

MAKE YOUR VOICE HEARD

Your guide to engaging with candidates in the 2024 general election



We are calling on the next government to make **expanded free school breakfasts** across the UK a priority.

We are **Magic Breakfast**, a charity on a mission to **eliminate child morning hunger as a barrier to learning** in the UK.

1 in 5 children in the UK are at risk of hunger. When pupils arrive at school hungry, they can find it hard to concentrate and learn.

We provide nutritious breakfasts to over 200,000 children and young people each day, **but there are many more that need our support.**





Will your future MP work to **end child morning hunger for good?**

During this general election, candidates will want to talk to voters about what is important to them.

You can seize this moment to advocate for issues that matter to you.

At Magic Breakfast, we are keen to ensure issues related to child morning hunger and food insecurity are heard.

Will you join us? Read on to find out how you can help.



Contact your candidates!

Email your prospective parliamentary candidates (PPCs) directly to tell them you care about food insecurity and child morning hunger and ask them for their views.

Click [here](#) to find who your candidates are.

We've drafted a template email that you can use (or adapt).

Do get in touch if you get any replies by emailing us at campaigns@magicbreakfast.com



Dear Candidate,

Will you be the voice for children and young people facing food insecurity in parliament, if you are elected as MP?

I am writing as a concerned resident of this constituency and voter in the upcoming general election.

1 in 5 children in the UK are at risk of hunger, arriving school too hungry to learn. As a supporter of Magic Breakfast, I would like to call on you to do everything you can to tackle morning hunger as a barrier to learning in your constituency if you are elected MP.

As well as addressing one of the major barriers to learning, ending morning hunger will also tackle child poverty, support families with busy mornings, help to tackle child poverty, and deliver substantial economic benefits.

Every child in the UK deserves an equal opportunity to learn and thrive. Their future is in our hands.

I look forward to hearing from you.



Quiz your candidates!

You're likely to have candidates and members of their team canvassing and knocking on your door.

This is a great opportunity to ask them if they will work to end child morning hunger and hear their views on school breakfast provision. Why not try out our conversation starters...



What are your plans for children and young people who arrive school too hungry to learn?

If elected as a member of parliament, will you pledge to take action to expand breakfast provision to more schools in your constituency?



Attend a hustings!

Attending a local hustings is a great way to meet several candidates at once and to ask them questions on issues that need urgent attention.

Take a look at our questions to help you raise the issue of breakfast.

Will you be the voice in parliament for children and young people facing food insecurity?

If your party is elected to govern, will you campaign for them to take action to expand school breakfast provision to more children and young people in their first hundred days in office?

Will you commit to supporting the expansion of school breakfast provision in your constituency and at national level to alleviate morning hunger among the four million children and young people facing food insecurity in this country?

Will you speak out against the crisis schools are facing of pupils going to school hungry?





Sign our petition!

Signing petitions is a great way to take a stand and add your voice to causes you care about this general election and beyond.

We recently launched an online petition asking the next government to end child morning hunger for good by expanding free school breakfasts.

Don't forget to share the petition on socials, once you've signed!



**Click here to
add your name
to our petition**

Please get in touch if you have any questions and do let us know if you get any replies from your candidates or if you found anything out from talking to and meeting them.

Thank you for amplifying the voices of millions of children and young people across the UK.

campaigns@magicbreakfast.com

