

GREAT STARTS with BREAKFAST



Breakfast is important.

Eating breakfast at school helps children [perform better in the classroom](#). Numerous published [studies](#) show that **academic achievement** among students who eat school breakfast improves, especially in vocabulary and math, and on standardized tests.

Traditional breakfast serving models often fall short of meeting your students' needs. Only **half** of Virginia kids who depend on school lunch start their days with school breakfast.

Alternative Breakfast Models are shown to **boost** participation in your breakfast programs, helping you fill the stomachs of [more children](#).

“Making sure our children are healthy and well-nourished is important to maximizing educational opportunity.”

Dorothy McAuliffe
First Lady of Virginia

What are your options?

- [Breakfast in the Classroom](#)

Students eat breakfast in the classroom after the official start of the school day. Teachers typically indicate students who choose to eat breakfast on a roster, which is later reviewed by food service staff to attribute any account charges.

- **Grab and Go**

Students pick up bagged meals from strategically placed mobile service carts equipped with a point of service machine or a food service staff member.

- **Second Chance Breakfast**

Students are provided with an opportunity to pick up and eat breakfast during a break in the morning, usually right after first period.

How can I start this in my school?

There are many wonderful resources to help you get started—the [National Education Association's Toolkit](#), the [Partners for Breakfast in the Classroom Toolkit](#), or the [USDA Toolkit](#).

The Virginia Department of Education in partnership with The Virginia No Kid Hungry Campaign is here to help YOU.

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See Page 2 for information on funding opportunities!

Can my school afford to do this?

“The students are concentrating, they are attentive, they are focused and they are engaging. And they are not hungry. And that is the most wonderful thing ever for our school.”

Sonya Shaw
Miles Jones Elementary School
Richmond, VA

Funds are available NOW to support Virginia Schools!

Share Our Strength: Virginia No Kid Hungry Breakfast Grant

The No Kid Hungry Breakfast Expansion Grants aim to support schools with the purchase of approved equipment, materials and initiatives facilitating alternative breakfast delivery models. Schools currently implementing or preparing to implement an alternative breakfast delivery model may apply. **To apply**, please visit

<http://grants.nokidhungry.org>. Please use the code VABREAKFAST2016.

The application opens **August 3** and closes **September 1 2015**. For questions, contact your Virginia No Kid Hungry representative at elizabeth.brightwell@doe.virginia.gov or (804) 371-5281.

Local Dairy Council Breakfast Grants

Southeast United Dairy Industry Association (SUDIA) and Mid-Atlantic Dairy Association (MDA) support alternative breakfast programs in schools through technical assistance, equipment grants and funding for new initiatives. Visit [SUDIA's School Breakfast page](#) and contact your local Dairy Council representative kbrittle@sedairy.org for more information.

Northern Virginia – visit [MDA's Expanding Breakfast Page](#) and contact your local Dairy Council representative at lfitzgerald@milk4u.org for more information.

Funding opportunities are ongoing. Contact your Dairy Representative for more information.

Fuel Up to Play 60

Schools can apply for up to \$4,000 in grant funds to support school-wide nutrition and physical activity initiatives that make breakfast more accessible to all students. Visit www.fueluptoplay60.com for more information. To apply, contact your local FUTP60 representative at kbrittle@sedairy.org (SUDIA) or spiano@milk4u.org (MDA). Funds are granted based on enrollment. There is no required percentage of students eligible for free or reduced meals to apply. *Funding opportunities are ongoing.*

Partners for Breakfast in the Classroom

The Partners for Breakfast in the Classroom grant provides funding and technical assistance to make Breakfast in the Classroom a success. Grant funds are provided to high-need schools and districts to cover the up-front costs associated with starting and implementing successful BIC and Grab and Go programs. The grant can be used for anything from carts and coolers to posters about the benefits of eating a nutritious breakfast. For more information, visit www.breakfastintheclassroom.org or contact LaTonya Reed at latonya@vplc.org or (804) 782-9430 ext. 17. *Funding opportunities are ongoing.*



Breakfast After the Bell Budget Amendment

The Governor's budget includes over one half million dollars to promote innovation in how breakfast is served through alternative models.

Apply for **5 extra cents** per breakfast meal served through an alternative model.

Directions on how to apply can be found in [Superintendent's Memo #172-15](#).

The [No Kid Hungry School Calculator](#) is a great tool to estimate the financial impact of alternative breakfast for your school.