

Project Bread's Child Nutrition Outreach Program

2019-2020 School Breakfast Grant Application

Healthy School Breakfast 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 school 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.

Healthy School Breakfast Grant

Project Bread has found that the nutritional quality of breakfast often decreases as it moves away from the cafeteria. It is challenging to maintain fresh, unprocessed options for Grab & Go breakfasts and Breakfast in the Classroom because of temperature and delivery concerns. Common menu items end up including sugary granola bars, muffins and chocolate milk, diminishing the intended outcomes of the program. The quality of the breakfast has also impacted support for the program among parents, funders and community leaders.

Project Bread seeks to support schools that are looking to serve healthy breakfasts, which include items that are lower in sugar and salt, higher in fiber, and fresh instead of processed. The purpose of the *Healthy School Breakfast* grant is to incentivize schools to offer healthy school breakfast options via Breakfast After the Bell models.

Additional support will also be offered by Project Bread's Chefs in Schools program. The goal of Chefs in Schools is to train school cafeteria staff to prepare healthy and appealing meals consistently. Over the past ten years, Project Bread's chefs have worked in 15 Massachusetts school districts and introduced over 100 new recipes. For this initiative, Project Bread's chefs will offer consultations to grantees as well as menu and recipe alternatives.

Eligibility

- Schools applying for this grant must currently offer Breakfast After the Bell either through Breakfast in the Classroom, Grab & Go, or Second Chance Breakfast.
- Schools/District must be located in Massachusetts and have a student population in which at least 40% or more of the students are eligible for free or reduced-price meals.

Award Range

- Up to \$2,500 for one school or \$12,500 for a district of 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 promote healthier breakfasts, especially those being transported to classrooms or to Grab & Go kiosks, or support staffing needs to develop new healthy breakfast recipes and operations.
- Monetary awards are accompanied by comprehensive technical assistance and support.

Requirements

- Work with Project Bread's Child Nutrition Outreach Program and Chefs in Schools teams to plan for implementation, and initiate roll out of new healthy breakfast options by May 15, 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 will be spent 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=35075 by November 15, 2019
- Funding announcements will be made by December 20, 2019.

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.