magic breakfast
fuel for learning

MEMBERSHIP OFFER

About Magic Breakfast

Magic Breakfast makes a difference to around 300,000 children and young people every day by offering breakfasts and expert advice to tackle morning hunger in schools across England and Scotland. We help every child and young person reach for their dreams and thrive, one breakfast at a time.

We take the time to understand your school and help you plan a **hunger-focused breakfast provision** that delivers maximum impact for your school. We are independent of government and proud to be supported by household brands Arla, Heinz, New York Bakery Co, Quaker, Warburtons and Weetabix.

Our offer to schools

- A unique school journey which delivers **positive impact** on educational attainment, concentration, focus and behaviour in the classroom.
- **Personalised expert support**. Our engagement partners will provide support, advice and share resources and best practice with your school.
- You **only pay 50% membership fee for the first year**, and food is delivered directly to your door.
- We provide as much food as you need to reach all children at risk of hunger, at the start of the school day – **we want you to feed all children in need**.
- Deliveries of a range of healthy cereals, bakery products, porridge and beans.

Year one fees

- **SEND/ASN and NoR up to 220** = £312.50 (reduced from £625)
- **NoR 221 - 440** = £625 (reduced from £1250)
- **NoR over 441** £937.50 (reduced from £1875)

Our ask of schools

- To be willing to start a hunger-focused breakfast provision, or expand and/or improve your existing breakfast offer by, for example:

Feeding more children

Actively targeting children at risk of hunger to access breakfast

Removing barriers or stigma that prevent children accessing breakfast

- Commitment from the headteacher to provide a **hunger-focused breakfast**.
- Host visits for our supporters. We can't help you without their support.
- Work with a Magic Breakfast engagement partner to maximise our support.
- To provide us with timely data which helps measure our impact.

