

School Breakfast Program (SBP) Expansion Grant Funds Ideas

Objective:

To establish, maintain, or expand the School Breakfast Program at severe need schools

Goals:

1. Establish, promote, or expand the SBP
2. Extend the period during which school breakfast is available during the day
3. Provide school breakfast to students at the qualifying school during the school day
4. Increase the nutritional content and/or quality of food served

Fund Ideas for each Goal:

1. Establish, promote, or expand the SBP
 - a. Kick-off/grand opening event including promotional materials to announce to parents/students
 - b. Purchase equipment (kiosks, thermal bags, tablets/handhelds for mobile POS counts, garbage cans, breakfast carts, etc.)
 - c. Create multiple Grab n' Go breakfast locations throughout the school building – fund staff as well as purchase necessary equipment
 - d. Revamp packaging. Packaging plays a critical role in the appeal of school breakfast meals. Consider how packaging could make your breakfast menu offerings stand out and be more attractive to students. Model the packaging that students are familiar with seeing at fast-casual restaurants. Purchase bento style boxes (segmented boxes with individual compartments for different items), Chinese restaurant-style takeout boxes, kraft paper bowls and boxes, etc. For a finishing touch, add branded stickers/labels.
 - e. Invest in marketing materials like digital signage and banners. Promote your breakfast program and current menu offerings to students and families to increase participation.
2. Extend the period during which school breakfast is available during the day
 - a. Short-term labor costs to support staffing for initial implementation and kick off
 - b. Establish a second-chance breakfast between the first two periods for those who missed the initial service – fund support staff
 - c. Fund extra staff time to extend breakfast service time
 - d. Provide staff with uniforms and shoes. Consider purchasing branded chef coats featuring the school, district, department, or Sponsor logo. This can help boost staff pride and improve student perception of the program.
 - e. Upgrade the hardware of your Point of Sale (POS) system. Consider how functionality can be improved for both staff and students. Or add an additional POS access to improve line speed during breakfast meal service.

3. Provide school breakfast to students at the qualifying school during the school day
 - a. Fund adult meals when a teacher/administrator/support staff join students for breakfast to model the importance of breakfast to start the day
 - b. Pack Grab n' Go meals for students to eat in the classroom (fund extra staff for kick-off, purchase packing materials for meals, and purchase extra garbage cans to use throughout the building to help with clean up).
 - c. Redesign and purchase new serving lines that keep food hotter or colder and allows for better merchandising.
 - d. Refresh the spaces and places where students eat. Work with students to improve the atmosphere and functionality of the cafeteria and/or other areas where students eat. Invest in new seating, fresh paint, signage, and art.

4. Increase the nutritional content and/or quality of food served
 - a. Staff training – Hire a local chef to teach culinary skills and scratch cooking or use staff time to review the following Culinary Corner videos:
<https://state.nokidhungry.org/michigan/cc/>
 - b. Purchase fresh local produce, raw meats, and fresh herbs (as a garnish) - cut back on pre-packaged items.
 - c. Taste-testing new breakfast items.
 - d. Add hot food items to the breakfast menu.
 - e. Offer a meat/meat alternate with breakfast multiple times a week.
 - f. Offer entrée items that may otherwise be cost-prohibitive like higher quality cuts of meat.
 - g. Adding a simple garnish to finish off a meal creates the look and feel of restaurant style dining. Think of adding cut fruit (orange wedges or melon balls) to a plated omelet or pancake meal (this could count as one fruit offering depending on the amount offered).
 - h. Adding fresh herbs is a simple step to add color to any plate.