

School Breakfast Coordinator Guidebook

Your quick reference for program guidelines,
important timelines, and useful links.

Updated August 2025



Guidebook

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*The content in this resource may evolve as the school year progresses.
Your Club Coordinator will communicate any relevant changes.*

Introduction to The Club

Initially founded in 1994 in Boucherville, Quebec, Breakfast Club of Canada (the Club) was officially established as a national organization in 2006. Since then, the Club's commitment to supporting student nutrition to ensure students thrive has remained constant over time.

The Club's Mission

We give children a chance to reach their full potential by starting every school day with nutritious food.

The Club's Vision

A country where all children can access nutritious food at school.

The Club's Guiding Principles

As our organization grows, our core values continue to guide us. We strive to be the adults Canadian children need us to be.

Year round, we accept applications from schools, school authorities, and community organizations for breakfast program support.

Our guiding principles outline what a thriving breakfast program should strive for.



The Club's Guiding Principles

Guiding Principles for a Breakfast Program



Universal

The program is available to all students in the school in a stigma-free manner.

Reliable

The program is available every school day.

Nutritious

The program is consistent with nutrition and food safety guidelines. The program offers a variety of nutritious foods from all three food categories of Canada's Food Guide (fruits and vegetables, whole grain foods, protein foods).

Health-promoting

The program serves as an environment for exposing students to a variety of nutritious foods and is an opportunity to develop food literacy. The program promotes mental health and well-being by creating a safe and caring environment for students.

Inclusive

The program offers food that accommodates the needs of students with special dietary requirements and that is culturally diverse, which can also be used as a means of creating cultural awareness and acceptance. The program recognizes the right to self-determination for Indigenous communities.

Engaging

Active participation of students in all aspects of the program, including planning, preparation, serving and cleaning is encouraged, thus promoting the development of life skills, leadership and self-esteem.

Mobilizing

The program mobilizes the broader community, including family members, local businesses and organizations, for complementary contributions in resources or expertise.

Driver of sustainability

The program integrates practices that support local economic development, social equity and ecological integrity. The program sources, whenever possible, locally and sustainably produced food to foster positive economic and environmental impacts.

Accountable

Strong accountability measures are put in place to facilitate program monitoring and assess overall program outcomes.

Breakfast Program DNA

Each Breakfast program operates differently and is unique from school to school! Whatever your model is, the underlying goal remains the same:

Ensuring that all students have reliable access to nutritious food in a safe and supportive environment to positively impact health and learning.



A Successful Breakfast Program

1 Gives access to a healthy breakfast

for students in a warm, welcoming setting every school day.

2 Is available to all students

who want to participate, making the program “universally accessible”.

3 Offers a variety

of nutritionally balanced and culturally appropriate foods for students’ tastes.

4 Provides vegetables & fruits

at every meal and encourages children to try new foods.

5 Creates safe and inviting spaces

for children and youth to socialize and build community while they eat.

6 Encourages student volunteerism

to develop self-confidence, leadership and life skills.

7 Builds positive relationships

between the school and the community, offering positive role modelling.

8 Provides many opportunities

for students to learn about food, nutrition, life skills and cooking.

9 Contributes to building

and improving a healthy school community where students thrive.

Funding Support Cycle

Important processes to keep in mind throughout the year

1. Payment Schedule

Financial grants are paid to individual school partners in 3 installments over the year (around Aug-Sept, Dec-Jan and Mar-Apr), or in 2 installments (around Aug-Sept, Feb-Mar) to school authority and community partners. Gift cards are paid at the start of the year if they are part of your funding agreement.

2. Reporting Timeline

Reports are to be completed twice a year, with the first typically due in February. Incomplete reports may delay school payments and funding renewals. The Club will inform you of any changes to reporting. The second report is typically due by mid-June.

3. Annual Funding Renewal

Partners are surveyed in the February mid-year report to confirm interest in funding for the next school year (see p.12 for more details). Partners who maintain eligibility do not need to submit a new grant application year after year.



4. Agreements

Support agreements are signed for schools, districts and organizations by the signing authority contact listed in your Club account. If you do not have a current agreement, contact your Club Coordinator to check if your program is part of a larger partnership. If all renewal criteria is complete, next year's agreements will be sent by the end of June.

\$0 Funding Relationships



If your school **does not require any financial support** this school year, you will receive a sustainable relationship agreement (\$0) to sign. Please note:

1. You are still eligible to receive coupons if available. Online resources and consultations with the Club are still accessible to you at any time.
2. Your Club Coordinator will reach out during the school year to assess your breakfast program needs to see if you are interested in funding for the next school year.
3. If your school's financial situation changes significantly at any point throughout the year, please connect with your Club Coordinator to discuss.

Local Guidelines for Programs

There are local guidelines and restrictions that might affect your program. Your local health and safety guidelines can affect many factors including:

- *Chosen method of delivering food to students (classrooms, cafeteria, etc.)*
- *Capacity for using community and student volunteers to support programs*
- *Cleaning and sanitation requirements for program preparation and service areas*
- *Food service, packaging, and portioning guidelines*

Please refer to all **local guidelines** and recommendations released around food safety when delivering your program.

Your program must follow all guidelines and parameters outlined by your **school authority**. Each school authority may have additional guidelines in place above Club guidelines and local regulations.

Refer to our updated **[Program Toolkit](#)** for suggestions on adapting your program throughout the year to address common challenges and limitations in programming.

If your program experiences significant changes (attendance, program delivery, school closures), please **communicate these changes** to your Club Coordinator so that we can respond to your evolving needs.

Follow
Local Guidelines

Consult with your
School Authority

See our Program
Toolkit

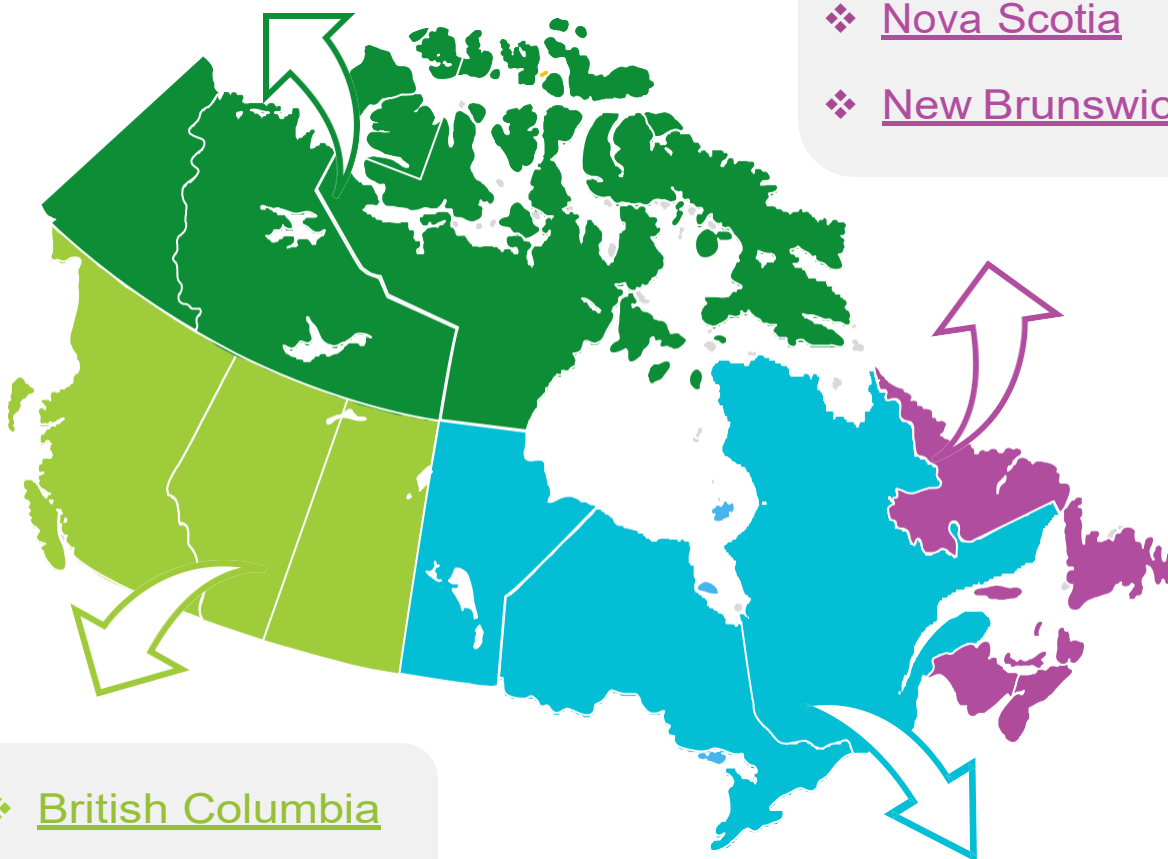
Send
Updates

Regional Nutrition Guidelines

Select your province or territory to access published regional nutrition guidelines

- ❖ [Yukon](#)
- ❖ [Northwest Territories](#)
- ❖ [Nunavut](#)

- ❖ [Prince Edward Island](#)
- ❖ [Newfoundland & Labrador](#)
- ❖ [Nova Scotia](#)
- ❖ [New Brunswick](#)



- ❖ [British Columbia](#)
- ❖ [Alberta](#)
- ❖ [Saskatchewan](#)

- ❖ [Manitoba](#)
- ❖ [Ontario](#)
- ❖ [Quebec](#)

[Canada's Food Guide](#) should be referred to by programs across all regions

The Club's Nutrition Guidelines



The Club encourages schools to serve foods in line with our nutrition guidelines. Many school authorities also provide guidelines for health and nutrition; consult with your school authority for more information.

See our [Swap this for that tool](#) for nutritious alternatives to common foods.

The Club encourages schools to prioritize vegetables and fruits, whole grains, and plant-based or lean proteins on a regular basis in alignment with Canada's Food Guide.

We always encourage water as the drink of choice.

While the Club's guidelines do not outline specific items to purchase, we can work with your school to help you make the best selections for your unique environment.



[The Club's Nutrition Guidelines](#)



[School's Corner Recipes](#)



[The Club's Recipe Book](#)



[The Club's Big Batch Recipes](#)

****Please contact the Club if you have questions, require support, or are looking for menu or nutrition-related resources. More resources including sample menu plans can be found on our school's corner at breakfastclubcanada.org****

Equipment, Coupons & Donations



Equipment

Up to 20% of annual funding can be used towards costs associated with operating and distributing food (food transportation, kitchen equipment, local supervision, etc.). Common equipment purchases include reusable dishes and small appliances. Please contact your Club Coordinator for larger equipment needs.

The Club may periodically be able to support equipment purchases through:

- Discounts with partner vendors
- Specific equipment funding/grants
- Donation & delivery of equipment

If the Club provides an additional equipment grant for your program, please keep receipts for all equipment purchases for reporting and budgeting purposes.

Please avoid using Club funds to purchase Styrofoam and plastic single-use items.

In-Kind Donations

In most situations, egg coupons can be requested from the Club and are available for use in your program. Each coupon can be redeemed for one dozen large eggs. Multiple coupons can be redeemed at once, at the discretion of the store. A limited supply of coupons is available.

Additional food donations may be available in certain regions, or through your local community partners and businesses.

Please speak to your Club Coordinator if you have an interest in food donations.

Coupons, food donations, and donated equipment should be used to support your breakfast program.

Please treat your egg coupons like gift cards and use them before the June expiration date; using your coupons helps the Club to ensure that more are available in following years. If you will not use all your coupons, please inform your Club Coordinator as early as possible so they can be mailed to another school.



School Authority & Community Partners

The Club often partners directly with school authorities (boards, districts, band councils, divisions) or community organizations that support multiple schools. Unique highlights of these partnerships are outlined below.

School authorities sign one annual agreement on behalf of all included schools. Funding is paid as a lump sum for the group and divided between schools. The school authority has the discretion to redistribute funding amounts between schools, where necessary, throughout the year and will notify schools directly if this occurs.

If you are unsure of how much funding your school is set to receive, please speak to your school authority's program representative. Gift cards may be sent either from the Club to your school or through the school authority.

Community partners sign an annual agreement and receive funding to support all included schools. Individual schools also receive their own agreements and may receive funding and other supports directly as well. Gift cards may be sent directly from the Club to the community partner or individual schools based on their agreements.



Equipment

If you are part of a school authority partnership, please forward equipment requests to your representative or include them in the request to your Club Coordinator.



Egg Coupons

You can request egg coupons either from your representative or Club Coordinator throughout the school year.



Donations

Some donations may be fully coordinated, assigned and distributed between schools by your representative.

Please contact your Club Coordinator if you require the name or contact information of the representative for your school authority or community partner.

Reporting Requirements

The Club asks partners to complete a program report twice each year. Information on how to complete reports will be shared closer to each reporting date.

The most important information to track for reports is **attendance, expenses, funding sources, volunteer or staffing hours** and any **successes and challenges**.

If your school receives an equipment grant, please keep a record of receipts for any equipment purchases and file them for future reference. You will not need to attach food receipts, but please keep them for your records.

Your Club Coordinator should be informed of the staff member who will complete reports. Reporting details will be sent to this contact directly. If no one is identified, the report will be sent to the school principal. If the daily program and reports are completed by different staff members, please ensure that details are shared between staff to ensure reporting accuracy.

If your school is funded under a community organization or school authority, individual schools may not need to complete all reports. If you are unsure of your reporting requirements, contact your Club Coordinator.

Sample Reporting Questions



- What is the school's total student population?
- Each day, how many students on average access the breakfast program?
- How many days did you operate your breakfast program in this reporting period?
- For this reporting period, how much money in total (from all sources) have you spent to operate your breakfast program?
- For this reporting period, how much money (from all sources) was spent for food?
- How many people are engaged in your breakfast program each day? Paid school staff, unpaid school staff, student volunteers, community volunteers.

To confirm your interest in support and funding for the following school year, please ensure your report is completed accurately and on time.

Resources and Links

Resources can be downloaded and printed

Resources

[Nutrition Guidelines](#)

The Club's recommended nutrition guidelines for planning your breakfast menu.

[The Club's Recipe Book](#)

A collection of diverse recipes including smoothies, muffin tin, and no-bake recipes.

[The Club's Big Batch Recipe Book](#)

A collection of quick and easy, big batch recipes with minimal ingredients.

[Fillable Menu Trackers](#)

Template for menu planners to help you plan your breakfasts each week/month.

Fill out these planners on Powerpoint or print

[Program Toolkit](#)

A kit with active tips and tools for starting and resetting programs over the school year. This toolkit addresses program delivery, menus and adjustments for programs to consider over time.

Web Links

[The Club's School's Corner](#)

A directory for school resources, newsletter access and tools to support your breakfast program.

[The Club's Guiding Principles](#)

Foundational guidelines outlining best practices.

[Welcome to the Club Video](#)

A short video introducing the Club and our relationship with you.

[Vitamin C Newsletter](#)

An online reference to past and current articles of the Club's newsletter.

For Direct Support:

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