



Magic Breakfast: #KeepingBreakfastGoing throughout lockdown and school closures

A greater need than ever before

The impact of lockdown and the coronavirus pandemic has been challenging for us all, but for thousands of families across the UK it has been unimaginably tough. With schools around the UK closed, the difficulties that social isolation brings have been greatly multiplied for families dealing with mental health struggles, job losses, limited living space, zero hour contracts and lack of childcare. The latest Food Foundation Survey (24-29 April 2020) shows that in the UK:

- 5.1 million households with children have experienced food insecurity since lockdown began (23 March)
- 1.2 million children have not had balanced meals, 350,000 have not had enough to eat and 238,000 have skipped meals
- 2.8 million households with children have lost income as a result of Covid-19
- 326,000 children live in households that have lost all of their income.

During these unprecedented times, Magic Breakfast has remained committed to ensuring that vulnerable children can access a free, nutritious breakfast to fuel their learning, whether this is at school or at home.

How we are #KeepingBreakfastGoing

In the current crisis it has not been possible for us to operate our typical breakfast club due to social distancing. Since lockdown began, we have transformed our infrastructure to provide take-home breakfast provision for our vulnerable families, giving each child a fortnightly pack consisting of cereal and/or porridge, milk vouchers, bagels and beans.

Where we are unable to reach children via their school or alternative collection site, we have been able to deliver breakfast packs directly to their homes thanks to our partnerships with national logistics firms, such as Amazon.



"I have been attending my school during coronavirus pandemic. It has been difficult time for many people.. It has been hard because someone from your family might get ill. I am writing to you to say a massive thank you. My teachers told me that your charity have donated breakfast food. This has made an incredible difference to so many schools and families. You really helped us with food." Pupil at a Magic Breakfast school

We are currently reaching approximately 34,000 of the 48,000 children who typically rely on our support, but our aim is to reach them all.

What we do is critical. Now more than ever, our breakfasts are a lifeline for children who often have no food at home, as well as for parents/carers who can take comfort in knowing their children will be fed at the beginning of the day.

Our fundraising has been affected by the coronavirus pandemic, with events cancelled and partnerships lost as many businesses have struggled at this time. However we have been moved by the outpouring of support from those who have been able to help. We have experienced the very best of human kindness and compassion, and we have never been so grateful to have your support as we work to ensure that all of our partner schools and children can continue to access to the nutritious breakfast they need each day.



"On Friday I sent two brothers home with several bagels, beans, juice, a box of cereal and a couple of other items. Their Mum's thanks and gratitude warmed and broke my heart all at once. Please pass my thanks onto the rest of your team as you're helping so so many families like this." A teacher at one of our partner schools



So what's next?

We will continue to provide nutritious breakfast food and expert support to schools and homes throughout the UK, striving to reach as many children as we were pre-lockdown and tailoring our provision in line with changing government guidance. We are also working closely with our partner schools to make plans for the next academic year when schools hope to return to the classroom.

We know that the need for our work doesn't stop there. We recognize that child hunger will not magically disappear during the school holidays, which is why we are making the essential move towards Keeping Breakfast Going throughout the school holidays...

Holiday Hunger: Keeping Breakfast Going this summer

It is estimated that 3 million children in the UK go hungry during the school holidays. That's 13 weeks of hunger each year.

School holiday hunger can have significant negative effects on children and their future. Ongoing hunger can have severe mental and physical outcomes and can even stunt a child's development. Holiday hunger also means children are returning to school in a worsened physical and mental state, unready for learning.

Studies from outside the UK have shown that children from lower income families suffer disproportionately from summer learning loss, with the holidays extending the achievement gap.

We're not going anywhere

This summer, with the generous support of our food suppliers, funders and delivery partners, we are working with our partner schools to provide breakfasts to children living in households struggling to get through the summer holidays.

We will be offering our partner schools the choice of deliveries of healthy breakfast food for them to distribute to pupils throughout the holidays; or a home delivery service where parcels of Magic Breakfast food are dropped off at their pupils' front doors, for free.

Thank You

The Covid-19 crisis and subsequent closure of schools nationwide has brought to light just how many children rely on Magic Breakfast to provide essential nutrition and fuel for learning.



It is thanks to the support and commitment of our partners that we have been able to adapt and continue our work at this time when we are needed most, and we are so deeply grateful for the love and solidarity we have seen in recent months.

We are determined to ensure that hunger will not be a barrier to these children's education and their futures, and we know that with your continued support, we can do this together.

On behalf of the Magic Breakfast team, the schools we support and the children you are helping to feed each morning, **thank you.**