

## **Breakfast club grants available for schools across the UK to help tackle hunger in the classroom**

**Tuesday 18th February 2025:** Nine pupils in every classroom of 30 in the UK are living in poverty, the highest number in a decade<sup>1</sup>, putting more pressure on families and teachers to ensure children arrive at school well fed and ready to learn.



School breakfast clubs are a vital provision for children that might otherwise start their day hungry. They also provide reliable and affordable childcare in the mornings, helping to alleviate the stress and logistical challenges faced by many families.

From today, Primary and Secondary schools across the UK can apply for a £1,000 grant from Kellogg's to boost their school breakfast club, which they can spend on any aspect of their club, from equipment and food, to staffing costs. Applications are now open here: <https://forevermanchester.com/fund/kelloggs-breakfast-club-programme/>.

The Kellogg's Breakfast Club grants are eligible for schools with 35% or more children receiving Pupil Premium<sup>2</sup> or if they're within the 10% most deprived postcodes in the UK. Kellogg's has been supporting school breakfast clubs since 1998 and has so far invested £6m in this programme.

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<sup>1</sup> National Education Union, 2025

<sup>2</sup> <https://www.gov.uk/government/publications/pupil-premium/pupil-premium>

**Nicola Gorman, Breakfast Club Leader at Orchard Mead Academy in Leicester, said:** *“Our breakfast club is a vibrant community hub where students can find solace, companionship, and guidance. The £1000 grant we received last year as part of Kellogg’s Breakfast Club programme has been transformative for many aspects of our breakfast club. It has meant we can buy extra activities and games for the students, including new table tennis equipment and table football.”*

Children have consistently had the highest poverty rates in the UK over the last 30 years<sup>3</sup>, with larger families suffering more due to benefit caps and additional costs on childcare.

As well as ensuring children start the day well fed, nearly half of teachers in the UK (46 per cent<sup>4</sup>) believe that offering a breakfast club in school can reduce absenteeism, a growing issue across schools in the UK. The proportion of persistently and severely absent pupils has doubled since pre-pandemic<sup>5</sup>.

Through applying for a breakfast club grant, schools can continue to provide this safe space for children in the morning, giving them a reason to attend school and go into the classroom with a full tummy, ready to learn.

**Andrew Ridge, Social Impact and Sustainability Manager at Kellogg’s, said:** *“It’s a sad fact that children are still going to school hungry – and the problem only continues get worse. That’s why we provide breakfast club grants to the schools who need it the most and we’re providing even more grants this year. Kellogg’s has been at breakfast tables for over 100 years – we know the value of breakfast as a meal and social occasion. We’re committed to being part of the positive impact Breakfast Clubs offer to families, schools and communities.”*

Throughout 2025, Kellogg’s will provide a total of 1,000 grants, with its second round of grants opening in September 2025, for both Primary and Secondary schools to apply.

From April 2025, the Department for Education will work with up to 750 ‘early adopter’ schools to learn how best to implement a free breakfast club scheme in Primary Schools.

**ENDS**

## **Notes to editors**

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<sup>3</sup> DWP, Households Below Average Income, 2022/23

<sup>4</sup> One Poll, April 2024

<sup>5</sup> School Attendance in England, Jan 2025

Schools can check their eligibility and apply by visiting:

<https://forevermanchester.com/fund/kelloggs-breakfast-club-programme/>

For more information, please contact Kellogg's on 0161 869 5500 or

[pressoffice@kellanova.com](mailto:pressoffice@kellanova.com)

**Case study: Orchard Mead Academy, Leicester**

*Nicola Gorman is Academy Manager of Orchard Mead Academy, a secondary school in Leicester that received a £1,000 Kellogg's Breakfast Club grant last year.*

*Orchard Mead Academy provides a vital service for families within its school community by running a free breakfast club for students.*

*The grant has helped the school to continue this service despite the rising cost of living, and was spent on activities and games for the students, including a new table tennis table, table football, and a large toasting machine.*

*According to Nicola, these additions have greatly enhanced the experience for the students attending the breakfast club, and have helped to contribute towards improved attendance and behaviour – noting that the students have enjoyed the new games and playing daily tournaments with their peers.*

*The reaction from both students and parents, Nicola notes, has been overwhelmingly positive. The students are excited to participate in the new activities, and parents appreciate the safe and stimulating environment provided by the breakfast club.*

*For other schools considering applying for a grant, Nicola would strongly encourage them to do so, citing the significant difference they make in providing a healthy start to the day and creating a positive atmosphere for students.*

*Having noticed an increased demand for breakfast clubs due to the rising cost of living, Nicola points out that they are an "important lifeline" for many families.*