

September 2020

BREAKFAST CLUB BOOST FOR UK SCHOOLS



Kellogg's is offering schools the chance to apply for a £1,000 grant for their breakfast club so that breakfast can be provided to the children that might otherwise go without.

Breakfast clubs are critical for many schools, with recent research by Kellogg's finding that 88 per cent¹ of teachers agree that there would be a big impact on pupils if the clubs were closed. Many school breakfast clubs are struggling with the challenge of implementing social distancing measures, but 67 per cent of teachers believe that breakfast clubs are needed more now than ever before.

Kellogg's has supported school breakfast clubs for 22 years, and this latest boost in funding follows the recent announcement that the business is now part of England International footballer Marcus Rashford's 'Child Food Poverty Taskforce' to try and stop childhood food insecurity in the UK for good.

The cereal giant's Breakfast Clubs Programme currently supports over 3,000 clubs, investing more than £4million since it started, by providing training, grants and food. With a third of teachers² at schools in areas of high deprivation revealing they have noticed a child at their school was hungry, breakfast clubs provide an opportunity to ensure no child starts the day with an empty tummy.

Marcus Rashford, England International footballer, comments: "Breakfast Club played an integral part in my life. Not only did it guarantee that I had fuel to sustain the day and really engage in learning but it is where I formed my life friendships. Breakfast Clubs offer a community, an acceptance and I'm thrilled to hear the efforts Kellogg's are doing to support these vital services. People claim education is the best means of combating poverty but that formula is only successful if children are able to engage with learning. No child can engage and sustain concentration on an empty stomach."

Chris Silcock, managing director for Kellogg's UK and Ireland, said: "Kellogg's has supported breakfast clubs in the UK since 1998 and we are delighted to be able to support schools once again through our grants programme."

"We are proud to have established thousands of breakfast clubs up and down the country that contribute vastly to improving children's school attendance and attainment as well as alleviating hunger in some cases. It's not just the children that benefit – it's a lifeline for parents too."

The funding has been enabled by Kellogg's range of W.K. Kellogg cereals that donate 10p to good causes for every pack sold. The range includes W.K. Kellogg by Kids, a no added sugar cereal which is made with tasty fruit and veg.

Schools can apply by visiting: www.kelloggs.co.uk/breakfastclubgrants

ENDS

**For more information, please contact the Kellogg's Press Office on PressOffice@kellogg.com or
0161 869 5293**

Notes to Eds

¹Kellogg's survey of over 600 teachers in July 2020

²Research carried out by YouGov for Kellogg's with 955 teachers in May 2019