

Project Bread's Child Nutrition Outreach Program

2019-2020 School Breakfast Grant Application

Breakfast After the Bell Implementation Grant



Project Bread is pleased to offer grant opportunities for schools and school districts to support increased participation and quality of the School Breakfast program throughout Massachusetts for the 2019-2020 academic year. Available funding ranges from \$2,500 for an individual school to \$12,500 for an entire district. Individual schools may apply for one grant. School districts are eligible to apply for more than one opportunity. However, districts may only apply for a maximum of \$12,500 spread over all three grant opportunities.

Background

Project Bread is a statewide organization committed to preventing and ending hunger in Massachusetts. For over twenty years, Project Bread has worked with Massachusetts school districts to increase participation in the School Breakfast Program through the Child Nutrition Outreach Program (CNOP), in partnership with the Department of Elementary and Secondary Education (DESE). Project Bread's CNOP team provides technical assistance and innovative solutions to support schools that are implementing and expanding breakfast programs. Our goal is to ensure that all children in Massachusetts start the school day nourished and ready to learn.

Project Bread's CNOP team works with districts that have schools with significant rates of free and reduced-price eligible children (60%+) as well as those that are ready to launch or expand a breakfast program. Each year, we actively reach out to school districts to help them start new breakfast programs or expand existing programs through adopting alternative breakfast models, engaging key stakeholders, and implementing strategic promotional tactics to increase student engagement.

Breakfast After the Bell Implementation Grant

Starting the day with a nutritious meal is important for every student—no matter their family's income level—but for children who don't eat breakfast at home, school breakfast is especially important. Children who eat a healthy breakfast are more likely to retain what they learn in class, behave better, and experience better health outcomes.

Research also shows that eating breakfast closer to class time has a greater impact on students' success. Offering Breakfast After the Bell is an effective way to reduce barriers or stigma associated with traditional cafeteria breakfast, increase breakfast access to all students, and achieve higher participation rates. Breakfast After the Bell models include Breakfast in the Classroom, Grab & Go Breakfast and Second Chance Breakfast. These alternative methods for serving breakfast allow all students to access a healthy morning meal, no matter when they arrive to school. It is important that each school chooses the model that fits their specific situation and the needs of their student body. The flexibility of alternative breakfast models makes it possible to cater to the needs of any type of school. More information and specifics on Breakfast After the Bell models can be found at <https://meals4kids.org/toolkits> and at <https://meals4kids.org/expandschoolbreakfast>.

The purpose of the *Breakfast After the Bell Implementation* grant is to provide support and financial assistance to schools in which 30% or more of the student population are eligible for free and reduced-price meals, to help these schools launch a Breakfast After the Bell model by the end of the 2019-2020 school year.

Eligibility

- School(s) located in Massachusetts with a population in which at least 30% of the students are eligible for free or reduced-price meals
- School(s) planning to operate a new Breakfast After the Bell model.

Award Range

- Up to \$2,500 for each school included in proposal or \$12,500 maximum for 5 or more schools. Districts applying for more than one Project Bread grant opportunity will still only be eligible for a total of \$12,500 spread over all grant opportunities.
- Grant funding may be used to purchase equipment and/or to provide temporary staffing support to implement a successful Breakfast After the Bell Model including Breakfast in the Classroom, Grab & Go Breakfast, or Second Chance Breakfast.
- Monetary awards are accompanied by comprehensive technical assistance and support from the Child Nutrition Outreach Program.

Requirements

- Implementation of Breakfast After the Bell between January - May 2020.
- Funds should be spent in full by June 30, 2020. Grantees must contact CNOP (cnop@projectbread.org) immediately if the funds will not be fully spent or if grantees wish to spend on something other than what was outlined in the grantee's proposal.
- Submission of Grant Progress Report and Final Report forms to Project Bread.
- If requested, school district will participate in organized media efforts to promote school breakfast.

Application Process

- All applications must be submitted online at https://www.GrantRequest.com/SID_6036?SA=SNA&FID=35073 by November 15, 2019.
- Funding announcements will be made by December 20, 2019.
- Please feel free to contact CNOP as you complete your application if you would like technical assistance in deciding which Breakfast After the Bell models may work best for your schools.

Contact Information

- Please contact CNOP at cnop@projectbread.org or at 617-239-2543 with any questions or if you have difficulty submitting your application.