**SCHOOLS ACROSS THE UK OFFERED THE CHANCE TO RECEIVE A £1000 CASH BOOST FOR THEIR BREAKFAST CLUBS**

Schools across the UK can now get their hands on a £1000 cash windfall through the Kellogg’s Breakfast Club grants scheme.

The grants can be used by schools to invest in any aspect of their breakfast clubs, from equipment to food and learning materials.

The cost of living crisis has had an impact on the way schools and children interact, with many pupils now relying on schools for help outside of their educational needs. If these needs are not met, it can have negative repercussions for both children and parents alike.

These issues can be seen coming to a head throughout the UK, as 37 per cent of children arrive to school hungry every day, with 62 per cent of teachers believing this to be due to a lack of food at home.

The same study also highlighted the knock-on effect this can have on the children’s education, as there was an average amount of 3.7 hours lost by teachers in the UK spent aiding hungry children.

Through Kellogg’s grants, schools can help address these issues by providing children with a breakfast and a warm place to start each day. This allows schools to ensure that children don’t go to class hungry and that teachers don’t miss out on essential lesson time.

Whilst the funding is vital in assisting children to start their day off as well as possible, Kellogg’s continued support also provides relief to both parents and schools. This comes as 53 per cent of schools nationally are currently worried about their Breakfast Club’s closing down due to ‘school funding challenges’.

Kellogg’s ongoing commitment comes on the back of 26 years of supporting Breakfast Clubs. In that time the company has donated over £5.75 million to schools across the UK in its efforts to alleviate hunger and provide children with the start they need to have a good and productive day**.**

**Chris Silcock, Managing Director of Kellogg’s UK & Ireland, said:** “We are proud to have supported thousands of breakfast clubs up and down the country for 26 years.”

“We know that during trying times, the Breakfast Clubs can help to improve children’s school attendance and attainment, as well as alleviating hunger in some cases. Yet, it’s not just the children that benefit. The commitment from Kellogg’s to help schools through its Breakfast Club grants can also often be a lifeline to parents too.”

**ENDS**

Schools can apply by visiting: [www.kelloggs.co.uk/breakfastclubgrants](http://www.kelloggs.co.uk/breakfastclubgrants)

¹The research was carried out by Spark Market Research between 12th January and 1st February 2023.

For more information, please contact Kellogg’s on 0161 869 5500 or [pressoffice@kellogg.com](mailto:pressoffice@kellogg.com)