

VitaminC

Breakfast Programs' Newsletter



The Start of a New Year!

It's back-to-school season, meaning that thousands of students across the country will be enjoying their school breakfast!

With the 2023–2024 school year officially underway, the entire Club team is here to help you set up and run your breakfast program wherever you are in the country.

In this newsletter, you'll find among other things:

- Toolkits to get your program off the right foot
- Tools to help you recruit volunteers
- Details on BCC's national fundraising campaigns to support school breakfast programs just like yours.

Wishing you all a smooth and enjoyable start to the school year!

NEWS

Great New Tools for a Great New Year!

The BCC toolkit is a back-to-school must. Jam-packed with important information and documentation, it will help you keep your breakfast program running smoothly all year long.

Be sure to have a closer look at the content applicable to your program:

English toolkit for Canadian programs outside of Quebec [VIEW](#)

English toolkit for programs in Quebec [VIEW](#)

French toolkit for programs in Quebec [VIEW](#)



Looking for **volunteers** to lend a hand with meal prep, program administration and more?

Check out our updated [Be a Volunteer](#) brochure for some useful tips. Our new [recruitment tools](#), in the Involve volunteers and the school community section of the School's Corner, are also sure to come in handy when asking for help within your school community, through local businesses and online.

IDÉES NUTRITIVES



Discovering Plant-Based Proteins

Take advantage of this by trying new spring recipes and explore the virtually endless possibilities of plant-based proteins! At every meal of the day, protein foods should have a prominent place on your plate. Find out how vegetables can fill that role, even at breakfast.

[Read the article](#)

Black Bean Breakfast Tacos

Quick and easy to assemble, these tacos are a fun and wholesome breakfast option, with a plant-based protein that is sure to deliver a wallop of back-to-school energy!

[See the recipe](#)



Updated Menu Planners

Introducing our revamped menu planners! Part of a successful breakfast program is planning. To help you get organized and start the year off on the right foot, Breakfast Club of Canada recently updated the menu planners to include recipe ideas for every type of program. Whether you serve hot, cold or grab-and-go breakfasts, or make everything ahead of time, these menu planners will give you kid-friendly, nutritious ideas for every day of the week!

[Click here to download document](#)

Important Dates to Consider



There are many important dates to factor into your planning for the 2023–2024 school year. You may wish to observe the following in the coming weeks:

Civic holidays

National Day for Truth and Reconciliation and Orange Shirt Day: September 30. Ways to celebrate the resilience and perseverance of Indigenous peoples on this day can include wearing an orange shirt to recognize the tragic legacy of residential schools and honour the survivors, taking a walk outside on the land, supporting an Indigenous artisan in your community, learning about Indigenous history and cultures, and participating in a local event.

Thanksgiving: October 9. Why not celebrate the harvest season with a new fall recipe, like these [Pumpkin Spice Muffins](#)!

Other days to consider:

International Day of Sign Languages: September 23. This can be a day to stress the importance of sign languages as a part of linguistic and cultural diversity. Consider posting flash cards in breakfast program service areas so all students can learn how to sign some of the foods they eat in the morning.

INFO CLUB

Back to school campaign 2023



The Club's back-to-school campaign is off to a rousing start! Until September 30, the organization and its partners are raising awareness of the needs of programs across Canada and inviting people to show their generosity. The campaign is being rolled out in major stores such as Walmart, Costco, Circle-K, Simons and many more.

Together, let's help children achieve success, one breakfast at a time!

Learn more about our campaign [here!](#)

HELPING CHILDREN TO STAY FUEL DURING SCHOOL DAY

Back to school means new friends, new teachers, and a new routine! The Club has some winning tips to help kids have enough energy to learn and get involved in their school community. In collaboration with CBC Kids News, [here are five ways to help kids navigate their eating habits.](#)



Join Us for a First-Ever Forum on a Universal School Food Program in Québec

November 22 will mark the very first [Forum pour un programme d'alimentation scolaire universel au Québec \(PASUQ\)](#), to be held at the cruise terminal complex in Québec City. PASUQ is a joint initiative of Breakfast Club of Canada and the Collectif québécois pour une saine alimentation scolaire, part of the Coalition for Healthy School Food. We believe that a program like this stands to have major benefits, among them improved public health, a narrower social inequality gap, greater educational success and less strain on parents' time, as well as a number of positive economic and environmental outcomes.

You can find out more about the forum [here](#). We hope to see you on November 22, either in person or online.

World Food Day

On October 16, join the global effort for food accessibility! The UN's call to action unites governments, businesses, and civil society to tackle water and food challenges. This year's World Food Day focuses on the vital connection between water, life, and the right to nourishment. As Breakfast Club of Canada joins the cause, advocating that every child deserves nutritious food at school, as you know urgent issues arise: a growing number of students attend class on an empty stomach, and 1 in 4 Canadian children face food insecurity. To change this, let's pave the way for a National School Food Program, recognizing every child's right to nourishment. Continue to stand with the 84% of Canadians supporting this program! Email your MP, Ministers, and Finance Minister. Use our provided [letter and social media templates](#) to amplify this crucial cause – a small effort with the potential to transform millions of children's lives. Act now!

Share Your Story!

We'd like to hear from you and get the latest updates about your school's breakfast program for an upcoming issue of VitaminC. Your story might inspire other programs across the country to try something new. A few sentences or a few paragraphs are all we need, and photos of any kind are always an added bonus. You can also pass along a recipe your students love to make and/or eat. Consider asking a student volunteer to get involved in this fun activity. If you'd like to submit a story, contact your BCC coordinator for more information, or submit it directly via our website [here](#).

Looking forward to a nourishing 2023–2024 school year!

