

## About KickStart Breakfast Programme

KickStart Breakfast is one of New Zealand's largest and most well-known nutrition programmes serving over 125,000 breakfasts in schools each week.

### Why does the programme exist?

KickStart Breakfast programme exists to make sure Kiwi kids can get a great start to their school day with a healthy nutritious breakfast. The partners understand kids learn better with food in their tummies and don't want to see New Zealand school children go hungry.

Schools report that since they have been part of the programme they've noticed an improvement in concentration and children are more settled in class.

The programme enables a safe and welcoming environment for our children to socially connect and share each other's experience with peers, principals, teachers and volunteers in order to receive the best start to the day through the programme.

### Quick Facts:

**More than 25 Million  
breakfasts served since  
programme began**

**Breakfast Clubs in more  
than 950 schools around  
New Zealand**

**More than 30,000 children  
attend each week**

### How long has the programme being going?

The programme began in 2009 when Fonterra and Sanitarium partnered to provide free Anchor milk and Weet-Bix twice a week to decile 1-4 schools. The Government came on board in 2013, extending KickStart Breakfasts to five days a week and to all schools in New Zealand, across all deciles.

Since the KickStart Breakfast began more than 25 million breakfasts have been served in more than 950 schools nationwide.

## **How does it work?**

Fonterra provides the Anchor milk and Sanitarium the Weet-Bix – giving kids a healthy nutritious breakfast to kick-start their day. It's up to each school to provide the rest, the plates and cutlery, the space and the people to run the breakfast club.

## **KickStart Breakfast Awards**

The KickStart Breakfast clubs rely on the dedication and commitment from hundreds of volunteers around the country, who give up their time for the cause each day. There are some great prizes up for grabs in each category.

The recipient of the Breakfast Club of the Year will receive \$5,000 towards their breakfast club, The Unsung Hero will receive \$3,000 and the Student Champion will receive a \$3,000 scholarship.

That's why every year we make a big deal of the hard work from our schools, community and student volunteers by awarding three special awards:

### ***Breakfast Club of the Year***

Recognises a breakfast club that excels in delivering a quality programme for their students, school and community.

### ***Student Champion***

Recognises students who have shown an exceptional and outstanding commitment to their KickStart Breakfast Club.

### ***Unsung Hero Award***

Recognises the selfless contribution that volunteers make to their KickStart Breakfast Club.

For more information visit [www.kickstartbreakfast.co.nz](http://www.kickstartbreakfast.co.nz)