

VitaminC Club's Newsletter



WELCOME TO THE FIRST NEWSLETTER OF 2022!

Be sure to have a closer look to learn more about:

- A **new tool** to help you make your breakfasts even healthier.
- Two schools that were recently visited by **our ambassadors**.
- One school where **bento boxes** are being used to serve breakfast to students.

And that's just a sneak peek! [Read on for more!](#)

IMPORTANT DATE

Time to Submit Your Mid-Year Report!

March 11

It's time to prepare your **mid-year report** and your **annual breakfast program reapplication**.

Participating schools were recently sent a link to the report from programs@breakfastclubcanada.org.

The mid-year report must be submitted before **March 11**.

If you have not received your link or if you have any questions, feel free to contact your BCC representative. Your answers are very important to the process, and we thank you in advance for your cooperation.

NEWS

A Visit from Some Very Special Guests!

Recently, two breakfast programs welcomed special visitors

At **Maillard Middle School** in **Coquitlam, BC**, professional athletes and BCC ambassadors **Lindsey Butterworth** and **Justin Kent** served up breakfast to students.

In **Montreal, QC**, chef and entrepreneur **Geneviève Everell** had the chance to visit a new program at **Evangeline School**.

Be sure to read our blog article to discover what happened and see the videos of their visits!

[Read More](#)



Lindsey Butterworth
and Justin Kent



Geneviève Everell

NUTRITIOUS IDEAS

March is Nutrition Month!



Over the years, **Dietitians of Canada** has always surprised us with a variety of themes that pique our interest, and this year is no exception.

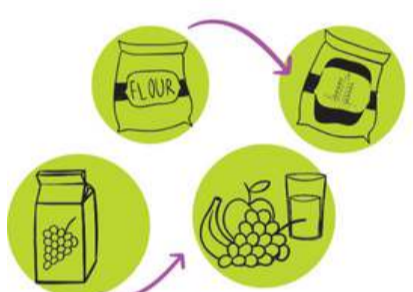
We are excited to learn that the 2022 theme is "**Ingredients for a Healthier Tomorrow**", which refers to everything from the issues surrounding our food systems to the actions (and ingredients) we can take to influence them, the main goal being, of course, to work toward a healthier tomorrow for each and every one of us.

During **Nutrition Month**, various topics related to this theme will be addressed, such as food sovereignty, food justice, food policies, the fight against misinformation and more.

Please visit the Nutrition Month website for inspiration and more information!

[Read More](#)

And if you want to add a new dish to your regular programming, check out this [Breakfast Quesadilla](#) recipe in the Club's cookbook!



New Nutrition Tool

The Club's Nutrition Committee is proud to bring you "**Swap This... for That!**", a tool designed to improve students' breakfasts and make them healthier.

Using this new tool, you can find ways to **interchange some ingredients of your students' favourite meals**, thus **improving the nutritional value**.

The information presented will also allow you to better understand the rationale behind some of our recommendations and guidelines. Be sure to take a look!

INSPIRING IDEAS

A Great Idea for Annieville Elementary School



Last fall, our Vancouver-area coordinator visited one of our programs at **Annieville Elementary School** in Delta, BC. The program joined the Club in September 2020 and are using bento boxes as a solution for serving breakfast.

Read the blog article to learn **how this school has adapted to meet the needs of their students**.

[Read More](#)

INFO-CLUB

Power Up 4 School!

The next few months will be very busy here at Breakfast Club of Canada.



On February 14, the Club has launched its biggest-ever branding campaign in most of Canada, featuring the theme **Power Up 4 School!**

Look for us in **TV spots, online ads, social media posts** and **billboards**.

[Watch the Video](#)

[Website](#)

We will also be rolling out our **spring fundraising campaign** on **March 14**.

Watch for a series of fun and engaging social media posts as part of this initiative. Our brand-new **online store** will be selling some great new BCC-branded merchandise for the occasion.

Be sure to follow us on our social platforms for all the latest updates!



BCC by the Numbers



We are pleased to share with you our **2020–2021 activity report**. The past year was a remarkable one in many ways. Read on to find out more about some of the highlights, along with a few key statistics and other useful information.

The **fact sheets for each province and territory** are also available on the BCC website. Have a closer look to learn how many breakfast programs supported by BCC are running in your home province or territory and how many children are being supported.

[Activity Report](#)

[Statistics](#)

Support Models' Evaluation

In 2019, Breakfast Club of Canada commissioned Credo, a social impact agency, to **conduct an extensive evaluation of its main support models**. Credo's evaluation focuses on the relevance and effectiveness of the Club's role and approach in supporting school breakfast programs across Canada. More specifically, it allows us to understand the extent to which our approach and our involvement correspond to the needs of the communities.

The results of the evaluation are now available, and we are happy to share them with you.

[Read the Report](#)

We would like to thank everyone who participated in the evaluation and made it possible to generate valuable learnings for the Club. Ultimately, this knowledge will allow us to adjust our practices to maximize our impacts.

GEAR UP FOR NATIONAL VOLUNTEER WEEK!

We're always planning ahead, and we hope you do too, by putting **National Volunteer Week** in your calendars. The week of **April 17–23** is an ideal time to celebrate the champions who make your breakfast program possible. So take note of the dates and stay tuned for some ideas from the Club!