



YOUR FINANCIAL SUPPORT PROGRAM

This handy guide is for schools that run a breakfast program with financial support from Breakfast Club of Canada. It contains detailed information on how the model operates, how to build your breakfast menus and what tools we have available for you. If you have any questions about this or anything else, be sure to reach out to your BCC coordinator.

What Does This Model Involve?

- **Financial Support:** Breakfast Club of Canada pays a set amount to your school per student, per morning, to offset your food purchases. Up to 20% of these allocations may be used to acquire equipment, with prior approval from the Club.
- **Equipment Support:** You will be provided with the basic equipment needed to prepare and serve breakfast. All subsequent maintenance and repair is the responsibility of the school.
- **Coaching:** A BCC coordinator will work with you to set up your breakfast program and make sure it gets off to a smooth start. Be sure to check out our [School Corner](#) for more online resources.

Creating Your Menus

You are responsible for coming up with breakfast menus that make a variety of healthy foods available to all students. Menus must be consistent with our [nutrition standards](#) and your school's own policies. Every meal must include at least one food from each of the following three categories:

- **Fruits and vegetables:** Whole or sliced fruits, raw vegetables, fruit salads, smoothies, fruit compotes without added sugar, etc.
- **Whole-grain foods:** Breakfast cereal, granola, bread, muffins, scones, bars, crackers, etc.
- **Protein foods:** Dairy products (milk, cheese, yogurt), eggs, legumes/pulses, nuts and seeds, nut or soy butters, etc.

Water is the beverage of choice and must be made available at every meal.

We encourage schools to serve fresh food and get students involved in the meal preparation process. Note that all cooking must be done on site at the school using breakfast program facilities and supplies, as set out in our [Hygiene and Sanitation Tips](#).



Nutrition Tools

A wide array of information is available in the [School Corner](#) section of our website to guide you in choosing nutritious foods and planning new recipes to ensure your menu is healthy, balanced and appealing. Here are some of the tools and resources you'll find:

- **Nutrition Standards:** Definition of the three food categories, with specific examples, along with the key nutrients they contain and how they contribute to overall health.
- **Menu Planners:** Several sample weekly menus so you can plan ahead with your purchasing.
- **Single Serving Chart:** Serving sizes for several commonly served items based on age group so you can stock up on what you need to get started.
- **Grocery List:** Checklist of various items from the three food categories, along with recipe ideas to inspire you.
- **Healthier Alternatives:** Five less nutritious foods that can be swapped out for something healthier, along with the corresponding explanations. For example, why have we decided to avoid serving fruit juice? Read this factsheet and find out!
- **Recommended Single-Serve Food Items:** Individually packaged items that fall into each of the three food categories. If you want to use single-serve boxes of cereal, for example, this list will let you know which brands comply with our nutrition standards to make your shopping easier.
- **Tips, Recommendations and Recipe Ideas:** A variety of information on how to handle, prepare and store food, along with suggested recipes and more.
- **Cookbook:** 45+ breakfast recipes that you can draw inspiration from when planning your breakfast menu.
 - **Nutritional Q&A:** A section at the end of the cookbook with answers to your nutrition-related questions. For example, why do we recommend steering clear of processed meats (bacon, sausage and ham)?
 - **Swap This... for That!:** A complement to the "Healthier Alternatives" factsheet, this section of the cookbook contains a number of suggestions for adapting your recipes so they meet our guidelines. For example, what can you use instead of store-bought dips and spreads, and why should you switch over?
- **Tips on Introducing New Foods:** Many schools are looking for ways to diversify the contents of their breakfasts. But students' reluctance to try new things can be an obstacle. Here are some helpful pointers on how to gradually build a more varied menu.
- **Nurturing Healthy Eaters:** One of the goals of a school breakfast program is to help children develop good lifelong eating habits. The keys to this are creating a positive eating environment and respecting hunger and fullness cues.
- **Special Occasions:** We often associate sugary, nutrient-poor foods and candy with special occasions throughout year. This factsheet suggests other creative ways of making breakfast extra special on these days.



Purchasing Pointers

One of your biggest responsibilities in running a school breakfast program is buying the food you'll need to make your meals. Here are a few tips on how to make the most of every dollar:

- Plan your menu and make your grocery list before setting out.
- Watch your local flyers and shop accordingly. You can adjust your menu based on weekly specials to save even more. For example, if you had planned to serve bananas, but you see a good price on apples, go ahead and make the switch!
- When shopping, keep an eye on unit prices (cost of a food item per 100 g, which is normally printed on supermarket shelf labels). Sometimes a product that may seem more expensive at first glance is a better value when you compare the unit price.
- Buy in bulk or wholesale.
- Order select products from distributors, through your school cafeteria suppliers or from dairy wholesalers. Opt for those that don't charge for delivery.
- Choose store or generic brands. They're often just as nutritious as their branded counterparts and less expensive.
- Buy products in season: they're fresher, tastier and cheaper, too! Refer to your province's agricultural department for a guide on local seasonal products.
- Create a school or community garden to grow your own vegetables.
- Serve frozen or canned fruits and vegetables, especially off-season. Choose no- or low-salt vegetables, fruit with no added sugar and/or packed in water (instead of juice or syrup).
- Hot cereals are economical breakfast options that often go overlooked. Save money by buying plain oatmeal and "jazzing" it up yourself, with raisins, cinnamon and applesauce.
- Serve meat substitutes such as eggs, hummus and soy/pea butter.
- Take advantage of special deals to buy large quantities that you can store or freeze for subsequent use. Unopened containers of milk can be frozen for up to six weeks. Yogurt cups can be frozen to make yogurt pops and smoothies, and cheese can be sliced or grated and kept in the freezer until served.
- Ready-to-eat foods always come with a higher price tag. Save money by cutting up your own fruits and vegetables, slicing or grating cheese, dividing up yogurt and cereals into individual servings, and more.

In It for the Long Term

We encourage you to team up with local partners to make your program more economical and sustainable. Here are some ideas in this regard:

- Buy local. Reach out to nearby farms and public markets for fresher, less expensive produce.
- Talk to the supermarkets in your neighbourhood and let them know about your program. They may be willing to contribute, for example by setting aside unsold produce for you.
- Ask for a discount from local bakeries on day-old bread.
- Team up with other local schools and community organizations to buy in bulk.
- Spread the word about your program at community events and ask local businesses if they can



help, for example in acquiring reusable dishes/utensils or appliances (dishwasher, waffle maker, blender, etc.).

We also encourage parents to give back through volunteer, monetary and other contributions. All monies received are reinvested directly in your local school breakfast program. To learn more, see this document on *Parental Contribution* and use a registration and contribution form (samples available in the [School Corner](#)).

Fundraisers are another way to help improve your breakfast program or build up a contingency fund to deal with any emergencies that may arise, such as a refrigerator breakdown. Give these ideas a whirl:

- School staff breakfasts: Let teachers and other staff members eat breakfast with you with a “5 breakfasts for \$10” card.
- Hold a fundraising event: host an affordable breakfast for families, staff or the community at large; have a special “smoothie day” sale; organize an empty can drive; hold a lunchtime bingo game.

Talk to your BCC coordinator and school staff — and be creative!

Semi-Annual Report

You will be asked to complete an online report twice a year (examples of required information: student population, average attendance, program costs, etc.). Receipts for any equipment purchased must be submitted with this report, along with a copy of your menu for review by BCC. We also ask schools to keep a copy of their food receipts for subsequent referral as needed and for training and support purposes. Make sure this information is handy at all times.

Payments and Year-End Balance

Payments are made in three instalments (August/September, December/January, March/April). Be sure to inform the BCC coordinator if there is a significant change in attendance or if a previous payment has not been spent. Future amounts will be adjusted accordingly. The first payment is usually sent in late August or September, so make sure there is enough money to carry over from one year to the next to resume operations smoothly and seamlessly.