

OUR COLLECTIVE ENGAGEMENT: MAKING A DIFFERENCE AT BREAKFAST TIME AND BEYOND!



Breakfast
CLUB
of Canada
TM

A better start for every child.





COLLECTIVE ENGAGEMENT EFFORTS OVER THE YEARS

2010



Development of a partnership-based approach in line with the needs of Indigenous communities; exploration of various forms of collaboration and projects at the community level.

2015



Creation of the Impact and Sustainable Solutions team.

2024



Transformation of our community engagement vision.



2013

Transformation of our turnkey program to a collaborative model designed to complement school and community efforts.



2018

- Creation of the collective engagement unit to broaden the scope of our impact and help build local and regional food systems that are sustainable, prosperous and socially equitable.
- **Partnership with the Ministère de l'Éducation du Québec (MEQ):** Breakfast programs identified as an important aspect of the government's Policy on Educational Success.

A SNAPSHOT OF COLLECTIVE ENGAGEMENT ACTIONS IN QUEBEC



15 community partnerships developed since 2018, 12 of which are still active.



Participation in **50 consultative bodies**.



37 schools served by our community partners, which together reach nearly 8,000 elementary and high school students.



WHY IS **COLLECTIVE ENGAGEMENT** IMPORTANT FOR BREAKFAST CLUB OF CANADA?

SHARE OUR INNOVATIVE VISION OF SCHOOL NUTRITION:

- Promote the role that the Club plays in the school food ecosystem*
- Contribute to community development efforts where the Club is active so children can thrive and prosper.

BROADEN THE SCOPE OF OUR IMPACT:

- Play a proactive role in sustainable community development.
- Work collaboratively with other stakeholders and strengthen existing initiatives to support food security.
- Mobilize and empower local communities.

IMPROVE OUR PROGRAMS ON AN ONGOING BASIS:

- Adapt wherever possible to specific issues faced by schools

E.G: improve the variety of foods served, provide more home-cooked meals, streamline logistics, strengthen connections with the community

*A well-structured organization operating within the very close-knit and highly cooperative environment of school nutrition stakeholders



WHAT ARE THE BENEFITS OF OUR COLLECTIVE ENGAGEMENT APPROACH?



It allows:



1. Schools to:

- ✓ Diversify their food options (home-cooked meals, greater variety of products, etc.).
- ✓ Embrace a nutrition-focused mindset and make people more aware of the importance of local food systems, sourcing, consumption, etc.
- ✓ Address specific needs that aren't being met by a centralized sourcing approach (e.g., if the delivery frequency or storage capacity isn't sufficient to keep up with demand).
- ✓ Simplify breakfast program management (with purchasing, preparation and delivery taken care of externally).
- ✓ Pave the way to access other services (home-made snacks on special days, workshops, etc.).
- ✓ Get the community involved in meeting the school's needs.



2. Community partners to:

- ✓ Develop their expertise in supporting schools and have this expertise acknowledged by other stakeholders.
- ✓ Be involved in an initiative aligned with their mission.
- ✓ Feed children in their community and experience the pride of making a difference.
- ✓ Become more resilient, pool their resources with other stakeholders and access stable funding.



3. Communities to:

- ✓ Strengthen economic development (create and maintain jobs, foster social integration, leverage community resources).
- ✓ Make their food system more sustainable (reduce the number of steps in the journey from soil to plate, promote local sourcing and production, support food rescue efforts to reduce waste).



THE POWER OF A UNITED FRONT

Developing partnerships with organizations that share the Club's values and vision is the key to having a systemic impact. By facilitating the efforts and championing the ongoing growth of community organizations, Breakfast Club of Canada can leverage its own expertise in school food programs while tapping into the experience of these organizations. As a result, we will be able to reach even more children and take full advantage of the synergies arising from these efforts.

“ Les Complices Alimentaires is a wonderful multi-partner initiative that revitalizes the local food system and benefits the entire community. Producers like knowing that their products go to feeding the children who live here. These efforts help meet some of the major challenges facing the food system, increase community resilience and strengthen food security. ”

– Christopher Brulotte, intern and student in the Sustainable Agriculture and Food Systems program at Bishop's University



“ Just about everyone has heard the saying that it takes a village to raise a child. But I'd actually add to that and say the village has to be bold and caring. The SALSA project is the embodiment of this philosophy. Not only do we deliver locally made breakfasts to all sorts of children (which is already huge) but we give them hope that the world can be a kind, fair, socially equitable and environmentally sustainable place. Thank you, SALSA project! ”

– Kathleen Pelletier, Consulting Physician, Sustainable Health and Well-Being, Direction de santé publique, CIUSSS SLSJ





LONG-TERM VISION FOR COMMUNITIES ACROSS QUEBEC

Contribute to ongoing, long-term benefits for more sustainable breakfast programs through consultation, mobilization and innovation:



Work together with regional school nutrition stakeholders.



Contribute to the success of local food systems.



Give priority consideration to local and regional bodies that will have an impact on existing and future partnerships.

Significantly increase the presence of breakfast programs to generate a sense of pride and belonging at the local and regional level:



Develop mutually beneficial partnerships with local stakeholders.



Incorporate the collective engagement approach into strategies and programs, using a hybrid procurement model.



Promote local storage and distribution using existing nearby facilities.



Work with partners to rescue food across the supply chain and repurpose surplus food.