



What is storytelling ?

Storytelling involves sharing a story based on a testimonial of a real-life experience related to a breakfast program. Its purpose is to highlight program impacts for children and the broader community.

Why is storytelling through testimonials important ?

Stories are an effective way of getting information across. They reflect our values, our objectives, and our mission in working with schools and partner organizations, so that together we can fight child hunger. Stories shine the spotlight on our shared beliefs and emphasize the importance of speaking together in a unified voice to inspire, influence and impact others to join us in addressing food insecurity lived by students.

Where are testimonials used ?

- Social media and our blog (longer-form content), annual report, various activity reports, material for prospective donors, quotes in press releases
- During various events and holidays:
 - back to school, Christmas/year-end, Nutrition Month, Easter, etc.

What kind of testimonials are we looking for ?

First-hand accounts, with specific content :

- Breakfast programs in action
- Menu ideas for special occasions
- Real-life success stories
- Key facts when new breakfast programs start up (back-to-school)

Personal testimonials :

- Written by teachers, volunteers and school administrators, describing the impacts of breakfast programs in their school community
- Written by students about their learning, ability to stay focused in class and interpersonal development
- Written by parents about the added value of breakfast programs

Pictures (parental consent required) :

- Recent pictures of children, healthy breakfasts, school volunteers and team members
- Video or sound recordings (10–15 seconds): quick “live” tour of a breakfast program, etc.
- Drawings or messages from students in postcard form about the breakfast program, what they want to be when they grow up, etc.

Photo tips

- Select a well-lit environment (natural lighting if possible)
- Do not use a flash or special effects
- Focus on a single subject; avoid a “busy” background
- Frame your picture around the subject
- Pick an uncluttered setting
- Have the source of light behind you, not behind your subject



Share your stories with us!

Testimonials: testimonials@breakfastclubcanada.org