

**magic
breakfast**
fuel for learning

and

HEINZ
ESTD 1869

Working in partnership

February 2022

Leveraging the Heinz brand and product portfolio
to use Magic Breakfast's national reach and
localised model to have a transformational impact
on the lives of hungry children in the UK



Welcome



I'm delighted to open this report, which celebrates the partnership between Heinz and Magic Breakfast. The ongoing support from Heinz has been transformational for us as a charity and the difference we make to hungry children in classrooms up and down the country.

Since 2019, Heinz's generous support has created and leveraged significant social impact. They have helped us provide healthy and even more nutritious breakfasts to children, delivering Heinz Banz to 300 Magic Breakfast partner schools. We know that improving the nutritional value of our breakfast provision is an important way for us to unlock hours of learning and education. This has never been more needed, as we act to address a growing attainment gap, exacerbated by the pandemic.

Not only has Heinz supported Magic Breakfast's critical work to provide breakfast to more than 200,000 children each school day, they have also worked with us to create the case for long-term change. Together, through Silence the Rumble, we raised people's awareness of the issue, the experience of hungry children, and the impact of hunger on their ability to learn.

I hope you enjoy reading this report, reflecting upon and celebrating the difference we have made together. It also provides an exciting foundation and insight of what might be possible in the future, as we continue to develop our partnership and work toward our shared goals.

Lindsey McDonald
CEO, Magic Breakfast



We were so excited to start working with Magic Breakfast in 2019, and now in the third year of our relationship we have built a multifaceted partnership that I am very proud of. From supporting Magic Breakfast's impactful breakfast clubs with our protein-packed No Added Sugar Banz, to releasing limited edition Magic Breakfast Banz cans in Tesco, and pioneering key economic research showing the economic evidence for a government-funded breakfast provision, we have worked together to start to deliver on our collective ambitions related to child morning hunger. The recognition our partnership recently received through winning the Third Sector's Business Charity Awards is testament to this strong start.

Beyond the direct impact of our partnership on the children, our deepening relationship with Magic Breakfast has also been hugely meaningful to our employees. Through our annual ESG day, student mentoring initiatives, and peer-to-peer mentoring scheme, employees have been able to directly engage with pupils and charity workers. This has brought the problem of child morning hunger that Magic Breakfast is trying to solve to life, and is crucial in giving more meaning to our employees' day-to-day work.

Seeing a child's life improve that little bit by improving access to and quality of so many of their breakfasts has inspired and challenged us to do more to reduce child morning hunger. I look forward to seeing our partnership grow and hopefully our impact on tackling child hunger along with it.

Georgiana (Jojo) de Noronha
President Northern Europe, Heinz

Heinz Beanz and gifts-in-kind support

Heinz have been one of Magic Breakfast's key partners over the last three years and donations of Heinz No Added Sugar Beanz have been the cornerstone of this partnership. Heinz started by supporting 100 schools, providing a protein-filled addition for the first time to over 101,000 children's breakfast. Heinz have continuously increased their support, pledging over 16 million meals since the start of the pandemic and now support approximately 300 Magic Breakfast partner schools. We are currently working together to expand Heinz's gift-in-kind support to reach even more children at risk of hunger. The offer to take up Heinz Beanz has been very well received by both schools and their pupils, which is reflected by Sarah Lord, Safeguarding and Family Support Lead at St. James Church of England Primary School:

"The Heinz Beanz have been a great addition to our breakfast provision. For some children, school is the only place where they can access a hot meal. We have found that those children who have a substantial breakfast have a clearer focus throughout the day."

The Heinz Beanz have also been incredibly popular with the children in our breakfast club. Beans on bagels has become a favourite with many of the children. One child said: it is really great having

something warm to eat in the morning, it makes me feel better!"

After the outbreak of the pandemic, Magic Breakfast and Heinz wanted to ensure that children previously receiving breakfast at school could still access them. We therefore adapted our breakfast provision, which was made available to pupils both during school closures and holidays. This breakfast provision was accessible to children via collection from their schools, the schools' nominated site or delivered directly to their homes.

16m
meals pledged since
the start of the
pandemic

300
Magic Breakfast
partner schools
supported



Engagement projects

Crucial to our partnership is the focus on looking beyond gifts-in-kind (GIK) support and financial donations. This is necessary to drive real impact. Our partnership vision uses the Heinz brand and their purpose-driven workforce to support a variety of initiatives, including engagement projects.

Mentoring programme and work experience programme at Leeds City Academy

Leeds City Academy recognise that young people need quality career support to set them on the road towards fulfilling working lives. Heinz supported this in 2021 through delivering a six-week mentoring programme as part of the school's Career, Education, Information, Advice and Guidance (CEIAG) programme. The mentoring programme included eight Heinz employees and 12 year-11 students. Through constructive online meetings with their mentors, the pupils were encouraged to identify their skillsets and reflect on areas of development. The goals of the programme were to support the pupils to think more ambitiously about their future careers and to build their confidence.

The overall feedback from the Heinz volunteers was positive, with 100% of the volunteers who completed their internal survey saying they would participate in a mentoring programme again and that they would recommend it to their colleagues.

"It was really enjoyable being a part of the mentoring programme with Leeds City Academy, which was completely different to my day-to-day work and with new colleagues. It was very rewarding, and the students were engaged and



clearly learned about the world of Fast Moving Consumer Goods from the time we spent with them," William Batt, Heinz Employee.

Moreover, Heinz initiated and completed a two-day bespoke work experience programme, where students gained insight into the different departments and roles within Heinz. Helen Ward, CEIAG Manager at Leeds City Academy,

commented on why the Heinz work experience programme was such a success:

"Heinz have been an absolute pleasure to work with! Their staff are inspirational and from a diverse background which really complements our students at the Academy and our values. Our students learned a lot about Heinz as an organisation, their staff and about business in general, including teamwork, marketing, and finance.

There was healthy competition between the groups of students and their prizes were incredibly rewarding, which the students will cherish for a very long time. The Heinz brand was embedded into the sessions and each student received a goody box which included branded t-shirts, BBQ sauce and baked beans with their names on the tin. Overall, this was an incredible experience for our students."

Pupils really enjoyed the experience, with 76% of pupils agreeing that the workshops helped them think about their future career. Heinz and Magic Breakfast are therefore exploring opportunities to continue the work experience programme in the future.

Engagement projects

Bookmark volunteering programme

Throughout the pandemic, 380,000 children in the UK did not have access to books at home during lockdowns. Even before Covid-19, one in four pupils left primary school unable to read well. We were therefore delighted when Heinz decided to take part in the Bookmark reading programme. During this time, volunteers from Heinz spent 30 minutes per week in an online session with a child who needed extra support with their reading. In these sessions, the volunteers would help pupils develop reading skills by reading stories together, playing games and other activities that had been specially curated for this programme.

The enjoyment children get from reading and the success in their development was demonstrated by Rachel Harrison, Deputy Head and Safeguarding Lead at Henry Fawcett:

"One of the best parts of the programme, from the children's point of view, was that the volunteers sat down and ate breakfast with the pupils before they started their individual reading. This meant that all the children on the table had the excitement of a new person sitting with them and it created

the atmosphere of a family breakfast, which was an unexpected and a very positive bonus of the scheme.

Reading wise, it gave the children the opportunity for one-to-one support with their reading, which they wouldn't otherwise have had. This really helped the children's engagement with reading as they looked forward to having that attention.

The success of the programme was illustrated by the queue of children waiting to be chosen to read, when the designated child was absent from school that day".

The Education Endowment Foundation have reported that key stage 1 pupils lost an average of three months of progress in reading in 2020/21 compared with 2019, due to Covid-19 disruptions. According to Bookmark's 2020/21 impact report, 98% of children participating in the reading programme either improved or maintained their reading level, despite disruption made to their education caused by the pandemic.

"The Magic Breakfast reading initiative was one of the most rewarding experiences. It was so clear the children loved the Magic Breakfast club and really looked forward to us coming in to have breakfast together and read. The progress I saw my student make over the six weeks was incredible, not just in their reading skills but also in their confidence and excitement for reading. I always went into work after with a smile on my face!"

Doron Lass, Heinz Employee

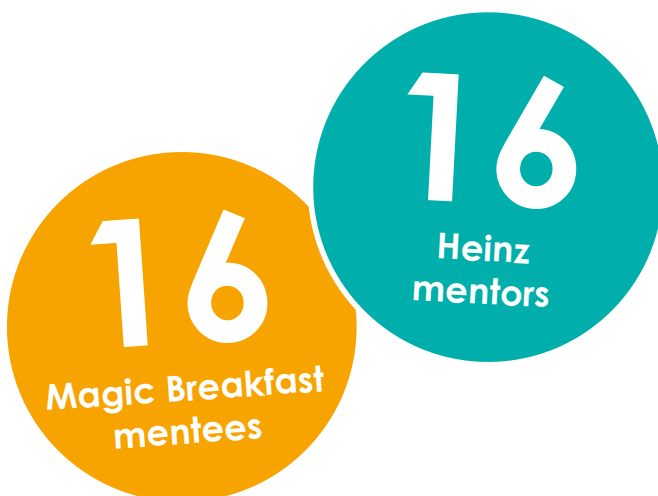


KELLY SIKKEMA PHOTO

Engagement projects

Heinz and Magic Breakfast mentoring programme

In addition to the mentoring, work experience and Bookmark volunteering programmes, Heinz are also currently mentoring Magic Breakfast employees. 16 mentors have been matched with mentees, based on their desired areas of focus. This programme has been a mutually valuable way for Magic Breakfast and Heinz staff to exchange learnings from the public and private sector, developing the professional careers of those involved, and helping Magic Breakfast employees to drive more impact. The 16 Magic Breakfast mentees represent a variety of different teams, including fundraising, finance, school partners and logistics, and make up 25% of our total number of staff.



Magic Maker

Over the 2021 Christmas Holiday, Magic Breakfast invited our supporters to take part in our 'Magic Maker' campaign. We provided our 'Magic Makers' with a wish list created by our partner schools of items which encouraged more children to attend breakfast provision. These items included puzzles, toys, and books.

By signing up to become a 'Magic Maker', four teams working at Heinz were partnered with four Magic Breakfast partner schools. Colleagues from each team carried out internal fundraising events such as bake sales and then came together to wrap the Christmas presents they purchased for the schools, many of which were directly delivered by Heinz staff.

"The opportunity to take part in the 'Magic Maker' campaign was amazing, and a real privilege to get to see first-hand some of the fantastic work done by Magic Breakfast. The energy of the children and staff at the school was inspiring and demonstrated perfectly the value of the support received from Magic Breakfast and these campaigns"

Andy Dean, Heinz Employee

Building political support

One of Magic Breakfast's key charitable aims is 'making the case for change' which involves campaigning for sustainable long-term funding to support school breakfast in the most deprived areas in the UK, including educating the public at large about the importance of a healthy breakfast.

Last year, our #BreakfastInTheBudget campaign urged the Government to scale up school

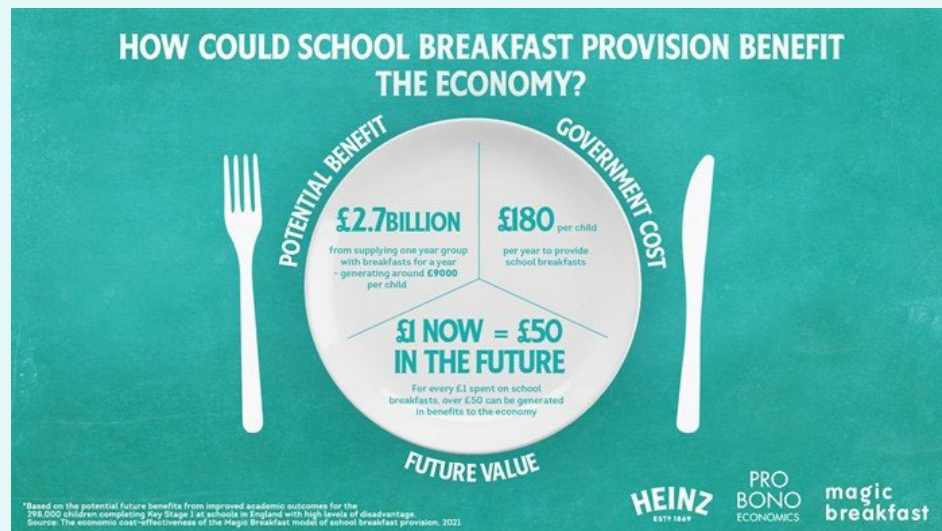
breakfast funding for all 8,700 schools with high levels of disadvantage (50% or more pupils in IDACI bands A-F). Through Magic Breakfast's extensive network of corporate supporters, we have established a Food Coalition which includes members such as Heinz, Arla, Kellogg's and New York Bakery Co. Together, we work collaboratively to lobby for long-term and sustainable government funding for a free breakfast provision targeting

all children at risk of hunger.

As an important member of our Food Coalition, Heinz have added significant value to Magic Breakfast's campaigning and advocacy work. Heinz have a unique legitimising role in driving this agenda through brand strength and resources to show the scale of this pressing issue and help drive sustainable solutions.

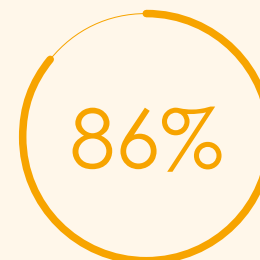
ROI report

In February 2021, we published 'The Cost Effectiveness of School Breakfast Provision' report. This research was carried out by Pro Bono Economics in partnership with Magic Breakfast and Heinz and key findings include:



YouGov survey

In July 2020, Magic Breakfast published a YouGov survey of teachers, highlighting the impact of hunger on children's learning during the pandemic, particularly in schools with high levels of disadvantage. This survey was commissioned by a group of food companies which support Magic Breakfast, including Heinz, Arla, Kellogg's and New York Bakery Co. Some of the key findings from the survey found that of teachers surveyed:



supported a nationwide programme to ensure children at risk of hunger have **access to a free breakfast** during the school term.



believed that school breakfasts would help children **catch up on their learning. This rises to 83%** of teachers in schools with above average levels of disadvantage.

Raising awareness

Our partnership with Heinz has also resulted in compelling awareness-raising campaigns and consumer-facing activations.

Silence the Rumble campaign

In September 2020, we launched 'Silence the Rumble', a high-profile campaign to raise awareness of and funds to support the growing issue of child morning hunger. The 'Silence the Rumble' campaign featured an illustrated film, which looks at the issue of morning hunger from a child's perspective.

Through this campaign, the Heinz brand was leveraged to drive awareness, gaining national media coverage, including in the Evening

Standard, Daily Mirror, and the Herald. The campaign gained over 56 million earned PR impressions and raised more than £80,000. The campaign launch included Heinz's 'Empty Plate' installation on London's South Bank, benefitting from influencer activity on social media and a partnership with podcast streaming service, Acast.

As a result of its success, the 'Silence the Rumble' campaign was shortlisted for the Marketing Society & Marketing Week Masters Awards.



Raising awareness

Limited edition cans with Tesco & in-store activations

Heinz is continuing its pledge to support the fight against child morning hunger in the UK through in-store activations, partnering with retailers including Tesco, Morrisons, Waitrose and Amazon to display Heinz and Magic Breakfast branded

promotions with a link to donations. The biggest of these activations occurred when pupils returned for a new academic year in September 2021, with Heinz releasing a limited edition Beanz can to encourage people to join our mission of leaving no child too hungry to learn.



For every can sold, Heinz donated one meal to Magic Breakfast. With three million limited edition cans available to buy from Tesco stores across the UK, this campaign raised 3 million meals for children at risk of hunger. This adds to the 13 million meals donated by Heinz to Magic Breakfast since our partnership began in 2019. We saw shoppers picking up Heinz Beanz for the first time, and the campaign received great support on social media and in PR with 39m earned media impressions. This project highlights the multi-faceted approach of our partnership to tackling child morning hunger, a sentiment further reflected by this statement from Emilie Wilkie, Head of Fundraising at Magic Breakfast:

"Heinz continually show their commitment to helping us tackle child morning hunger in this country, for which we are extremely grateful. Through the sale of these fun and eye-catching limited edition cans, Heinz will not only be donating a further 3 million meals for the children we support, but also helping us to raise awareness of the issue of child morning hunger and engaging the public"

Key outcomes of the Heinz limited edition can activation:



3 million cans

displayed in Tesco stores across the UK.

Raised awareness with positive reception on social media and PR

39m
media impressions

"We are extremely passionate about fighting child hunger alongside our brilliant charity partner, Magic Breakfast, and were delighted to release these new-look Beanz cans to shine a spotlight on and raise further awareness of this all-important issue."

Lucy Cooke, Brand Manager at Heinz

Raising awareness

Out-of-home (OOH) campaign

In 2022, we continued our partnership with a weeklong out-of-home campaign, which focused on the impact of child morning hunger. The campaign featured nine digital screens located in five different cities, including London, Southampton, Birmingham, Manchester, and Newcastle. The locations chosen for this campaign all have more than 30% of children living in poverty.

In order to bring to life the reality of child morning hunger, the campaign used state-of-the-art technology to create an interactive experience for the audience. As passers-by approached the screens, they could clearly read the message **"It's harder for children to focus when they're hungry"**. The longer they looked at the screen, the more difficult the sentence became to read, with various letters losing focus and developing a life of its own through animation.

The campaign was a massive success in raising awareness of Magic Breakfast and issue of child morning hunger in the UK.

Impacts and achievements

Achieved
3.7m
impacts*

Achieved
46m
media impressions

Featured
nine
digital screens



* Impacts refer to the number of people who saw the OOH ads multiplied by frequency of views

Future plans

Since the launch in 2019, the partnership between Heinz and Magic Breakfast has gone from strength to strength. Starting off with Heinz's significant GIK donation, which has benefitted thousands of children at risk of hunger, the partnership has developed into a holistic collaboration, focusing on building political support and raising awareness.

The success of our partnership stems from our shared commitment to tackling child morning hunger. However, both Heinz and Magic Breakfast recognise that far too many children are still living at risk of hunger and that much more work is still to be done.

We have an ambitious plan for our partnership for the future, including uplift of GIK support to more Magic Breakfast partner schools and support of our upcoming profile-raising initiatives and political campaigns.

On behalf of the schools and children we support, we would like to thank Heinz for their incredible support over the last three years! By offering a protein-filled addition to our breakfast provision, raising awareness through collaborative campaigns, and helping our charity to make the case for long-term, sustainable government funding of school breakfast provision, Heinz is supporting Magic Breakfast in our mission of ensuring no child is too hungry to learn. Our partnership is an example of how much can be achieved through cross-sector collaboration and we are excited to see the future development of our relationship with Heinz.



**magic
breakfast**
fuel for learning

St Magnus House, 3 Lower Thames St, London EC3R 6HD
Registered Charity No. England & Wales 1102510
Registered Charity No. Scotland: SC048202

www.magicbreakfast.com

