



**Hello!**

**Thank you for your interest in siggi's starters.**

**Public voting for the 2020 siggi's starters program is officially closed.**

**Please check [www.siggis.com/starters](http://www.siggis.com/starters) in early 2021 for updates on the 2021 siggi's starters program.**

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## **Frequently Asked Questions**

Please note, all FAQ responses refer to the 2020 program and are subject to change for the 2021 cycle.

### **What is siggi's starters?**

siggi's starters is a new grant program that supports nutritional professionals seeking to develop innovative ways to improve health in their communities.

siggi's will provide grants of \$20,000 each with continued mentorship and resources to three nutrition professionals to help them kickstart a community nutrition initiative of their own design.

### **How do you apply?**

When the call for applications opens, you will be able to apply through the siggi's starters application portal on the siggi's starters website. Visit [www.siggis.com/starters](http://www.siggis.com/starters) in early 2021 for more details on the call for applications.

### **Who can apply?**

You do not have to be a dietitian (RDN) or dietetic technician at the time you submit your proposal. However, you must be a registered dietitian nutritionist (RDN) or dietetic technician registered (DTRs) at the time the grant is awarded.

### **Can I apply on behalf of my organization?**

Yes! We encourage groups or organizations to apply, however the individual leading the program, submitting the application and receiving the grant award must be an RDN or DTR at the time the grant is awarded.

### **Does my submission have to be for a completely new program?**

No. You can submit a proposal for a brand-new program, or you can submit a proposal for an existing program that you want to take to the next level. Just be sure to explain your plan in your proposal.

### **What is required in the application?**

In addition to submitting a plan that outlines your idea, you'll need to submit a personal statement sharing your mission and vision for the program, an estimated program timeline and detailed budget specifying the types of costs that would be covered with the grant.



Use this opportunity to share your goals for the program and describe the partners, tools and resources you would use to execute your proposal.

Templates are available within the application to help with your submission. All required application fields are listed on the application portal.

### **Who will judge our proposals?**

A panel of judges will review all submitted applications. Using the criteria outlined in the [official rules](#), we will announce the top finalist applications. We'll then open the voting to the public on the siggi's starters website. The total number of community votes will be factored into the final judging criteria for up to 15 percent of the total criteria.

### **How do I get more votes in the public voting phase?**

We encourage you to reach out to the community you'll be helping with your proposal. To help generate support, access our public voting toolkit for resources to help you engage local media and utilize your social media networks.

### **Can you share more about the ongoing mentorship element of this program?**

siggi's team and our partners will work closely with the grant recipients to provide support in the areas of finance, marketing, nutrition science and communications, operations and more!

We want to create a true partnership to improve community nutrition, and long-lasting relationships to help support and drive positive change at the local level.

### **Are there any key dates I should be aware of?**

Please check [www.siggis.com/starters](http://www.siggis.com/starters) in early 2021 for more information on the call for applications. [Be sure to sign up for the siggi's health & wellness ambassador program](#) for updates via email.

### **What happened to Siggi Supports Entrepreneurs?**

To give back, and to support the nutrition community's entrepreneurial spirit, we introduced Siggi Supports Entrepreneurs in 2015, to award funding to registered dietitian nutritionists looking to make a difference and improve nutrition in his or her local community.

And now, we're building on the successful results of that program with siggi's starters, siggi's starters is designed to dig even deeper to positively impact community nutrition and provide ongoing support and mentorship directly to nutrition professionals.

For more information on siggi's starters, reach out to [siggitstarters@porternovelli.com](mailto:siggitstarters@porternovelli.com) or [jenna.amos@siggis.com](mailto:jenna.amos@siggis.com)