



BREAKFAST
in the classroom

Lessons Learned from Breakfast in the Classroom ~ Part 1 ~

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Partners for Breakfast in the Classroom

Ending Classroom Hunger Through Breakfast in the Classroom



Who Are The Partners?



Funded through a generous grant by the
Walmart Foundation



PBIC Project Summary

Purpose of the Grant Funds

- Universal-Free Breakfast
- Breakfast in the Classroom
- Grab n' Go Breakfast

Grant Funds Can be Used for:

- Equipment needs and Supplies
- Limited Staff Support and Training
- Marketing and Promotion



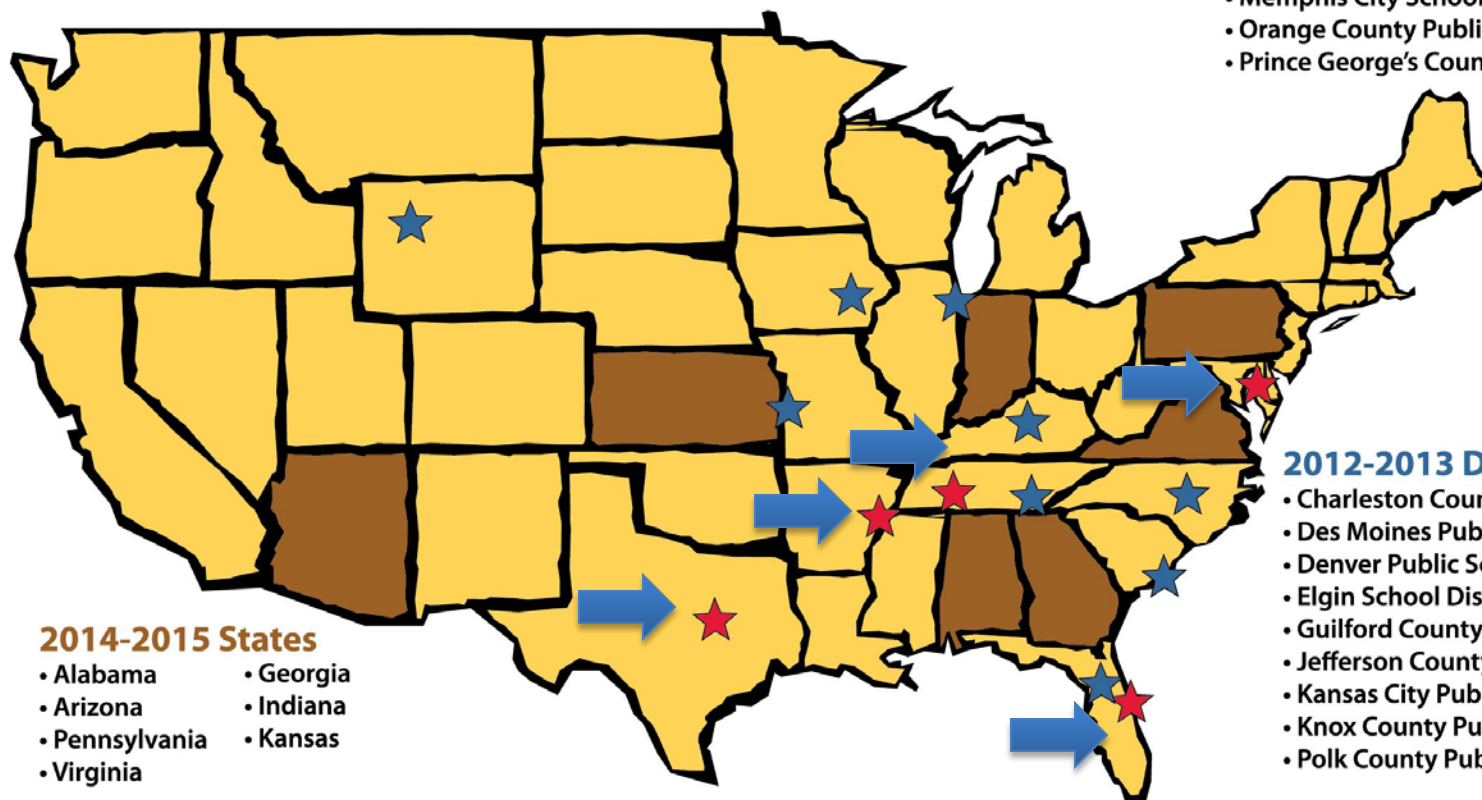
What Makes this Grant Unique?

- Work closely with school districts to identify needs
- Provide in-depth stakeholder engagement
- Not a "one size fits all" grant
- Offer in-depth technical assistance and training even after the grant is implemented
- Leverage communication and PR resources



Where We Have Been: CYCLE 1

Breakfast in the Classroom Grants



2011-2012 Districts

- Dallas Independent School District, TX
- Little Rock School District, AR
- Memphis City Schools, TN
- Orange County Public Schools, FL
- Prince George's County Public Schools, MD

2014-2015 States

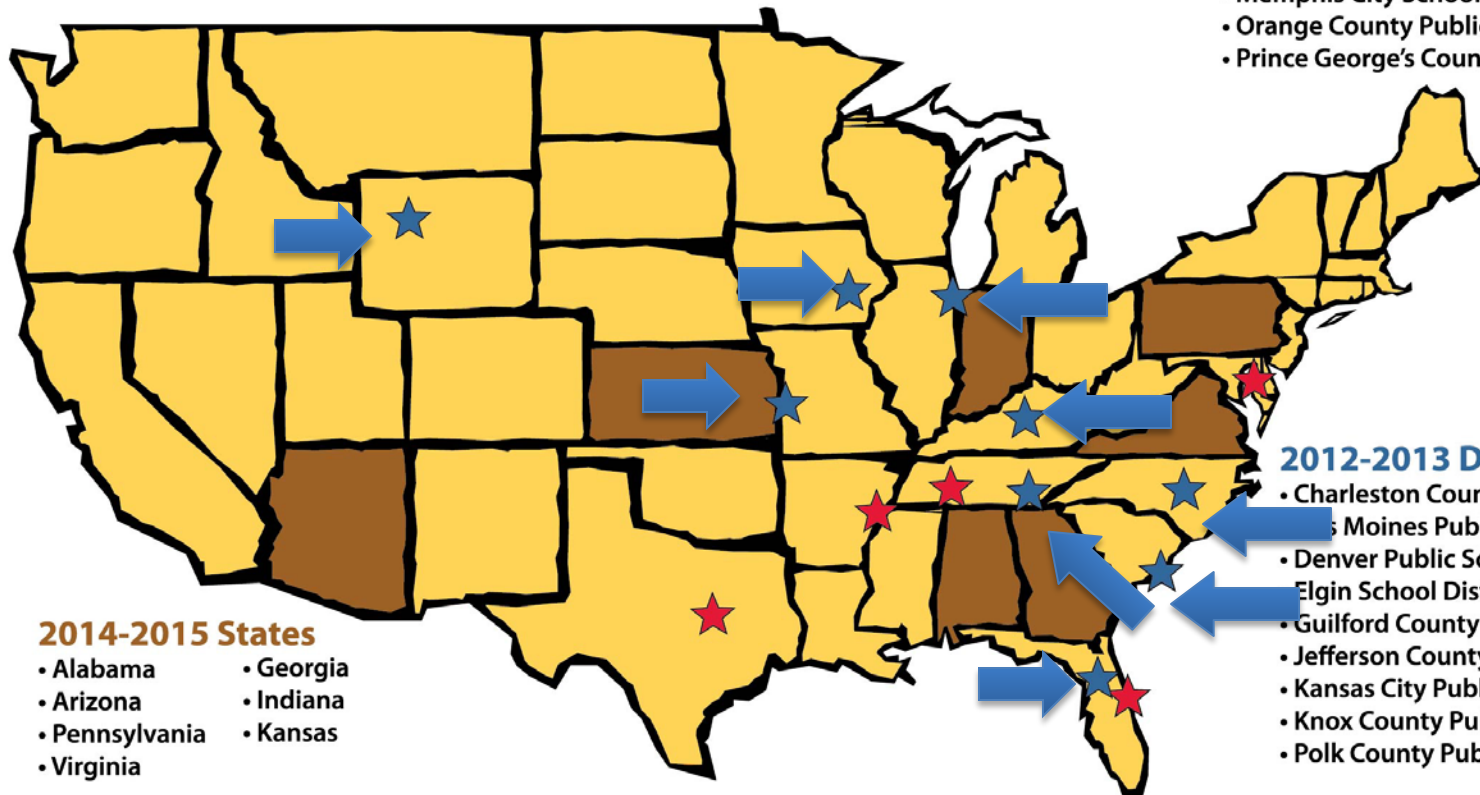
- Alabama
- Arizona
- Pennsylvania
- Virginia
- Georgia
- Indiana
- Kansas

2012-2013 Districts

- Charleston County School District, SC
- Des Moines Public Schools, IA
- Denver Public Schools, CO
- Elgin School District, IL
- Guilford County Schools, NC
- Jefferson County Public Schools, KY
- Kansas City Public Schools, KS
- Knox County Public Schools, TN
- Polk County Public Schools, FL

Where We Have Been: CYCLE 2

Breakfast in the Classroom Grants



2011-2012 Districts

- Dallas Independent School District, TX
- Little Rock School District, AR
- Memphis City Schools, TN
- Orange County Public Schools, FL
- Prince George's County Public Schools, MD

2012-2013 Districts

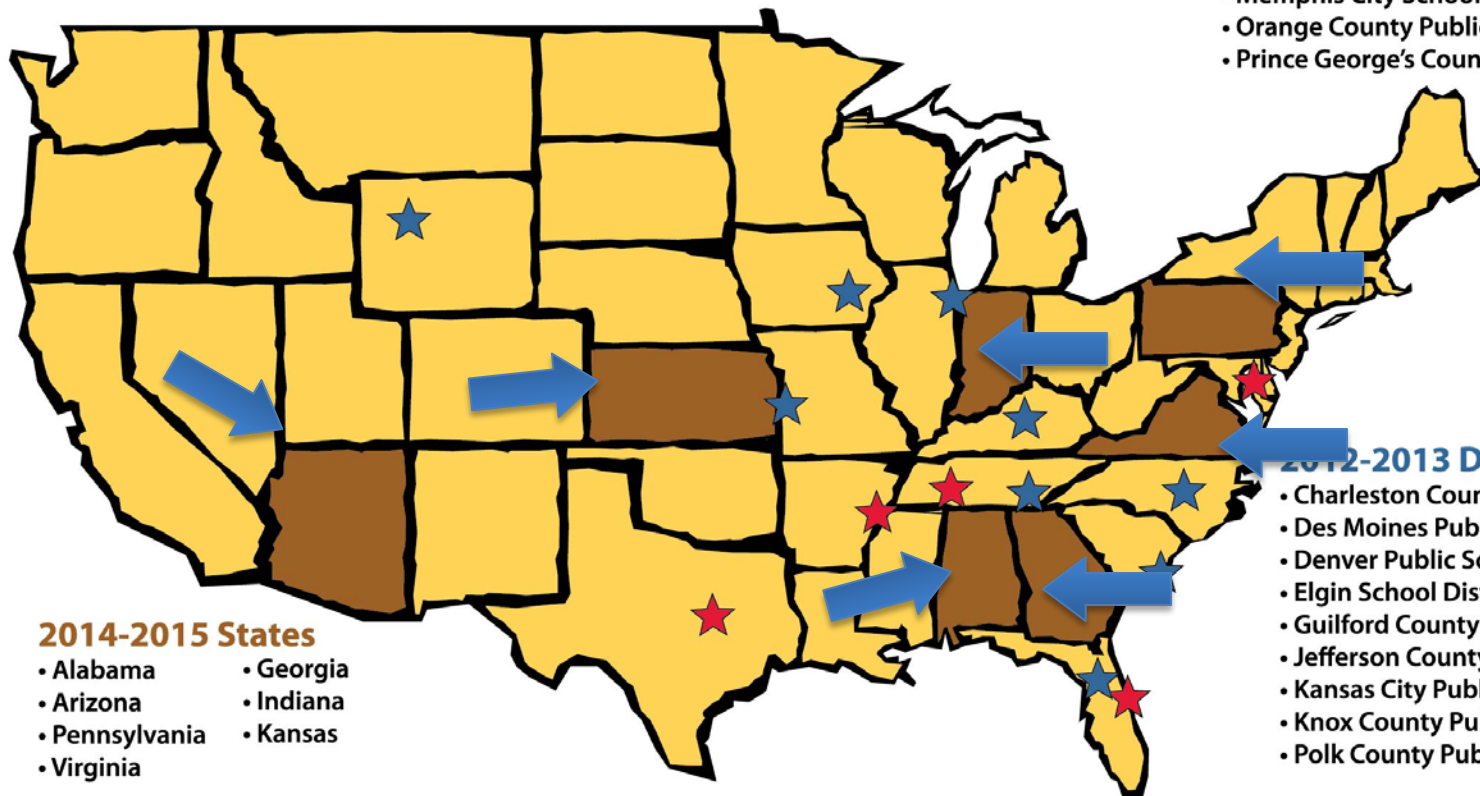
- Charleston County School District, SC
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- Jefferson County Public Schools, KY
- Kansas City Public Schools, KS
- Knox County Public Schools, TN
- Polk County Public Schools, FL

2014-2015 States

- Alabama
- Arizona
- Pennsylvania
- Virginia
- Georgia
- Indiana
- Kansas

Where We Are Now: CYCLE 3

Breakfast in the Classroom Grants



2011-2012 Districts

- Dallas Independent School District, TX
- Little Rock School District, AR
- Memphis City Schools, TN
- Orange County Public Schools, FL
- Prince George's County Public Schools, MD

2012-2013 Districts

- Charleston County School District, SC
- Des Moines Public Schools, IA
- Denver Public Schools, CO
- Elgin School District, IL
- Guilford County Schools, NC
- Jefferson County Public Schools, KY
- Kansas City Public Schools, KS
- Knox County Public Schools, TN
- Polk County Public Schools, FL

2014-2015 States

- Alabama
- Arizona
- Pennsylvania
- Virginia
- Georgia
- Indiana
- Kansas

Grant Qualifications

- 70% Qualify for Free-or Reduced-Priced Meals
- Less than 50% School Breakfast ADP
- No Charge Breakfast in the Classroom
- Strong support from Superintendent and key stakeholders
- 3-year commitment to making reasonable efforts to continue the program
- Willingness to promote the program



Grant Qualifications

Additional Consideration will also be given to:

- Schools already offering universal-free breakfast

Priority will be given to:

- Schools with a low cost per child ratio
- Schools planning to roll out BIC in the Fall
- School Districts new to BIC or Grab and Go

Grants Awarded in 2014-15

School District	State	Award Amount	# of Schools
Erie	PA	249,333.00	13
Franklin City PS	VA	34,840.95	5
Gadsen	AZ	126,640.58	8
Saddle Mountain	AZ	6,871.20	1
Clarke	AL	161,331.15	6
Sumter	AL	21,890.00	1
Dallas	AL	26,785.06	5
NE KS Schools*	KS	10,940.81	1
LaFayette Schools*	IN	33,452.78	2
NEOP*	IN	19,482.10	1
St. Joseph's School*	IN	4,828.53	1
Houston*	GA	751,682.36	17
Crisp*	GA	12,145.00	1
Butts*	GA	11,924.77	1

Stories from the Field: Cycle 1

Success Story – Dallas ISD, TX

- Funded 14 schools
- Participation increased from 20% to 76% in funded schools
- Expanded to 64 schools in 2012-13 school year
- District-wide mandate passed – Nov. 2012



Photos courtesy Dora Rivas, Dallas ISD

Stories from the Field: Cycle 2

Success Story – Jefferson County Public Schools, KY

- Funded 19 schools
- JCPS participation rate is 91 percent, compared to average participation at PBIC-funded schools of 77 percent
- With the additional PBIC funding, the number of schools grew from 19 to 24



Stories from the Field: Cycle 3

Success Story – Erie City Schools, PA

- Funding 13 schools
- Rolled out program before award finalized
- Adjusted equipment needs post award
- Anticipated increase of 4,208 students

“I think we will be serving over a million breakfast in the classroom meals next year.”

	Before - (4/14)	After - (4/15)
Edison	38%	83%
Lincoln	49%	72%
McKinley	44%	79%
PB	45%	74%

Community Eligibility

Supports Breakfast in the Classroom

- Any school, group of schools, or districts with 40 percent “Identified Students” (e.g., directly certified)
- Eliminates school meal applications
- Reimbursements are calculated by the Identified student percentage $\times 1.6 =$ free claiming percentage
 - Ex: 50 % ISP $\times 1.6 = 80$ % of meals reimbursed at free rate, 20% at the paid rate

Benefits of Community Eligibility

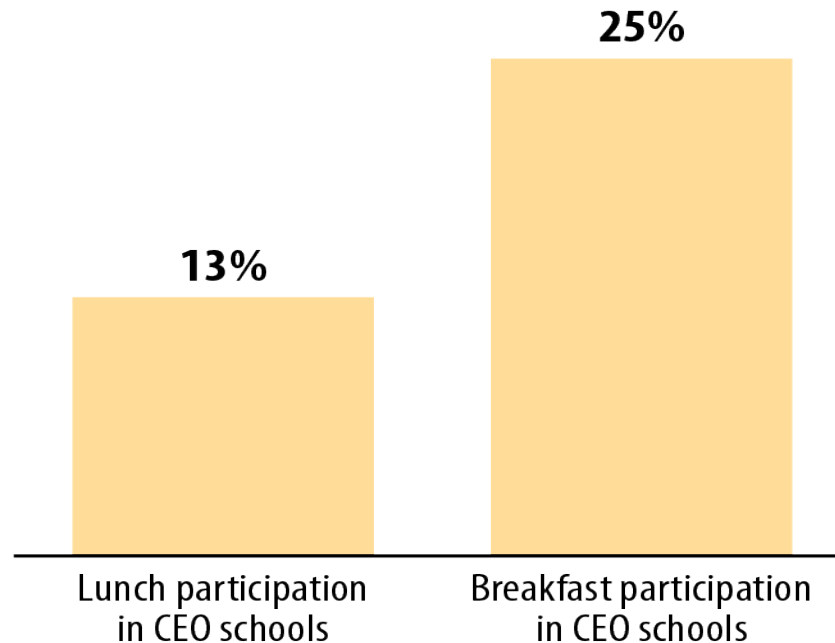
- Less administrative work
- Participation increases
- Facilitates implementation of alternative breakfast service
- Improves the financial viability of school nutrition department
- No unpaid meal fees



Lunch And Breakfast Participation Increase Under Community Eligibility

Lunch And Breakfast Participation Increase Under Community Eligibility

Increase in participation between October 2010 and October 2012 in schools that operated under community eligibility for two years



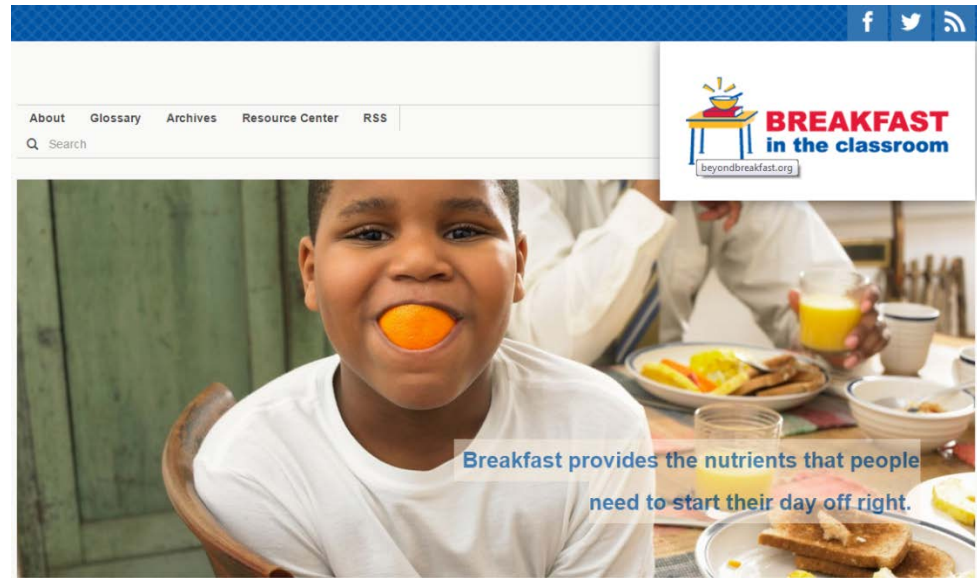
Breakfast In The Classroom

Community eligibility helps schools build stronger breakfast in the classroom programs by making it easier for schools implementing alternative service models — like “grab and go” — to offer breakfast to all students at no charge.

- West Virginia requires all community eligibility schools to implement at least one innovative breakfast strategy — breakfast after the bell, breakfast in the classroom, or “grab and go” breakfast — and breakfast participation increased by 10 percent, making them the top ranked state in FRAC’s annual School Breakfast Scorecard.
- After implementing breakfast in the classroom in all elementary schools and community eligibility district wide in Reading, PA, the district served 88,722 additional meals in October 2014 over October 2013, an increase of more than 200 percent.

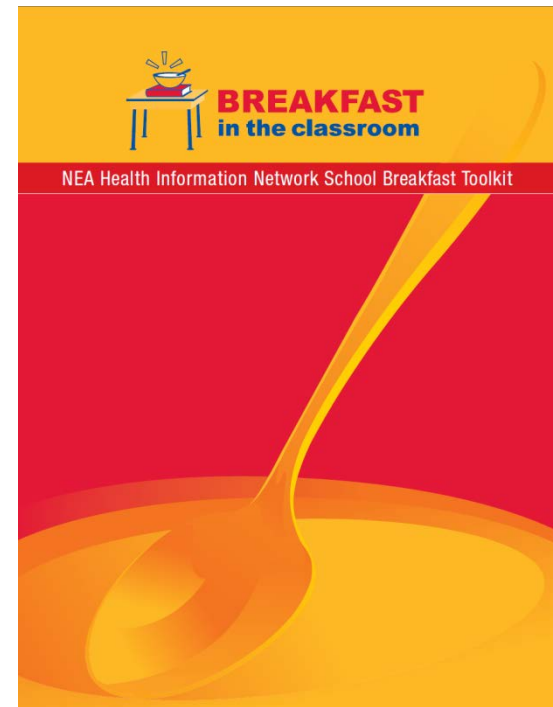
Tools from the Partners

- Beyond Breakfast Blog
- Webinars
 - June 14th:
“The Dollars and ‘Sense’ of Breakfast in the Classroom”
 - September 9th –
The Importance of Stakeholder Engagement
 - October 14th – BIC Delivery Options and Counting and Claiming Students
 - November 18th - Breakfast in the Classroom Equipment Options
- Breakfast in the Classroom Videos
- Technical Assistance and Training
 - NEA Toolkit
 - Collecting Success Stories and Best Practices Tools



NEA HIN's BIC Toolkit

- FREE Toolkit for educators and school staff
- Explains their role in BIC
- Why School Breakfast is important
- Alternative Breakfast Delivery Models
- FAQs



For More Information

Partners for Breakfast in the Classroom: www.breakfastintheclassroom.org

Food Research and Action Center: www.frac.org

NEA Healthy Futures: www.neahealthyfutures.org

School Nutrition Foundation: www.schoolnutrition.org

National Association of Elementary School Principals
Foundation: www.naesp.org



QUESTIONS?