

Your guide to the

Great  
**BIG**  
Breakfast

**magic  
breakfast**  
fuel for learning



**#GreatBigBreakfast**

# LET'S GET Started!

## What is Great Big Breakfast?

Food brings us together and nourishes minds. Across the country, thousands of children in Magic Breakfast partner schools start their day with their teachers, classmates and friends, enjoying a nutritious breakfast that gives them the fuel they need to learn.

Throughout March, we're inviting you to take a moment to bring colleagues together to take part in the Great Big Breakfast. Not only does sharing food and conversation support wellbeing,



teamwork and creativity, it's also a chance to raise vital funds so that Magic Breakfast can continue putting breakfast on the table for children in the UK who need it most.

## Who is Magic Breakfast?

Magic Breakfast is a UK charity, providing breakfasts and support to schools across disadvantaged areas of England and Scotland. We are on a mission to eradicate morning hunger for children and young people, one breakfast at a time. And to do that we need your help.

It has long been said that breakfast is the most important meal of the day

and for young people at school, this couldn't be truer. Breakfast boosts concentration and attainment and a whopping 92% of our Magic Breakfast partner schools found that breakfast at school improves pupils' readiness to learn. By getting involved in Great Big Breakfast you can help tackle hunger, improve mood, enhance social skills, and set children up for a better day ahead.

**"Breakfast is eaten together within the classroom. This has proved to be important for the pupils' mental health in many ways."**

Partner School – Birmingham

# GATHER your tribe!



## Step 1 Choose a date

Choose a date that works best for staff to get together for a Great Big Breakfast, maybe there's an upcoming away day or a regular team meeting?

## Step 2 Choose a location

Whether you meet in person or online, there's a Great Big Breakfast for you. From coffee and doughnuts in the office to kick off the day, to a virtual team brunch with bring your own toast and toppings – the choice is yours!

## Step 3 Create a donation page

To create your organisation's donation page [click here](#) and follow the steps to create your page.

## Step 4 Plan some fundraising games, here are some ideas:

- ★ **Guess how many cereal flakes in the jar.** Whether it's puffed rice or your favourite hoops, pop them in a jar and see who gets closest with guessing how many are in the jar. £2 to enter with a prize for the winner.
- ★ **Host a breakfast themed raffle.** Gather suitable prizes from your suppliers or local companies, from brunch for two at a local restaurant to a tea hamper.
- ★ **Run a sweepstake.** If your breakfast is taking place during a major sporting event, why not run a sweepstake alongside your Great Big Breakfast? Either source a prize or ask if you can offer the winner an extra day off!
- ★ **Egg and Spoon Race.** Each team contributes an entry fee and the fastest team wins a prize.
- ★ **Great Breakfast Bake Off.** See who can create the grandest granola bars, the best breakfast muffins or the sweetest fruit smoothie. Gather a judging panel to choose the winner.

#GreatBigBreakfast

# WHO SHOULD we invite?

Shout about your Great Big Breakfast far and wide – get your event on your intranet, shout about it at team meetings, spread the word on email – it's now time to let all staff know about how and why they should get involved.



## Dear colleagues,

Let's get together on [date and time] [in the staff kitchen/online] for a Great Big Breakfast in aid of Magic Breakfast - a charity who offers breakfasts to over 300,000 children and young people at schools across England and Scotland. All you need to do is join us at xxxLOCATIONxxx for xxxFOOD CHOICExxxx and make a donation on our fundraising page.

You can donate here [xxxYourFundraisingPageLinkxxxx](#)

You can find out more about Magic Breakfast's incredible work by watching this short video

[Watch video](#)



# SPREAD the word!

## Take to social media!

We'd love you to share your Great Big Breakfast across your organisation's socials – Facebook and Instagram photo feeds, a LinkedIn update or via a tasty tweet. Don't forget to tag us in your pictures and stories **#GreatBigBreakfast**



@magicbreakfastuk



@magicbreky



@magic-breakfast-charity



@magic\_breakfast



@MagicBreakfastUK

We did things a bit differently at the office this week... we hosted our own @(tag correct Magic Breakfast handle) #GreatBigBreakfast!

Did you know that 1 in 5 children are at risk of hunger? Hunger can massively impact learning by causing decreased concentration, wellbeing, and attainment. That's why Magic Breakfast provides breakfast to over 200,000 schoolchildren and young people every day.

It was amazing to get our team together, have some fun and eat a delicious breakfast. All whilst raising funds for an amazing cause.



Scan for the [Great Big Playlist!](#)



# MAKE A difference today!

## What difference will my donation make?

Each **£10 donation** supports a young person to access breakfast for up to two months. Please thank each and every one of your colleagues for playing their part to make childhood morning hunger in the UK a thing of the past.

**Just 28p provides a nutritious and life-shaping breakfast to a hungry child.**



**£10**

could give two months' of breakfasts to prevent a child falling behind in school

**£25**

could feed a whole classroom for three school days, boosting reading and maths progress

**£55**

could give a child one year of nutritious school breakfasts

**£100**

could give 357 children the fuel they need to learn

**£250**

could feed a child for more than four school years, giving them the chance to succeed

**£1,000**

could provide a school with food and expert support for over a month

By talking about Magic Breakfast, you will also be helping us to shed a light on the challenges faced by the millions of children at risk of hunger every morning.

If you have any questions we're here to answer them simply email: [corporatepartnerships@magicbreakfast.com](mailto:corporatepartnerships@magicbreakfast.com) or **DM us on social.**



**THANK**  
**you!**

Thank you for supporting  
the Great Big Breakfast.

**#GreatBigBreakfast**



You're invited to the:  
**GREAT BIG**



**Breakfast**

**When:** \_\_\_\_\_ **Time:** \_\_\_\_\_

**Where:** \_\_\_\_\_

**magic  
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You're invited to the:

# GREAT BIG



Breakfast

**When:** \_\_\_\_\_ **Time:** \_\_\_\_\_

**Where:** \_\_\_\_\_

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# THANK YOU!

Together we raised

£

Providing breakfasts to children and  
young people at risk of hunger in  
England and Scotland



**magic  
breakfast**  
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Registered Charity Numbers:  
1102510 in England & Wales & SC048202 in Scotland

# HOW TO MAKE YOUR BUNTING

1. Print as many copies of the template as you need onto A3 paper.
2. Carefully cut out the triangle following the dotted lines.
3. Fold the tabs over some string or ribbon and staple or stick with glue.
3. Hang your bunting using tape to attach it to a wall.



Make your bunting super strong!  
Stick your templates onto card  
before cutting them out.



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Registered with

**FUNDRAISING  
REGULATOR**

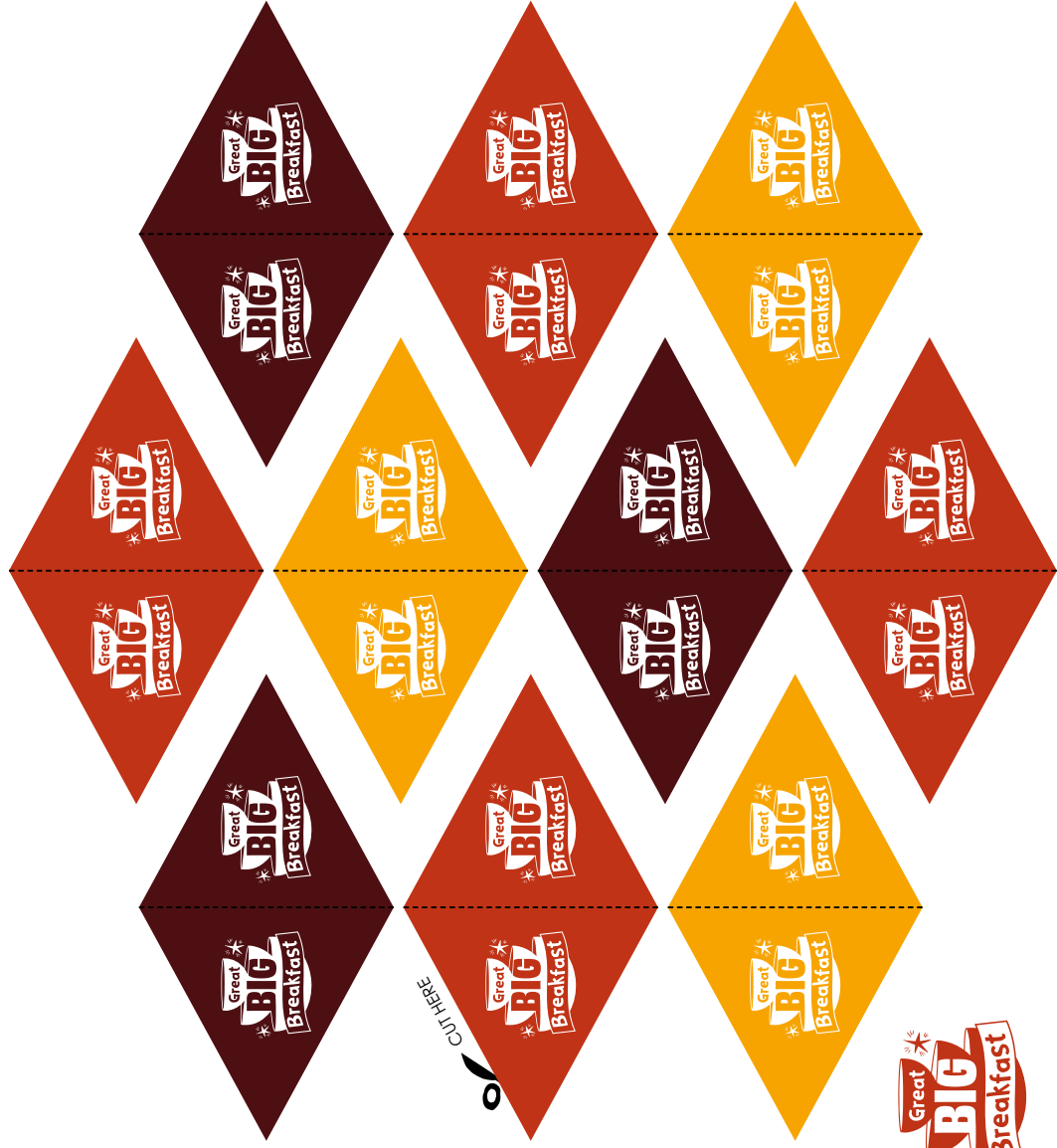
Magic Breakfast: Great Big Breakfast Campaign  
Registered charity in England (1102518) and  
Scotland (SC046274).

# HOW TO MAKE CAKE TOPPERS

1. Print as many copies of the template as you need onto A4 paper.
2. Carefully cut out each flag.
3. Fold the flag along the dotted line.
4. Apply glue to the reverse of the flag.
5. Place a cocktail stick centrally on the reverse of the flag.
6. Fold the two glued sides of the flag together and hold down.



Secure your cocktail stick with a small piece of sellotape before gluing both sides of the flag together.



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# MAGIC Stories



**"Magic Breakfast ensures all our children can get a good start to the day. I know children in my class are relieved to know they can have breakfast in school, and they won't go hungry. Since Magic Breakfast began helping our school, I have seen an increase in sustained concentration especially in some of our most vulnerable children who may have had to wait until later in the day to eat"**



Magic Breakfast partner school, Manchester

**"Before breakfast club, I'd never eaten porridge before, now I'm not hungry and can concentrate in class."**

Pupil

