

HOW TO BRING **magic** TO YOUR SCHOOL



Your magic ASSEMBLY GUIDE

**magic
breakfast**
fuel for learning

Help us to transform the lives
of children and young people
through the **power of breakfast**

YOUR **magic** ASSEMBLY GUIDE

This informative guide is designed to help you build an assembly presentation – explaining to students the reasons for supporting Magic Breakfast's work.

We would suggest dedicating 10-15 minutes to cover all the key topics. Please feel free to select the content best suited to your pupils' age group. For more information, please contact the schools fundraising team on: fundraising@magicbreakfast.com

Your assembly

Start with a warm welcome and introduce the theme of the assembly: the importance of breakfast and how Magic Breakfast is helping to make sure everyone gets their morning meal. Perhaps share a personal story or have a thought-led assembly. Give the children a way to personally connect with the message that is about to follow.

For example:

"I want you to close your eyes and think about the best breakfast you have ever had – maybe it was toast with a special jam, pancakes with bacon or warm runny eggs that you could dip your toast in to. Think about how it tasted, where you ate it and how it made you feel."

What is 'charity'?

Charity is the act of giving help, typically in the form of money or resources, to those in need. It is a selfless act of kindness and compassion towards others who are less fortunate or facing difficulties. Charity can take many forms, including donating to organisations that support various causes, volunteering time and skills to help those in need, or simply showing kindness and generosity to others in everyday life. The concept of charity is based on the belief that we should help and support one another in times of need, and that by doing so, we can create a more compassionate and caring society.



INTRODUCING **Magic Breakfast**

**Children should be hungry to learn, not just hungry.
But 1 in 5 children may not have enough to eat.**

For over 20 years, we've provided nutritional breakfasts in schools – making sure every vulnerable child and young person feels included and ready to learn. Today, the demand for our services is higher than ever.

The effects of childhood morning hunger on our communities are widespread and far-reaching. And the consequences go beyond the school gates – they intensify inequality, health issues and continue the cycle of poverty in society.

NO CHILD SHOULD BE **too hungry TO LEARN**

We're transforming lives one breakfast at a time, but Magic Breakfast alone cannot eliminate child hunger for good. It's only together that we will create a healthier and more equal society.

We know that a nutritious breakfast is the best start to the day for schoolchildren everywhere.

The magic behind breakfast is so much bigger than the meal itself, it's the chance for every child and young person to feel included, equal and set up for success.

Find out more about what we do at:
magicbreakfast.com



Perfect for pupils!

To help young people understand how missing breakfast can feel, 'Silence The Rumble' is a fantastic video resource.



@MagicBreakfastUK



WHY SUPPORT Magic Breakfast?



Magic Breakfast is a charity that provides healthy breakfasts to children in the UK who might otherwise start their school day hungry.

What makes breakfast so important?



HEALTH AND WELL-BEING

A nutritious breakfast is essential for children's health and well-being. By providing healthy breakfasts, Magic Breakfast ensures that children have the energy and nutrients they need to concentrate and learn in school.



TACKLING FOOD INSECURITY

Food insecurity is a significant issue in the UK, with many families struggling to afford nutritious food. Magic Breakfast helps to address this issue by providing free breakfasts to children in disadvantaged areas and working to break down any stigma.



EDUCATION AND ACADEMIC PERFORMANCE

Research has shown that children who eat a healthy breakfast perform better academically, have improved behaviour and attendance, and are more likely to achieve their full potential in school. By supporting Magic Breakfast, you are helping to give children the best possible start to their day and to support their educational success.



SOCIAL IMPACT

By supporting Magic Breakfast, you are contributing to a charity that is making a real difference in the lives of children and families in the UK. Your support helps to ensure that no child starts their day hungry and that every child has the opportunity to thrive and succeed. Overall, supporting Magic Breakfast is a meaningful way to help improve the health, education, and well-being of children in the UK and to make a positive impact on society as a whole.

THE DIFFERENCE your Support MAKES

The magic of breakfast is seen in the difference it makes to the lives of children, young people and their communities.



IMPROVED GCSE RESULTS Children in secondary school who had breakfast, achieve on average two GCSEs higher than children who rarely eat breakfast.

ATTENDANCE In schools offering breakfast, attendance improves, with 26 fewer half-days of absence per year in a class of 30. It also reduces late arrivals.

COGNITIVE FUNCTION Tasks requiring attention, executive function, and memory are carried out more reliably when children eat breakfast.

IMPROVED LITERACY AND NUMERACY

Providing free, nutritious breakfast boosts children's reading, writing and maths by an average of two months' progress compared to pupils who aren't offered breakfast at school.

BEHAVIOUR In schools with breakfast, pupil behaviour improves as well as the classroom environment.

RETURN ON INVESTMENT Every £1 invested in school breakfasts can generate over £50 for the economy in the future.



Activity time

Imagine how it feels to go to school on an empty stomach

You may wish to ask the children how they think that would make them feel and behave.

"Now think about a time when you didn't eat breakfast, you either didn't have time, didn't feel hungry, or there wasn't anything to eat. How did that make you feel? How did you feel for the rest of the day? Were you able to concentrate, were you able to be kind and were you able to be your best?"

Typical responses are:

Tired, find it hard to concentrate, anxious, irritable or bad-tempered.

To help bring morning hunger to life, you may wish to share the following case study:

"We have seen a remarkable improvement in the overall health of one of our pupils. This young person often struggles with hunger whilst in school, he does not have a breakfast at home, and often goes without a meal in the evening. The only food he has is whilst he is in school. We have found that his energy levels have improved, his skin, nails and hair are in a much better condition, and he has put on some weight which is all thanks to Magic Breakfast. He often has a full bagel and a bowl of porridge, followed by a glass of milk for his breakfast. He is ready to learn and eager to get started."

Magic Breakfast partner school, North West

HOW TO HELP the children prepare

If you already have an event planned...

Get ready to be part of an exciting fundraising event that will make a difference in the lives of other children!

✓ Here's how you can join in on the fun...

Provide the pupils with details on what you would like them to do – remember to make it sound fun and exciting, let their imaginations run wild!

✓ Bring the magic: Ask the children to bring their enthusiasm and energy to participate in the activities to make the fundraising event a blast.

✓ Get permission: Advise the children that they must make sure to ask their parents or caregivers for permission to fundraise and collect sponsorships or donations. You can share the details of the event with parents and carers by sending out the parent and carer's letter or by mentioning it in a newsletter.

For further guidance our school fundraising team is here to help, please email: fundraising@magicbreakfast.com



Scan me for
FREE templates!

Let's make
magic happen!

Let's come together to
make a difference and
have a magical time
while doing it!



Need some inspiration?

There are so many fabulous and fun ways to fundraise for Magic Breakfast. Here are a few thought starters: orange themed days, bake sales, host a Great Big Breakfast, a sponsored school challenge event. Why not hold a poll during the assembly!

The important thing is to encourage creativity and teamwork in planning these events.

THAT'S A wrap!

Assemblies are an important part of school life. It's a time to educate, reflect and grow as a school. Here are a couple of suggestions to conclude your assembly.

Q&A session

Invite students to ask questions about the charity, fundraising ideas or how they can help. Prepare a few common questions in advance to stimulate discussion, such as "How can we help beyond fundraising?" or "Why is breakfast so important?".

EXTRA TIPS

Visual aids

Why not use posters, infographics or videos throughout the presentation to keep students engaged and visually explain concepts. For free resources, visit: magicbreakfast.com/school-fundraising

Follow-up

Consider scheduling a follow-up session to discuss the outcomes of the fundraising efforts and celebrate the students' contributions.

Guest speakers

Remember, you can always invite a representative from Magic Breakfast to share their experience and insights at an in-person or virtual assembly.

One breakfast
costs just 28p!

Raising £5 could
provide 4 weeks of
breakfast to a child!

Conclusion

Recap the key points discussed during the assembly. Reinforce the idea that their participation can make a real difference. End with an inspiring call to action, encouraging students to spread the word and get excited about the upcoming fundraising efforts.

By expanding on these sections, the assembly not only informs students about Magic Breakfast but also actively engages them in our mission, making them feel empowered to contribute and make a difference.



Our schools

Scan the QR code to visit our Instagram page and see our work in action!

Thank you!

We are grateful for your support.
The money you raise will help us
transform the lives of schoolchildren
by fuelling their education.



We're here to help...

Email our fundraising team:
fundraising@magicbreakfast.com

Call us on: **020 7836 5434**

Visit our website:
magicbreakfast.com/school-fundraising



Registered with
**FUNDRAISING
REGULATOR**

Magic Breakfast is registered in England 1102510
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