

Supporting Your School Breakfast Program

SEEKING FUNDS TO EXPAND AND SUSTAIN SCHOOL BREAKFAST

When proposing school breakfast changes, the first question you face may well be – “How much will it cost?” Effectively assessing the start-up expenses for implementing a school breakfast expansion is essential to bringing key decision-makers on board with your plan. Likewise, securing the funds to cover both initial and ongoing program expenses will help to smooth a path toward school breakfast success.

In Massachusetts, Project Bread’s Child Nutrition Outreach Program (CNOP) can help you to analyze the costs involved with implementing a new breakfast model and making other changes to enhance your program. There are also numerous grant opportunities that schools and districts can take advantage of to support these costs (see the following page for a complete listing).

Building a strong grant proposal is an art not a science, but a few key tips will help you to build the most compelling case possible, helping a potential funder to understand the impact that grant dollars will have for the students you serve. Below is a brief guide outlining some strategies to help you with the sometimes complex process of grant writing.

GUIDE TO THE GRANT WRITING PROCESS

- 1 IDENTIFY YOUR NEEDS**
Be clear about what this funding will enable you to achieve. A concise and clear needs statement is the basis for a strong grant proposal – and a great school breakfast initiative.
- 2 CONDUCT RESEARCH**
Determine the right funding opportunity to meet your school’s unique circumstances. Research the organization to which you are applying and the specifics of the grant they are offering to find the best fit.
- 3 TELL YOUR STORY**
Use compelling data and impactful anecdotes to demonstrate the importance of your school breakfast program. Help the reader to see the program from the vantage point of the students you serve.
- 4 HIGHLIGHT COLLABORATION**
Funders value collaboration with other partners, such as your school nurse, teachers, and parents. Demonstrate the strengths of the partnerships that will help to make the initiative you are proposing a success.
- 5 REVIEW & REFINE**
Before submitting your application, double-check to make sure all grant requirements have been met. Have another person review the proposal to catch any errors that you may have missed and ensure clarity.