

VitaminC

Breakfast Program's Newsletter



A Fresh Start for a New School Year

Welcome back for the new school year! As classrooms and breakfast programs come alive again, we are excited to get back to supporting your school's breakfast program with plenty of ideas, resources and stories.

This newsletter recognizes the importance of the National Day for Truth and Reconciliation by exploring a story from the Club's blog that highlights the power of food to bring people together. You'll also find practical ideas to enhance your breakfast program, including grab-and-go inspiration, menu planning tools and resources to help your team.

Let's get ready for another year of making students feel welcome, supported and ready to take on their day.

Have a great Back-to-School!

DID YOU KNOW?

A toolkit packed with resources!

Every year, the Club produces an information toolkit containing a wealth of useful resources to help you restart your breakfast program!

It includes **explanations about the new delivered-food menus, tips for managing your program, and links to various reference documents to help guide you** throughout the school year. We encourage you to keep the toolkit handy and share it with everyone involved in your program!

Toolkits for programs across the country

- [Toolkit for Schools across Canada – Financial support programs](#)
- [Toolkit for Schools in Quebec – Food Delivery programs](#)
- [Toolkit for Schools in Quebec – Financial support programs](#)
- [Toolkit for Educational Childcare Centres in Quebec – Food Delivery programs](#)
- [Toolkit for Educational Childcare Centres in Quebec – Financial support programs](#)



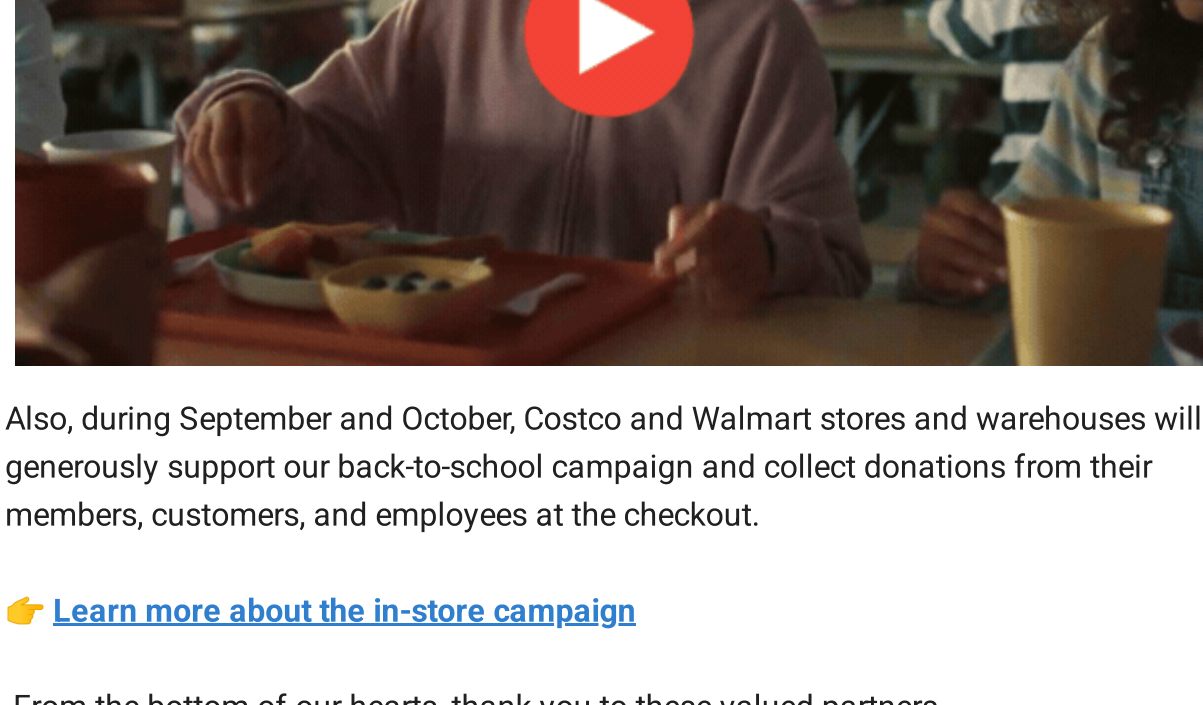
The New Breakfast Club's Campaign

Until October 31, the Club runs its annual back-to-school campaign.

With the theme **"Something is Missing"**, our campaign aims to raise awareness among Canadians about a hard reality: while for millions of children across the country, the start of the school year means new friendships and new learning experiences, for many of them, something is missing—the energy they need to grow, learn and play.

In fact, when a child starts the day without breakfast, they're missing out much more than just a meal.

A **new 30-second video** aimed at raising awareness and promoting our mission is at the heart of the campaign.



Also, during September and October, Costco and Walmart stores and warehouses will generously support our back-to-school campaign and collect donations from their members, customers, and employees at the checkout.

[👉 Learn more about the in-store campaign](#)

From the bottom of our hearts, thank you to these valued partners.

NUTRITIOUS IDEAS

Planning Made Easier!

We're excited to introduce our new Menu Planning Toolbox—**your go-to guide for creating nutritious, student-friendly breakfast menus**. Packed with practical planning tips, nutrition guidance, budget-friendly ideas, and links to helpful tools and recipes, this resource is designed to save you time while supporting balanced breakfast programs.

Take a look and start exploring all it has to offer!



[Menu Planning—Toolbox](#)

INSPIRING IDEA

Breakfast on the Move: Flexible Options that Remove Barriers

Have you considered adding a grab-and-go option to your breakfast program? During some recent school visits, we saw two great examples of how simple solutions can increase access and student engagement. .



In Chilliwack, British Columbia, schools have introduced mid-morning grab-and-go carts alongside their sit-down model.

These carts help ensure students can access breakfast whether they arrive early or later in the morning.

At Jack Stuart School in Camrose, Alberta, a smaller cart provides flexible options for hallway pick-up or classroom food delivery.

These mobile solutions can help remove barriers, support student involvement and make mornings smoother for everyone. Reach out to learn how the Club can help you explore a grab-and-go solution for your program.

IMPORTANTE DATE

National Day for Truth and Reconciliation: Celebrating Indigenous Knowledge Through Food and Culture

September 30 is an opportunity to organize activities that encourage reflection and to discover the rich cultures of First Nations, Inuit and Métis peoples. As we recognize the National Day for Truth and Reconciliation, we invite you to explore a story from the Club's blog that highlights the power of food to bring people together.

The article shares how Sodexo's Indigenous Ambassador, **Chef Paul Natrall**, visited Levis-Sauvé elementary school in Verdun (Montreal), Quebec, to lead a Bannock tasting workshop with the students while sharing stories, traditions and Indigenous culture. Through hands-on learning, students built connections, understanding and respect.



Read "Commitment and cultural sharing in schools: An initiative by Sodexo" and

discover how food can help create meaningful moments of learning and connection.

[Read the blog](#)

Year-end survey: your responses make a difference!

Once again this year, close to 960 schools responded to our year-end survey, showing remarkable dedication. **Thank you for taking the time to provide such in-depth feedback.**

Your responses tell us a great deal about what is really happening in your schools: how the program influences students' well-being and eating habits, and how it fosters valuable social connections among children, staff, and members of the community. **These accounts help us underscore the full scope of your daily impact, well beyond providing meals to children.**

This information is key to highlighting the value of our programs to partners and decision-makers. Your input makes a real difference!

Thank you for your commitment and generosity and have a great start to the school year!