XX.XX.24

[Recipient Name]  
[Company]  
[Street Address]  
[Town/City]  
[Post Code]

**Dear [Recipient Name]**

We are delighted to announce that we will be supporting the life-changing work of Magic Breakfast by making them our Charity of the Year. Throughout the course of the year, the children will take part in activities that expand their knowledge of the charity’s mission and work and the transformative power of a healthy breakfast.

They will also be organising exciting events and fundraisers in order to raise vital funds for the charity - starting with an [event type].

**The event will be starting [DATE / TIME] and running till [DATE / TIME].**

## Unlock the magic of breakfast

Children should be hungry to learn, but millions of children in the UK are hungry for breakfast. **One in five children experience food insecurity.**

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.

## Event Details

To help the children prepare for their [event type] we would appreciate your help with [enter parent requirements here e.g. dressing the children in an orange item of clothing, bringing in breakfast items to sell].

Option 1 - The children will also be collecting donations for the event through their dedicated sponsorship page [enter sponsorship page link here]. Please do support their efforts to secure donations from family and friends.

Option 2 - The children will also be collecting donations for the event with sponsorship forms which they will be bring home with them. Please do support their efforts to secure donations from family and friends. We would request the funds are collected via [preferred payment method]. Please do return the completed sponsorship forms to us by [date] - we will return these to the charity so they can claim gift aid.

## Thank you for your support!

Magic Breakfast deliver millions of breakfasts and expert advice to schools in disadvantaged areas across England and Scotland every single day. But they alone cannot eliminate child hunger for good. It’s only together that we will create a healthier and more equal society.

We hope you will join us by supporting the children’s [event type], helping to get their year of activities off to a flying start!

Teacher Name

Job role

P.S. To find out more about Magic Breakfast, please visit **magicbreakfast.com**

