

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

# GATHER your tribe!



## Step 1 Choose a date

Choose a date in February that works best for staff to get together for a Great Big Breakfast, maybe there's an upcoming away day or a regular team meeting?

## Step 2 Choose a location

Whether you meet in person or online there's a Great Big Breakfast for you. Cheeky coffee and donuts at the start of the day, or a team brunch with loaded avo-toast? Healthy or Indulgent – the choice is yours – if you have access to a team kitchen, our recipe inspiration can help you plan the most fantastic event.

## Step 3 Create your donation page

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. Please avoid collecting cash if you can as this is much more difficult to get to us. If you do need to take cash donations please get in touch with us using the details below and we will be very happy to talk you through the process.



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





# WHO SHOULD we invite?

Shout about your Great Big Breakfast far and wide – get your event on your intranet, shout about it at team meetings, spread the word on email – it's now time to let all staff know about how and why they should get involved.



## Dear Colleagues,

Let's get together on [date and time] [in the staff kitchen/on zoom] for a Great Big Breakfast in aid of Magic Breakfast a charity who offers breakfasts to over 200,000 children and young people at schools across England and Scotland. All you need to do is join us at xxxLOCATIONxxx for xxxFOOD CHOICExxxx and make a donation on our fundraising page.

You can donate here [xxxYourFundraisingPageLinkxxxx](#)

You can find out more about Magic Breakfast's incredible work watching this short video

[Watch video](#)

# SPREAD the word!

We've got a flippin' great challenge. 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 teams at work 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 at once. We'd love to see their efforts – who can flip the most in **15 seconds**.

## Take to social media!

We'd love you to share your Great Big Breakfast across your organisation's socials – Facebook and Instagram photo feeds, a LinkedIn update or via a tasty tweet. Don't forget to tag us in your pictures and stories **#GreatBigBreakfast**. All our social handles are listed below:



@magic\_breakfast



@magicbreky



@magicbreakfastuk



## #GreatBigBreakfast

# LET'S GET Fundraising

## How to donate

Each **£10 donation** supports a young person to access breakfast for up to two months. Please thank each and every one of your colleagues 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

By talking 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 hunger every morning.

If you have any questions we're here to answer them simply email:  
**[fundraising@magicbreakfast.com](mailto:fundraising@magicbreakfast.com) or DM us on social.**



# THANK you!

Thank you for supporting the Great Big Breakfast. Please use the poster, quiz and entry form below to make your event a flippin' success

**#GreatBigBreakfast**



You're invited to the:

# GREAT BIG



**When:** \_\_\_\_\_ **Time:** \_\_\_\_\_

**Where:** \_\_\_\_\_

**magic  
breakfast**  
fuel for learning





You're invited to the:

# GREAT BIG



**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

# Flip-Flip! hurray!

**Number of flips:**

18







# BRAIN TEASERS

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



Easy Peasy



Clever Cloggs



Genius Level



## Round one

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





# BRAIN TEASERS



## Round two

1. What country's breakfast commonly includes ackee and saltfish, seasoned callaloo, boiled green bananas and fried dumplings?

Answer: \_\_\_\_\_

2. In 2020, Magic Breakfast provided 7.4 million portions of what breakfast food item?

- a) Porridge
- b) Baked Beans
- c) Corncakes

3. Maple syrup is a popular pancake topping, but from which Canadian region is most of it produced?

Answer: \_\_\_\_\_

4. Kellogg's made which breakfast cereal available in the UK in 1928?

Answer: \_\_\_\_\_

5. In what year was the movie The Breakfast Club released?

Answer: \_\_\_\_\_

6. What were the names of the alien puppets who made daily appearances on the '90s TV show The Big Breakfast?

Answer: \_\_\_\_\_

7. In 2021, Magic Breakfast not only distributed breakfast, but also books to children at many partner schools. How many books did the charity distribute?

- a) 40,000
- b) 80,000
- c) 100,000

8. Paratha is an unleavened flatbread often eaten at breakfast time in which part of India – North, South, East or West?

Answer: \_\_\_\_\_

9. Thinking about the weight of beans Magic Breakfast delivered to partner schools in 2022, how many medium sized adult whales did it equate to?

Answer: \_\_\_\_\_

10. How many calories are in a 40g bowl of porridge when served with 300ml of semi skimmed milk?

- a) 291
- b) 351
- c) 391



Easy Peasy



Clever Cloggs



Genius Level



# BRAIN TEASERS



## Round three

1. Which breakfast dish was developed by a Swiss physician in around 1900?

Answer: \_\_\_\_\_

2. Although now a national French breakfast food item, the croissant's ancestor, the kipferl, originates from which country?

Answer: \_\_\_\_\_

3. Which breakfast brand was the first to ever feature recipes on their packaging?

Answer: \_\_\_\_\_

4. In what year was Weetabix first made available in the UK?

Answer: \_\_\_\_\_

5. The 1961 movie *Breakfast at Tiffany's* stars Audrey Hepburn. What was her character name?

Answer: \_\_\_\_\_

6. To the nearest million, approximately how many breakfasts did Magic Breakfast provide in 2021?

Answer: \_\_\_\_\_

7. What is the name of a Mexican breakfast dish that includes fried eggs served with tortillas, cheese, and a rich tomato and chilli sauce?

Answer: \_\_\_\_\_

8. Okayu is a rice-based breakfast dish that originates from which Asian country?

Answer: \_\_\_\_\_

9. Magic Breakfast began in 2001, when the charity's founder Carmel McConnell started delivering cereals to schools in which London borough?

Answer: \_\_\_\_\_

10. The pandemic has most affected children's learning in which school subject??

Answer: \_\_\_\_\_



Easy Peasy



Clever Cloggs



Genius Level





# BRAIN TEASERS ANSWERS



Easy Peasy



Clever Cloggs



Genius Level

## Round one

Level: Easy Peasy

1. c
2. b
3. b
4. c
5. Eggs
6. Glasgow
7. The Markus Rashford Book Club
8. c
9. France
10. a

## Round two

Level: Clever Cloggs

1. Jamaica
2. b
3. Quebec
4. Rice Krispies
5. 1985
6. Zig and Zag
7. c
8. North
9. Three
10. a

## Round three

Level: Genius Level

1. Bircher Muesli
2. Austria
3. Quaker
4. 1932
5. Holly Golightly
6. 39 million
7. Huevos Rancheros
8. Japan
9. Hackney
10. Maths



# 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.
2. 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.



**magic  
breakfast**  
fuel for learning



Registered with

**FUNDRAISING  
REGULATOR**

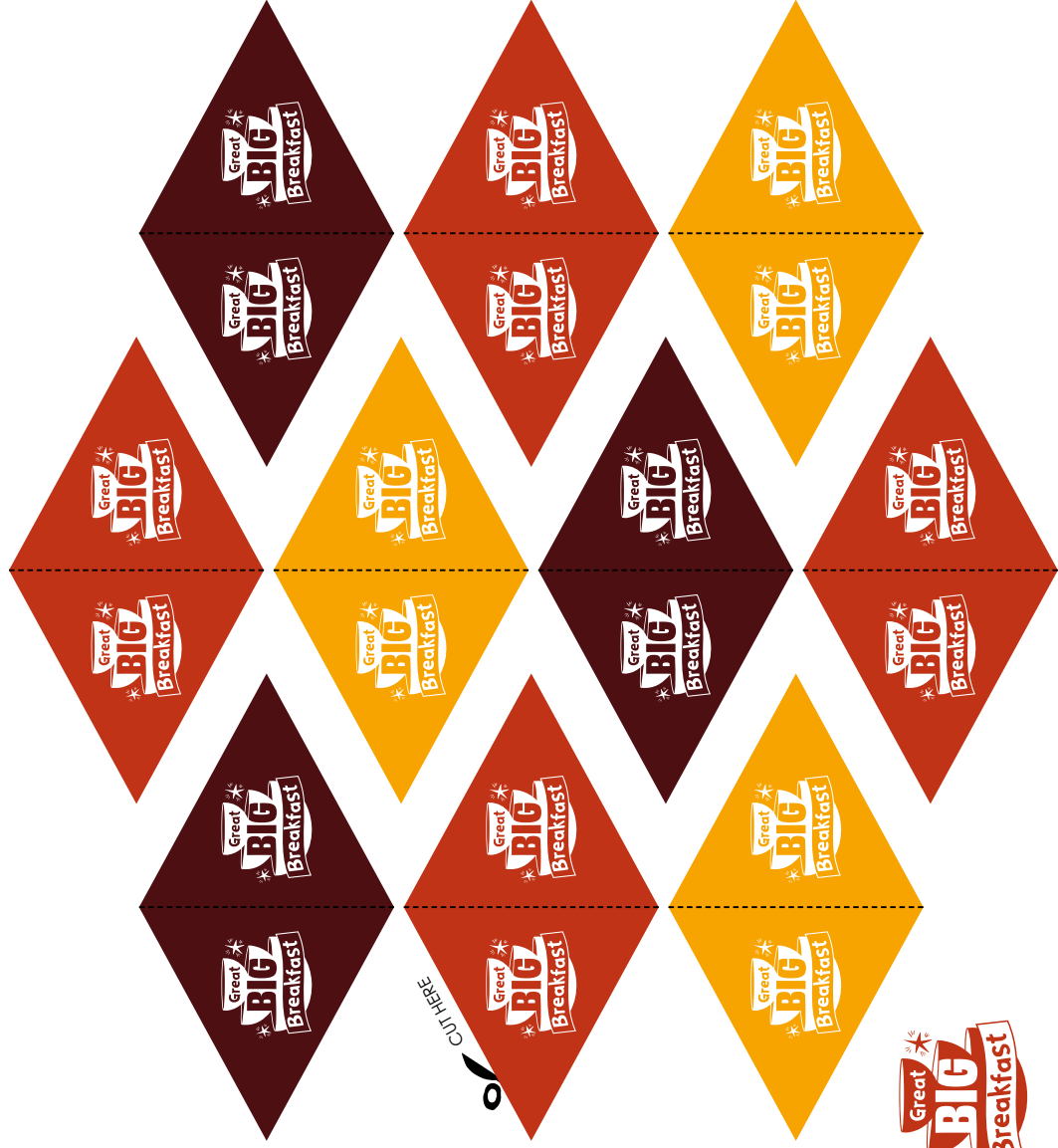
Magic Breakfast: Great Big Breakfast Campaign  
Registered charity in England (1102510) and  
Scotland (SC046824).

# 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.



**magic  
breakfast**  
fuel for learning



# ON YOUR MARKS get set, pancake

## Easy peasy pancakes

**Ingredients, serves 8:** Semi-skimmed milk (600ml), flour (180g), eggs (3), butter (2 tbsp).



### Step 1

Mix the flour and half of the milk into a batter. Whisk in remaining milk, eggs and salt until smooth.



### Step 2

Let batter sit for about 10 minutes.



### Step 3

Melt a knob of butter in a hot frying pan. Pour some of the pancake batter into the frying pan so it covers the whole pan as layer thin. Wait for bubbles to form on the top, then flip. Cook until golden on both sides.



### Enjoy!



# FLIP'TASTIC