

Your guide to the

Great BIG Breakfast

**magic
breakfast**
fuel for learning



#GreatBigBreakfast

LET'S GET Started!

What is Great Big Breakfast?

This February we invite schools, families, friends, communities and workplaces to join together for fun, food, flipping and friendship to raise vital funds to continue putting breakfast on the table for up to...

200,000

children and young people each weekday morning.



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 83% of our Magic Breakfast partner schools agree that breakfast at school improves pupils' mental wellbeing. 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 bagels have helped this group of children to come into school and settle. Behaviour has improved overall but the importance of friendship has been highlighted as breakfast is eaten together within the classroom. This has proved to be important for the pupils' mental health in many ways."

Partner School – Birmingham

HOW DOES it work?

Thank you so much for considering involving your school as one of our charity partners in the fight against child morning hunger. Here's how to host a Great Big Breakfast...

Step 1 Choose a date

Choose a date in February that works best for staff, parents and pupils to get together for a Great Big Breakfast.

Step 2 Plan your event

Whether you've got an existing breakfast club or you host a special event before school in the hall – we'd love you to get involved. From muffins and coffee in the staff room to a pancake-tastic assembly for every year group – there's a Great Big Breakfast event for you.

Step 3 Go flip-tastic

We've got a flippin' great challenge for you. Grab your toast, bagel, pancake, eggs, hashbrowns – we want to see how many flips you can make with a breakfast item of your choice. Maybe you've got a team at school who are always up for a challenge – hand them a frying pan and let's get them pitting their wits against each other – breakfast style. Video them all flipping alongside each other – we'd love to see their efforts – see who can flip the most in **15 seconds!**

Invite your tribe

Shout about your Great Big Breakfast far and wide – get your event on your school website, shout about it at team briefings, spread the word in parent apps and newsletters – it's now time to let the whole school community know about Great Big Breakfast how and why they should get involved.

This handy email template does the hard work to help you spread the word:

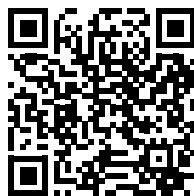


Scan for the [Great Big Playlist!](#)

Dear Parents,

On x February, we're
supporting Magic Breakfast, a
UK charity working to end
childhood morning hunger.
We'll be hosting a Great Big
Breakfast by XXXXADD EVENT
ACTIVITIESXXX at
xxxLOCATIONxxx.

CHOOSE HOW to donate



Scan me!

How to donate

To create your organisation's donation page [click here](#) and select 'register' the top right corner. Then select 'group entry form' to create your page. Then simply circulate a link to your created page to your attendees and watch the donations roll in. Or get your school community to donate on the day by using the QR code above. Each **£3 donation** supports a young person access breakfast for up to two weeks. If your school prefers to ask pupils to

bring in cash to get involved in charity events simply email us on **fundraising@magicbreakfast.com** to let us know how much you've transferred to us so that we can get in touch with a thank you confirmation. Our bank account details are:

Acc: 10889930

Sort Code: 16-00-23

Name of account: Magic Breakfast

Reference: GBB - [Your School]

Take to social media!

We'd love you to share your Great Big Breakfast across your school's socials – Facebook and Instagram photo feeds, a LinkedIn update or via a tasty tweet – remember to use the hashtag **#GreatBigBreakfast** when you upload your event and flip'tastic challenge photos and videos. All our social handles are listed below:



@magic_breakfast



@magicbreky



@magicbreakfastuk

#GreatBigBreakfast



WHERE WILL the money go?

Making an impact

Please thank everyone in your school's community 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

Your support will help us raise vital funds so that we can continue reaching those in need. But not just that – by talking to your school community 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 facing hunger every morning across England and Scotland.

If you have any questions we're here to answer them simply
email: fundraising@magicbreakfast.com or DM us on



@magic_breakfast



@magicbreky





THANK you!

Thank you for supporting the Great Big Breakfast. Please use the poster, Flip'tastic entry form and colouring sheet below to help you organize your events.

#GreatBigBreakfast

You're invited to the:

GREAT BIG



Breakfast

When: _____ **Time:** _____

Where: _____

**magic
breakfast**
fuel for learning



THANK YOU!

Together we raised

£

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



**magic
breakfast**
fuel for learning



Registered Charity Numbers:
1102510 in England & Wales & SC048202 in Scotland

competition form

Registered Charity Numbers:
1102510 in England & Wales & SC048202 in Scotland



QUIZ

Fancy running a short quiz during your Great Big Breakfast?
Here are a few questions that you may want to use.

1. Bagels are a popular item for children at Magic Breakfast's partner schools but how are they cooked by our suppliers before they send them to Magic Breakfast?

- a) Boiled
- b) Baked
- c) Boiled, then baked

2. Darjeeling, Earl Grey and Assam are all types of what drink, often drunk in the UK at breakfast time?

- a) Coffee
- b) Tea
- c) Orange Juice

3. In which country might you find the traditional dishes of haggis, tattie scones and square sausage on your breakfast plate?

- a) Wales
- b) Scotland
- c) Canada

4. What type of food can be scrambled, poached, or fried?

Answer: _____

5. Bananas are a great item to eat at breakfast time. But how many bananas do people in the UK eat each year?

- a) 100 million
- b) 1 billion
- c) 5 billion

6. In which country do people traditionally have crescent shaped pastries dipped in coffee or hot chocolate at breakfast?

Answer: _____

7. In which country do people eat something called paratha for breakfast?

- a) Mexico
- b) Portugal
- c) India

8. When did Kellogg's first introduce their Rice Krispies cereal?

- a) 1928
- b) 1948
- c) 1938

9. Where does maple syrup (a popular topping for pancakes) originate from?

- a) United States of America
- b) Canada
- c) Australia





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4. What type of food can be scrambled, poached, or fried?

Answer: **Eggs**

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Answer: **France**

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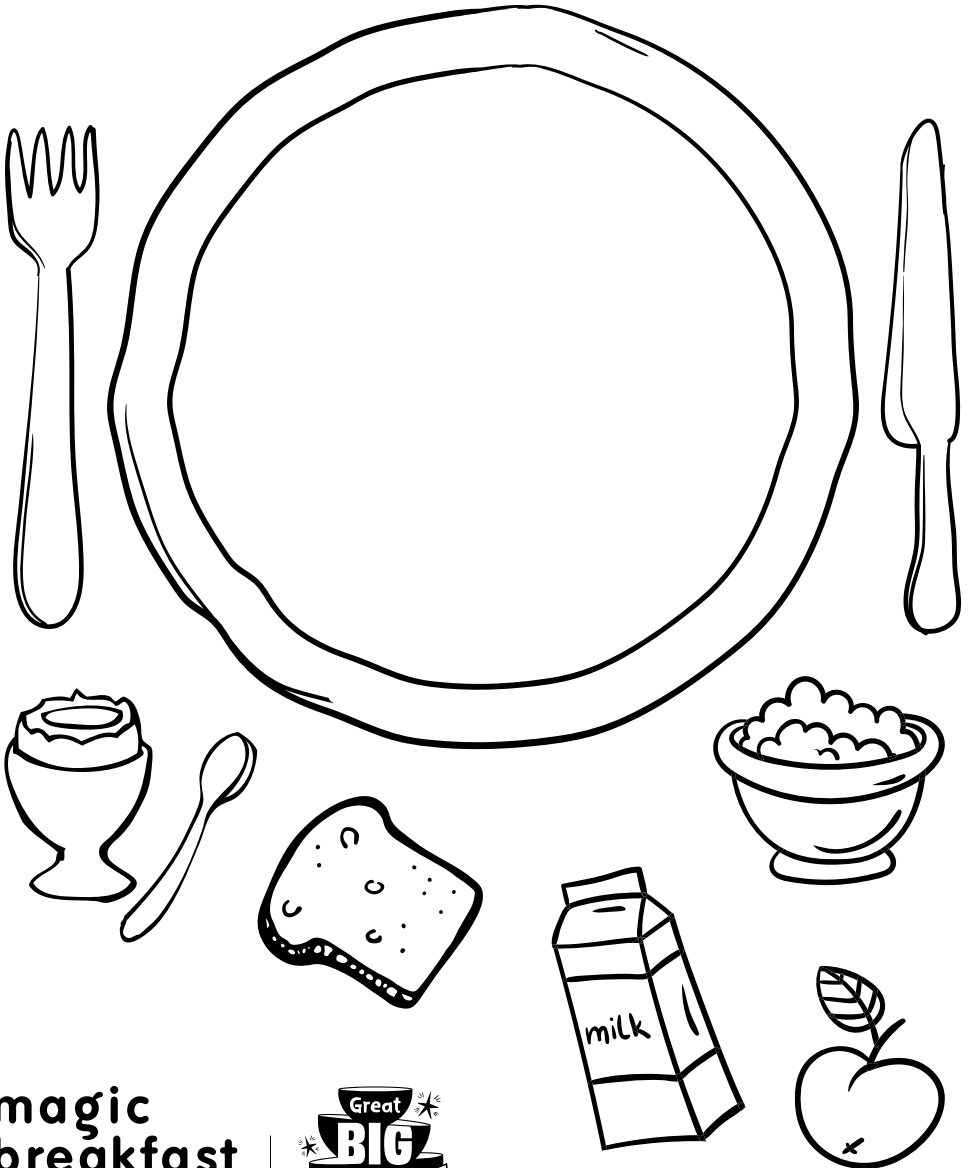
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- c) Australia



My breakfast

What's on your plate?



RISE & SHINE

It's breakfast time!



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Great **BIG**
Breakfast

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.



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



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Registered with

**FUNDRAISING
REGULATOR**

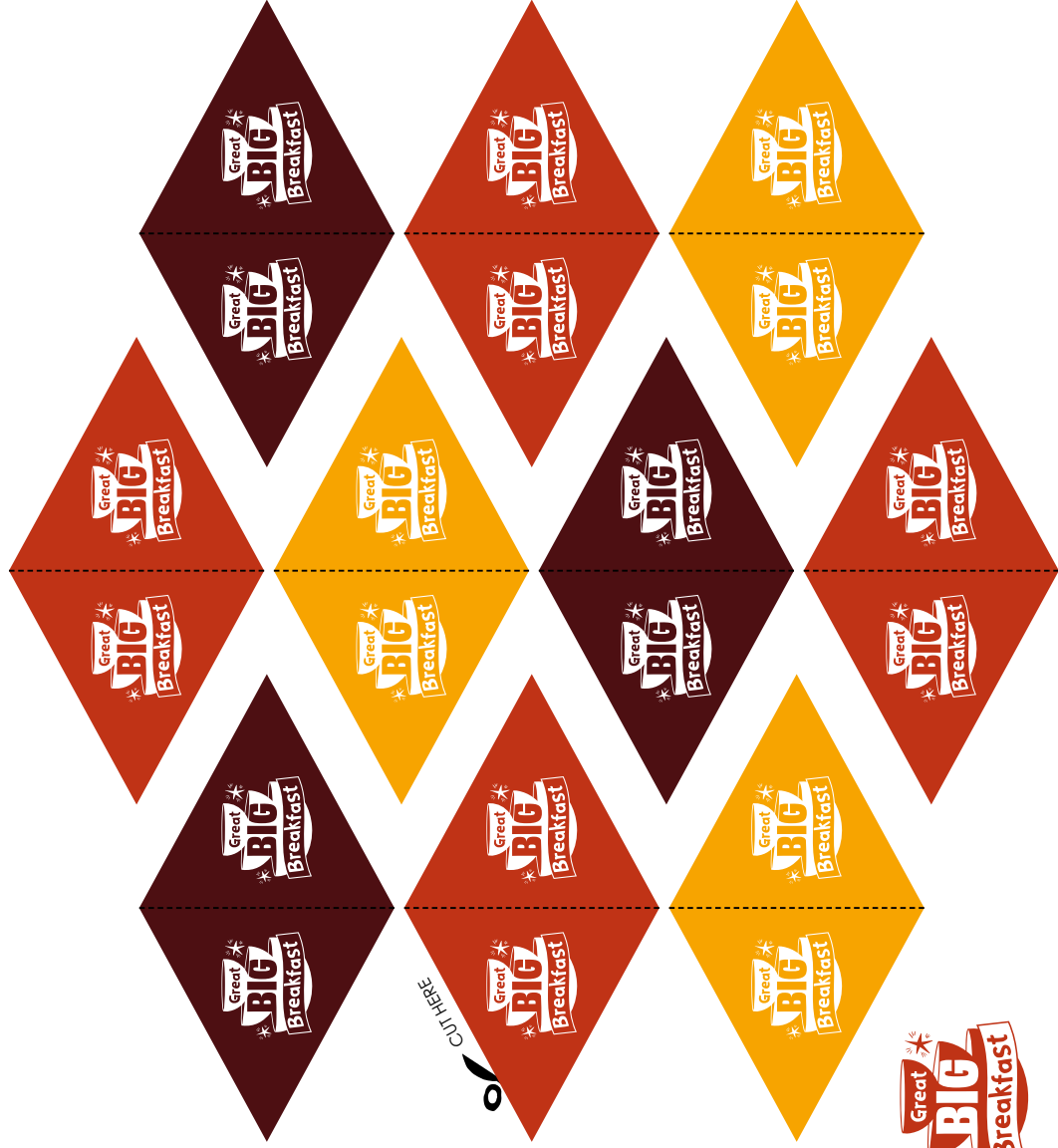
Magic Breakfast: Great Big Breakfast Campaign
Registered charity in England (1102510) and
Scotland (SC046624).

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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