

UNLOCK THE **magic** OF BREAKFAST



**Your magic
FUNDRAISING KIT**

**magic
breakfast**
fuel for learning

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

Help us transform lives **THROUGH THE POWER OF breakfast!**

We believe that breakfast has 'magical' properties. It can, in front of your eyes, transform what would appear to be an irritable, disruptive child into a happy, engaged and enthusiastic student.

But it is not just the child's educational and mental well-being that is improved. Breakfast has profound effects on communities whilst also providing a much needed lifeline to families in need of support in such economic uncertainty.

How you can help...

At Magic Breakfast we believe no child should be too hungry to learn. We offer over 200,000 breakfasts every day to children and young people in schools across England and Scotland.

Our Magic Breakfasts are funded through your generous donations and fundraising efforts. In this guide, you'll find everything you need to organise an event at your school. Whether you are organising a class bake sale or a school challenge, every penny you raise will create real

change for children and young people, transforming their lives through one simple meal.

Did you know?

96% of schools saw **improved concentration** in class when children had breakfast

£5 could **feed a child** and provide school support for one month

26 **fewer half days of absence** per year when children have breakfast



**NO CHILD
TOO HUNGRY
TO LEARN.**

LET'S GET Fundraising!

Thank you for choosing to support Magic Breakfast, let's make this the best event ever!

- ☒ **Choose your activity**
You've got your fundraising team and now for the really fun part - deciding what to do! If you need some inspiration you'll find lots of ideas in this pack
- ☒ **Create your fundraising page**
Tell people about your fundraising event, set a target and personalise your page with pictures and videos!
- ☒ **Free resources**
We have everything you need from posters to bunting and collection boxes to balloons, visit: magicbreakfast.com/fundraising-resources or email: fundraising@magicbreakfast.com
- ☒ **Spread the word**
Let everyone know how incredible your school is and don't forget to tag us **#MagicBreakfast**



Have fun!

Planning and organising a fundraising event takes a lot of time, but don't forget to enjoy yourself and celebrate your achievements.

Thank you for choosing to support
Magic Breakfast! The money you raise will
help us to transform the lives of schoolchildren
and help to fuel their education.

Your kindness can **transform** children's lives!

Putting the **fun** into **FUNDRAISING**

Looking for inspiration for your fundraising event?
Here are a few of our favourites which we're sure
everyone will love!



Tea Towels

Class fundraising tea towels are a fun and creative way to raise money. Why not ask the class to draw their favourite breakfast?



Bagel Bake Sale

A fun 'breakfast inspired' take on the classic bake sale. Why not include an extra prize for the best bagel toppings!



Create a Cookbook

Creating a breakfast cookbook is a superb way to get students involved whilst educating them and their families on the importance of breakfast and healthy eating.



Non-uniform Day

One of the most popular ideas. Wear your own clothes, fancy dress or something orange in support of Magic Breakfast!



Themed Sports Day

Hold a breakfast themed sports day, think; egg & spoon race, 'bagel' hoopla, banana relay. The possibilities are endless!



Challenge Events

Whether individually or as a team, get sponsored to complete a challenge. How about a 5K? Dance-a-thon? Or even a day of silence!



SPREAD the word!



@magicbreakfastuk



@magic_breakfast



@magicbreky



@MagicBreakfastUK



@magic-breakfast-charity



Charity Auction

A charity auction is a great way to raise funds. Whether you're bidding on items, packages or even donated services.



School Disco

Get your dancing shoes on and host a school disco! Turn up the fun with a dance competition, fancy dress or even karaoke. If noise is not your idea of a good time, why not have a silent disco?



Read-a-thon

A wonderful way to encourage a love of reading. Why not challenge the class to read as many books as they can during a chosen time.



Make Magic Breakfast your **Charity of the Year!**

We would love you to consider
us as your 'Charity of the Year'.

Contact our team to discuss ideas
that will inspire, engage and educate
pupils and their families.



Great Big Breakfast

Join our annual **Great Big Breakfast**
campaign and enjoy breakfast
together with your friends, family
or colleagues. Don't forget to tag us!

#GreatBigBreakfast

No child **too hungry** to learn!



MAKING YOUR EVENT **Safe**

If you hold a fundraising event of any kind it is important to identify potential risks so that everyone involved stays healthy and safe.

Our team is here to support and advise you throughout the planning and execution of your fundraising initiatives. Whether it's answering questions, providing guidance on logistics or simply offering encouragement we're here to help.

Get in touch...

Email our fundraising team:
fundraising@magicbreakfast.com

Call us on: **020 7836 5434**

Scan the QR code below or visit:
magicbreakfast.com/school-fundraising



Scan me!



Tag us on social media

We love seeing your fundraising efforts.

#MagicBreakfast



Free RESOURCE DOWNLOADS

We've created all of the resources you could need to kick-start your fundraising event in style!

From posters to pencil flags, bunting to collection boxes. Scan the QR code or visit magicbreakfast.com/fundraising-resources to download your free resources today.

- Posters
- Invites
- Sponsorship Forms
- Collection Box
- Bunting
- Pencil Flags
- Paying in Form

and much more!



Scan me for
FREE templates!



Order fundraising materials

You can order fundraising materials by emailing our fundraising team. Items available include: balloons, t-shirts, collection boxes and even sticker sheets!

fundraising@magicbreakfast.com

The **magic** YOUR MONEY MAKES

Every penny you raise will fill tummies and fuel minds! Your support will make a huge difference to the lives of children and young people who most need our help.



Expert Support for Schools

Donations don't just deliver breakfast, they also fund the holistic support a school needs to implement a hunger-focused and barrier-free breakfast provision.



Scan to donate!



£14

could give **50** children a nourishing start to their day

£42

could feed a **whole class** breakfast for a week

£100

could give 21 children fuel for learning for **1 month**

LET THE STUDENTS' voices BE HEARD!

Whether it's an article in the school paper or a rousing online speech, we want to empower students to get vocal about why breakfast is so important and what others can do to help.

Children and young people are at the heart of everything we do. By amplifying young voices and challenging others to take action, together we can put an end to morning hunger.

Support us online

We're continually campaigning on social media for increased government investment. To get involved, please share our posts and for extra impact don't forget to tag your local MP!



Find your local MP

Scan the QR code to find your local government representative



How to turn your MONEY INTO **magic!**

Create a sponsorship page

Using an online sponsorship platform like SuperKind or JustGiving, is a really easy and stress-free way to raise, collect and send your donations to Magic Breakfast.



JustGiving®

1 Create your page - tell people about your Magic Breakfast event, set a target and personalise your page with pictures and videos!

2 Share your page - send your school community the link to your page and share on your social media.

3 Track your progress - watch your donations grow and send your appreciation to your generous donors.

4 At the end of the event - all of the money you've raised, including Gift Aid will be sent directly to Magic Breakfast!



MAKING A DONATION TO Magic Breakfast IS EASY...

Donate online

Scan the QR code, or visit our website: **magicbreakfast.com** where you can donate by credit or debit card.



Scan me!

By cheque

Please make payable to Magic Breakfast at the following address:

Magic Breakfast
PO Box 80507, London, E1W 9UL

Please do not send any cash in the post and remember to include your paying in form (available online: **magicbreakfast.com/fundraising-resources**).

By bank transfer

You can pay directly into our bank account. To pay this way, please get in touch with the fundraising team by emailing: **fundraising@magicbreakfast.com** or calling our team on: **020 7836 5434**

Give more with **GiftAid!**

+25p

Your donors could boost their donations by 25% and make your fundraising efforts go further.

Gift Aid is a government scheme that allows us to reclaim the basic rate tax you pay as a UK taxpayer at no extra cost to you! We are able to claim 25p of tax for every £1 you donate. So if you donated £100, you'd actually be giving us £125. Just ask us for Gift Aid forms.



Your magic fundraising journey...

Plan your fundraiser

Choose your event, create a sponsorship page and set your target

Free Resources

Download your free resources from our website or email our fundraising team

Start Fundraising

Spread the word

Let everyone know how incredible your school is, and don't forget to tag us **#MagicBreakfast**

Send your donations

Any online fundraising will automatically be sent to us. Other donations can be paid by card or by cheque

Thank you for choosing to support Magic Breakfast!

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
and in Scotland SC048202.

FORA, 42-46 Princelet Street, London, E1 5LP

fundraising@magicbreakfast.com

020 7836 5434

magicbreakfast.com