



## PRODUCT DONATION PROGRAM guidelines

**Children are the most important people in the world!** In order to reach their full potential, all children should be nurtured mentally and physically. A key component of their development is access to good early childhood nutrition and that's why Baby Mum-Mum and Toddler Mum-Mum Rice Biscuits have such an important role to play. We have taken special care to ensure that they are made with simple, all-natural ingredients and are gluten, egg & peanut free.

Our vision is to ensure that all children have the right start by having access to good early childhood nutrition. We will support the on-going development of young children in the communities that we serve in the US and Canada through the Product Donation Program. This program will primarily provide product donations to organizations and groups that support the development of young children. By placing Baby Mum-Mum and Toddler Mum-Mum directly in the hands of first time moms and children, we hope that the use of our products will become an integral part of their early development and good nutrition.

### HOW WE CHOOSE OUR PARTNERS

**In order to maximize the positive impact that the program has on the lives of young children in the communities that we serve, we focus on**

- Partnerships with organizations whose primary focus is young children (babies & toddlers)
- Initiatives that allow mothers and children to try Baby Mum-Mum and Toddler Mum-Mum for the first time
- Communities where Baby Mum-Mum and Toddler-Mum are available at local supermarkets
- Projects that are open to, and involve as many children as possible

***When evaluating proposals, we will consider the following priorities:***

- Is your organization or program open to many children?
- Is your organization or program focused on babies and/or toddlers under 3 years of age?
- Is your organization a registered not for profit or charity?
- Is your organization based within a community where Baby Mum-Mum and Toddler Mum-Mum are available?

***With the focus and the priorities of the Product Donation Program, we will not ordinarily support:***

- Individual requests (requests that directly benefit one or a limited number of individuals)

- Political or religious organizations
- Third Party organizations raising funds for a charity
- Sports teams, leagues and golf tournaments
- Organizations that are not open to all members of the community
- Conferences and seminars
- Capital campaigns or purchases
- Fundraising activities including sponsorship of tables, contests, door prizes, raffles, auctions or advertising

## HOW TO APPLY (For USA and Canada only)

If you feel that your organization fits within the guidelines outlined above, and you would like to submit an application for consideration, please follow these steps

1. Download and fill out the Product Donation Program Application Form located below.
2. Complete all sections of the form. Incomplete applications will not be considered.
3. If possible, scan the completed form and email the pdf to [donation@mummums.com](mailto:donation@mummums.com). If this is not possible, you may mail the completed form to

### **Baby Mum-Mum Product Donation Program**

120 – 13100 Mitchell Road  
Richmond, BC V6V 1M8  
Canada

## WHAT HAPPENS NEXT

We will review applications monthly and from this point, several steps may be taken:

- Your application may be turned down as it does not fit within the goals and priorities of the Product Donation Program
- You may be asked to provide additional information for a more detailed review
- If accepted, you will be informed and we will arrange to fulfill your request.
- Please note that due to the volume of requests that we receive, only those organizations that we feel best fit our criteria will be contacted. We appreciate you taking the time to complete our application and we wish you all the best with your organization.

### **Privacy Statement**

\*\*\*Information collected from this application is for the specific purposes of determining whether your organization and your request qualify for the Product Donation Program and to identify and contact your organization. This information will not be inputted into our database, nor will it be shared or sold. This application form will be held with care to prevent unauthorized access to, or use of, your organization's information.



## PRODUCT DONATION PROGRAM application form

**IMPORTANT!** Please read the Product Donation Program Guidelines carefully prior to filling out this application form.

**Name of Organization** \_\_\_\_\_

**Website / Social Media** \_\_\_\_\_

**Contact Name and Title** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Fax Number** \_\_\_\_\_

**Charitable Status**       Registered Non-Profit       Non-Registered Non-Profit  
 For Profit

**Charity Registration Number, if any** \_\_\_\_\_

IMPORTANT! The Product Donation Program does not include donations to businesses. While you may continue to complete this application form, please note that contributions are primarily limited to registered charitable organizations and/or not-for-profit groups.

**Organization's Mission Statement**

**Please provide a brief description of the history of your organization.**

**Affiliations (National, Provincial/State, Local), if any**

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**IMPORTANT! Mum-Mum's sponsorship and donation program does not offer cash, only in-kind (product) donations.**

**What products and what quantities are you requesting? Please visit [www.mummums.com](http://www.mummums.com) for product information.**

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**Tell us about your initiative or project. How will the donated products be used?**

**When and where will this initiative/project take place?**  
**DATE & LOCATION**

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**When will you require the donations?**  
**DATE**

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**How many children will be impacted by this initiative/project?** \_\_\_\_\_

**What age group will this initiative/project benefit?**

- 0 – 6 months                       6 – 12 months                       12 – 18 months  
 18 – 24 months                       24 – 36 months

**Please list other corporations or organizations that are currently involved with this project or whom you have applied to for assistance.**

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**Thank you for your interest in the Product Donation Program!**

Please note that due to the volume of requests that we receive, only those organizations that we feel best fit our criteria will be contacted. We appreciate you taking the time to complete our application and we wish you all the best with your organization and project.