dannon donation guidelines.
2. If your organization or program meets the guidelines, fill out the funding application form completely.
3. Submit your complete application to [Dannon@casupport.com](mailto:Dannon@casupport.com) or your local contact.

## What Happens Next?

Applications are reviewed on an ongoing basis throughout the year. It is recommended that funding requests be submitted at least 6-8 weeks prior to the start of the proposed project start date. You will receive written receipt of your funding request within 2 weeks of submitting a complete application. No immediate decisions will be made.

Requests and supporting materials are reviewed carefully. If your request is within giving guidelines and program priorities and available funds permit consideration of the request, you will receive notification of approval or a request for further information.

Dannon receives many requests for support, and we try to accommodate as many as possible. Since the company receives funding requests far in excess of its annual contribution program budget, it must often decline support to worthy organizations and programs. Such a response does not reflect in any way a negative appraisal of the prospective organization or the value of its services.

## Employee Involvement

The Dannon Company recognizes that employee volunteer efforts are to be commended and supported. To offer encouragement and to support these efforts, we will give preferential treatment to requests in which our employees can devote time and resources to the organization/project.

## Reporting Requirements

Approved grant applicants are required to complete an impact report based on the contribution level within 30 days after project completion. Failure to complete the report will suspend an organization's eligibility for future funding for any program from The Dannon Company. If your request is approved, you will receive a template for reporting your gift. **For financial contributions, the following reporting requirements are requested:**

Funding Amount	Reporting Requirement
Less than \$999	Acknowledge receipt of donation.
\$1,000 - \$2,499	In addition to items above, indicate how funds were spent including impacts where feasible.
\$2,500 - \$4,999	In addition to items above, indicate a description of key outcomes, challenges against goals and objectives.
\$5,000 and above	In addition to items above, indicate plans for future investment and/or partnerships in the program and any plans to enhance future outcomes.

*For all donations, we welcome photos, videos under 2 minutes, stories, etc. that illustrate your program at work in the community. All images must be accompanied by a signed Dannon photo release form. Forms will be provided if your application is approved.*

We appreciate your interest in The Dannon Company and its products. You can learn more about Dannon's commitment to help families live healthier, happier lives by visiting the Dannon Cares section of [www.dannon.com](http://www.dannon.com). If you have further questions or comments, we encourage you to call Dannon toll free at 1-877-DANNONUS (1-877-326-6668).



# The Dannon Company – Monetary Donation Request Form

Please fill out the funding application completely and submit to [Dannon@casupport.com](mailto:Dannon@casupport.com)

Contact Information		
Date of Application:		
Organization Name:		
Address:		
City, State, Zip:		
Website:		
Phone Number:		
President/Director Name:		
Contact Name (if different):	Contact Title:	
Contact Phone:	Contact Email:	
Organization/Program Information		
IRS Tax ID Number:		
Organization Mission Statement :		
Amount Requested:	\$	Total Program Budget: \$
Name of program for which funding requested:		
Describe the program for which you are seeking funding:		
Describe the issue or need you plan to address with the program and how this aligns with Dannon’s giving priorities:		
Describe how your program will help people better understand the benefits of yogurt:		
Description of population(s) and geographic area(s) served by the program:		
Projected number of people you will reach with this program and how:		
What are the goals and expected results of the program?		



How will the results be clearly measured and evaluated by program staff and shared with Dannon?	
How will you sustain the program financially in the future?	
How will other community partners be incorporated in to the program?	
Year(s) and amount(s) of past donations from Dannon:	
Describe opportunities for your program to involve Dannon employees as volunteers:	
How will Dannon be recognized as funder of this program/project/event? (Dannon must approve all materials including final signage that includes the company name or logo.)	<input type="checkbox"/> Spoken acknowledgement at event <input type="checkbox"/> Acknowledgement and/or logo placement on website and social media <input type="checkbox"/> Acknowledgement and/or logo placement on event materials (flyer, signage, event program) <input type="checkbox"/> Acknowledgement and/or logo placement in other communications (newsletter, press release, radio) <input type="checkbox"/> Print advertisement, details (size, file type, color or black & white):  <input type="checkbox"/> Booth opportunity at event, details:  <input type="checkbox"/> Speaking opportunity at event, details:  <input type="checkbox"/> Other, details:
Funding Request Accuracy Certification:	<input type="checkbox"/> Yes, I certify that: (1) I completed this form, and the information I provided is complete and accurate, (2) the organization that I represent complies fully with the policies stated in the criteria and guidelines section on the introductory web page at the beginning of this application form, and (3) any assets awarded will be used only in the manner specified in this application.

Thank you for your interest in The Dannon Company and its products. Please submit your completed to [Dannon@casupport.com](mailto:Dannon@casupport.com).

Please note, a completed application does not guarantee a donation from Dannon. Someone from our team will contact you within 4-6 weeks to let you know if Dannon will be able to support your request.

In the meantime, we invite you to explore our website [www.dannon.com](http://www.dannon.com) and [www.oneyogurteveryday.com](http://www.oneyogurteveryday.com) to learn more about our products and how they can contribute to healthy lifestyles.

