

VitaminC

Breakfast Program's Newsletter



Let's Kick Off a Great Year of School Breakfast

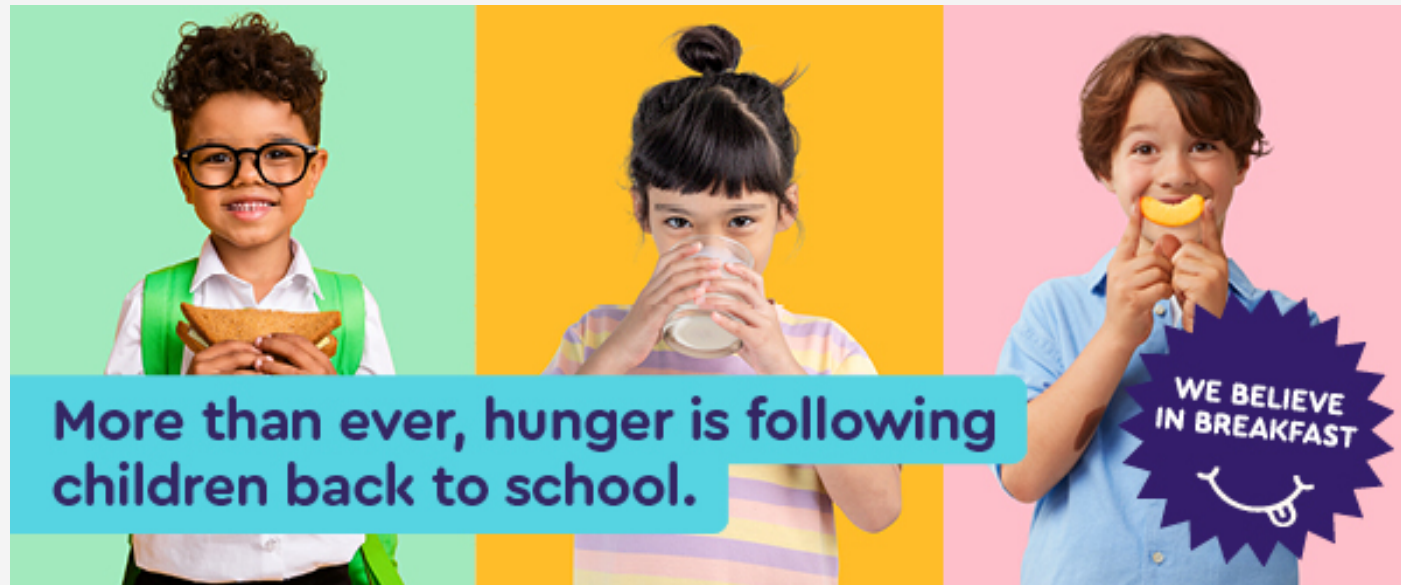
Welcome back—and here's to a fresh start to the new school year! We hope your summer gave you a chance to rest and recharge. As students return to classrooms, so does the vital role of school breakfast programs across Canada. **Breakfast programs continue to make a meaningful difference in students' well-being, focus, and success—and we're excited to support your efforts again this year!**

In this Back-to-School Vitamin C edition, we're featuring our updated Toolkits, designed for both new and existing programs, along with a new recipe and creative solutions implemented by teams on the ground.

Here's to a successful, healthy, and energized school year ahead!

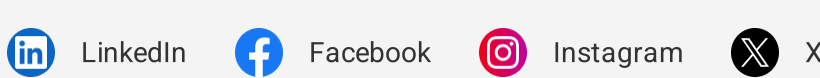
CLUB INFO

Official Launch of Our Back-to-School Campaign



On August 19, we officially [launched our back-to-school campaign](#). Several initiatives are currently underway to raise funds and increase the Club's visibility. Among them is a checkout donation campaign with our participating partners, Walmart and Costco.

We invite you to share the following posts to help us expand our reach, using the hashtag **#BelieveInBreakfast**:



Follow the Club on social media to stay up to date with this campaign!

- Facebook: [@breakfastclubdejeuner](#)

- Instagram: [@breakfastclubcanada](#)

Check out our [back-to-school campaign](#) page to discover more.

Thank you for helping make this back-to-school season a success for children!

DID YOU KNOW?

A Toolbox to Make Your Life Easier!

At the start of very new school year, Breakfast Club of Canada prepares a comprehensive Toolkit, specifically designed to help you relaunch your breakfast program and support you throughout the year. **This handy kit includes reminders, information about our different breakfast models and links to documents that will guide you in managing your program.** Be sure to keep it close at hand as a reference, and feel free to share it with others involved in your breakfast program!

- [Toolkit for programs accross Canada – Financial support](#)
- [Toolkit for programs in Quebec Schools – Food Delivery](#)
- [Toolkit for Programs in Quebec Daycare Centers – Food Delivery](#)
- [Toolkit for programs in Quebec Schools – Financial Support](#)
- [Toolkit for Programs in Quebec Daycare Centers – Financial Support](#)

NUTRITIOUS IDEAS

A Delicious Apple Oatmeal Bars Recipe!

Packed with oats and apples, and sweetened with honey, these soft-baked bars are a nutritious, kid-approved option that works well for grab-and-go breakfasts. Easy to make in batches, they're a great fit for busy school food programs!

[See the recipe](#)



INSPIRING IDEAS

Inspiring practices from breakfast programs across the country!

Every year, the Club surveys the schools in its network to get a better understanding of the impact of breakfast programs, the challenges encountered, and above all, the creative solutions implemented by teams on the ground.

This article highlights some inspiring strategies and practices from breakfast programs across the country and **shows how an entire community can be mobilized around breakfast programs!**

[Read the Blog Article](#)



IMPORTANT DATES

Honouring The National Day for Truth and Reconciliation

September 30 marks The National Day for Truth and Reconciliation—a time to reflect on the impact of residential schools and honour survivors, families, and communities.

For school breakfast programs, it's also a chance to recognize how food can support healing, culture, and connection.

Schools can take meaningful action by:

- Including traditional foods of local Indigenous communities
- Creating time for reflection or discussion during breakfast
- Welcoming Elders or Knowledge Keepers to share stories about food and culture

As we honour this day, let's continue listening, learning, and building inclusive programs that reflect the diverse histories and cultures of all students.

We're here to help!

Creating warm, welcoming breakfast programs each morning takes incredible heart and can make a real difference in students' lives.

Whether you're aiming to enhance your breakfast program, spark new ideas, or build stronger connections, **the Club is here to support you every step of the way.**

[Explore our School's Corner](#) for helpful tools like:

- Menu planners and inspiration
- Nutrition guidelines rooted in well-being
- Our previous newsletters and blog articles

Together, we're shaping communities where every child starts their day nourished, confident, and ready to thrive. Let's keep building programs that fuel both body and belonging—because every student deserves a bright beginning.

[Explore the School's Corner here!](#)

[Watch our tutorial video on the School's Corner](#), to help you navigate!



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