

FRAC Breakfast Matters “How to” Webinar Series

The Finances of Operating Universal Breakfast in the Classroom



School Breakfast and Achievement

Children who eat breakfast at school:

- ▣ Increase their math and reading scores
- ▣ Perform better on standardized tests
- ▣ Improve their speed and memory in cognitive tests

FRAC
Food Research and Action Center

Breakfast for Learning
Scientific research on the link between children's nutrition and academic performance

Fall 2011

Over the past five years, significant new evidence has documented the link between eating breakfast and learning. Recent studies show that skipping breakfast is relatively common among children in the U.S. ...and is associated with quantifiable negative consequences for academic, cognitive, health, and mental health functioning.

J. Michael Murphy, EdD, Massachusetts General Hospital and Harvard Medical School, 2007¹⁸

Skipping breakfast and experiencing hunger impair children's ability to learn

- Children who skip breakfast are less able to differentiate among visual images, show increased errors, and have slower memory recall.¹
- Children experiencing hunger have lower math scores and are more likely to repeat a grade.²
- Behavioral, emotional and academic problems are more prevalent among children with hunger.³
- Children experiencing hunger are more likely to be hyperactive, absent and tardy, in addition to having behavioral and attention problems more often than other children.⁴
- Children who are undernourished have poorer cognitive functioning when they miss breakfast.⁵
- Teens experiencing hunger are more likely to have been suspended from school and have difficulty getting along with other children.⁶
- Children with hunger are more likely to have repeated a grade, received special education services, or received mental health counseling, than low-income children who do not experience hunger.⁷

Eating breakfast at school helps improve children's academic performance

- Children who eat a complete breakfast, versus a partial one, make fewer mistakes and work faster in math and number checking tests.⁸
- Children who eat breakfast at school – closer to class and test-taking time – perform better on standardized tests than those who skip breakfast or eat breakfast at home.⁹
- Providing breakfast to students at school improves their concentration, alertness, comprehension, memory, and learning.^{10, 11, 12}
- Children who eat breakfast show improved cognitive function, attention, and memory.¹³
- Participating in school breakfast is associated with improved math grades, attendance and punctuality.^{14, 15}
- Children perform better on tests of vocabulary and matching figures after eating breakfast.^{16, 17}
- Consuming breakfast improves children's performance on demanding mental tasks and reaction to frustration.¹⁸

School breakfast improves student behavior and learning environments

- Students who participate in school breakfast show improved attendance, behavior, standardized achievement test scores as well as decreased tardiness.¹⁹
- Children who increase their school breakfast participation as a result of a school breakfast program offered free to all students show greater improvements in math scores, attendance, punctuality, depression, anxiety, and hyperactivity than children whose participation remains unchanged or decreases.²⁰
- Providing students with breakfast in the classroom setting is associated with lower tardy rates and fewer disciplinary office referrals.²¹

Health Benefits

- ❑ School breakfast improves student behavior and reduces tardiness and absenteeism
- ❑ A healthy breakfast each day helps prevent obesity
- ❑ Children who eat school breakfast eat more fruits, drink more milk, and eat a wider variety of foods

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We also find that subsidized meals at school or day care are beneficial for children's weight status, and we argue that expanding access to subsidized meals may be the most effective tool to use in combating obesity in poor children. - Kimbro & Rigby, 2010

There is a large body of research on the strong links between school breakfast consumption and favorable dietary, health, and educational outcomes among children and adolescents.

School breakfast participation improves children's dietary intake.

- School breakfast participants are more likely to consume diets that are adequate or exceed standards for important vitamins and minerals (e.g., vitamin C, vitamin A, calcium, phosphorous).^{1,2,3}
- Children and adolescents who skip breakfast tend to have poorer nutrient intakes than those who eat breakfast.^{4,5,6} Eating breakfast regularly has been linked with greater intake of fiber, calcium, iron, vitamin C, and other vitamins and minerals, and lower intake of fat, cholesterol, and sodium.^{7,8}
- Children who participate in school breakfast are more likely to consume fruit and milk at breakfast.⁹
- Low-income children who eat school breakfast have better overall diet quality than those who eat breakfast elsewhere or skip breakfast.¹⁰ An improvement in dietary quality also may extend to the family members of children with access to the program.¹¹

Eligibility

Based on household income and federal poverty guidelines:

- Free Meals: Up to 130% of the federal poverty line (\$24,089 for a family of 3)
- Reduced price meals: 130% to 185% of the federal poverty line (\$34,281 for a family of 3)
- Paid meals: Above 185% of the poverty line.

School Breakfast Reimbursement

Per breakfast:

- ▣ Free: \$ 1.55
- ▣ Reduced-price: \$ 1.25 (can't charge students more than \$.30 per breakfast)
- ▣ Paid: \$.27
- ▣ Schools where at least 40% of the lunches served during the second preceding school year were F/RP qualify for extra \$.30 for each F/RP breakfast served ("severe need").

Service Models

- ▣ Cafeteria – before school
- ▣ During school hours
 - Delivered to the Classroom (K-6)
 - Grab and Go to the Classroom – from carts in the hall or from the cafeteria (K-8)
 - Grab and Go to the hallways, home room or 2nd period in (6 – 12)
- ▣ Reimbursable Vending – before school and during morning hours

Breakfast at No Charge

- ❑ Schools with high percentages of low-income students can offer free breakfast to all students
- ❑ Key is high participation – make breakfast a part of the school day
 - Breakfast in the Classroom
 - Grab-N-Go



No Charge: Non-Pricing

- ▣ Schools do not collect fees from reduced-price and paid students for breakfast
- ▣ Counting and claiming procedures continue to be the same as with pricing
- ▣ Applications are collected in the same way



Provision 2

- Similar to non-pricing but school receives blended rate per meal
- Reimbursement rate based on the number of free, reduced-price and paid students participating during the “base year”
- As long as all costs of serving all meals at no charge are covered through Federal reimbursements, there is no need for additional non-Federal funds

Community Eligibility

- Now available in 11 states: DC, FL, GA, KY, IL, MA, MD, MI, NY, OH, and WV
- Reimbursement rate is based on “Identified Students” those who are certified without an application because of participation in SNAP, TANF or FDPIR, or because they are receiving Head Start, Homeless or Migrant education services. Some foster children may also be included in this category if they are certified by a data match and not by application.

Community Eligibility

- $\% \text{ Identified Students} \times 1.6 = \% \text{ meals reimbursed at "free" rate}$; the rest are reimbursed at “paid” rate
- Example: a school with **50% Identified Students** would be reimbursed at the **free rate for 80%** of the breakfasts and lunches it served ($50\% \times 1.6 = 80\%$) and the remaining 20 percent would be reimbursed at the paid rate
- Participating schools are guaranteed to receive the same reimbursement rate (or a higher one if the percentage of Identified Students increases) for 4 years

How Schools Afford Higher Participation

For schools with high percentages of low-income students:

- ▣ Labor efficiencies and other economies of scale bring down per meal costs
- ▣ Increased federal revenue comes into the school nutrition fund account
- ▣ Improved Average Daily Attendance (ADA) can raise general education fund income

Universal Breakfast Cost Analysis

School Name: Bell ES, Houston ISD

| Student Eligibility | | | | |
|---------------------|----------------|--------------------------|----------|--|
| Enrollment (#) | Free Meals (%) | Reduced Priced Meals (%) | Paid (%) | Free and Reduced Priced Population (%) |
| 806 | 77.2% | 8.5% | 14.3% | 85.7% |

| Reimbursement Rate | | |
|--------------------|---------|--------|
| Free | Reduced | Paid |
| \$1.85 | \$1.55 | \$0.27 |

| Before Breakfast in the Classroom | | | |
|--|-------------|----------|----------|
| Average Number of Student Eating Breakfast | | | |
| Free (#) | Reduced (#) | Paid (#) | % Eating |
| 216 | 8 | 9 | 28.9% |

| | | | |
|---|----|--------|---|
| Total \$ from Reimbursements | \$ | 414.43 | |
| Food Costs | \$ | 174.75 | |
| Labor Costs w/ Benefits | \$ | 209.70 | |
| Supplies | \$ | 25.63 | |
| Remaining \$ for equipment maintenance, utilities, indirect costs | \$ | 4.35 | Multiplied by 180 serving days per year |
| | | | \$ 783.00 |

| After Breakfast in the Classroom | | | |
|--|-------------|----------|----------|
| Average Number of Student Eating Breakfast | | | |
| Free (#) | Reduced (#) | Paid (#) | % Eating |
| 445 | 52 | 94 | 73.3% |

| | | | |
|---|----|--------|---|
| Total \$ from Reimbursements | \$ | 929.23 | |
| Food Costs | \$ | 443.25 | |
| Labor Costs w/ Benefits | \$ | 268.91 | |
| Supplies | \$ | 65.01 | |
| Remaining \$ for equipment maintenance, utilities, indirect costs | \$ | 152.07 | Multiplied by 180 serving days per year |
| | | | \$ 27,371.70 |

Child Nutrition Outreach Program's (CNOP) School Breakfast Calculator

Justine Kahn
Director of Special Projects
Project Bread

A fresh approach to ending hunger PROJECTBREAD.ORG

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Who is Project Bread and CNOP

□ Project Bread – Statewide antihunger org

- Walk for Hunger- \$ for community food programs
 - FoodSource Hotline
 - SNAP outreach and application assistance
 - SBP and SFSP outreach and technical assistance
 - CACFP afterschool meal outreach
 - Chefs in Schools, Chefs in Head Start
- www.projectbread.org

□ CNOP- Child Nutrition Outreach Program

- Contract with state Dept of Elementary and Secondary Education for SBP and SFSP outreach - www.Meals4kids.org

What does the calculator do?

Note: This calculator is Massachusetts specific

Assess the financial viability of:

- ▣ Starting a school breakfast program.
- ▣ Offering breakfast free of charge to all students (ie universal breakfast).
- ▣ Serving breakfast in the classroom
- ▣ Implementing other breakfast service models

Information
needed to
run
breakfast
calculator

| Universal Breakfast Calculator School District Financial Analysis | | |
|--|---------|-----------|
| School Name: | | |
| Average # of Breakfasts Served per Month | | |
| Free: | | |
| Reduced: | | |
| Paid: | | |
| Does the school receive any of the following? | | |
| Severe need funds: | | |
| State mandated funds: | | |
| State UB funds: | | |
| What does your school charge for full price breakfast? | | |
| Enter the average # of breakfast operating days per month: | | |
| Current and Projected Expenses and Labor | | |
| <p><i>Current should reflect what you are paying for labor and expenses now. Projected should reflect the cost of labor and expenses if you were operating at 80% participation. Please note that some costs may stay the same. Expenses can be done by monthly but ideally should be cost per meal.</i></p> | | |
| Labor For each staff person, enter the number of hours worked on breakfast and their hourly rate, including benefits | Current | Projected |
| Staff Person 1, Number of Hrs/Day: | | |
| Staff Person 1, Hourly Rate Including Benefits: | | |
| | | |
| Staff Person 2, Number of Hrs/Day: | | |
| Staff Person 2, Hourly Rate Including Benefits: | | |
| | | |
| Staff Person 3, Number of Hrs/Day: | | |
| Staff Person 3, Hourly Rate Including Benefits: | | |
| | | |
| Staff Person 4, Number of Hrs/Day: | | |
| Staff Person 4, Hourly Rate Including Benefits: | | |
| Expenses | Current | Projected |
| Per Meal Food Cost: | | |
| Per Meal Non Food Cost (ex. paper goods): | | |
| Transportation (ex. satellite school): | | |

| Current Monthly Breakfast Participation | | | | | | | | | | | | |
|---|----------------|--|---------|------|-------|--------------------------|------------|-----|--|--------------------------|----------------|----------|
| | | Current number of breakfasts served each month | | | | | | | | Additional Reimbursement | | |
| School Type (Elem, Middle, High) | Name of School | Free | Reduced | Paid | Total | Breakfast Operating Days | Enrollment | ADP | % of Enrollment Currently Participating in Breakfast | Fed Sev Need | State Mandated | UB Funds |
| Elem | Anytown School | 1477 | 37 | 223 | 1737 | 20 | 478 | 87 | 18% | Yes | Yes | No |

| | |
|------------------------------|--------|
| Reduced price breakfast cost | \$0.30 |
| Full price breakfast cost | \$1.00 |

| Projected Monthly Breakfast Participation | | | | | | | |
|---|---|---------|------|-------|--------------------------|----------------|----------|
| % of Enrollment Projected to Participate in Breakfast | Projected number of breakfasts served per month | | | | Additional Reimbursement | | |
| | Free | Reduced | Paid | Total | Fed Severe Need | State Mandated | UB Funds |
| 50% | 2868 | 526 | 1386 | 4780 | Yes | Yes | No |
| 80% | 4589 | 841 | 2218 | 7648 | Yes | Yes | No |

| | |
|------------------------------|--------|
| Reduced price breakfast cost | \$0.00 |
| Full price breakfast cost | \$0.00 |

| Current Monthly Breakfast Revenue | | | |
|-----------------------------------|-----------------------------|---------------------------|------------------------|
| School Name | Total Federal Reimbursement | Total State Reimbursement | Total Student Payments |
| Anytown School | \$2,850.01 | \$199.76 | \$234.10 |
| Total Breakfast Revenue | | | \$3,283.87 |

| Projected Monthly Breakfast Revenue | | | | |
|---|-----------------------------|---------------------------|------------------------|-------------------------|
| % of Enrollment Projected to Participate in Breakfast | Total Federal Reimbursement | Total State Reimbursement | Total Student Payments | Total Breakfast Revenue |
| 50% | \$6,495.06 | \$549.70 | \$0.00 | \$7,044.76 |
| 80% | \$10,392.10 | \$879.52 | \$0.00 | \$11,271.62 |

Monthly Breakfast Expenses

| Current Expenses |
|--|
| Current per meal food cost |
| Current per meal non-food supply costs (paper goods, cleaning supplies, etc) |
| <i>Staff person 1</i> : Number of Hrs |
| <i>Staff person 1</i> : Hourly rate including benefits |
| <i>Staff person 2</i> : Number of Hrs |
| <i>Staff person 2</i> : Hourly rate including benefits |
| Breakfast operating days per month (average) |
| Total Labor Expenses |
| Total Current Expenses |

| | Totals |
|---------|-------------------|
| \$0.90 | \$1,563.30 |
| \$0.10 | \$173.70 |
| 1 | |
| \$16.28 | |
| 1 | |
| \$13.20 | |
| 20 | |
| | \$589.60 |
| | \$2,326.60 |

| Projected Expenses |
|--|
| Projected per meal food cost |
| Projected per meal non-food supply costs (paper goods, cleaning supplies, etc) |
| <i>Staff person 1</i> : Number of Hrs |
| <i>Staff person 1</i> : Hourly rate including benefits |
| <i>Staff person 2</i> : Number of Hrs |
| <i>Staff person 2</i> : Hourly rate including benefits |
| Breakfast operating days per month (average) |
| Total Labor expenses |
| Total Projected Expenses |

| Per Meal Cost | Totals | |
|---------------|-------------------|-------------------|
| | 50% | 80% |
| \$0.90 | \$4,302.00 | \$6,883.20 |
| \$0.10 | \$478.00 | \$764.80 |
| | 2 | 2 |
| | \$16.28 | \$16.28 |
| | 2 | 2 |
| | \$13.20 | \$13.20 |
| | 20 | 20 |
| | \$1,179.20 | \$1,179.20 |
| | \$5,959.20 | \$8,827.20 |

Monthly Current vs Projected Profit/Loss

| Revenue | | | | Expenses | | | |
|-----------------------------|------------|------------|-------------|--------------------------|------------|------------|------------|
| | Current | 50% | 80% | | Current | 50% | 80% |
| Total Federal Reimbursement | \$2,850.01 | \$6,495.06 | \$10,392.10 | Food Costs | \$1,563.30 | \$4,302.00 | \$6,883.20 |
| Total State Reimbursement | \$199.76 | \$549.70 | \$879.52 | Non-Food Costs | \$173.70 | \$478.00 | \$764.80 |
| Total Student Payments | \$234.10 | \$0.00 | \$0.00 | Labor Costs | \$589.60 | \$1,179.20 | \$1,179.20 |
| Total Breakfast Revenue | \$3,283.87 | \$7,044.76 | \$11,271.62 | Total Breakfast Expenses | \$2,326.60 | \$5,959.20 | \$8,827.20 |

| | Current | 50% | 80% |
|-----------------------------------|----------|------------|------------|
| Projected Rev-Exp | \$957.27 | \$1,085.56 | \$2,444.42 |
| Compared to Current Profit Margin | | \$128.30 | \$1,487.16 |

Monthly Breakfast Expenses: Food Cost Example

| Current Expenses |
|--|
| Current per meal food cost |
| Current per meal non-food supply costs (paper goods, cleaning supplies, etc) |
| <i>Staff person 1:</i> Number of Hrs |
| <i>Staff person 1:</i> Hourly rate including benefits |
| <i>Staff person 2:</i> Number of Hrs |
| <i>Staff person 2:</i> Hourly rate including benefits |
| Breakfast operating days per month (average) |
| Total Labor Expenses |
| Total Current Expenses |

| | Totals |
|---------------|-------------------|
| \$0.90 | \$1,563.30 |
| \$0.10 | \$173.70 |
| 1 | |
| \$16.28 | |
| 1 | |
| \$13.20 | |
| 20 | |
| | \$589.60 |
| | \$2,326.60 |

| Projected Expenses |
|--|
| Projected per meal food cost |
| Projected per meal non-food supply costs (paper goods, cleaning supplies, etc) |
| <i>Staff person 1:</i> Number of Hrs |
| <i>Staff person 1:</i> Hourly rate including benefits |
| <i>Staff person 2:</i> Number of Hrs |
| <i>Staff person 2:</i> Hourly rate including benefits |
| Breakfast operating days per month (average) |
| Total Labor expenses |
| Total Projected Expenses |

| Per Meal Cost | Totals | |
|---------------|-------------------|--------------------|
| | 50% | 80% |
| \$1.20 | \$5,736.00 | \$9,177.60 |
| \$0.10 | \$478.00 | \$764.80 |
| | 2 | 2 |
| | \$16.28 | \$16.28 |
| | 2 | 2 |
| | \$13.20 | \$13.20 |
| | 20 | 20 |
| | \$1,179.20 | \$1,179.20 |
| | \$7,393.20 | \$11,121.60 |

Monthly Current vs Projected Profit/Loss

Food Cost Example

| Revenue | | | | Expenses | | | |
|-----------------------------|------------|------------|-------------|--------------------------|------------|------------|-------------|
| | Current | 50% | 80% | | Current | 50% | 80% |
| Total Federal Reimbursement | \$2,850.01 | \$6,495.06 | \$10,392.10 | Food Costs | \$1,563.30 | \$5,736.00 | \$9,177.60 |
| Total State Reimbursement | \$199.76 | \$549.70 | \$879.52 | Non-Food Costs | \$173.70 | \$478.00 | \$764.80 |
| Total Student Payments | \$234.10 | \$0.00 | \$0.00 | Labor Costs | \$589.60 | \$1,179.20 | \$1,179.20 |
| Total Breakfast Revenue | \$3,283.87 | \$7,044.76 | \$11,271.62 | Total Breakfast Expenses | \$2,326.60 | \$7,393.20 | \$11,121.60 |

| | Current | 50% | 80% |
|-----------------------------------|----------|--------------|------------|
| Projected Rev-Exp | \$957.27 | (\$348.44) | \$150.02 |
| Compared to Current Profit Margin | | (\$1,305.70) | (\$807.24) |

Monthly Breakfast Expenses: Supply Cost Example

| Current Expenses | | Totals |
|--|---------|------------|
| Current per meal food cost | \$0.90 | \$1,563.30 |
| Current per meal non-food supply costs (paper goods, cleaning supplies, etc) | \$0.10 | \$173.70 |
| Staff person 1: Number of Hrs | 1 | |
| Staff person 1: Hourly rate including benefits | \$16.28 | |
| Staff person 2: Number of Hrs | 1 | |
| Staff person 2: Hourly rate including benefits | \$13.20 | |
| Breakfast operating days per month (average) | 20 | |
| Total Labor Expenses | | \$589.60 |
| Total Current Expenses | | \$2,326.60 |

| Projected Expenses | Per Meal Cost | Totals | |
|--|---------------|------------|------------|
| | | 50% | 80% |
| Projected per meal food cost | \$0.90 | \$4,302.00 | \$6,883.20 |
| Projected per meal non-food supply costs (paper goods, cleaning supplies, etc) | \$0.24 | \$1,147.20 | \$1,835.52 |
| Staff person 1: Number of Hrs | | 2 | 2 |
| Staff person 1: Hourly rate including benefits | | \$16.28 | \$16.28 |
| Staff person 2: Number of Hrs | | 2 | 2 |
| Staff person 2: Hourly rate including benefits | | \$13.20 | \$13.20 |
| Breakfast operating days per month (average) | | 20 | 20 |
| Total Labor expenses | | \$1,179.20 | \$1,179.20 |
| Total Projected Expenses | | \$6,628.40 | \$9,897.92 |

Monthly Current vs Projected Profit/Loss

Supply Cost Example

| Revenue | | | | Expenses | | | |
|-----------------------------|------------|------------|-------------|--------------------------|------------|------------|------------|
| | Current | 50% | 80% | | Current | 50% | 80% |
| Total Federal Reimbursement | \$2,850.01 | \$6,495.06 | \$10,392.10 | Food Costs | \$1,563.30 | \$4,302.00 | \$6,883.20 |
| Total State Reimbursement | \$199.76 | \$549.70 | \$879.52 | Non-Food Costs | \$173.70 | \$1,147.20 | \$1,835.52 |
| Total Student Payments | \$234.10 | \$0.00 | \$0.00 | Labor Costs | \$589.60 | \$1,179.20 | \$1,179.20 |
| Total Breakfast Revenue | \$3,283.87 | \$7,044.76 | \$11,271.62 | Total Breakfast Expenses | \$2,326.60 | \$6,628.40 | \$9,897.92 |

| | Current | 50% | 80% |
|-----------------------------------|----------|----------|----------|
| Projected Rev - Exp | \$957.27 | 416.36 | 1,373.70 |
| Compared to Current Profit Margin | | (540.90) | 416.44 |

Monthly Breakfast Expenses: Labor Cost Example

| Current Expenses |
|--|
| Current per meal food cost |
| Current per meal non-food supply costs (paper goods, cleaning supplies, etc) |
| Staff person 1: Number of Hrs |
| Staff person 1: Hourly rate including benefits |
| Staff person 2: Number of Hrs |
| Staff person 2: Hourly rate including benefits |
| Breakfast operating days per month (average) |
| Total Labor Expenses |
| Total Current Expenses |

| | Totals |
|---------|------------|
| \$0.90 | \$1,563.30 |
| \$0.10 | \$173.70 |
| 1 | |
| \$16.28 | |
| 1 | |
| \$13.20 | |
| 20 | |
| | \$589.60 |
| | \$2,326.60 |

| Projected Expenses |
|--|
| Projected per meal food cost |
| Projected per meal non-food supply costs (paper goods, cleaning supplies, etc) |
| Staff person 1: Number of Hrs |
| Staff person 1: Hourly rate including benefits |
| Staff person 2: Number of Hrs |
| Staff person 2: Hourly rate including benefits |
| Breakfast operating days per month (average) |
| Total Labor expenses |
| Total Projected Expenses |

| Per Meal Cost | Totals | |
|---------------|------------|------------|
| | 50% | 80% |
| \$0.90 | \$4,302.00 | \$6,883.20 |
| \$0.10 | \$478.00 | \$764.80 |
| | 3 | 3 |
| | \$16.28 | \$16.28 |
| | 3 | 3 |
| | \$13.20 | \$13.20 |
| | 20 | 20 |
| | \$1,768.80 | \$1,768.80 |
| | \$6,548.80 | \$9,416.80 |

Monthly Current vs Projected Profit/Loss

Labor Cost Example

| Revenue | | | | Expenses | | | |
|-----------------------------|------------|------------|-------------|--------------------------|------------|------------|------------|
| | Current | 50% | 80% | | Current | 50% | 80% |
| Total Federal Reimbursement | \$2,850.01 | \$6,495.06 | \$10,392.10 | Food Costs | \$1,563.30 | \$4,302.00 | \$6,883.20 |
| Total State Reimbursement | \$199.76 | \$549.70 | \$879.52 | Non-Food Costs | \$173.70 | \$478.00 | \$764.80 |
| Total Student Payments | \$234.10 | \$0.00 | \$0.00 | Labor Costs | \$589.60 | \$1,768.80 | \$1,768.80 |
| Total Breakfast Revenue | \$3,283.87 | \$7,044.76 | \$11,271.62 | Total Breakfast Expenses | \$2,326.60 | \$6,548.80 | \$9,416.80 |

| | Current | 50% | 80% |
|-----------------------------------|---------|----------|----------|
| Projected Rev - Exp | 957.27 | 495.96 | 1,854.82 |
| Compared to Current Profit Margin | | (461.30) | 897.56 |

Any Questions?

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www.meals4kids.org

A fresh approach to ending hunger PROJECTBREAD.ORG

FRAC
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Breakfast in the Classroom (BIC) was implemented in 2012-13 in 12 schools (8 elementary, 3 middle, 2 high schools) with funding from the Walmart Foundation and the *Partners for Breakfast in the Classroom* for start-up equipment and supplies.

Partners for BIC:

- ❑ FRAC
- ❑ National Association of Elementary School Principals Foundation
- ❑ NEA Health Information Network
- ❑ School Nutrition Foundation

Local Partners:

- ❑ Second Harvest Food Bank of NW North Carolina
- ❑ Guilford County Association of Educators
- ❑ North Carolina Principals and Assistant Principals Association



Method to the Madness - Phase I

- ▣ Grant finalized on April 27, 2012
- ▣ School Nutrition Staff started to set up the program.
- ▣ Retirement of FSD and CFO
 - Business Manager took lead roll



BIC Action Plan Phase II

- We picked 18 schools to do site assessments with the assistance of 2 In-Team consultants. Principals were consulted in the process. Some did not want the program at their school, while others embraced it.
- Once the sites were approved as acceptable operationally, we consulted with the district CFO to select the final list of 12 schools that met our financial criteria.

BIC Action Plan Phase III

- ▣ The next steps were:
 - Complete the district action plan.
 - Compile the needs for large and small equipment, supplies, etc. (for 12 schools based on their delivery method to students).
 - Determine additional labor needs for each school.
 - Once the grant was approved, the next phase began.

BIC Action Plan Phase IV

- ▣ Grant approval was received on July 3, 2012.
- ▣ Putting the plan into action!
- ▣ Bids were written for supplies, small equipment, large equipment and technology equipment (2-way radios and computer tablets).
- ▣ Equipment was ordered.
- ▣ Vendors were really pushed to get equipment delivered in time - we really needed an extra month to receive equipment before starting.

BIC Action Plan Phase V

Communication and Training

- ▣ The district's Communication's Office met with principals and administrators to determine marketing and training needs.
- ▣ All school staff was required to attend a training session prior to start-up. This included principals, teachers, custodians and foodservice staff. This was conducted during the teacher work days prior to the start of the school year.

BIC Action Plan Phase VI

Implementation phase:

- ▣ Final checklist – food ordered, supplies, equipment installed and training completed.
- ▣ Roll out schedule was developed. Although most all schools wanted to start the first day of school, we managed to spread them out the first week. The high schools started last, one high school (Smith) started a month later due to delay in getting a large amount of equipment in.

Assessment of the Program: Success!

- ▣ The program has been successful:
 - reduced tardiness
 - increased breakfast participation by 88.5% overall for the 12 BIC schools this year!
- ▣ Survey conducted at the end of the school year (still under analysis) - in general the responses were favorable.
- ▣ There are still some concerns about:
 - classroom spills and clean-up
 - variety of menu choices - we are constantly looking for more pre-packaged, affordable, appealing breakfast items.

Universal Breakfast Cost Analysis

School Name: *Welborn Middle, Guilford County Schools*

Student Eligibility

| Enrollment (#) | Free Meals (%) | Reduced Price Meals (%) | Paid (%) | Free and Reduced Priced Population (%) |
|----------------|----------------|-------------------------|----------|--|
| 496 | 83.67% | 7.46% | 8.87% | 91.13% |

Reimbursement Rate

| Free | Reduced | Paid |
|--------|---------|--------|
| \$1.85 | \$1.55 | \$0.27 |

Before Breakfast in the Classroom

Average Number of Student Eating Breakfast

| Free (#) | Reduced (#) | Paid (#) | % Eating |
|----------|-------------|----------|----------|
| 118 | 8 | 7 | 26.8% |

| | | | | |
|---|----|--------|---|-------------------------|
| Total \$ from Reimbursements | \$ | 232.59 | | |
| Food Costs | \$ | 72.09 | 31.0% | \$0.75/meal (inc waste) |
| Labor Costs w/ Benefits | \$ | 74.36 | 32.0% | \$11*14.8 man hrs*129% |
| Supplies | \$ | 7.64 | 3.0% | \$0.11/meal |
| Remaining \$ for equipment maintenance, utilities, indirect costs | \$ | 78.50 | Multiplied by 180 serving days per year | \$ 14,130.00 |

After Breakfast in the Classroom

Average Number of Student Eating Breakfast

| Free (#) | Reduced (#) | Paid (#) | % Eating |
|----------|-------------|----------|----------|
| 297 | 25 | 36 | 72.2% |

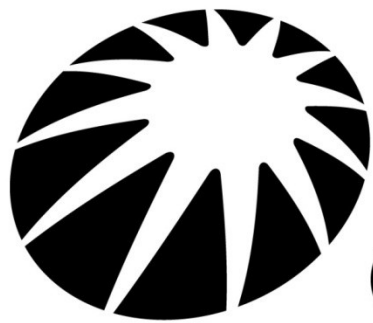
| | | | | |
|---|----|--------|---|--------------------------|
| Total \$ from Reimbursements | \$ | 597.92 | | |
| Food Costs | \$ | 237.83 | 39.8% | \$0.75/meal (inc. waste) |
| Labor Costs w/ Benefits | \$ | 178.10 | 39.8% | \$11*19 man hrs*129% |
| Supplies | \$ | 19.54 | 3.0% | \$0.11/meal |
| Remaining \$ for equipment maintenance, utilities, indirect costs | \$ | 162.45 | Multiplied by 180 serving days per year | \$ 29,241.00 |

Contact Me

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Guilford
County Schools

FRAC

Food Research and Action Center

Discussion

All Questions and Comments are
Welcomed and Encouraged!!

Thank you!

Register for our Upcoming Webinars at frac.org

July 18 - SNAP in the Aftermath of Disaster: Advocacy and Outreach Best Practices

August 6 - Afterschool Meals Matter Back-to-School: Start Serving Afterschool Meals This Fall

August 29 - Breakfast Matters Back to School: Effective Strategies for Expanding Participation in School Meals

For more information contact:

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